

The TyrrellTech Times

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TIPS & TRICKS

Versaworks 3.0 & Auto Registration



Newly released Versaworks 3.0 is now ready for you to update! If you are a Versaworks user, you can get this online update free and easy. Just go to your Start Menu, to Roland Versaworks, and to the Online Update feature to obtain and enjoy the newest version of this already powerful RIP program.

Faster and more precise than ever before, VersaWorks 3.0 is now available from Roland@NET Online Update service. With new VersaWorks 3.0, you can now:

- **Manage up to four Roland devices simultaneously**
- **Operate any combination of Roland machines**
- **Pair a GX cutter with VersaArt RS printer for print & cut**
- **Create perforated cut lines using the new PerfCut feature**
- **Take advantage of new single pass white ink print mode (XC-540 and LEC-300 customers)**

These new features join a host of proven productivity tools including the Roland Color System for easy, precise spot color matching, the MAX Impact preset for richer color contrast, and Variable Data Printing. Embedded ICC profile support, ink level adjustment tools, software proofing capabilities, advanced cropping, tiling and nesting options make this the most powerful version of VersaWorks yet.

Additionally, auto registration will begin with the launch of VersaWorks 3.0. As mentioned previously this month, this tool requires registration of anyone who logs into Roland VersaWorks for the first time. Users who are already registered will go through a registration confirmation process which will only occur once after implementation.

Downloading is easy and FREE. Turn Automatic Update ON and be notified of availability of updates when you launch VersaWorks or start the update manually by launching the Online Update utility from Windows Start menu.

Anyone who needs help with this update process, please call 888-865-0300 and we can walk you through it as long as you have internet access.

Keep That Machine Printing!



What is the best way to keep that car engine purring? Take care of it and, well, drive it!

The same holds true for your printer, the lifeblood of your sign business. Keep that printer printing. Then, when you get a rush job from a great customer, you can hit print and it will go out there and print.

If you have to let your machine sit for a week or more, that is ok. Your Roland is resilient. But send an image to it to print. Keep the ink flowing. Keep it printing. You will be glad you did!

How can TyrrellTech help with this endeavor? Well, keep it under service contract, of course! We can do preventative maintenance calls and service calls to keep you running, too. So, keep that printer printing! You will be glad that you did!

TYRRELLTECH TIMES CONTENTS

New Training Classes Scheduled.....	Pg.2
Sales & Promotions.....	Pg.2
Rimage Trade In Program.....	Pg.3
HP Flatbed Printers.....	Pg.3
New Products from Roland.....	Pg.3
Customer Success Photos.....	Pg.4
Editorial- Quality Matters.....	Pg.4

TyrrellTech GSA Catalog Now Printing!

Call today and find out how you, our government customers, can get a hold of one of our new TyrrellTech GSA Catalogs. It has all of the GSA pricing for items on schedule, including equipment and supplies.



Contact Nancy Myers at nmyers@tyrrelltech.com or 888-865-0300 x109 for more information.

SGIA- New Releases!



One of the two more prominent shows in this industry is being held this month, October 14-18th, in Atlanta, Georgia. The SGIA show is a time when many manufacturers introduce new technology, new machines, new media, and so much more.

TyrrellTech, as your Value Added Reseller, will be attending this show just to learn what is new, what is up and coming, and to bring that information back to you! So, want to hear a little about what we see? Call at the end of the month or watch next month's newsletter for a summary!

LET US PRINT FOR YOU!

Looking into getting a printer? Don't want to order a short roll for a specialty print job? Printer isn't up and running and you need some back up help? Put us to work for you! That is what we are here for! Call Mike at 888-865-0300 x108 or email mike@tyrrelltech.com for help. He can print your wholesale work and keep you in business! And remember, we don't print for your customers...just for people in the industry!

"Discipline is the Bridge Between Goals & Accomplishments"

-Jim Rohn

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TYRRELLTECH TRAINING ACADEMY

Please call ahead to get yourself on the list of attendees for any class offerings!

October 2008

Monday	Tuesday	Wednesday	Thursday	Friday
		1 Banner Finishing Class!	2	3
6	7 Flexi 101	8 RESOLUTION, RESOLUTION	9 After Hours Pricing Class	10
13	14	15	16	17
20	21 Color Management	22	23	24
27	28 Vehicle Wrap Academy	29 Vehicle Wrap Academy	30 Illustrator 101	31

November 2008

Monday	Tuesday	Wednesday	Thursday	Friday
3	4 Flexi 101	5	6 After Hours Pricing Class	7
10	11 Versaworks Refresher	12	13	14
17	18 Illustrator 101	19 Banner Finishing Class!	20	21
24	25	26	27	28

December 2008

Monday	Tuesday	Wednesday	Thursday	Friday
1	2	3	4 SignWorldUSA	5 SignWorldUSA
8	9	10	11	12
15	16 Flexi 101	17	18	19
22	23	24	25 Merry Christmas!	26
29	30	31		

Next Professional Wrapping Academy- October 28 & 29



The next Oracal Professional Vehicle Wrapping Academy is officially on the schedule for October 28 & 29- call to book your spot today! The class is a popular one, already filling up!

Price per attendee is \$795. This fee covers a half day of classroom lessons in technique and production, and then a day and a half of complete, hands on experience.

Spots are confirmed with full payment. Call 888-865-0300 or email Amanda at asanford@tyrrelltech.com to save a spot.

See Us in Atlantic City!

Make plans to come and see TyrrellTech in Atlantic City! Booth Numbers 509, 611 & 613! Check out new machines, new products, and ways to put more money into your business as the year comes to an end!

PROMOTIONS

Software Sale!



15% OFF OF SAI SOFTWARE

PACKAGES IN STOCK. Choose from:

Bad Wraps Design Software- \$995- **Now \$845!!**

Flexi Sign Pro 8.5- \$4,295- **Now \$3,650!!**

Flexi Sign 8.5- \$1,695- **Now \$1,440!!**

Flexi 8.5

And...



Save 15% on all Aurora Graphics Software, too!

Seal Media Promotion... 1 + 1 = 3!

Buy 2 rolls of SEAL Print Mount White Adhesive and receive 1 roll of SEAL Print Shield Standard UV in any finish -at no charge!

The free roll must be of equal or lesser size to the smallest roll purchased. i.e. For example, buy 1 roll of 51" Print Mount White and 1 roll of 38" Print Mount White and get 1 Roll of 38" or smaller Print Shield Standard UV FREE OR buy 2 rolls of 51" Print Mount White and get 1 Roll of 51" or smaller Print Shield Standard UV FREE.

All finishes of Print Shield Standard UV available (gloss, luster or matte). This range of pressure-sensitive laminates is economically designed to enhance and protect images while providing a strong bond and UV protection. Print Shield Standard UV is available in gloss, luster and matte finishes.

Print Mount White is a permanent water-based acrylic adhesive that incorporates a white 2 mil polypropylene carrier to prevent bleed through when mounting thin prints or media to black or dark colored substrates. Offer ends December 31, 2008!



Media Sale!

50% Off 3M

of all 3M Colored Cut Vinyl In Stock! Including 3M 7125 and 7725 High Performance Vinyl! And all GMI CV300 Intermediate Colored Cut Vinyl In Stock!!

Roland R-Wear Studio

Roland announces new R-WearStudio Software, a powerful new design software that supports Roland R-Wear Business Solutions for the customized gift and apparel markets. R-WearStudio offers all the necessary design functions for a range of profitable applications including: colorful print and cut heat transfers for apparel, decorated rhinestone apparel and rhinestone embellishments, and even gift engraving. This new software boosts your profit for personalized t-shirts, handbags, cell phones and more.



The main features of R-WearStudio are:

- Easy to use drawing tools for creating print & engrave objects
- Automatic Rhinestone arrangement
- Swarovski Rhinestone library (approx 500 stones listed)
- Rhinestone cost calculation & inventory control
- SFEEdit2 stroke editor software converts outline fonts to stroke fonts in one easy step

Rimage Trade In Rebate

Rimage announces the 2008 Customer Loyalty Trade-In Program. When customers trade-in and replace their existing disc publishing system for a Rimage Producer III 7100 or 8100 system, they can earn rebates direct from Rimage Corporation, up to \$6,000!

The Producer III 7100, 7100N, 8100 and 8100N systems offer durable direct-to-disc printing with the built-in Rimage PrismPlus! or Rimage Everest 600 or Everest III printers. Customers will enjoy new software enhancements including automatic multiple disc spanning for large files or volumes and more!



PRODUCT SPOTLIGHT

HP Flatbed Printers



Are you SCREEN PRINTING?
Want a better way to print direct to board?
Come check out a demo on these machines!



Move your business forward and get everything you want in an industrial flatbed printer: unlimited versatility, an efficient workflow, and robust durability at fast print speeds. UV inks offer vivid, durable color, and HP quality saves you time and money.

Available Units include:

- HP 35000 CMYK- 4 color flatbed printing
- HP 35000 CMYKcm- 6 color flatbed printing
- HP 45000 CMYK- 4 color flatbed printing
- HP 45000 CMYKcm- 6 color flatbed printing
- HP FB910- 4 color flatbed printing

Call TyrrellTech to find out more about our demo FB910 model, as well as the 35000 and 45000 models, available in both four and six color with rigid media printing capabilities, as well!

NEW PRODUCTS



Roland VersaUV LEC-300 Printer

The environmentally friendly VersaUV LEC-300 is the world's first UV inkjet printer/cutter and uses safe, low-heat LED lamps. VersaUV prints CMYK + White + Clear on a wide range of substrates.



White ink creates crisp, flawless graphics and text and can be used as an undercoat to enhance the brightness of four-color prints. Clear coat beautifully finishes graphics with luxurious textures and special effects.

The VersaUV LEC-300 prints on paper including metallic surfaces for labels, decals, POP displays and posters. You can also use the LEC-300 to create original patterns and 3D domed corporate logos directly onto synthetic and natural leathers. Customize window coverings, tapestries and other interior décor items. Choose from hundreds of media options including flexible specialty substrates for outstanding results.

The LEC-300 is a very capable pre-press and proofing device that can save commercial printers the many costs associated with press downtime. With VersaUV, you can eliminate outsourcing for short production runs as well. Production is easy!

Roland VersaArt 54" & 64" Printers

The VersaArt RS series of eco-solvent wide-format printers integrates the latest technologies from Roland's award-winning VersaCAMM and SOLJET PRO III models. Offered in 54" and 64" 4-color (CMYK) models, the VersaArt is perfect for both indoor and outdoor graphics.



54"- \$15,495

64"- \$16,995

VersaArt prints reflect the highest image quality thanks to Roland Intelligent Pass Control technology, a unique three-dimensional ink firing system that precisely controls droplet size and placement for exceptionally smooth results every time.

Designed for productivity, the VersaArt prints at up to 136.7 sqft./hr. in standard print mode and 230 sqft./hr. in billboard mode on the 64" RS-640. Built to be energy efficient and low maintenance, the VersaArt is Energy Star certified and carries Roland's new Eco-Label, an ISO 14021 Type II label certifying compliance with a company's internal environmental standards.

Roland Intelligent Pass Control technology (patent pending) is a combination of printer and software advancements that control the ink firing at the edge of each pass and deliver the proper ink density in every print mode. The result: improved print quality and throughput and virtually eliminated banding.

VersaArt printers ensure precision media feeding throughout long production runs. For maximum productivity, the VersaArt features all-new heavy duty media shafts and flanges that stabilize printer performance and support heavier rolls of media.

A BRAND NEW ARRIVAL!



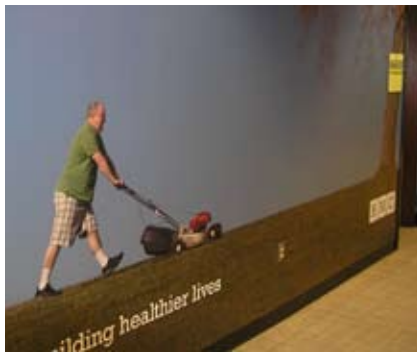
TyrrellTech's Michael Fambro and Selina Johnson welcomed Michael Alexander Fambro into the world on Sunday, September 7, 2008
How precious is he!?

Sign-A-Rama Wall Mural Installation

Sign-A-Rama Bel Air installed a 9.5' x 24.5' wall graphic printed on their Roland with Oracal media. Looks good, guys!



Acorn Signs of Richmond installs Koro "Green" Revolve Wallcovering



Rogers Sign Company and their Mobile Car Wrap Ad!... Printed in ONE PIECE!



EDITORIAL- Quality Matters

"Well, I don't want to make the sign TOO good. I want it to fall apart so that they will come back and buy another!" This line is the 'Mode of Operation' for some companies in this industry and it is dangerous. Scary, even. For several reasons.

The first and foremost reason that this is dangerous is because of the confusion in the intent. If a customer gets a sign from you, and it fails, why would they be coming back to you for their next sign? I bought a watch from a store last week and it broke. Actually, it never worked right. I didn't go back and buy a new one at the same store. I returned it and walked into ANOTHER store to buy a new one. If you apply that same logic, wouldn't your sign customer be going somewhere else for a sign that will not fail?

As a reseller, we hear both sides of the story. From experience, we have had many people tell us stories of how they were working with one company, but when the repeatedly couldn't get the quality or reliability that they needed in their sign, they were forced to have to find another place to get their signs.

There are sign companies out there who have customers walk through their doors looking for a change because they have been doing business with a company that just isn't giving them the quality that they want. It is very unsafe to cut corners to make a less than adequate sign. Some people, if they cannot get the quality that they believe you are or should be capable of, will just walk through the doors of another location and become their customer. All because you, gave them an inadequate product.

Most people buy signs for their business because they need to, not because they want to. "A business with no sign is a sign of no business," so people buy signs as a necessity. Rarely may they like the price, but you need to still be sure to charge appropriately for the materials, labor and product that you are giving them. Of course price is a concern but should not be the main focus. The main focus should be the intent of the sign and its purpose. Many times you need to educate your customer as to the value of the sign and what it is going to do for them. A good sign is an investment in their business. Good looking, quality signs bring in more customers and more money. This is where you need "sell" your quality and why it is better than the next sign company's. Put your sales hat on and take the focus off of price, put it onto quality, warranty, design, ease of doing business, response time, etc.

If you use quality products and can meet the customer's budget, you have a win-win situation. You will have a happy customer that will return to you for their next signage needs. That is all that you can ask for.

There is a fine line between a happy customer that keeps coming back and a lost opportunity. Putting that sign in place with inadequate materials is a recipe for disaster. Change your mode of operation. "I want to give them the right sign with great quality, just what they are looking for, because THAT is what is going to get them to come back next time."

TYRRELLTECH NEWS!

TyrrellTech has LOTS of October Birthdays...

Melanie Morgan, October 2

Michael Fambro, October 6

Sandy Dog Tyrrell, October 11

Tracey Schaub, October 13

And last but not least... **Craig Tyrrell!**, October 23

