

CoreIDRAW®

Help

December 2019

the entrepreneurial
magazine for
CoreIDRAW®
users worldwide



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**TOP
2019
PRODUCTS**



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**Self-Employed:
Disruption 101**

**Using CoreIDRAW:
Mesh Fills**

**CoreIDRAW Tips:
Creating
Symmetry**

**Corel Tutorial:
Using the
Transparency Tool**

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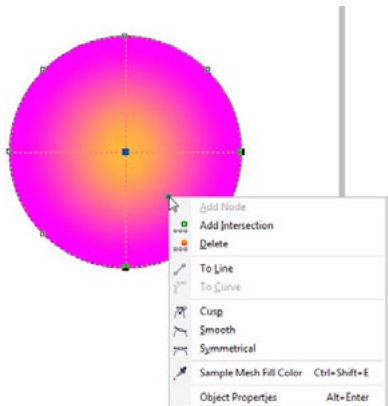
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Inside



By Mike Neer,
Publisher

This is my last column for *CoreDRAWHelp Magazine*. As I mentioned last month, I am retiring as publisher to work on my novels. I have published two novels so far, and the second one received a silver medal in the children's fables category. Each of them has multiple sequels in the planning stages. If you want to follow my writing, visit www.MRNeer.com or view books by M.R. Neer on Amazon or other online booksellers.

The Journey

It's been quite a journey writing for this industry for the last 40 years. It all started in 1979, when my father, Don L. Neer, asked me to help edit *The Trophy Dealer* publication for a small association he was managing called the Trophy Dealers of America. I taught English at local high schools and edited in my spare time. By 1982, the association had grown to where they needed a full-time editor of *TDMA News*.

In 1986, I moved to Washington D.C. and served as a free-lance reporter for the magazine. I traveled the East Coast visiting some wonderful retailers and manufacturers. I recall doing stories on Antares Instruments, Garden Spot Badge Co., Awards Etc/Yarborough Time, Liberty Supply, Rocky Mount Woods, Contemporary Plaques, Nash Industries, Classic Medallics, and many others.

In 1988, my first son was born, and we moved back to Fresno in 1989 to be with family. I took on the role of Education Director for the awards association, contributing articles as needed. In 1993, my brother Steve and I formed the Personalization and Identification Association and published *P&I News* while also organizing many Embassy Suites trade shows around the country.

This is where we first teamed up with John and Judy McDaniel who presented CoreDRAW seminars for us at the shows.

About 2001, we transformed the tabloid P&I publication into a slick magazine called *Recognition Pro*, which shortly thereafter became *Graphics Pro*. We featured cover stories about the pros who were running professional retail award and gift businesses

Thanks for the Memories

around the country. We also started publishing an Enews for sublimation and laser users.

In 2006, my brother Steve moved into the warehouse business for R.S. Owens & General Awards, while I formed a partnership with the McDaniels. We transformed the publication once again. This time we got the blessing of Corel Corp., the defacto standard software for the graphic products industry, and formed *CoreDRAWHelp magazine*. We also pioneered an all-digital magazine, expanding our reach to 8,000 CoreDRAW users in more than 70 countries.

We also set up the Association of CoreDRAW Professionals (ACDRP) to provide exclusive help and services to CoreDRAW users. Our niche, spearheaded by John McDaniel's expertise, was how to apply CoreDRAW graphics to industry jobs for engraving, sublimation, laser, transfers, and more. We became the entrepreneurial magazine for CoreDRAW users.

We expanded the magazine and Enews several times in the last 13 years, and now John McDaniel will take it in a new direction with a focus on tech trends, entrepreneurship, and social responsibility of businesses.

Thanks to all

Thanks to John & Judy McDaniel for their partnership and friendship. Thanks to the many writers who penned their thoughts for us – Donna Gray, Deborah Sexton, Bill Leek, Steve Spence, Otis Veteto, Mark Venit, and many others who did occasional columns. Thanks to all of you readers who kept asking "what's new?" Thanks to all our advertisers who kept creating the new products. Thanks to Corel Corp. for your support. Thanks to John Mise, our consistent and efficient graphic designer. Thanks to all of you who joined me in this journey from typewriter and pasteboards to all digital online publication. It's been a good ride.

Thanks for the memories!



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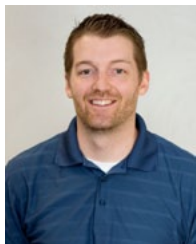
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Using CorelDRAW®

By John W Mise



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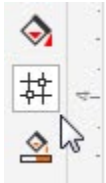
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Mesh Fills

The **Mesh Fill** tool is a very useful feature in CorelDRAW. If you have an understanding of how bézier curves are controlled and how color is applied, you'll find mesh fills relatively simple to understand. Mesh fills are used to create the effect of blending several color fountain fills to an object to create unique effects which allows you to create a fill with very subtle changes in color.

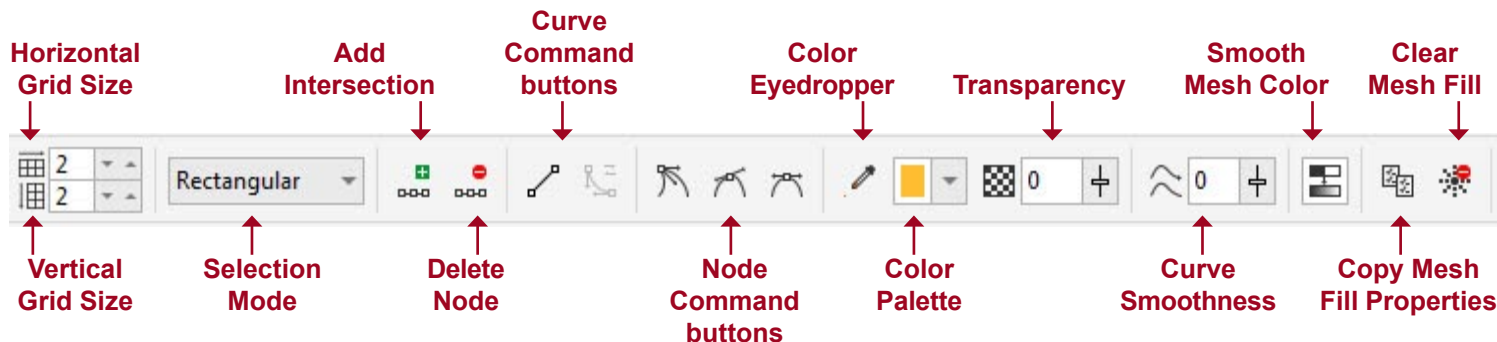
Unlike regular fills, mesh fills can be molded and shaped allowing you to create objects with unique forms. While "shaping" the mesh, new nodes can be added, colors can be applied to a single node or to entire cells along with several other options. Also, Mesh fills are vector objects. This means that you can enlarge or reduce the object without changing the file size.

When a mesh is applied to an object, a grid structure composed of nodes and curves will appear. Nodes and béziers are manipulated the same as any other vector object. The areas separated by the grid lines may be individually applied with different colors.



The *Mesh Fill* tool (**M**) is located in the Toolbox. When the *Mesh Fill* tool is selected, a number of new options will appear on the Property bar. Some of the options that appear on the Property bar will look familiar to you if you use the Shape tool frequently. With these options, you can set the vertical and horizontal size of the mesh grid, change the node and path properties, and set the smoothness of curves. Mesh Fills are also dynamic, which means they can be edited at any time.

When an object is clicked with the *Mesh Fill* tool, it becomes a mesh object, with the current grid values applied. You can add or remove vertical and/or horizontal grid lines by entering values in the Property Bar Grid Size boxes. To shape specific portions of the grid at the bézier level, click directly on the segments or nodes and drag to re-position them or use the Property Bar options to make changes to the shape.



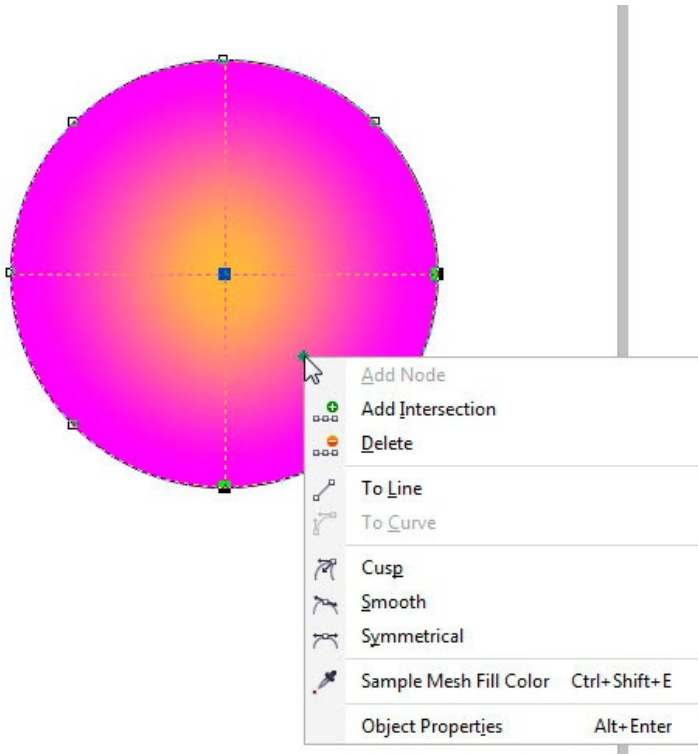
Using CorelDRAW®

Mesh Fill Options

The following options will be available on the Property bar when the Mesh Fill tool is selected:

Frequency of the patches - The default setting for a new mesh fill is two horizontal and two vertical sets of patches. You can increase or decrease the number of columns and rows by using the entry fields in the Property bar.

Add Intersection/Delete Node - When you click on a path segment, a node may appear. You can add an intersection by either clicking on the **Add Intersection** button or by pressing **+**. This will add a new row or column to the mesh fill depending on whether you've added a point to a vertical or horizontal mesh path segment. To delete a node, you need to select the node, and then click on the **Delete Node** button or press the "Delete" key on the keyboard. This will remove the mesh node and any intersecting path segments. This will reduce the number of columns or rows of mesh patches. Deleting nodes may create undesired results, so be careful.



Curve and Node command buttons - By default, path segments that make up the mesh fill are curves. These are bound by nodes that have the Smooth property. If you want to change a path segment to a line, you will need to use the "Convert To Line" command button. Nodes can then be changed to Cusp, Smooth, and Symmetrical properties from the Property bar.

Curve Smoothness - With this option, you can select a number of nodes in a path segment and use the Curve Smoothness slider and numerical field to reduce the number of nodes. This works the same as the *Node Reduction* feature in CorelDRAW.

Selection mode - This is on by default and allows you to select nodes in Rectangular mode. This means you can drag your cursor to create a rectangular shape to select nodes. Whatever falls within the rectangle, you can change the properties of -- things like color, position, and transparency. You can also "Freehand". This means you can draw any shape, and you are not bound by the rectangular shape when selecting nodes. You can also *Shift-click* any number of nodes to select them for editing. However, Freehand mode does not allow you to select patches; this is only available in the Rectangular selection mode.

Smooth Mesh Color - This is a toggle on/off button and can produce smoother color blends for your fill. The position and properties of the mesh nodes and curve path segments will remain the same.

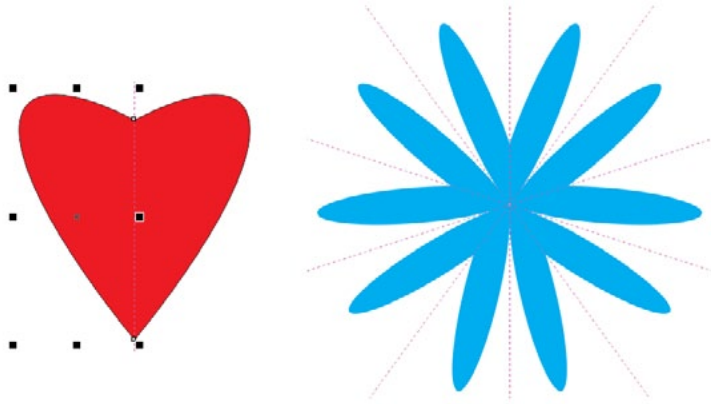
Color Eyedropper - When a patch or node has been selected, you can choose a color from anywhere on the screen by dragging the *Color Eyedropper* over to any point.

Color Palette - This allows you to select colors for selected nodes and patches. To access the default color palette, click the flyout button on the Property bar. You can also choose one of the preinstalled CorelDRAW palettes.

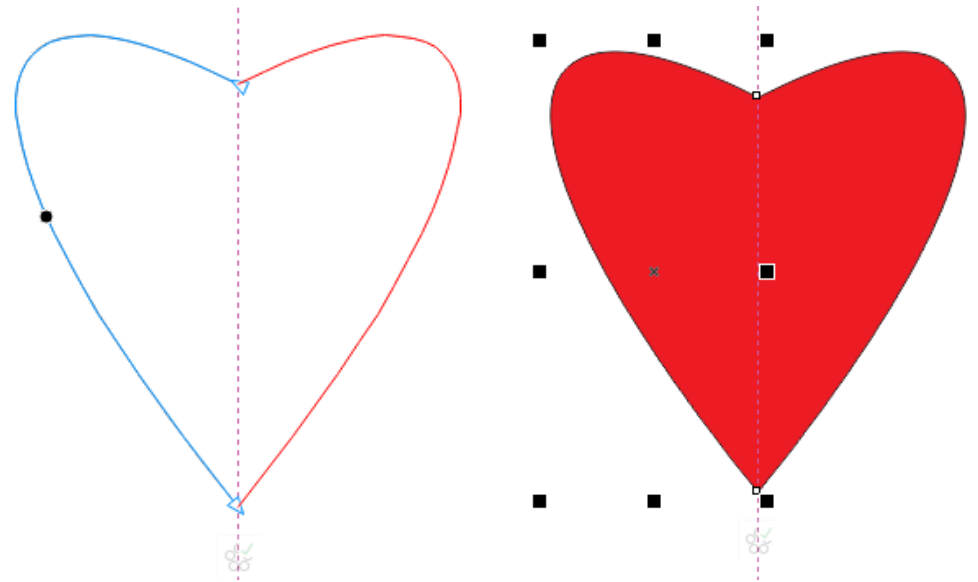
As with most complex tools, mesh fills will become easier to work with once you know the ins and outs of how everything works. The learning curve may be a bit steep at first, but with practice and patience, it will become easier and a lot more rewarding.

Creating symmetry

The Symmetry drawing mode introduced in CorelDRAW 2018 makes creating symmetrical objects and designs easy and fun. Draw in Symmetry mode from the get-go, or create symmetry from existing objects.

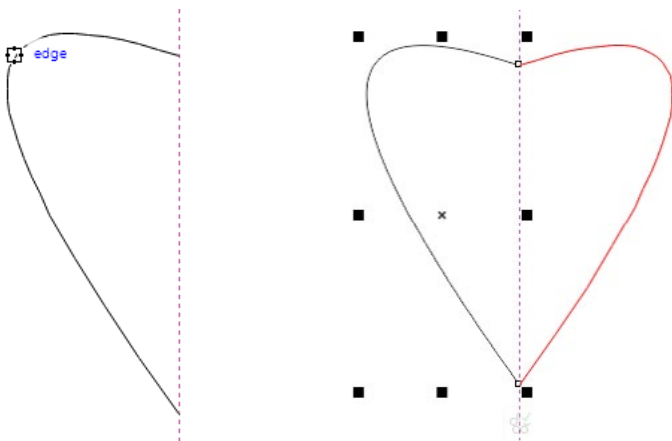


3. You can edit the shape of the curve with the **Shape** tool. If you want to fill the shape with color, click the **Fuse curves** button on the property bar, and click a color on the onscreen color palette. Note that the end nodes of the curve and its copy must meet on the symmetry line for fusing to work.

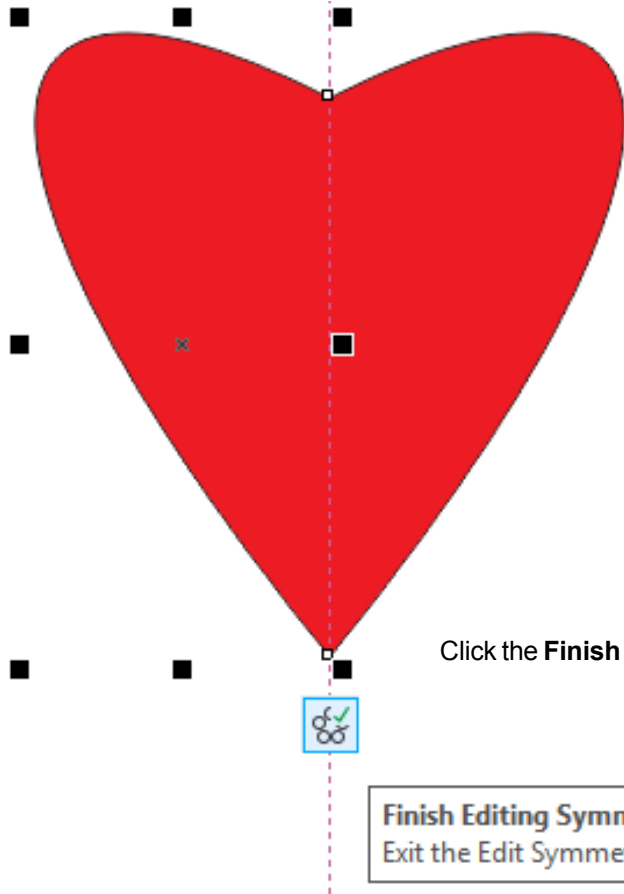


To draw in Symmetry mode

1. Click **Object > Symmetry > Create New Symmetry**. A symmetry line appears in the drawing window.
2. Draw a curve or a shape. In the following example, the **3-point curve** tool is used to draw a curve. The curve is automatically duplicated and mirrored.



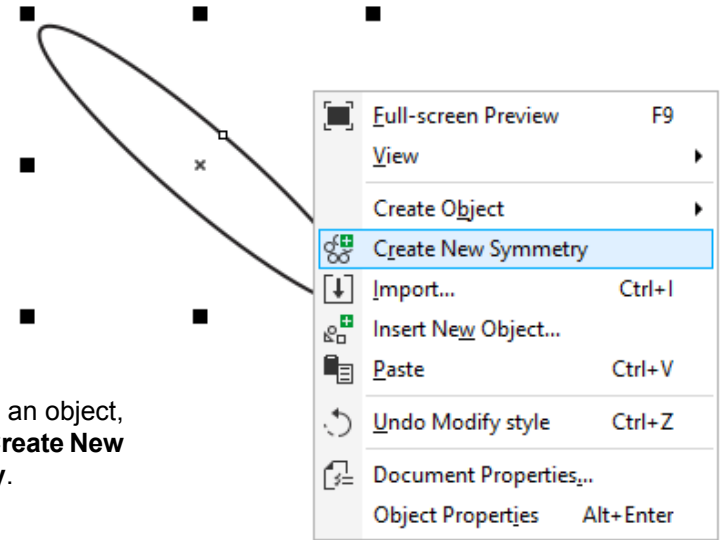
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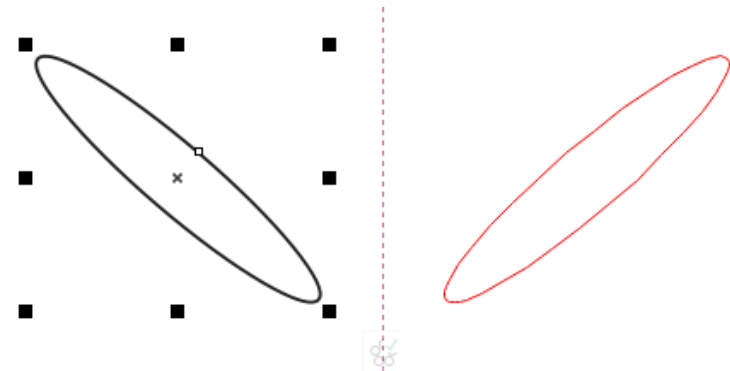
Click the **Finish Editing Symmetry** button.

Finish Editing Symmetry
Exit the Edit Symmetry mode.

To create symmetry from objects



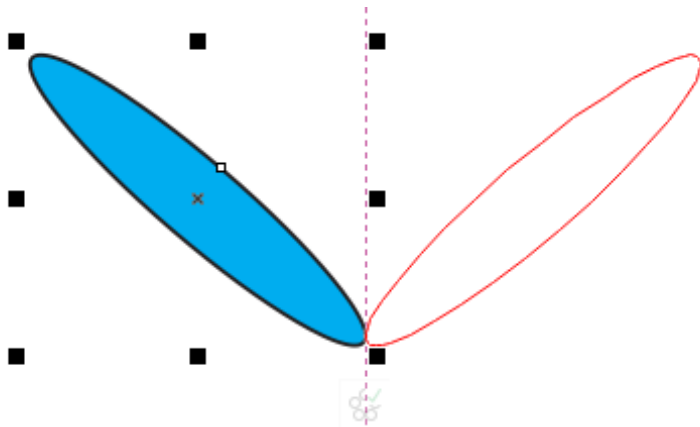
Right-click an object, and click **Create New Symmetry**.



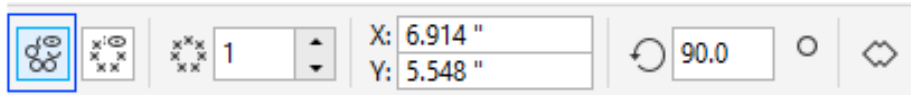
A symmetry line appears in the drawing window, and the primary object is duplicated and mirrored.



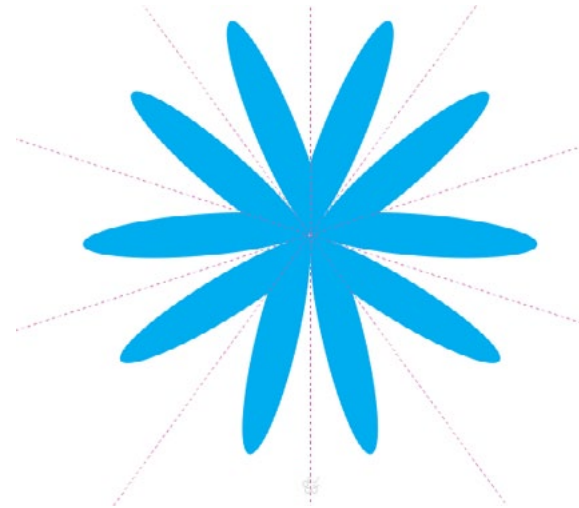
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Edit the primary object. In the following illustration, the object is moved to the symmetry line, and filled with color. You can also move the symmetry line instead of the object.



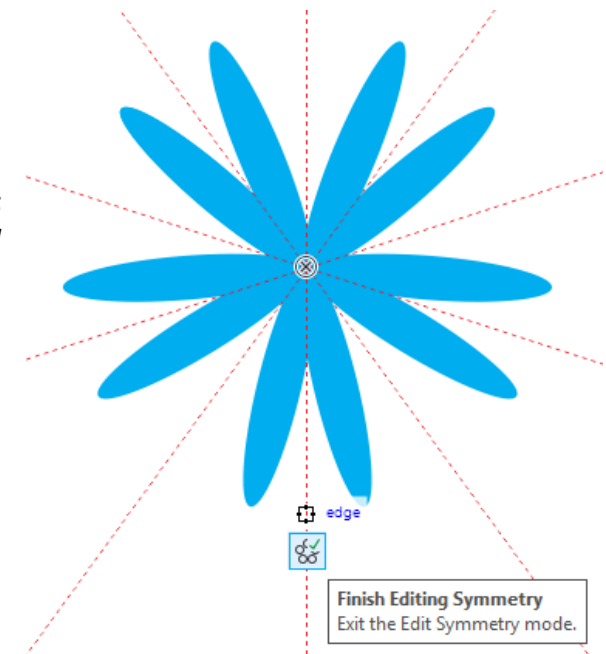
The object copy is displayed in wireframe mode. This view lets you identify the primary object easily. To show a full preview of the object copy, click the **Show full preview** button on the property bar.



To create a more complex design, simply increase the number of symmetry lines in the **Mirror lines** box on the property bar.

This example uses 5 symmetry lines and full preview. The outline of the primary object has been removed.

When you have finished editing, click the **Finish Editing Symmetry** button.



Finish Editing Symmetry
Exit the Edit Symmetry mode.

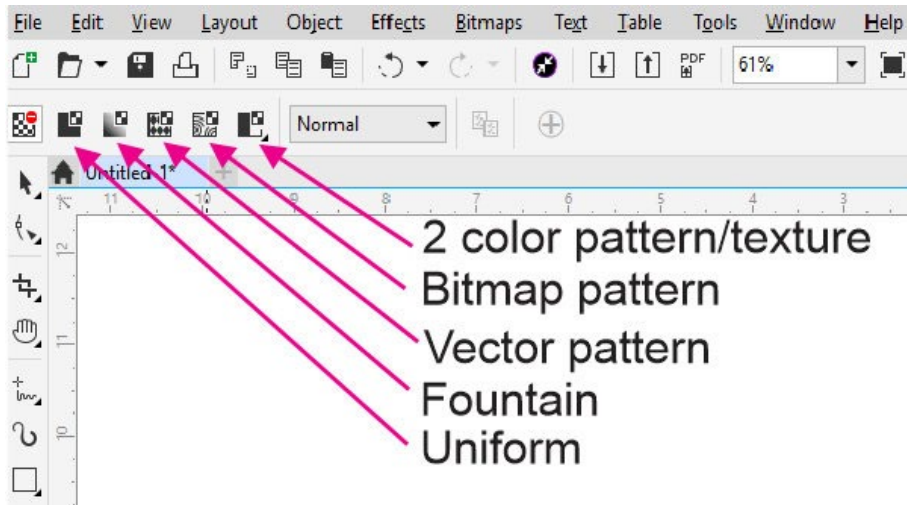
How to Use the Transparency Tool in CorelDRAW

In this tutorial we will go through a variety of exercises to demonstrate how to use the **Transparency** tool and how to adjust the various settings for each type of transparency.

The **Transparency** tool can be found in the **Toolbox** on the left-hand side of the interface, above the **Eyedropper** tool. It looks like a black and white checkerboard. Once the tool is activated you will notice that the **Property** bar along the top changes to show the transparency types. When a transparency type is selected, the **Property** bar will display additional options.

There are 5 types of transparencies:

- ▶ Uniform
- ▶ Fountain
- ▶ Vector pattern
- ▶ Bitmap pattern
- ▶ Two-color pattern/texture



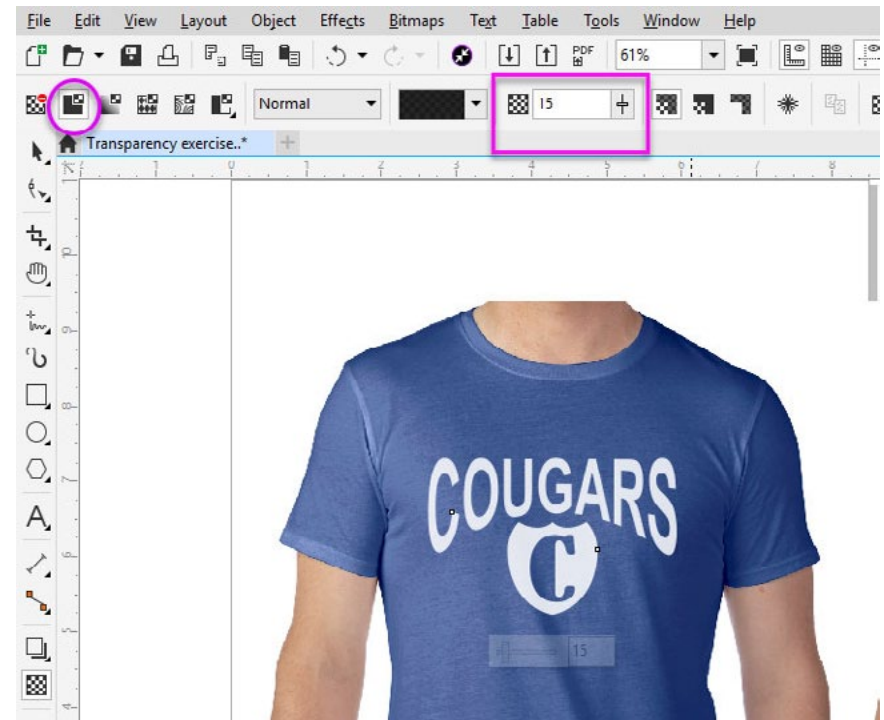
For each transparency type you can apply a **Merge Mode**, which will specify how the color of a transparency is combined with the color of the object behind it. Each transparency type also has a **Transparency Picker**, which allows you to select from

different styles of transparency. You can apply a transparency to the fill of an object, the outline of an object or both. You can also adjust the opacity of the transparency and edit more details about the transparency.

How to Apply a Uniform Transparency

Exercise 1: T-shirt Mockup

In our first exercise we are going to use a uniform transparency to make a t-shirt mockup look more realistic. Often a white or solid color design placed on a t-shirt photo will look like a sticker just stuck on there. We can apply a transparency effect to give the appearance that the logo is actually printed on the garment. Select the **Transparency** tool and then select **Uniform Transparency** in the **Property** bar. Adjust the **Transparency** slider to **15**.



With a slight transparency, the logo is a little less opaque and looks like it is inked on the garment. If you want to see the difference, click on the **No Transparency** icon to remove the transparency, then click on the **Uniform Transparency** icon to re-apply the transparency. The effect is slight, but enough to make the t-shirt mockup look realistic.

Exercise 2: Adding a Color Cast to a Photo

Another use of uniform transparency is to add a color cast to a photo, in this case a photo being used for a musician’s Facebook cover image. Select the image, hold down the **Shift** key on your keyboard and double-click the **Rectangle** tool. This will create a rectangle the same size as the photo. Next, choose a dark forest green on the **Color** palette and your rectangle will be filled with that color. Now let’s add our transparency. With the green rectangle selected, activate the **Transparency** tool and then click the **Uniform Transparency** icon. You can adjust the opacity using the **Transparency** slider to get the look you want.

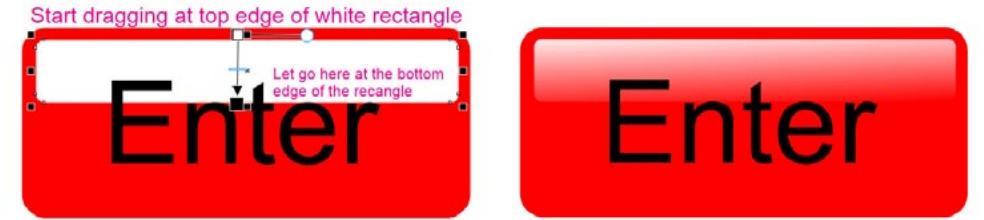


How to Apply a Fountain Transparency

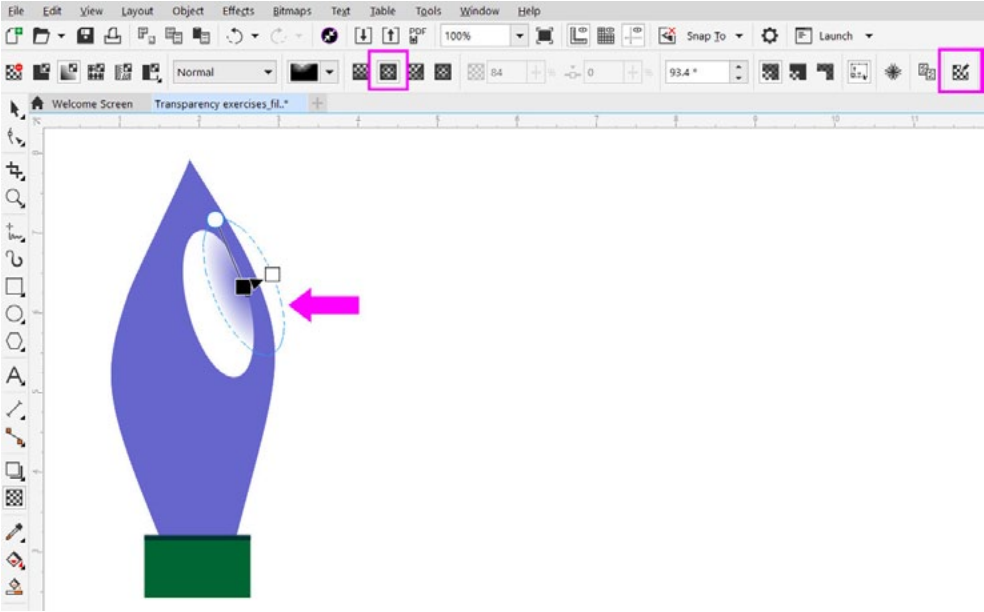
Exercise 1: Adding a Highlight to a Graphic

In this exercise, we are going to use a fountain transparency to add a highlight to two different graphic images: a button for a website and a light bulb. A fountain transparency is a gradient that fades from white (less transparent) to black (more transparent). On our web button we have the red button shape and a solid white shape on top. Applying a fountain transparency will make the white shape look like a highlight.

Select the white shape with the **Pick** tool then activate the **Transparency** tool. You can select the **Fountain Transparency** icon in the **Property** bar, or simply click and drag inside the white shape from the top down to the bottom. The fountain transparency is applied, softening the bottom edge so that it looks like it’s fading into the button. You can tweak it by dragging on the black handle to adjust the fading edge to make it just right.



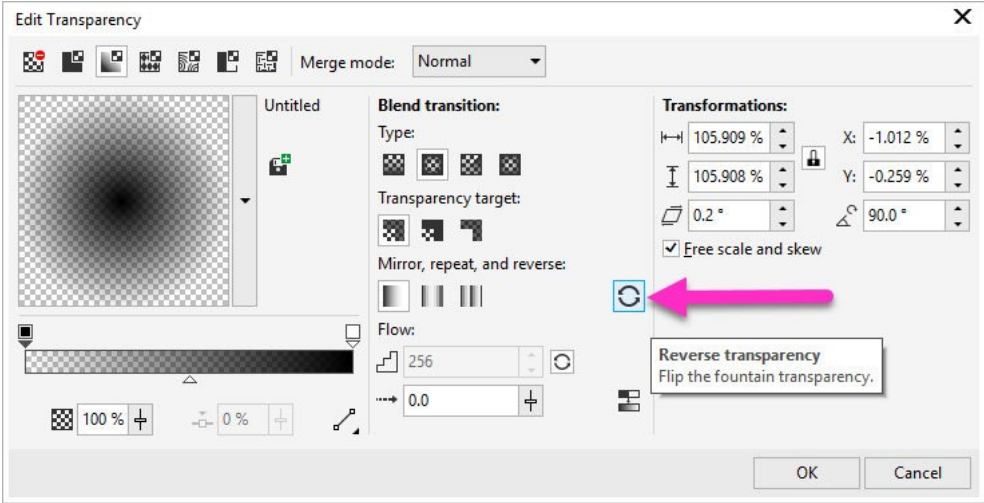
Let’s try the same effect on our light bulb graphic. Apply the fountain transparency the same way by dragging from the center out towards the right side. The default for fountain transparency is **Linear**, which worked well on the web button but not for the light bulb. Choose the **Elliptical** fountain transparency instead.



You can adjust the location of the fountain transparency by clicking on the blue dotted line and dragging it to move it.



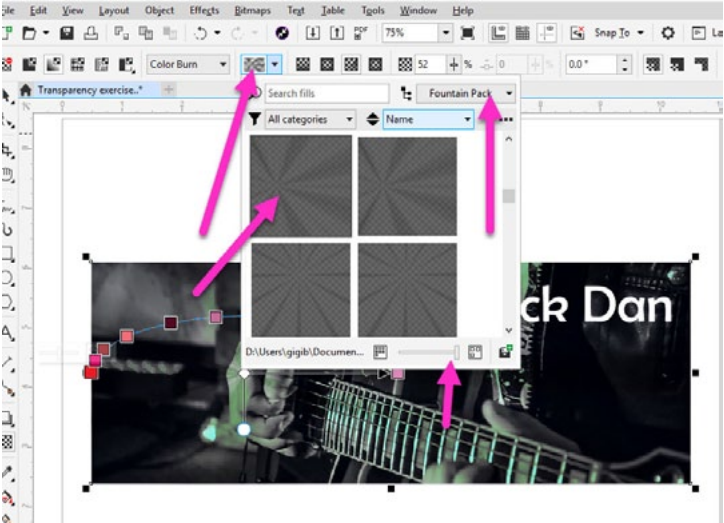
We also need to reverse the transparency, so that it fades out towards the edge, not in towards the center. Click the **Edit Transparency** icon (at the far right of the **Property** bar), then click the **Reverse transparency** icon and click **OK**.



Then you can drag the black color handle to adjust the fade of the transparency so that the edges of the white highlight shape are soft.

Exercise 2: Using the Transparency Picker and Merge Modes

Let's return to the Facebook cover image and we will use some other transparency



options to add effects. Activate the **Transparency** tool and apply a fountain transparency by dragging from the top to the bottom. Click on the **Transparency Picker** dropdown arrow to open the library of fountain fills.

Try applying different fills and using the handles and sliders to create different looks

- Click and drag the center white rectangle to reposition the fill
- Click and drag the white circle to adjust the length and angle of the fill
- Click on any of the colored squares and use the slider to adjust the opacity
- Activate the **Pick** tool and click on a color in the **Color** palette to change the color of the fill

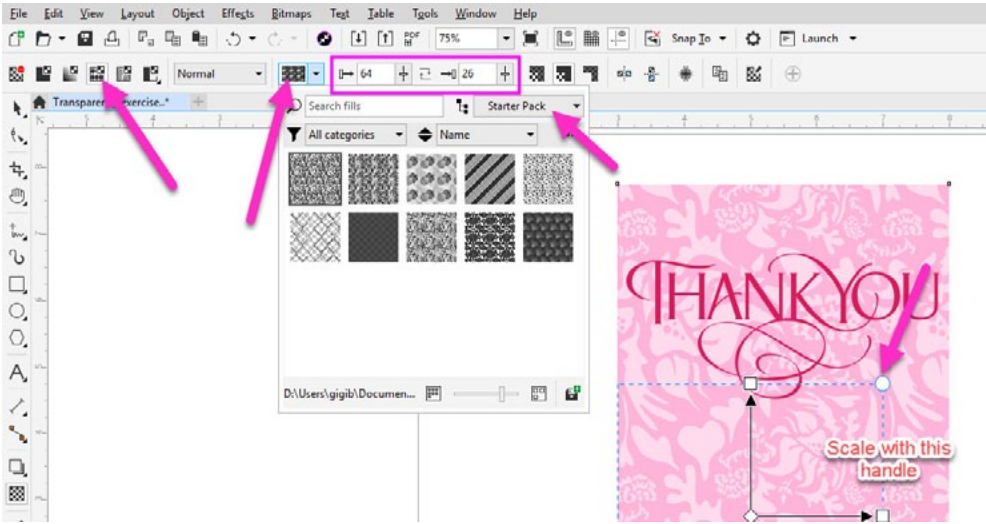
*Note: If you are using CorelDRAW 2018 and higher, you can add more fills by going to **Welcome Screen > Get More** and clicking on the **Content** tab along the top. Here you can find free fill packs that you can download and install.*

Now let's look at **Merge Modes**. Click on the **Uniform** transparency icon in the **Property** bar. This will remove the fountain transparency and return to the solid, single color cast. We will use a merge mode to create a sepia effect. Click on the orange color in the **Color** palette. Select the **Color Burn** merge mode from the dropdown list. Adjust the **Transparency** slider to **52**.



How to Apply Pattern Transparencies

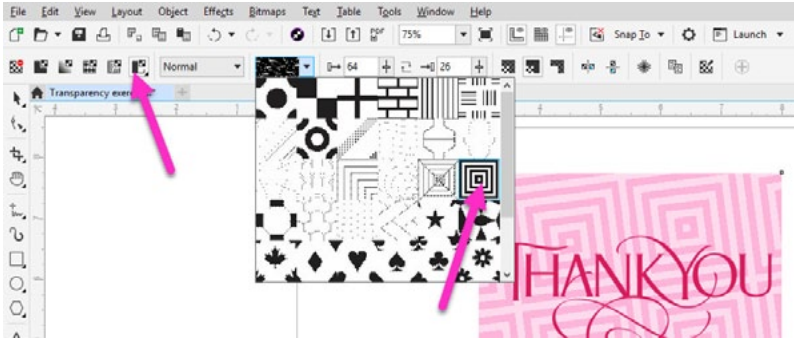
In this exercise you will learn how to create different effects on a thank-you card using **Vector**, **Bitmap**, **2-color** and **Texture** transparencies. First, select the **Vector Pattern** transparency icon in the **Property** bar. Click on the **Transparency Picker** dropdown and select the pattern you would like to use. You can adjust the scale and angle of the pattern by dragging the handles, and adjust the opacity for the **Foreground** and **Background** colors using the transparency sliders.



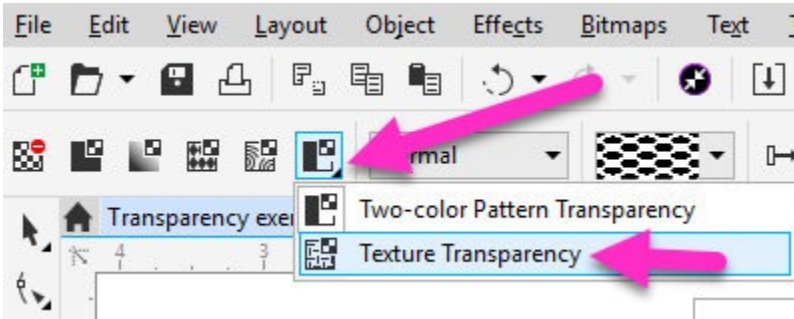
Next, click on the **Bitmap Pattern** transparency icon in the **Property** bar. Check out the options in the **Transparency Picker** and select one you like. You can make adjustments to a bitmap pattern transparency the same as you did for the vector pattern transparency.

Note: as with the fountain transparency fills, if you are using CorelDRAW 2018 and higher you can find more vector and bitmap patterns free to download from **Welcome Screen > Get More > Content**. If you are using a previous version of CorelDRAW, these extra patterns will already be installed.

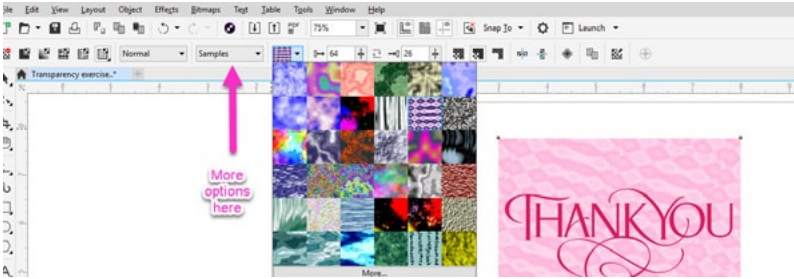
Now let's try a Two-color transparency. With the **Transparency** tool selected, click on the **Two-color Transparency** icon in the **Property** bar. Choose a pattern from the **Transparency Picker**, and experiment with different looks using the same adjustment tools as the **Bitmap** and **Vector** pattern transparencies.



Finally, let's try a **Texture** transparency. Click on the black arrow in the bottom right corner of the **Two-color Transparency** icon in the **Property** bar and select **Texture Transparency**.



Select any texture you like adjust the scale, angle, foreground and background levels as before.



Don't forget, you can change the color of your transparency fill or pattern by activating the **Pick** tool and selecting a different color in the **Color** palette.

Now that you are familiar with the **Transparency** tool, there is no limit to the different looks and effects you can create.



Top Products of the Year

Throughout the year, this publication has reported on what's new in the graphic products industry, which includes decorated apparel, awards, personalized gifts, signs, and promotional products.

For this 2019 wrap-up, **CoreDRAWHelp** editorial staff reviewed all the product news for the year and named 28 products to its annual Top Products of the Year list. This year we are listing the top products in three categories: Equipment (14 products), Materials (7 products), and Software/Online Services (7 products).

Selections were based on the criteria of **innovation** and **impact**. Innovation means products that exhibit a high degree of originality or uniqueness. Impact means products that influence sales or productivity for a large number of businesses. Kudos to Hotronix, which introduced five new machines, and Roland DGA, which introduced six machines.

Note that the 2019 honorees are listed alphabetically in the three categories.

EQUIPMENT

BROTHER DTG OFFERS BABY PLATEN

With the Brother DTG Baby Platen, you can broaden your services into a range of markets that cater to infants up through toddlers. Day care centers, baby product retailers, hospitals, birthing centers, and more need bibs, onesies, tiny t-shirts, burping cloths and similar wearables with a design and a logo. The soft feel of digital printing makes this an ideal decorating technique for children's wear and opens the door to providing personalized small orders at a profit.



This specialty platen measures 7 inches (17.8 cm) by 8 inches (20.3 cm). The operator

opens the garment and slides it over the platen. The Brother Baby Platen works on all models of GT printers including the GT-541, GT-782, the GT-3 series and GTX. If the operator is using GTX Graphics Lab, there is a template in the drop-down box that will change the canvas to 7 inches by 8 inches. Otherwise a platen can be created in any standard graphics software program. [MORE INFO](#)

GSG OFFERS NEW ZSK RACER 2W STRETCH FIELD EMBROIDERY MACHINE

With the new ZSK Racer 2W, offered by GSG, you can expand your capabilities to sew on a wider range of products and apparel more easily than before. The stretch sewing field of this model is 16 inches by 15 inches making it ideal for jacket backs, hockey jerseys, blankets, beach towels, and more. Using a border frame, you can expand the length up to 19 inches making embroidery on products such as banners, curtains, and table runners possible without rehooping.



Designed for the small to medium embroidery business, this two-head machine is built with precision, flexibility, and longevity in mind. There are a variety of optional specialty devices available, including sequins, cording and beading, that make it possible to offer new services and break into new markets.

It sews at 1,000 stitches per minute, has an 80 million-stitch memory and an adjustable presser foot. It also features 12 needles, two USB ports and Ethernet, and a small tubular arm for sewing on sleeves, pockets and socks. Wheels allow it to be easily moved around the shop, and it has an integrated design editor. [MORE INFO](#)



HIRSCH SOLUTIONS TO EXCLUSIVELY DISTRIBUTE GAME-CHANGING OVALJET FOR LARGE-SCALE DTG PRINTING

The decorated-apparel industry just got access to unprecedented direct-to-garment technology that prints 240+ full-size, full-color prints per hour, with the lowest ink cost in the industry, as Hirsch Solutions partners with OvalJet to provide Global DTG distribution, service, and support.



“We’re excited to begin 2019 as a stepping-off point to embrace the future of digital printing,” says Paul Gallagher, CEO of Hirsch Solutions. “In addition to providing revolutionary improvement to mass personalization fulfillment providers, OvalJet is the perfect entryway for screen printers to transition production to flexible and cost efficient DTG printing.”

“OvalJet is a revolutionary new closed loop production-focused technology that outputs more than 240 garments per hour (an annual production capacity of over one million impressions), at a fraction of the cost of ownership of existing high volume DTG systems. These proven production numbers are more than two times faster than any other single operator system on the market.”

“The OvalJet system provides a flexible and all-inclusive solution that includes a state-of-the-art multi-location order processing and production management system – from inventory acquisition, bar coding and tracking; process management, control and reporting; right through to package labeling and shipping.”

OvalJet’s closed-loop technology efficiently moves each garment through a carousel of automated stations that prep and print garments with full-size, full-color prints in one smooth, lightning-fast motion.

“Direct to garment is all about speed to your customer – with our new technology, we can move as fast and efficiently as a silk screener, but print different designs on each and every garment,” says Blair Dorsey, founder and CEO of [OvalJet](#). “It’s truly print-on-demand.” [MORE INFO](#)

HOTRONIX OFFERS POWER PLATEN

The [Hotronix®](#) Power Platen™ is designed to reduce the risk of scorching heat-

sensitive substrates when heat printing. The specialty lower platen heats garments from underneath lessening the need for high heat from the upper platen. It features a built-in heat printing pillow enabling it to conform to any printing surface and press over irregularities such as buttons and seams. Plus, it is fully threadable when used with a Heat Press Caddie.

The Power Platen is compatible with 16-inch by 20-inch Hotronix Auto Clam, MAXX® Clam and Air Fusion IQ™ heat presses. The Power Platen comes in 6-inch by 6-inch, 6-inch by 20-inch, 16-inch by 20-inch and 22-inch by 15-inch sizes. The required Power Platen Controller is sold separately and works with all four sizes. Platens can be purchased in one or more sizes or as a complete set including the controller for versatility and savings. [MORE INFO](#)



HOTRONIX OFFERS AFFORDABLE MAXX CLAM HEAT PRESS

The MAXX® 16-inch by 20-inch heat press is the most economical clam-style press offered by Hotronix®. This durable press has all the features necessary for successful heat printing at a lower price. It’s easy to use and features digital controls. A patented Over-the-Center Pressure Adjustment allows for even, edge-to-edge pressure and heating, and eliminating cold spots.



The MAXX also features quick-change platens that allow decorators the ability to change the lower platen without any tools. Simply flip open the quick-change latch, remove the platen, replace it with another size, and flip the latch closed. Eight optional platens are available for additional purchase. These platens allow you to decorate numerous sizes, styles, and areas of apparel, increasing profit potential. There is a lifetime warranty on the heating element, which includes one year, parts and labor and free lifetime technical support. [MORE INFO](#)



HOTRONIX® INTRODUCES 360 IQ™ HAT PRESS

Imagine a heat press that lets you apply any type of emblem, patch or transfer on all sides of a cap without removing it, and can be used to decorate any size, shape or style of headwear without ever changing a platen. The new Hotronix® 360 IQ™ Hat Press combines innovation with patent-pending technology to offer features that makes cap printing faster and easier than ever before.

Thanks to a molded platen and lower heat platen technology, this one-size-fits-all press eliminates crease lines and scorching. The Auto Open feature prevents over application, and a heated lower platen promotes a quicker bond between adhesive and fabric, making it possible to apply thicker, textured patches and emblems that can't take upper platen heat in as fast as 20 seconds. Both heat platens are independently controlled.

The press features a wide opening for a heat-free workspace and makes it easier to safely load/unload hats. It's also possible to operate with one hand. State-of-the-art Fusion IQ™ technology offers cloud-based performance tracking that keeps managers informed of machine and operator productivity.

"With the Hotronix® 360 IQ™ Hat Press, shop owners need only three feet of table space and 110-volt outlet to offer complex hat decorating services that will open new markets and set them apart from the competition," says Ben Robinson, Vice President Equipment Manufacturing. There is a lifetime warranty on the heating element, a five-year warranty on the framework, two years on the circuit board, and parts and labor are covered for one year. [MORE INFO](#)

HOTRONIX® OFFERS IDENTIFICATION LABEL SYSTEM

Ideal for nursing homes, hospitals, schools, sports teams, and camps, the Hotronix® Identification Label System is the perfect solution for identifying and sorting uniforms, laundry, camping gear, industrial clothing, jerseys, and more. As the fastest, easiest way to print names, barcodes, and dates, this label system allows you to create and easily affix personalized heat applied labels to clothing to avoid mix-ups.



These soft, tagless labels apply to almost any fabric, and are guaranteed to last through 300 industrial wash cycles. Single or multiline names can be created, as well as barcodes that can be scanned for easy sorting. A low-heat application allows you to permanently apply labels without scorching the garments.



The Hotronix Identification Label System includes instructions, a Names Made™ label printer, a Hotronix 6" x 6" LowRider heat press, three interchangeable lower platens for hard to decorate areas, five fabric cartridges for apparel, and four self-adhesive cartridges for hard goods. This equipment requires a 2' x 3' footprint. [MORE INFO](#)

HOTRONIX® OFFERS LOWRIDER HEAT PRESS FOR EASY FAST APPLICATION OF PATCHES, LABELS

For certain applications and markets, the Hotronix® LowRider heat press can speed up production and keep your shirt press free for other jobs. If you cater to companies, schools, and teams with embroidered emblems, name personalization, or chest-size designs, the selection of interchangeable mini-sized platens are just right for this product size. Or if you offer the service of inserting heat transfer labels for designer brand-name apparel or a preprint line, this press is ideal for pulling the inside neck over the platen and quickly heat pressing a person's name or logo.

This versatile press is lightweight and portable, making it ideal to take to onsite events for adding a name or number to a preprinted design for an extra fee. It comes with three platens: a 6-by-6 inch, a 4-inch round and a 6-inch by 1 7/8-inch by 5 7/8-inch that is Y shaped.

Proudly made in the United States, the LowRider has a patented, auto-open upper platen that pops up when the timer goes off. The easy-to-read digital time, temperature and pressure display ensure consistent print quality. It features a patented magnetic assist when locking down the upper platen that reduces fatigue



on the wrists and shoulders of the operator. And the Twin Timer™ allows the user to preset individual time settings for two-step applications or for preheating. [MORE INFO](#)

ROLAND DGA INTRODUCES NEW DGSHAPE DE-3 ROTARY ENGRAVER

Roland DGA, a leading provider of digital fabrication tools, including a complete selection of advanced 3D milling and engraving machines, has announced the launch of the DGSHAPE DE-3 rotary engraver. The next-generation DE-3 continues the legacy of Roland engraving, incorporating advanced laser-pointing technology, ethernet connectivity, automatic depth regulation, and other intelligent enhancements for unsurpassed overall performance.



The DE-3 is ideal for a wide variety of engraving applications ranging from signage and industrial nameplates to personalized awards and gifts. It boasts several improvements that increase functionality, accuracy, and ease of use, including ethernet connectivity, updated nosecone technology for higher quality engraving on uneven material, a data buffer for offline engraving, and an included laser pointer for precise material alignment. The DE-3 comes bundled with new user-friendly Dr. Engrave Plus software, which puts helpful features like .EPS

and .AI filetypes support, leveling and drilling functions, and variable data printing at the user's fingertips. Dr. Engrave Plus also includes independent layer control and template creation tools that make the DE-3 a perfect solution for industrial and manufacturing companies.

"The DE-3 builds upon Roland DG's – and its subsidiary, DGSHAPE's – well-earned reputation as a maker of reliable, accurate and simple-to-use desktop engraving machines," said Kitt Jones, Roland DGA Product Manager, 3D and Education Products. "It's the perfect choice for entrepreneurs that want to expand their product offerings and grow their businesses by offering high quality engraving for product customization and personalization."

With its easy setup and one-button operation, even novice users can start engraving with the DE-3 right out of the box. The DE-3's open architecture system increases the simplicity of using this device by enabling engraving professionals to use design

software and tooling that they're already familiar with. Users can connect the DE-3 via USB or LAN, allowing for increased flexibility in any environment. In addition, the included Dr. Engraving Plus design software lets you create new artwork or output existing files from popular design software packages to the DE-3 for a true out-of-the-box solution. [MORE INFO](#)

ROLAND DGA INTRODUCES NEW IU-1000F HIGH-VOLUME UV-LED FLATBED PRINTER

Roland DGA Corporation, a leading provider of large-format inkjet printers, printer/cutters, and other advanced digital devices, has announced the launch of its new IU-1000F, a state-of-the-art UV-LED flatbed printer uniquely engineered for high-volume production. Designed for fast, efficient printing on a wide range of substrates, including 4' x 8' rigid boards weighing up to 99 pounds, the IU-1000F offers sign and display professionals the outstanding productivity, versatility and image quality needed to capitalize on new opportunities and take their businesses to the next level.

With its 12 print heads in a staggered three-row arrangement and a four-inch carriage clearance, the IU-1000F is ideal for printing vibrant, detailed graphics directly onto PETG, PVC board, foam board, wood, corrugated board, aluminum plate, and more. The IU-1000F prints edge-to-edge on thin or thick boards and offers multiple speed and performance options, including a maximum speed of 1,248.6 square feet per hour in 4-color draft mode that allows users to meet the most demanding turn-around times.



A total of 1,280 nozzles per print head, along with banding and mottling prevention features, allow for high-resolution image results of up to 635 x 1,800 dpi. Users can incorporate the Gloss and White specialty inks to enhance their prints with a host of eye-catching textural and dimensional effects.

The sturdy construction and unique capabilities of Roland's IU-1000F make it perfect for customizing media boards with vivid, colorful graphics to create high volumes of signs and displays for trade shows, retail stores, hotels, museums, and other industries with large-format applications. In addition, the IU-1000F is ideal for direct-printing onto sheets of aluminum, metal and wood to create signs, décor, displays, and print-to-cut prototypes. The IU-1000F can also direct-print onto sheets of



leather and fabric for high-volume banner, display and décor solutions, or to canvas for creating a variety of fine art products. Users can even print graphics onto tabletops, plywood, MDF and other boards to create brilliantly decorated furniture. With its heavy-duty flatbed chassis and vacuum bed, the IU-1000F handles heavy metal and wooden materials with incredible ease.

“With the life cycles and requirements for outdoor and indoor advertising, event decorations and store displays being shorter and more diverse than ever, there’s a definite need for the new IU-1000F,” said Jay Roberts, Roland DGA Product Manager, UV Printers. “This cutting-edge, high-productivity UV flatbed enables shops to respond effectively to increasing output demands and shorter turn-around times. It offers breakthrough print speed, exceptional image quality, and outstanding material compatibility, allowing for high-volume, high-impact graphics without the need for mounting and drying processes.” [MORE INFO](#)

ROLAND DGA ANNOUNCES ITS FIRST DIRECT-TO-GARMENT PRINTER FOR ON-DEMAND PERSONALIZATION

Roland DGA Corporation, a leading provider of wide-format inkjet printers and 3D devices, has released the VersaSTUDIO BT-12 – an affordable direct-to-garment desktop printer ideal for printing directly on cotton-based products.

The new VersaSTUDIO BT-12 makes printing directly on cotton* apparel and accessories easy, efficient, and cost-effective. With the BT-12, users can print full-color graphics, including photos, logos and text, directly on T-shirts, tote-bags, interior décor items, and more. Its small footprint and attractive pricing allow individuals and businesses to personalize products with a low initial investment and in locations where space may be limited, such as retail shops, kiosks, gift shops, tourist destinations and special event venues.



The footprint of the BT-12, which measures 15.7” (W) x 29.9” (D), includes a finishing unit stacked with the printer unit. This clever design dramatically reduces the installation space that is typically required for a traditional direct-to-garment printer and finishing unit combination.

Included, user-friendly Roland Design Software makes the new BT-12 incredibly easy to use, even for novices. The intuitive software and hardware interface allow anyone to create unique personalized apparel and accessories with minimal training.

[MORE INFO](#)

ROLAND DGA LAUNCHES NEW TEXART RT-640M MULTI-FUNCTION DYE-SUBLIMATION PRINTER

Roland DGA Corporation, a leading provider of wide-format inkjet printers and printer/cutters, has introduced the new Texart™ RT-640M – an intelligent multi-function dye-sublimation printer that gives users the freedom to print directly onto coated polyester fabrics, or to sublimation transfer paper, using the same specially-formulated Texart SBL3 sublimation inks.



The innovative Texart RT-640M simplifies dye-sublimation production for soft-signage with its direct-to-textile print option, while maintaining the versatility of printing to transfer paper for creating sublimated apparel, décor, rigid signage, and hard goods.

Versatile, reliable and affordably priced, the RT-640M boasts advanced features that maximize print quality, productivity and convenience. The Texart RT-640M comes with included ErgoSoft Roland Edition 2 software, which offers unique tools for textile dye-sublimation applications and allows users to RIP up to eight jobs simultaneously.

“The RT-640M is an unbeatable investment for anyone looking to get into the dye-sublimation market,” said Lily Hunter, Roland DGA Product Manager, Textiles and Consumable Supplies. “This value-packed inkjet offers the most flexibility you can get in an entry-level sublimation printer. Its multi-function capabilities allow users to easily and cost-effectively produce everything from flags, soft signage and backlit signage to ChromaLuxe photo panels, apparel, and décor.” [MORE INFO](#)

ROLAND DGA INTRODUCES NEW VERSAUV LEF2-300 UV BENCHTOP PRINTER

Roland DGA Corporation, a leading provider of wide-format printers, printer/cutters and other advanced digital imaging devices, has announced the launch of its new 30-inch VersaUV® LEF2-300 benchtop flatbed printer.



This next-generation LEF2 boasts all the advanced features of the 20-inch model released earlier this year, while also delivering 1.5 times the print area and printing speed. The LEF2-300 also incorporates new efficiency, convenience, and maintenance functionalities that raise overall performance to a higher level.



Like all Roland LEF series flatbed printers, the LEF2-300 can print directly on virtually any substrate or three-dimensional object up to 3.94 inches thick, making it ideal for a wide range of product customization applications. The LEF2-300 employs UV-LED lamps to instantly cure

ink on the surface of material with UV light, allowing photos, graphics and fine text to be printed onto PVC, plastics, canvas, wood, leather, fabric, and other materials with unsurpassed print quality.

The new LEF2-300 feature enhancements make customizing or personalizing everything from plaques and giftware to golf balls and smartphone covers quicker, easier, and more cost-effective than ever.

“The new VersaUV LEF2-300, along with our recently launched LEF2-200 flatbed, usher in a new era of customization performance,” said Jay Roberts, Roland DGA Product Manager, UV Printers. “Built to help users expand their product offerings, build their businesses, and increase profits, the LEF2-300 is an excellent choice for those looking to create a vast array of customized and personalized products quickly and easily, while maximizing production capability, efficiency, and profitability.”

The LEF2-300 also comes with feature-filled VersaWorks® 6 software – Roland’s most powerful, user-friendly RIP to date – with 64-bit processing, advanced RIP capabilities, useful cropping, tiling and nesting tools, and more. [MORE INFO](#)

ROLAND DGA LAUNCHES NEW LV SERIES LASER ENGRAVING MACHINES

Roland DGA Corporation, a leading provider of wide-format printers, engravers, 3D milling machines, and other innovative digital devices, has announced the launch of its new LV series laser engraving machines.

Advanced and easy to operate, the multi-purpose LV series employs state-of-the-art CO2 laser technology to cut-out, engrave, or mark on hundreds of different materials

with incredible ease and accuracy. Two different models are available – the 30-Watt LV-180 with its 20.4” x 14.7” table and the 40-Watt LV-290 with its 31” x 20.9” table – allowing users to choose the machine that best suits the size and thickness of the materials they will be working with.



“The functionality and versatility of our new LV laser engravers make them perfect for anyone seeking to launch a new personalization business or grow their existing business by adding profitable new applications,” said Roland DGA Application Specialist Kevin Rosen. “The impressive capabilities of these machines are matched by their ease of use, enabling users to quickly start high-precision engraving.”

The new LV-180 and LV-290 are simple to install right out of the box and incorporate a host of features that maximize accuracy, safety and convenience. The LV’s Windows driver, compatible with CorelDRAW, Adobe Illustrator and AutoCAD, assists in engraving and cutting operations, while an intuitive control panel lets you save and output the same processing data multiple times without returning to the Windows driver. [MORE INFO](#)

MATERIALS

CONDÉ ADDS LUMA STEEL LINE OF SUBLIMATABLE DRINKWARE

Condé Systems has introduced its Luma Steel™ line of sublimatable stainless steel drinkware. The new line-up includes a 20 oz. tumbler with ringed base and clear lid, 30 oz. tumbler with octagon base and clear lid, 20 oz. tumbler with clear lid and metal straw, 16 oz. travel tumbler with handled lid, and an 8 oz. hip flask. Ideal for any season, the tumblers (available with a white or clear sublimatable coating) and the flask (available with a clear coating) can be easily decorated with vibrant, full-color photographs and artwork using a convection oven and SubliShrink Shrink Wrap Film Sleeves (sold separately). [MORE INFO](#)



CONDÉ INTRODUCES SUBLIMATABLE STAINLESS STEEL MUG



Condé Systems adds a stainless steel mug with handle and removable lid to its DyeTrans® family of sublimatable products. The new 15-ounce stainless steel mug features double wall construction, a wide grip handle, removable clear plastic lid, and an exterior sublimatable white coating that can be easily decorated with vibrant, full-color photographs and artwork using a DK3 Mug Press (sold separately) or a convection oven using a DyeWrap. “Although drinkware is one of our oldest and most functional product categories, new and on-trend styles of mugs, bottles, and cups have caused

drinkware to become the fastest growing family of products in the digital transfer market,” says David Gross, President of Condé Systems. [MORE INFO](#)

CONDÉ INTRODUCES SHRINK WRAP FILM SLEEVES FOR SUBLIMATION



Condé Systems adds shrink wrap film sleeves to its DyeTrans® family of production accessories. Introduced to remedy the challenges of imaging uniquely shaped products, the 6.875”x9.8125” sleeves give digital decorators the ability to sublimate an exciting variety of tapered drinkware and handleless wine tumblers using a convection oven.

To use, simply insert a blank sublimatable product with attached transfer into a film sleeve, shrink the film sleeve with a heat gun to conform to the product’s shape, and then place it into a convection oven for that product’s appropriate temperature and time settings.

“While most drinkware can be produced in a traditional mug press, tapered mug press, or an oven using a wrap, many of our new drinkware products should be decorated in a convection oven using a shrink wrap bag. This new way of imaging drinkware produces full, all-around images that will impress you and your customers!” says David Gross, President of Condé Systems.

[MORE INFO](#)

DALCO ATHLETICS OFFERS FULL-COLOR DYE SUBLIMATION PATCHES

Offer beautiful full-color patches to customers that can be sewn down or heat applied with Dye Sublimation Patches from Dalco Athletics. These 100% polyester patches are printed in bold, long-lasting unlimited colors and can be finished with a



Merrowed edge or left plain. If opting for a Merrowed border, you choose which color of thread. Shapes include circles, squares, rectangles, half circles, long ovals, arched plackets, shields, and even a football. You send Dalco your 300 dpi artwork as a jpg., Photoshop, CorelDraw or .eps file and the company does the rest. You can choose between a backing of placement adhesive if sewing the patch down or permanent heat-activated glue if applying with a heat press. [MORE INFO](#)

ROWMARK LASERMAX BRUSHED METALLICS NOW AVAILABLE IN SELECT FINISHES



Rowmark’s world famous LaserMax Collection is adding four new metallic finishes **that are** UV stable and outdoor weatherable. Like all other LaserMax products, these new finishes engrave effortlessly with laser and rotary engravers and has great adhesion for UV-LED printers. The new brushed finish options give the customer a simulated metalized look that is lightweight and safe for outdoor applications!

[MORE INFO](#)

STAHL'S OFFERS CAD-CUT® CHALKBOARD HEAT TRANSFER VINYL



Give customers the ability to add messages to garments and change them at will with STAHL'S' new CAD-CUT® Chalkboard Heat Transfer Vinyl. A great craft/novelty option, the versatile, lightweight heat transfer vinyl applies to create a blank canvas that is easy to decorate using standard chalk and wipes clean with a damp cloth for re-use.

The thin (95-micron) polyurethane film features a soft hand and low (275-degrees F) application temperature, making it ideal for use on heat-sensitive fabrics. It comes on a pressure-sensitive carrier, is laser-cutter compatible and peels warm. It is





also CPSIA-certified and can be machine washed and dried. CAD-CUT Chalkboard Heat Transfer Vinyl is available in 1-, 5-, 10-, 25- and 50-yard lengths. [MORE INFO](#)

TRANSFER EXPRESS OFFERS NEW STRETCH LITHO MATTE CUSTOM TRANSFERS



The latest innovation from Transfer Express is Stretch Litho™ Matte Transfers, a product that prints full-color designs with no limitations on detail. Graphics have a clean edge with no shine or tackiness and become one with the garment producing a super soft hand. Its low temperature application allows these transfers to be used on 100% polyester performance wear as well as cotton and cotton/polyester blends. Designers can take advantage of a digital CMYK palette to create artwork with high-opacity colors. Prints have a sharp edge with a thin, clear outline. Offering great durability, Stretch Litho Matte transfers are printed in 11 1/4-inch by 14-inch sheets allowing you to fill up the area with as many designs as you like. There is a five-

sheet minimum for Easy Prints, and a 10-sheet minimum for Easy Prints Plus. Take advantage of price breaks for larger quantities. [MORE INFO](#)

SOFTWARE/SERVICES

CORELDRAW GRAPHICS SUITE 2019 POWERS PROFESSIONAL GRAPHIC DESIGN ON WINDOWS, MAC, AND WEB



CorelDRAW® Graphics Suite has dramatically expanded its product line with a powerful new version for Windows and an all-new, graphic design software suite built specifically for macOS. Designed from the ground up to make the most of each unique platform, both packages also include the new CorelDRAW.app™ for easy, on-the-go graphics creation. Finally, users have a true professional design contender available on their platform of choice, empowering the creation of bold, attention-grabbing graphics with pixel-perfect precision.

Graphics professionals – and those aspiring to be – now have access to world-class vector graphics software, professional photo editing, unsurpassed output capabilities, and AI-powered drawing tools. With CorelDRAW.app, designers can also show off and annotate their work on the go or quickly create new projects from virtually anywhere. Whether they have a passion for pixels, an obsession with output, or a love of layout, users can take control of their individual creative journey and dare to design differently.

Experience the all-new CorelDRAW Graphics Suite 2019 for Mac.

CorelDRAW Graphics Suite 2019 delivers the heart and soul of CorelDRAW in a new experience built specifically for Mac.

- **Complete, Professional Design Toolkit:** Explore an expansive toolbox of versatile, intuitive, and integrated applications to express your unique style and impress your audience. Take advantage of CorelDRAW for vector graphic design, illustration, and page layout, Corel PHOTO-PAINT® for photo editing, Corel® Font Manager™ to index and organize font libraries, AfterShot™ 3 HDR for RAW processing, the new CorelDRAW.app to access graphics tools virtually anywhere, and much more.
- **Leading-Edge Technology:** Discover a revolutionary new vector drawing experience that replicates the feel of pen and paper with LiveSketch™ – the industry’s first vector graphic design tool powered by a neural network. Watch as hand-drawn strokes are intelligently interpreted, adjusted, and combined with existing vector curves, making it simple to sketch and draw complex vector shapes on any pen-enabled device.
- **Unique Experience for macOS:** CorelDRAW Graphics Suite 2019 for Mac offers native Mac applications that reflect elements users love most about their favorite platform, including menus, windows and views, fields and labels, and buttons. Support for macOS Mojave Dark Mode and Touch Bar on MacBook Pro add to the suite’s unique look and feel.
- **Easy to Learn & Use:** Don’t fear the blank canvas – jump in and start creating! This powerful collection of applications is loaded with intuitive tools, learning materials, and sample projects to get started easily and create great designs sooner.

Learn what’s new in CorelDRAW Graphics Suite 2019 for Windows.

The latest CorelDRAW Graphics Suite offers an exciting collection of new features to create jaw-dropping designs with more precision and creative freedom than ever.



Highlights include:

- **NEW! Objects Docker:** Completely redesigned, the new Objects Docker offers direct control over the structure of a document and quick access to its components to speed up any project.
- **NEW! Non-Destructive Effects:** Apply, modify, and experiment with effects on both vectors and bitmaps, all without altering the source object or image in CoreIDRAW.
- **NEW! Pixel Perfect Workflow:** Ensure web graphics are crisp every time. Align the pixel grid to the edge of the page so exported graphics have clean borders and use the new Align to Pixel Grid button to easily correct shapes.
- **NEW! Modern Templates:** Deliver professional results with a wide range of new, professionally designed templates presented in the enhanced 'New from template' dialog. Customize templates with ease to produce unique designs.
- **ENHANCED! Look, Feel & Performance:** Take advantage of interface improvements for easier navigation, greater consistency, and increased productivity.

Enjoy performance boosts that improve text handling, startup time, document load times, graphics rendering, and more.

Work anywhere with the all-new, web-based CoreIDRAW.app.

Included with the Windows and Mac suites, CoreIDRAW.app enables you to be more productive and creative on the go. Rounding out the graphic design workflow, use the new web app to access CoreIDRAW files stored in the cloud, add annotations and design elements, or start a new project from any device, thanks to innovative tools that empower creativity and deliver incredible results. Enhance your CoreIDRAW.app web experience with a subscription to even more professional design options.

When purchasing CoreIDRAW Graphics Suite 2019 for Windows or Mac, choice is paramount.

- **Perpetual license:** One-time payment for a permanent license with no extra monthly or annual cost.
- **Subscription license:** Pay a low annual fee with the flexibility to cancel if your software needs change. Get access to the latest version as long as your subscription is active. [MORE INFO](#)

THE ULTIMATE VINYL CUTTING SOFTWARE – EASYCUT PRO NOW AVAILABLE

EasyCut, a leading developer of sign-making software programs, announced the

launch of its ultimate sign design and vinyl cutting software – EasyCut Pro. The next generation of print and sign-making software is here! Pro version comes with further features such as Print+Cut, cut by color separately, duplicate cutting, weeding, tiling, cut end action, 3D extrude effect, and many other amazing options. It offers the total solution for design, print, print-and-cut, and direct-to-vinyl production workflow.



[EasyCut Pro](#) is the most powerful and full-featured sign-making software on market. It combines highly intuitive user interface, and the professional vinyl cutting features that takes sign making to the next level. It makes it possible for anyone to create high quality, printer-ready signs and decals in just minutes whether you are an experienced graphic designer, or this is your first time. There are over 500 different vinyl cutting plotters supported from Graphtec, Secabo, Silhouette, Summa, Roland, Mutoh, GCC, USCutter, UKCutter, AnaGraph, Refine, Seiki, Rabbit, Bridge, Kasa, Liyu, Redsail, Bascocut, Foison, TENETH, Creation Pcut, Saga, HobbyCut, VEVOR, Vinyl Systems, JSI, Skycut, Seiki, Signkey, PixMax, Vevor, Vicsign, Vinyl Express and etc.

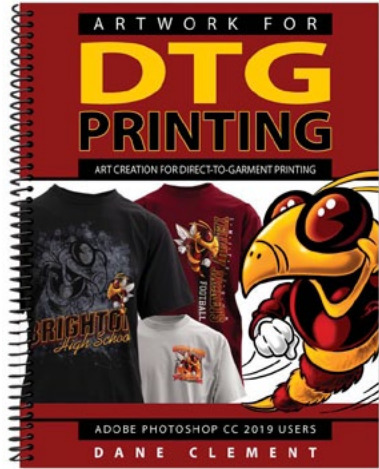
EasyCut Pro is available for both Windows and Mac platforms, including the latest macOS 10.15 Catalina and Windows 10. A fully functional free trial version may be downloaded from <https://www.easycutpro.com/download.html>, the full version retails at \$199.95. Users who have previously purchased Easy Cut Studio can upgrade for \$139.95 USD. Additionally, the software is also available through affiliates, resellers and distributors worldwide. [MORE INFO](#)

GREAT DANE GRAPHICS OFFERS NEW ARTWORK FOR DTG TRAINING BOOK

The secret to being successful with your digital direct-to-garment printer is in the graphics. By becoming proficient in CoreIDRAW Graphics Suite or Adobe® Photoshop®, you can create the optimal type of artwork needed for DTG printing and wow your customers with impactful, eye-catching designs.

A new training book entitled “Artwork for DTG Printing,” offered by Great Dane Graphics, is intended to do just that. It is written by Dane Clement who has been speaking and writing for the decorated apparel industry since



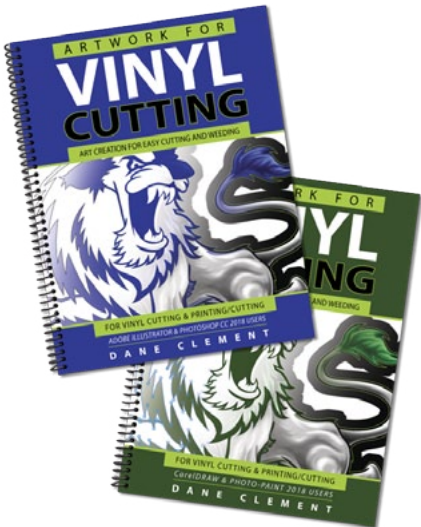


1987. He is considered an expert on computer graphics and color separations for digital direct to garment, textile screen printing, dye sublimation, and heat-applied graphics.

This 136-page training manual walks you through every stage of the process from setting up and creating the design to advanced layout ideas for raster artwork and photographs. It includes step-by-step lessons that demonstrate specifications, techniques and ways to easily create intricate, sophisticated designs that will set your company apart.

You'll also learn how to create graphics more quickly and output designs that print smoothly with high-quality results. This can reduce downtime and eliminate the trial-and-error process of perfecting a design while in production. [MORE INFO](#)

GREAT DANE GRAPHICS OFFERS ARTWORK FOR VINYL CUTTING WITH ADOBE AND COREL



Find out everything you need to know to create production-ready art files for decorating with vinyl cutters and printer/cutters in a new book by T-shirt art expert Dane Clement of Great Dane Graphics.

Available in Corel (CorelDRAW/PHOTO-PAIN(T)) and Adobe (Illustrator/Photoshop) versions, the primer covers topics from vinyl cutting art basics through advanced techniques. You'll learn about vector vs. raster artwork and using traditional clip art. You'll also get the scoop on cut lines, line and spacing thickness and merging and knocking out shapes, as well as effective weeding.

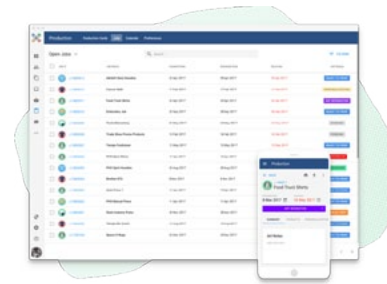
No matter what your experience level, you'll

benefit from the book's tips and tricks for speeding up the art creation process and production. There are also points to ponder and a glossary for easy reference.

[MORE INFO](#)

INKSOFT OFFERS NEW SCREEN PRINT SHOP MANAGEMENT SOFTWARE

Shop Manager, a new program from InkSoft, provides print shop owners with a unified system to manage all aspects of the production process from proposals to purchasing to fulfillment.



Users can avoid log jams and eliminate missed tasks and unclear instructions that can delay meeting deadlines. The first area of the program is Proposals. Stay ahead of the competition with beautifully designed quotes and invoices that can be customized and branded for each client. It also allows you to request art approvals and for clients to pay online. Once a proposal is accepted, it moves to the Order Manager.


The second area is Purchasing. Manage everything you need in one place; see what you have on hand, what you've received, and what's still not in the shop. It includes links to suppliers who can be organized by vendor or job. You also can create purchase orders to assist with tracking.

The third area is Production. These tools allow you to manage the production process from beginning to end. You can create custom workflows to match the way you work in your shop and assign the tasks necessary for each order. Measure productivity and ensure each team is being efficient and on task.

You also can organize order information so you can see it all in one place, and mark orders as complete once they have moved through the system. In short, your team always knows exactly what needs to happen to get a job done the right way.

[MORE INFO](#)

TRANSFER EXPRESS OFFERS NEW SHIRT TAG E-BOOK

Adding a private label to a T-shirt is a great way to promote your own business, and it's also a valuable service you can offer to your customers. If you're interested, but don't know where to start, Transfer Express recently released a free 



e-book called "Shirt Tag Label Guide." This handy reference walks you through the necessary steps from ripping out the manufacturer's tag to creating your own label to applying it to the shirt. You'll learn what equipment and supplies you need and where to get them. You'll also get tips and tricks to ensure the process goes smoothly and looks professional. [MORE INFO](#)

TRANSFER EXPRESS OFFERS 'THE HEAT PRINTER'S ULTIMATE GUIDE TO FABRIC TYPES FREE E-BOOK'



Selecting the correct type of transfer for the fabric is key to a successful heat print. The many fabrics used for wholesale blank apparel and the growing number of transfers available can pose a challenge, especially if you're working with a fabric you don't see as often. A new free e-book from Transfer Express can help. "The Heat Printer's Ultimate Guide to Fabric Types" lists dozens of fabrics and the best heat transfer

solution for each one. Simply find the garment material on the apparel tag and look it up in the guide. [MORE INFO](#)

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Signage Products

GREAT DANE GRAPHICS OFFERS STOCK ART FOR SIGNAGE

Need to come up with professional artwork quickly for printing signage? Whether it's a wall graphic, poster, window cling, bumper sticker, or decals, Great Dane Graphics offers high-quality stock art that is ready to use for many of your digital sign printing needs.

Artwork is divided into popular categories that include occupations, sports, food/beverage, holidays, automobiles and military to name a few. Like all Great Dane artwork, the designs are royalty-free and can be also used for full-color decorating processes that include screen printing, digital direct-to-garment, and dye sublimation.

Great Dane artwork is available in Digital Stock Art Collections containing 500 designs each. Four volumes are available each with a full-color, spiral-bound catalog and art files saved on individual memory sticks for ease and convenience. Full-color, digital files are high-resolution .png files saved at 14 inches with a transparent background.

[MORE INFO](#)



STAHL'S' OFFERS CAD-CUT® PERMANENT PRESSURE-SENSITIVE SIGN VINYL

Expand your offerings and grow your business with add-on sales by using your vinyl cutter to produce decals, banners, signs and more with new CAD-CUT® Permanent Pressure-Sensitive Sign Vinyl.

Designed for indoor/outdoor use and recommended for general purpose permanent application, this durable calendared vinyl from STAHL'S' is a cost-effective way to create one- and two-color designs. Easy to cut, weed,



and apply, it also streamlines purchasing by allowing one-stop ordering for shops using heat transfer vinyl.

Sign vinyl is available in more than 30 colors, including gold and silver, to meet the needs of customers in markets from point-of-purchase displays to window graphics. This media is not for digital printing. [MORE INFO](#)

TRANSFER EXPRESS OFFERS CUSTOM FULL-COLOR WINDOW DECALS

Open a new window to profits with custom full-color decals from Transfer Express. Helping your customers personalize their automobile and other windows is as easy as using the free online designer with customizable Easy Print layouts for art or sending your own design to www.TransferExpress.com/upload.



Custom window decals are digitally printed and can include as many colors, shading, and gradients as you wish at no extra cost. They are printed on a white carrier, which may make them appear more opaque and easier to see in car windows, and they have a white outline. (Static clings come in clear as well, with "no-outline" and a custom color outline for an additional charge.)

Window decals apply to any window in a few simple steps. There is a \$25 minimum order and you can use the CAD-PRINTZ pricing calculator and download a CAD-PRINTZ price sheet to figure your cost.

Learn more about custom window decals online. They are part of the Transfer Express line of custom non-apparel products, which includes all-purpose stickers, bumper stickers, static window clings, wall graphics and vinyl banners. [MORE INFO](#)

Disruption 101: Global Disruption Part 2



Calling ALL Future (2 to 4 years) Mobile Entrepreneurs...

If you haven't already done so, order a Tesla CYBERTRUCK. We've ordered 3.

Here is a copy of our second order.

As we mentioned last time, this all-terrain vehicle will revolutionize mobile sales, service, and installation in the Graphic Products Industry. In addition, it is the perfect swap-meet sales platform.

We started in the late 70s selling products at swap meets. During the 1980s we grew that into a business that sold product via tradeshow and fairs. At one point we were doing 30+ shows and fairs a year.

In 1989 we acquired our first Graphic Product producing device, the Incredible Machine engraving system. We took that on the road and built a business that our son currently operates.

In short, we have sold through hundreds, if not thousands, of temporary venues, swap

Thank you for your order

T Tesla <CybertruckOrder@tesla.com>
4:03 PM

TESLA
Thank You

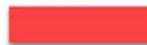
Your Cybertruck Order is Confirmed



YOUR CYBERTRUCK

Tri Motor AWD
Full Self-Driving Capability

ORDER NUMBER



PAYMENTS

\$100 Order Payment



meets, local business fairs, chamber of commerce events, mall shows, mall kiosks, state fairs, county fairs, tractor pulls, Monster Truck shows, car shows, boat shows, home shows, gun shows, etc.

The bottom line, we hauled lots of stuff to lots of places, set up lots of displays, worked long hours, and met lots of wonderful people (some celebrities). We got to travel and live out of hotels part of the year, travel through all kinds of weather; the most interesting may have been the bug storm we experienced in Minnesota. We loved the travel and would do it again in a heartbeat.

Enter the Tesla Cybertruck. A revolutionary ELECTRIC vehicle that can haul 3500 lbs., and tow 14,000 lbs. It will handle hauling stuff to any venue, NO GAS or DIESEL required. I know we spent thousands on fuel.

In addition, if it's an outdoor event, the Cybertruck will be part of the display. From the built-in power inverter, Cybertruck has both 120v and 240v power available. It also has an onboard air compressor. With these utilities available the truck is opening the possibility of producing custom product on the spot. Car shows, horse shows, rodeos, etc. are all possible venues – take a picture and produce a product. Wherever the truck is, you can make something to sell.

And if that isn't enough, my \$100 refundable deposit per truck allowed me to order the full self-driving package. Full self-driving means that by the time the truck is done it will be able to drive itself from one show to another while I sleep.

Full self-driving will happen. When it does, our entire economy will be disrupted. Stay tuned, I will go into that more next time.

Thank you.



John and Judy McDaniel started in the personalization business in 1989 with CorelDRAW version 1.0. John's background is in computers; Judy's is in art and retail. In their businesses they apply CorelDRAW! They've used it with—mechanical and laser engravers— to produce Awards, Gifts, and Industrial Products. They've also used it with all types of printers and vinyl cutters—for creating sublimation and other image transfers—for making sandblast masks—screen-printing screens—pad-printing plates—signs and banners—sales literature and flyers. In essence, they have over 20 years of experience in applying CorelDRAW! They have written hundreds of articles and tips; lectured across the country; and have been teaching CorelDRAW since 1991. In January of 2019 Judy left this plane of existence. However, she also left specific instructions, John is to carry on (with her guidance).

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Laserable Marble, Leather,
Wood, Plastic, & More

Conversations with Santa-4

By John McDaniel

Hi boys and girls, I AM Santa's healthy helper John.

By the way, some boys and girls call me Santa. Some call me Santa John, and some call me SJ, for short. You may call me anything you like.

Christmas 2019

Well boys and girls, Christmas 2019 is now history. I hope you received the gifts you requested. I know you thanked everyone who gave you gifts, just like everyone who you gave gifts to, thanked you.

Please remember any gifts you received labeled "From Santa", were delivered to you buy one of Santa's many helpers. (Santa's helpers are everywhere!)



The Meaning of Christmas

The true meaning of Christmas is something called the Christmas spirit. It is the spirit that arises within you, when you focus on helping someone else.

Exchanging gifts can help us focus on others. What gift can you give mom, dad, or anyone else on your list that will make them happy, joyful? Perhaps a gift you make yourself or something you buy. It doesn't matter. It's the love you package with your gift that does matter.

Oh, and by the way, the proper way to accept a gift, is to accept it gratefully. NO COMPLAINING, I didn't get what I wanted (Boo-Hoo, some got nothing. Their helpers could not help.)

Santa's Healthy Helper John – Signing off for 2019

SJ is signing off for now. SJ is moving and will be back after the move is done.

More Questions for future Episodes

1. **Q-SJ, why do you wear a Lion on a gold chain around your neck?**
2. **Q-Once upon a time when the Kings and Queens got sick, why didn't everyone get sick? (Spoiler Alert: It's because of the food.)**
3. **Q-Why do people come in different colors? Is one color better than another?**

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Business Reflections



Here we are at the end of another business year. It's hard to believe it's almost time to turn the page to another year...a new decade. This time of year finds many of us asking questions like "How did the year go by so fast?" "Do we have time to make any corrections?" "Does our bottom line reflect our efforts?" "Have we connected with our customers enough?" "Did we provide what our customers expected?"

Many of our industry peers use the year's fourth quarter to plan and formalize goals for the coming year by doing a "year in review". This gives them a chance to analyze what worked well and what did not work at all. This review provides the chance to look for ways to improve and to explore new opportunities that may not even have been thought of before. It's a time to study the company's latest business plan to make sure it's still workable and appropriate for the near future or figure out whether it needs to be refined. Those who have waited until the last minute – December – to put their year under the microscope – may be under pressure to find ways to shore up any area of the business that needs help.

At a recent luncheon, a business friend at my table was worried that the end of their fiscal year was not shaping up to be exactly what they'd hoped for. One of my business coach friends was quick to throw out some ideas:

- First of all, when you find yourself in the hole...stop digging! Quit dwelling on how bad things are and get to work. Get a marketing plan in place that will find new customers and new ways to reach them. Good marketing can make a huge difference.
- Write a new business plan or totally review and update the current plan.
- Review all advertising and promotional tools used in the past year and determine which to keep using and which to discard. Explore new ones for the coming year. Ask if the messages your business put out were delivered in the right way so the end result was increased sales? When possible, with the whole staff, make a list of all the ways to get the company's message out.
- Did a project or promotion stand out from all the rest? Can the company figure ways to create smarter promotions that will result in additional income?
- Is the company keeping up with industry trends and industry news? Are key



people being "visionaries"? Are they showing customers that the company is always looking for "hot" new ideas for them?

- Be on the look-out for any possible source of customer dissatisfaction in products for service. Ask both customers and team members for their suggestions for improvement.
- Always...one of the most important parts of the customer service equation is 'Under-promise and Over-deliver! Give your customers more than they ask for, before they ask, and don't make them wait for it.
- Fun at work translates into increased productivity. Did team members have fun this past year? What did the company do that every staff person remembers as fun? One of my business coach friends bills herself as the "Queen Bee of Business Enjoyment". She says if you're not having a good time then it's time to "up" the "enjoyment quotient" for the company. Can having fun be part of the company's future plans?
- There's an old saying, "Timing has a lot to do with the outcome of a rain dance." Getting a well thought out marketing plan for the coming year is like doing a rain dance for the business.
- Spend time like money...these days only on things that are important to the company.
- Keep track of daily routines. Think about possible changes to



make things work more smoothly and efficiently. Which tasks can be eliminated and which can be upgraded? Take a good, close look at the work stations to see if they need to be more functional. So many of us get complacent with our work areas. The old adage "If it ain't broke don't fix it" isn't always right. Just because it's easier to keep things "status quo" doesn't mean it's not time for improvement.

- Make sure the company is using the twenty-four hour rule. Responding to email, phone calls, regular mail, texts, etc. Nowadays, our customers are expecting FAST response time, FAST action and exemplary service. Make sure the company is working towards that kind of customer experience.
- Don't overdo your planning. The cost of re-doing can be far more than the value received for making changes and improvements. Be wise about what can be done within budget and time constraints.

When I was young and didn't want to quit playing my mother used to tell me the old proverb, "All good things must come to an end."

I never really paid much attention to this until my husband, Dave, and I started thinking about passing the business baton to our next generation. When one begins to think of ending a decade's long way of life it's a bittersweet way of reviewing all the good things that one has created in the world of business, and thinking about all the ways one could have done more, better, faster. We are remembering all the good times...and all the times we walked the floor all night wondering if a check would be in the mail...or if parts for the big order would be on the UPS truck in the morning. Being in business isn't always easy or fun. Dave used to make me laugh with the old saying, "Being your own boss means you only have to work half days...any twelve hours you want."

Every one of us knows that being in the personalization industry means one has to not only be a customer mind reader, but also has to be able to dance on our feet when things don't go right. We know

we are responsible and accountable to our customers. And, we know that our customers always expect nothing but the best. I've written before that we have to be like actors on stage...the show must go on whether or not the materials for the order arrived on time.

Sometimes we have to decide when to lower the curtain on the show. I've enjoyed writing for this group for many years. The time has come for both me, and this publication to move forward. I have had a great time both in our business and in sharing with all of you. I can promise that while I'm exploring new adventures and new horizons, these past decades of work and sharing will be spurring me on to other exciting possibilities. I'm not done yet! And, I hope that you are looking forward to great possibilities in business and life in the coming decade.

World famous coach, Vince Lombardi one said, "It's not whether you get knocked down, it's whether you get up." He also said, "To play with confidence, a team must feel that everything possible has been done to prepare it fully for the coming game. Nothing's more important than that."

Here's hoping that your year's end and the coming decade are just what you planned for! Happy Holidays and Happy New Year!

Donna Gray is the president of Total Awards, Promotions, & Gift (aka AwardsMall.com) in Madison, Wis. She and her husband Dave have run their full service awards and personalization business since 1977. She has presented seminars nationwide, won awards as Business Woman of the Year, Retail Marketer of the Year, and Sam Walton Business Leadership Award. She is also the author of two books on family business, *It's All Relative! Surviving & Thriving in A Family Business* (2007), and *Never Quit: The Ups & Downs of Running a Family Business* (2004). She has earned professional credentials as a Certified Recognition Master. She can be reached by email at donna.gray@AwardsMall.com.



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Tune-Up Your Immune System

In the Northern Hemisphere, we are now in the winter season. Colds, flus, and coughs seem to be everywhere. We find airborne germs (bacteria, viruses, or fungi) at home, in the office, on the street, at trade shows. Toxins in the environment (smoke, chemicals, fumes, etc.) can also affect our health. You name it, we are susceptible to these invaders. But like in Star Trek movies, we do have shields to protect us – if we know how to strengthen our shields. That means we have to tune-up our immune system so it functions in the best way possible for each of us.



a lot of sugar curbs immune system cells that deter bacteria. Not a good idea. Foods that are a good source of vitamins and minerals include: blueberries, dark chocolate, turmeric, oily fish, broccoli, sweet potatoes, spinach, ginger, kefir, sunflower seeds, almonds, oranges, kiwis, red bell pepper.

Laugh more. Laughing reduces stress hormones in the body and boosts a type of white blood cell that fights infections. This will also give you a better attitude and mood.

So far, scientists can't pinpoint how to do this kind of tune-up. They say the immune system is a system not a bunch of cells. Therefore, the system must operate in a balanced and harmonious way. So how do we optimize our lives to keep our immune system strong? We can evaluate what to keep strong by seeing what goes out of balance when we are ill or what causes many illnesses.

Lifestyle Support

Sleep. The #1 thing most doctors recommend is getting enough restorative sleep. We each seem to thrive on different amounts of sleep but the consensus is to get at least 6 to 7 hours of sleep per night and chronobiology studies suggest that sleeping between 10 pm and 2 am gives our brain the best chance to cleanse from the day's work.

Deal with stress. Not managing stress increases stress hormones like cortisol which depress the immune system. We may not be able to remove stressors in our lives, but we can certainly manage our stress better. Suggested ways are learning to meditate, slowing down, connecting with others, and working out to blow off steam.

Regular exercise. The emphasis is on regular, like a daily 30-minute walk. When oxygen is moving through the system better, all parts of the body are better nourished. Exercise also boosts your body's feel-good chemicals.

Eat more fruits, vegetables, nuts, and seeds. Fresh foods of this type give more balanced nourishment to all our cells. Go for a wide variety with lots of colors. You'll get more of the vitamins and minerals we need to be strong. On the other hand, eating

Avoid tobacco smoke. It undermines basic immune defenses and raises the risk of lung problems.

Drink less alcohol. Excessive consumption impairs the immune system and increases vulnerability to lung infections.

Catch some rays. Sunlight triggers the skin's production of Vitamin D. In summer, a 10-15 minute exposure is enough (without sunscreen). Not many foods provide Vitamin D. So in winter, you may need to supplement with Vitamin D, especially as we age.

Use proper hygiene habits. Wash your hands a lot. Take regular showers, maintain food safety when preparing meals.

Try immune-boosting supplements. Some people may find certain herbs will enhance their immune functioning. Four of the best are elderberry, echinacea, goldenseal, and astragalus.

Adopting these 10 adjustments in our daily routine will make a difference in our immune system. Take the steps and say goodbye to illness or at least reduce the incidence of it in this season.

Mike Neer is the editor and publisher of CoreIDRAWHelp magazine. Since 1977, he has served as the director of the Fresno Center for Transcendental Meditation, teaching CEOs, doctors, lawyers, police officers, war veterans, and more how to relieve stress. This column is a walk on the well side to help readers boost creativity and productivity.