

The TyrrellTech Times

Volume 56

November 2010

Universal Laser DEMO DAY!

Uniquely Universal Features

Laser Interface+™
1-Touch Laser Photo™
Universal Laser Cartridges
Rapid Reconfiguration™ of Lasers
High Power Density Focusing Optics™



UNIVERSAL® LASER SYSTEMS

The largest in the VLS platform line, the VLS6.60 has a wide and deep engraving area that can accommodate a variety of materials. The VLS6.60 offers a choice of six laser cartridges ranging in power from 10-60 watts. The material processing envelope of 32" x 18" x 9" makes the VLS6.60 a versatile laser engraving solution for most award and sign shops.

Come see this machine in action in the TyrrellTech demo room. We can show you all of its great features and capabilities!

November 3, 10 am - 3 pm
TyrrellTech in Laurel, MD
RSVP to Amanda, 888-865-0300 x107
asanford@tyrrelltech.com

Neschen Laminator DEMO DAY in MD!



"I need a new laminator. I want a great price, but it has to be durable, versatile and reliable, too..."

**Come To Our Demo Day
for the ALL NEW
Seal 54 EL Laminator
& See All of the
Seal Machines
In Action!**

**November 4, 2010
10 AM - 3 PM**

Location:
Neschen Training & Education Center
7020 Troy Hill Drive
Elkridge MD, 21075

RSVP to Amanda
888-865-0300 x107
asanford@tyrrelltech.com



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TIPS & TRICKS

Trade In Printers- Same As Cash!

Is your business growing? Demand is rising? Are you looking to trade in your Versacamm machine for a Soljet printer/cutter? Well, the benefits are more than just the increased speed.

Not only are there tax benefits when you purchase equipment before the end of the year, but the machine that you already own can save you money out of pocket AND it still counts as cash in Uncle Sam's eyes!

Call today to find out how much you can save with your trade in machine. And, that saved money still counts as cash for you! Don't miss the chance to upgrade and save!



Intelicoat Material In Stock!

TyrrellTech now has in stock new Intelicoat materials, including new paper, canvas, and sticky back wall material. Call to find out more about these new products and how they work on your solvent or aqueous printer!



Ultraflex DSS Double Sided Smooth Banner

Ultraflex DSS 15 Blockout is a 15 oz. smooth, coated, two sided blackout banner material that achieves similar quality printing results on both sides.



Use this machine in your solvent or eco-solvent printer for indoor applications or outdoors under low stress conditions where banner opacity is needed. With its unique low curl formula and lay-flat appearance, DSS is perfect for pop-up or scrolling banner stands, tradeshow and events graphics, POP and any hanging banner or sign.

This material is available in widths ranging from 39" - 80". Call today for a printed sample! 888-865-0300.

"We first make our habits, and then our habits make us."

-John Dryden

Inc. 5000

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Flemington, NJ 08822

888-865-0300
www.tyrrelltech.com





TYRRELLTECH TRAINING ACADEMY

Call ahead to check pricing & availability in MD or NJ. Reserve a seat today!

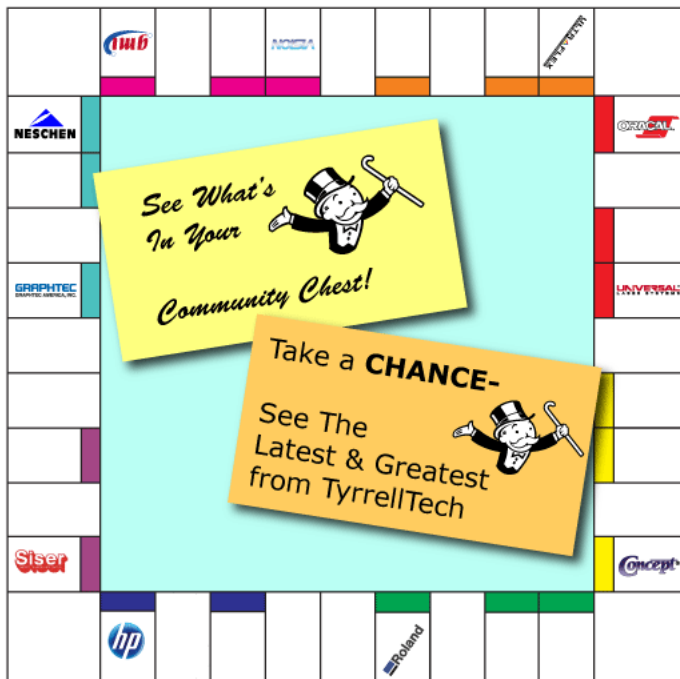
November 2010

Monday	Tuesday	Wednesday	Thursday	Friday
1	2	3	4	5
8	9 MD- Pricing Class	10	11 NJ- Banner Finishing	12
15	16 NJ- Flexi 101	17	18 MD- Illustrator 101	19
22	23	24	25 Happy Thanksgiving	26
29	30			

COMING SOON!

Can you believe it is time for USSC Sign World USA again?! See You On the Show Floor! Find us in Booth 401

Join **TyrrellTech** at
Digital Printing Systems
USSC Sign World USA 2010



December 2-4, 2010
Atlantic City Convention Center
Atlantic City, NJ, Booth #401



PROMOTIONS

Flexi 10 Upgrade Promotion!



HALF PRICE UPGRADE!

SA International has just released Flexi 10. Call today to find out how you can get a new version of this software, or what it will cost to upgrade your existing software. And, check out this exciting promotion, good until December 30, 2010:

Upgrade Your Flexi SignPRO 8.6 to Flexi SignPRO Version 10 for HALF PRICE. This Upgrade, normally \$795, is only \$397.50 until the end of December!

SAi PhotoPrint for Latex!

Flexi has now released a special version of their PhotoPRINT RIP software JUST for latex printers. Check out this new software, it can be yours for just **\$1295**



Call for more information!

Roland MDX-540 Shipping Promotion

Roland DGA announces a new promotion on the MDX-540A and 540SA models: FREE Shipping through December 31st!

Offer is only valid October 1st-December 31st or while supplies last. Offer cannot be combined with other offers or discounts.

Call today to see a demo on this machine and learn how its milling and prototype capabilities can expand your business!

Call 888-865-0300 x100 or email arodriguez@tyrrelltech.com



Rimage 2 for 1 Auto Printers!

Rimage is excited to announce a special 2 for 1 AutoPrinter promotion. Rimage printing technology provides you with the industry's fastest and most economical print quality and the most durable, high resolution printed surface. Proven under the most demanding printing applications, Rimage AutoPrinters are engineered to outperform all others. Rimage AutoPrinters are available with the industry leading Everest 600 or PrismPlus! printer to fit any CD/DVD/BD printing application.

***Purchase two AutoEverest 600 printers for the price of one.**

***Purchase two AutoPrismPlus! printers for the price of one.**

***Purchase one AutoEverest 600 and one AutoPrismPlus! for the price of one AutoPrismPlus! printer.**

This promotion runs now through December 15, 2010.



NEW PRODUCTS

Seal's EL Laminator: Affordably Priced With Neschen Reliability & Craftsmanship!

A new machine is here from Seal and it is a great solution for lots of shops.

The Seal 54 EL is a durable, reliable and affordable machine.

For less than other cold laminators in its class, the 54 EL runs at 14 feet per minute, has a one inch nip opening, uni-frame construction, and easy to use dial to raise and lower the roller. This machine is truly easy to load and easy to run.

If your shop has been looking for a machine to add to your production area- one that will laminate prints, and also mount graphics to boards- this machine is priced right! Call TyrrellTech today to find out how you can get this machine yourself.

Quantities are limited, but we have some of the first stock that you can get! Call 888-865-0300. See our demo day ad on the front page, join us to see this machine in action!



THE PERFECT PRINTER & LAMINATOR COMBO... CHECK THESE MACHINES OUT!

Roland Prints With White & Metallic!



PRINT WHITE AND METALLIC!

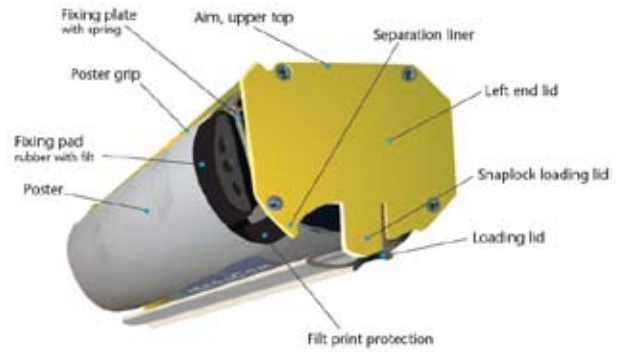


Roland does it again- filling in their product line with more machine options to give everyone a great place to start! These new VS Series printers are now available in 42", 54" and 64" print and cut models with options to print in full color and even with white and metallic!

With the industry's most advanced print head technology, integrated print/cut capabilities, superior media handling and print speeds up to 248.6 square feet per hour in dual CMYK mode (64" model), the VS series is Roland's fastest, most versatile VersaCMM wide-format inkjet printer/cutter series ever. Metallic and white inks add impact to any graphic for attention-grabbing results that elevate your brand message.

Come see this machine in action at TyrrellTech and learn how it can help launch you into versatile outdoor printing today for a great price tag! Call 888-865-0300 to see a demo!

The Mega Roller!



Trim the graphic, mount it into this Mega Roller, and make applying it to a window or wall easy with just one person.

The Mega Roller makes it possible to apply a graphic in one smooth motion, without having to figure out how to get the paper backing, the graphic and the squeegee all working in perfect harmony!

Available in four widths- 23", 36", 43" & 53"!



ENGRAVER CORNER

Universal Lasers VersaLASER

Universal Laser Engravers are a leader in the industry. They are easy to use, connect quickly via USB, and they have cartridges with various laser powers that can be changed out quickly and easily.

TyrrellTech is especially excited about the VersaLASER series. This machine is available in five models with laser power from 30 watts to 60 watts. This series machine is designed to handle a wide variety of engraving and cutting applications, including on-demand personalization.

The Universal Laser VersaLASER has some great capabilities that set it apart.

1-Touch Laser Photo is an exclusive Universal Laser Systems software application that allows you to quickly and easily make almost any photograph laser engraveable. 1-Touch Laser Photo applies special filters to your image and adjusts the contrast and definition appropriately for the material being processed. Using the software is as simple as selecting your target material from a list and cropping, resizing, rotating or mirroring the image as needed.

Call today to learn more, or attend our demo on November 3 to see this machine in action!



EDITORIAL

Machine Maintenance: It's Cleaner, It's Smarter & It Saves You A Ton!

You are driving down the road behind a car that has smoke billowing out of the exhaust every time they move. You think to yourself, "How hard would it be to just get the oil changed in their car, rather than letting it have problems. How silly!"

Yes, it is silly! That is how we feel when we see a machine in a dirty environment or with ink caked around the heads and cap tops. "What a shame to see a high performance machine maintained this way. It sure would do better if it were clean!"

Machine maintenance is incredibly important. Maintenance, when done in a preventative, pre-planned, proactive manner, can save you tons of time and money. Cleaning around print heads and cap tops takes about five minutes once a month. That is only one hour per year, at most. What is the cost of not doing it? If you have a cap top with too much ink around the edge, you can lose the seal against your print head and a head dries out. The down time and print head replacement is going to be a lot more than one hour of time all year. The repair alone will take a couple of hours, once the technician arrives, and the cost will be well over \$1,300 if you are not under a service contract.

Here are some easy tools that will make maintaining your printer easy. First, the list of things that you should have on hand in order to clean your machine and keep it running:

A set of wipers- 2 for most machines

Lint Free Cleaning swabs

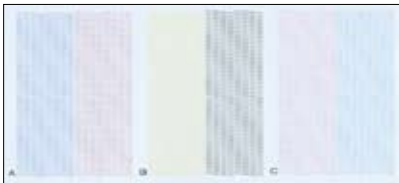
Solvent cleaning solution (for eco and solvent printers)

A back up set of inks- a complete set for your specific machine

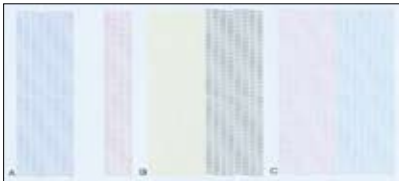
And then, what to do with those things. Your machine should be cleaned around the print heads once a month or so, depending on use. Some more often, some less often. A perfect test print from an XC-540 printer, for example looks like this: When you are done your cleaning, fire off a test print and if it looks like this, your work is done!

If you have a couple of nozzles missing or deflected, that isn't a

big deal- it will probably clear up once you start printing. If you have an entire color missing or half of a color missing, like this next image, you may have a bigger problem:



When you call with a request for service, have this test print handy and likely we will have you send it over- we can tell a lot about what is going on with a machine from seeing this image.



Your wipers are very small pieces but so important. They are what wipes the heads clean when the machine does its automatic cleaning cycles. When you manually clean the machine, you will see the wipers come forward and you want to visually inspect them. If they are standing upright and not too dirty, they can be cleaned with solvent fluid and you are done. If they are very gunked up, bent back, dog-eared, or anything like that, it is time to replace them! Just that alone can make a world of difference in how effective the cleaning

process is, and print quality can improve drastically.

And, the back-up set of inks. When does your printer run out of ink? Usually when it is PRINTING, meaning you really need it to keep PRINTING! So, keep that back up ink on hand. It is a small investment to keep your machine up and running. And, it will prevent you from running out of a color in the middle of a job and having to let the machine either sit and beep, or cancel the job and start all over again.

These seem like small, basic, obvious tips, and really they are. The trick is, keeping up with doing them. Do you ever get real tired before bed, brush your teeth and think, "Oh well, I can skip the floss tonight?" It is a slippery slope... do it once, you start a bad habit. And it is the same for your printer. Keep on cleaning and maintaining it, because slipping up on such a small, easy task can have some pretty monumental side effects.

And call TyrrellTech for service issues, we can get you back up and running. Check out this month's maintenance promo!

MAINTENANCE PROMO RETURNS!

Buy a Full Set of Ink, Get a Free PM Call!



If you are out of service contract on your printer and want a check up, pay special attention, this is just for you!

Purchase a full set of 220ml or 440ml inks for your printer and get a Preventative Maintenance Package on your Roland Printer FREE!



*Not to be combined with any additional promotions. Preventative Maintenance Package is valued @ \$295. Package includes dispatch fee, inspection, cleaning, calibration. Technician will provide full breakdown of noticeable problems with machine.

Call TyrrellTech to purchase your inks and schedule your maintenance call. Call 888-865-0300.

CUSTOMER SPOTLIGHT

Impulse GrafX Trailer Wrap- GREAT WORK!



TYRRELLTECH NEWS!

We have a happy birthday this November: **Christina Corder**, Customer Service, November 26 and...a HAPPY WEDDING! **Christina Corder**, November 6

