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magazine



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# MARKING INDUSTRY magazine

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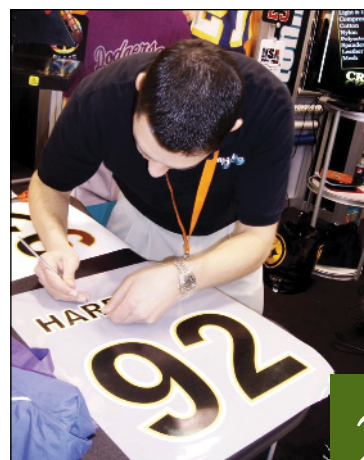
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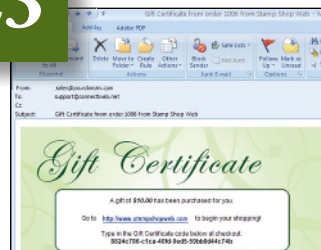


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*The Indiana Stamp team with Noris ink products: (left to right) Bill Collins, Vice President; Tom Beaver, CEO; Olivia Warner, President; and Sarah Chesebrough, the Director of Marketing and Communications.*

# Indiana Stamp becomes distributor of Noris inks

by David Hachmeister

*Indiana Stamp of Fort Wayne, Indiana will be the new U.S. distributor of the German-made Noris inks from Noris-Color GmbH.*

Indiana Stamp, located in Fort Wayne, Indiana, will be the new U.S. distributor for the German-made Noris inks. The 66-year-old company is known for its

wide range of custom marking and identification products, as well as its RIBtype® rubber type. Noris-Color, founded in 1892 and based in

Kulmbach, Germany, is known for its quality inks, customer service and innovation. It is owned and operated by the Zeitler family, including Oliver

Zeitler, the managing director and fifth generation of the family business. The company's direct sales extend to 137 countries and include products ranging from stamp pad inks, flexographic inks and security inks to industrial and felt pen inks. They are one of the largest purveyors of ink in China and specialize in working with governments, for example, on passport inks.

For more details on the partnership, *MIM* publisher David Hachmeister met with the Indiana Stamp team: Tom Beaver, CEO; Bill Collins, Vice President; Olivia Warner, President; and Sarah Chesebrough, the Director of Marketing and Communications.

**David Hachmeister:** I understand that you have some big news for the industry. Could you tell us about that?

**Bill Collins:** Yes, we're excited about our venture with Noris Inks. Having grown up in the business, I've known about Noris Inks for quite some time—their high quality and the German technology behind the inks. I've also known the Zeitler family itself for decades.

A few years ago, we were excited to be able to sell Noris Inks for the first time. We had several large accounts that wanted the ink, and it has worked out very well for them. Through conversations and a visit from Noris, we've been able to arrange to import their inks. Noris has worked really hard on pricing so that we can bring them into the country and be competitive. We're making a sizeable investment to bring in enough ink. Our goal is same day service on most everything that we're carrying.

What I'm most excited about is their attention to detail. Every ink has a detailed certifications document. The confirmation document certifies the various international and U.S. standards and regulations to which the ink

complies. To name some: Reach, SVHC, California Proposition 65, Washington State List of Chemicals of High Concern, etc. We will be sending the confirmation document along with the MSDS (Material Safety Data Sheet) each time we ship ink.

Another really neat thing is that their system allows us to provide the best ink for the job, using a smaller number of choices; it will be easier for the customer to pick an ink for their job—much less confusion. We'll be working with 13 basic inks and six to eight colors of each ink, which is still plenty of choices and covers most applications. It goes without saying that we are always going to satisfy our customer's needs and can offer the whole product range of Noris, if requested.

The other point about Noris is that, as individuals and as a corporation, they have similar values to us. It's a small family company, and they're focused on what they're doing. Their history is even longer than ours! In fact, we were noticing how we are a 3rd-generation, 66-year-old company that services over 60 countries worldwide, and they are a 5th-generation, 121-year-old company that services over 137 countries worldwide.

**DH:** What was the impetus for this arrangement?

**BC:** We felt that there was a need to improve service levels within the industry and help make it a better situation for everybody.

**Tom Beaver:** Our philosophy at Indiana Stamp has always been to offer as much of our product as in-stock items as possible. This allows us to offer some of the fastest shipping in the industry. We've provided same day shipping on stock items for many years, and wherever possible, we have also shipped custom orders same day. We believe that

we can deliver that same experience to our customers for their ink needs.

**DH:** What types of inks will you be selling?

**BC:** We will have inks to stamp on virtually any surface. We're also excited about the new epoxy ink that the lab manager for Noris, Nils Wendland, has developed. He developed it so that the user can modify the amount of the reactor that is mixed together in the ink. This changes the gloss, as well as the speed with which the ink dries. I think they've worked up something that is really nice. So we will offer the epoxy ink, as well as the water-based, glycerin-based and alcohol-based inks. We will also offer inks for flash stamps.

**DH:** What does this mean for the average rubber stamp manufacturer?

**BC:** The consistency of the ink is very important—and for both ourselves and our customers, knowing that we'll be informed in advance about upcoming changes. We'll be able to give that information to our customers. Open communication is a great tool in building trust in the customer relationship.

Also, as Tom said, we are happy to say that we are able to ship things same day. I think quick delivery will be a big market advantage. Some of the people I know in the industry have had problems in that particular area. We hope to fill a need with that. And as I mentioned, the pricing will be competitive with other prices that are out there.

RIBtype® customers already know that we're good with blind shipping, or as we like to call it, double-blind shipping because we want to be double sure we don't put our company name on certain wholesale packages. So with the ink, we can drop ship to customers and make it look like it came from our



customer, the wholesaler. We have electronic systems set up to include our customer's packing slip. With ink, it is really important to do that, especially with hazardous ink. You don't want to pay that hazardous shipment twice, once to the dealer and once to the customer.

We have the advantage of a wide variety of inks and will hand out supporting tools to our customers/stamp manufacturers to give them a good base of understanding of the ink requirements for different surfaces. We have a flyer that lists surfaces that you mark on with recommendations on the best ink for each. It also includes some hints about how to ink a pad. It might seem trite, but I've been around inks and pads for many years, and most people don't know how to ink a pad.

**TB:** It will be easier for the stamp manufacturer to identify what the ink options are and what they need. Also, we're going to have maybe the best resources in the industry for R&D. Noris has a very good R&D department for special inks. We've done a lot of that over the years, but now we have a partner who specializes in that. From what we've seen so far, Noris is going to be very good at that.

**Olivia Warner:** We have had personal experience with that, working with Noris on a customer of ours that had a special need. I was just amazed at their willingness to dig in to find a solution

for our customers. They solved the problem very quickly for us and for our customer. Our customer is using their product, and it's been a great collaboration.

**TB:** The turnaround time for this special R&D project was less than three weeks, including product development, production and special delivery from Germany. Ordinary ink orders will ship much faster, and working together with Noris, we've come up with a unique tracking system that will allow us to anticipate customers' needs so that we can keep our inventory levels here in the United States where they need to be, to support our same day shipping goals.

**OW:** The epoxy ink is another example. Noris didn't offer an epoxy ink. After they visited us here, they were working back in Germany in their R&D department on this epoxy ink. Now there is this solution, and they are well on their way. They are so responsive, going over and above—it's fantastic. I'm very much looking forward to this partnership.

**TB:** Service has always been a continual aspiration for us. If we can ship something the same day, then that is something we want to do. We just feel that the Zeitlers and Noris are going to be over-the-top partners with us because of the service that is part of their family mindset. It is just the way that we do business, and it feels like a good match.

**DH:** What will your distribution area be for the Noris Inks?

**BC:** We will start with the United States, followed soon by Canada. We service Canada by ground already and we have some upcoming intensive training in international Hazmat shipping for six of our employees. Once that is completed, we'll be able to do full service to Canada and could offer our service to Middle and South American countries, as well.

**DH:** Will you be selling any other inks that they produce?

**BC:** We do have access to the whole product range and experience that Noris offers. I am sure with time we will present further inks to the public.

**TB:** I agree. We look forward to providing high quality Noris inks to the marking device industry for many years to come. *MIM*

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For more information on Indiana Stamp and Noris inks, contact:

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# 2013 Gold Manufacturer of the Year



*Success has garnered Simon's Stamps a return appearance as Manufacturer of the Year—and a jump into a new sales category! A two-time Silver winner, Simon's Stamps followed up a very strong year in 2011 with a 32 percent sales increase in 2012. Owner and President Simon Peter Alciere and Business Manager and Vice President Angie Thompson describe the company's unique customers, its challenges and selling on the Internet with MIM publisher David Hachmeister.*



# Simon's Stamps

Turners Falls, Massachusetts



*Simon's Stamps staff members: (left to right) Simon P. Alciere, Deb Derrig, Kim Wilde, Carol Gardner, Jane Foster, Maggie Connell, Angie Thompson, Tim Schofield, Francesca Passiglia, Goeff Bluh, Brian Rodrigues, Gene Howard and Will Killingsworth.*

**David Hachmeister:** Simon and Angie, congratulations. You did a fabulous job. An increase that large in the Gold category is very difficult to achieve. What contributed to this increase in 2012?

**Simon Peter Alciere:** There are two things: first, we have a website and it's

doing well, and second, we're making the transition from ordinary business stamps, like name and address stamps, and now going more into artsy-craftsy, interesting and weird stamps.

**DH:** I noticed in your production area that you have a lot of odd sizes. I didn't see any—or very few—traditional sizes.

**SPA:** Well, in the self-inking stamps—we do still sell a lot of self-inking stamps.

**DH:** I also noticed you have a lot of wood. What percentage of your stamps are wood mounts?

**Angie Thompson:** 75 percent.



*The Simon's Stamps facility*



**SPA:** If you include both the custom art mount stamps and traditional wood handle stamps, yes, it is at least 70 percent.

**DH:** Have you found the art stamp market to be growing at all?

**SPA:** It depends on what you mean by the art stamp market. We don't sit around and draw a picture of a teddy bear, make 10,000 copies of it and sell it in Michael's or something like that. However, the people who are buying stamps these days often times are doing something somewhat artistic with it. For example, they are making their own wedding invitations or their own save-the-date card. They are starting a cupcake bakery. They are starting up a coffee roasting business. Oh boy, how many times a day do you think we get a new coffee roasting business?

**AT:** At least once, twice.

**SPA:** You could get some labels printed up for \$800 and stick those on your bags of coffee and then you would look like you are wholly owned by Starbucks. It would look very professional. But if you get a rubber stamp that says Sumatran Organic and stamp that on a plain brown bag, then it looks like you're a small artisan roasting company that

charges \$22 per pound for the coffee. Everything sort of looks better.

If you're a punk rock band, you're probably only going to sell six copies of your CD at the coffee house next week. As one of our employees is actually a punk musician, I shouldn't say anything bad about punk rock in general. But sometimes they want to stamp their CD and sell it. Lots and lots of little businesses would rather stamp their paper bags and their envelopes. It makes it look like they are a small business and adds more authenticity.

We also find that homemakers have somewhat of a romantic notion about rubber stamping—to make things, whether it be greeting cards, wrapping paper, stationery or notes. They can do it on a computer, but something about doing it with rubber stamps is more interesting.

Our niche has been not just those people who are doing crafts, but the intersection between craft stamp and traditional business stamp. For example: a name and address stamp, but not three lines of Helvetica—in calligraphy, hand done by an artist in New York City and drop shipped to their customer in Ottawa. We actually have an artist in Melbourne, Australia who does artistic

rubber stamps, and we sometimes drop ship them for her to her customers in London, UK. So, yes, we're doing three-line name and address stamps, but not the way...

**DH:** ...most people would envision that.

**SPA:** Right. What I've been trying to tell people is that rubber stamps could go the way of the typewriter—the industry could be on its way out. You certainly don't need a typewriter anymore, and I certainly wouldn't want to be in the typewriter manufacturing or repair business.

But they could be going the way of the candle. You don't need a candle. You don't even need one in a power failure because they have such good flashlights. However, if you go down the road, you'll see a little business called Yankee Candle, and there's another business up the road called Kringle Candle. There's something romantic, something interesting, something old-fashioned that appeals to people. It's a combination of being useful and also being interesting at the same time.

**DH:** Making it more interesting—not just using Helvetica—adds to the allure. That's something you can represent very well on your website with many different options for customers. I imagine you do that.

**SPA:** I would say the calligraphers are the ones who are doing that. They are out there meeting customers, selling stuff on their own websites and going to craft fairs. They're out there hustling—selling those three-line name stamps for \$59 and God bless them. They know how to do it.

**DH:** How do you think they find you?

**SPA:** They might go to Google and try "custom rubber stamps" or they might be checking with some of their competitors because they tend to be friendly competitors.



**AT:** The majority of them are finding us on our website, and then calling us up to see if we can sell to them wholesale.

**DH:** You have done really well on SEO. Organically, you've done very well because I've searched your site. Is there anything in particular you ascribe to that you are willing to share?

**SPA:** Sure, three things: First, don't look at our website as a great example because our website is in dire need of some renovations. The second thing is that it's pretty easy to look at some on-page factors for your website and make sure your website says the right things in the right way without looking like spam. The third thing is that you need a good number of quality sites linking to you. Unfortunately, that's a lot of hard work.

We've been working at it for years, and we still haven't figured out any shortcuts. A lot of it has to do, unfortunately, with simple things—the customers like you, they mention you in their blogs, put links to your site on their websites and put something on Facebook. Sure enough, Google, Bing and Yahoo figure that out and give your website a higher ranking because of it.

**DH:** Are you getting into social media?

**AT:** I don't know if we're going deeper. We have a Simon's Stamps Facebook page, but we're not really pushing.

**DH:** What about Twitter and LinkedIn?

**SPA:** No. Pinterest—that would be a really good thing for us to be doing, but not yet.


**DH:** The problem with business now is that there are so many directions you can go to improve your situation on the Internet.

**SPA:** We also had a problem; it's called growth. When our business was growing 30 percent per year—which was going on for two full years—we were constantly buying new equipment, hiring new employees and figuring out new strategies. We didn't really have a lot of time for figuring out how to improve our sales even more, nor did we have an interest in doing such a thing because that wouldn't have been a good idea at that time.

**AT:** At Christmas time last year, all of our employees were working overtime, and I was working from 50–60 hours a week. We had our assistant manager also working that amount, and everyone who was working full-time was pretty much working 40–50 hours a week. From October on, it was insane, but good, though, for business.


**DH:** So most of your business comes from the Internet?

**SPA:** It's our most important sales tool.




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**DH:** Speaking of technology, I noticed that all of your stamps are bar-coded. Could you walk us through the process of keeping track of stamp orders? I know you pride yourself on having a very low error rate.

**SPA:** The low error rate isn't because of our technology, although that helps. The low error rate is because of the people here paying very, very close attention to not letting any mistakes go through. They do that because they care, and they care partly because the culture and the reinforcement is very much around that.

As you know from seeing our meeting, every morning we sit down and talk about every error that we are aware of—whether it be that Mrs. McGillicuddy orders two stamps and an ink pad and we forgot to put the ink pad in—or there was an error in spelling or something went to the wrong address. We go over them and try really hard not to make those errors. So everyone knows from talking with everyone else that that's what we care about here: doing a good, quality job.

Our technology helps also. Taking orders on the Internet cuts down on the errors. Somebody else can send us bad artwork or spell their names wrong.

We had a customer a few months ago who called us up two or three times one morning to say, "I (this is a bridezilla) need to make another change on my stamp. Is it too late?" The first request was to change the typeface, and the second was to change the spacing so it would fit precisely on the card. Then, a couple of minutes before our absolute final deadline, she called a third time. The caller ID showed who it was, but nobody wanted to answer it. So they made me answer the phone, and she says, "I need to make one more change. I promise this will be the last one forever." I said, "Really?" She said, "Yes, I really

*Simon Peter Alciere displays a stamp with a bar code, which is used to track the order.*



mean it this time." I said, "OK, what changes would you like?"

And the entire office was completely quiet because everyone was curious as to how I was going to deal with this customer. She said, "I want to change the name of the groom." I said, "You want to change the name of the groom?" She said yes, and so I said OK. Ever since then, I have not really considered that I personally have had a stressful day because when I think about what her day must have been like—and I have no idea what the story was—well, I do have some idea—oh my goodness.

**DH:** That's stressful.

**SPA:** Yes. So we changed the name of the groom on the stamp, and that was good for her, as far as we know.

**DH:** What year did you start your business?

**SPA:** 1989. I was only four years old (laughs).

**DH:** What was the motivation?

**SPA:** I hated being a Realtor.

**DH:** Well, not wanting to do something can be motivational.

**SPA:** Yes, I mean I was doing OK being a Realtor, but there are too many Realtors in my town. It seemed like I was always about to make a big commission. Also, I hate to say this, but lawyers and bankers are not the nicest people to deal with. It's not simply that they're bad personalities, but that the structure of transactions makes no sense at all—where the bank is only interested in filling out paperwork, where they don't care whether the buyer will be able to pay back the mortgage or whether the mortgage makes any sense at all. You just get tired of trying to tell people that this is a stupid way to invest \$250,000, and this is a smart way, when they're supposed to be the bankers. I got tired of that. I wanted something a little lower on the food chain, and here at Simon's Stamps, every day we sell something—and that's not true when you're a Realtor.

**DH:** So why stamps?

**SPA:** I looked into several businesses. I was interested at one time in a vending machine business—you have these machines at bars. People put in quarters, they breathe into the machine and it



*Deb Derrig and Maggie Connell in the production area preparing stamps.*



tells them what their blood-alcohol level is and if they're safe to drive. But a lawyer friend of mine talked me out of it. He said that those machines are very unreliable, and the liability issues could be just terrible. I did a little research, and yes, those machines are fairly unscientific and unreliable. It turns out that the technology that they use in the inner workings is the exact same as in the machine that the state police use when they pull you over.

**DH:** Oh, that's a little scary.

**SPA:** So I didn't want to be involved with that. There was a rubber stamp business for sale, and it seemed to be in the process of going out of business. So there wasn't much to it, but I got interested in that idea.

**DH:** Did you purchase that business?

**SPA:** No, I started from scratch.

**DH:** Wow.

**SPA:** Big mistake. Never start a business without working in the field first and learning the trade. Let someone else pay you to learn how to do it first. Then you

don't have to spend months wondering why the polymers aren't curing or what kind of customers are more likely to buy and that sort of thing.

**DH:** Did you start out with rubber or did you start out in polymer?

**SPA:** Polymer.

**DH:** Then you shifted to rubber because I noticed that you primarily use rubber now.

**SPA:** We don't use any polymer ever.

**DH:** What caused you to change to rubber?

**SPA:** It being four o'clock in the afternoon and having our rush orders be slightly imperfect because they were a tiny bit too bold or a period was missing. The finicky system of making a negative from a vellum that's made on a laser printer and then developing that negative in an environment that is not completely temperature-controlled. Chemicals that are not exactly the same day to day and shining light from light bulbs that are not always the same age—there's a little too much of an art to it.

With a laser engraver, things are digital all the way through until we make the rubber. There are still problems that can happen. The laser engraver could be out of focus, or you could still have bad artwork. We certainly get bad artwork from our customers, but we have more control over the process and it flows more smoothly through the system. Angie, what would you say about it?

**AT:** The business started to grow more at that time, and we were looking at other ways to speed up the process. The laser engraver was definitely more efficient for us. We were able to have an order come in at 12:05 when our cut-off is 12, and be able to put it on, make it and still get it out the same day and make our customers happy.

**SPA:** We're kind of the FedEx of rubber stamps. If you order by noon, we get it out the same day.

**DH:** So you never went to vulcanized rubber? You went to laser right away?

**SPA:** Yes, we did have a vulcanizer once many, many years ago, but that's primarily efficient for large batches of the same thing. Our specialty is small batches. We're a custom rubber stamp manufacturer, not a giant bulk stamp manufacturer.

**AT:** Although we still get the bulk orders.

**SPA:** We might get a vulcanizer again someday because some of our customers are gradually ordering larger and larger quantities as they become more successful selling. Instead of ordering eight of them, they might order 80 or 800. We'd have to send it to a vulcanizing company and maybe we should keep some of those orders in-house. However, right now, we don't have enough room for two more laser engravers—which we are going to need

Owner and President Simon Peter Alciere and Vice President Angie Thompson



soon—and additional storage and machines, such as vulcanizers, which we will also need soon, so it's going to have to wait.

**DH:** What would you say are the major obstacles you've faced over the years?

**AT:** Moving, it's a hassle.

**SPA:** We still have PTSD. I don't even like moving from one apartment to another, but moving a factory is a drag. Especially identifying a location, calling the building inspector and explaining that you have a manufacturing business that is expanding in a small, depressed town and wants to move to a new location—and he doesn't even return your phone calls. Having the lease expire before you've nailed down a new location.

A flood is not fun. We had a flood because our previous landlord neglected to heat a couple of spaces upstairs. A pipe burst, destroying a large amount of our equipment and almost putting us out of business. Personnel issues—every business has personnel issues, but ours sometimes seem like they are soap opera quality.

Lately, however, things have been better. One of the reasons they have been better is because we have circumvented the 'people don't get along with Simon because he's so mean to the employees' problem. We've hired a

special person whose job it is to insulate the employees from Simon. Her name is Angie. Angie's job is to be nice to the employees so they don't have to deal with Simon. They might still have to deal with me if Angie keeps saying no and they think that they are right, but that smoothed things out a little bit.

**DH:** Speaking of employees, we talked earlier about the fact that you now have interns, which I think is a cool idea.

**SPA:** They're not really interns. They're fully paid part-time employees.

**DH:** High school kids?

**SPA:** Yes. I think two of them are graduating in two or three weeks, so they'll be college kids. We're not allowed to call them kids, either—it's a special rule.

**AT:** They are our junior associates.

**DH:** I noticed also that you had some bricks on the table outside. What's that all about?

**SPA:** We do need to look for new products, and that's just the latest candidate for new things to laser engrave.

**DH:** You have the laser, so you must be thinking about other things you might be able to engrave.

**SPA:** Bricks aren't necessarily going to be it, though. It takes a long time, and a lot more than 100 watts of power to efficiently do large numbers of them.

**DH:** Are you active in the community?

**AT:** Not on a regular basis. We do have the high school or the junior high school come here and ask us to donate stamps or give gift certificates or things like that.

**SPA:** We try to help out where we can.

**DH:** Is most of your business spread out all over the place or is it regional?

**SPA:** I'd say about 90 percent of it is still right here in the United States. The other 10 percent is not really worldwide; it's mostly Canada, Australia, New Zealand and Western Europe. I don't think we ever sell stamps to India, China or Africa. Mostly it's the Caribbean, Western Europe and



*The junior associates, who work at Simon's Stamps after school and handle most of the shipping: (left to right) Michael Whiteman, Jason Thompson, Bethany Laramie and Kelsey Yolish.*



English-speaking countries in the Orient.

**DH:** Do you have any pearls of wisdom to share with other people in the industry? We hear so much about stamps not doing well, and yet your business is 95 percent stamps and you're growing like crazy.

**SPA:** Well, it's necessary to make a transition. If you just wait around for a new successful office supply store or print shop to open up and become your new wholesale customers, and you hope that they will send you lots and lots of orders for stamps that say 'for deposit only', I'm not optimistic about how well that will go.

If you want to look for people who are making products out of clay and want to stamp them with a rubber stamp. If you are looking for people who have small greeting card businesses. If you want to sell something to photographers that they can stamp on the back of their photos, and by the way, they need some special ink as well. If you're willing to talk to people who have small factories and they have weird things that they want to use a rubber stamp for, then you can do well.

Rubber stamps will be obsolete when the paperless office arrives, which the world has been talking about since 1964. It's not really here yet, but they've been making some in-roads. Paper companies are not selling as much paper as they used to. People are not spending as much time with an actual spreadsheet in the sense that it is an actual piece of paper that you write in with a pencil. You don't find those as much anymore, and so the old-fashioned use of rubber stamps is going to continue to decline. Go out and fight for as much of a share of that as you want, but you need to look for other, cuter things to do with the stamps if you want to sell them.

**DH:** We talked earlier about some of the other online businesses, and they just

have incredibly super cheap offers. How do you combat that?

**SPA:** Well, we don't always promise to have the lowest prices, but we do have to have competitive prices.

**DH:** What happens when you go on one of the super cheap sites? In my experience, you want to have a different color ink and all of a sudden, your \$4 stamp becomes a \$20 stamp.

**SPA:** I've noticed three things. That's one thing that happens. That's not classy, and there's a certain kind of customer who is willing to go through that and yes, it costs \$4.99 for a self-inking rubber stamp. But they give you five or six screens that say, 'Are you sure you want regular shipping? It's only \$8 more for two-week shipping and only \$10 more for one-week shipping.' A lot of customers don't like that sort of thing. So these websites have got a kind of niche with cheap people who are willing to put up with that.

There's also such a thing as a loss leader. They are selling the rubber stamp really cheap because they get your email address and they send you promotions over and over again hoping that you will buy more stuff later. That's not a business model that works for us.

Then there are companies that say that they have really low prices but they are located in Thailand. It takes weeks and weeks to get your stamp, and we will lose some business to some of those customers because they do not mind waiting six weeks for their stamp. They just want it to be really cheap and that's fine. Some customers, we have found, don't like getting stamps where you have to assemble it yourself. We assemble the stamp for them and they tend to like that better.

**DH:** Especially in this country...

**SPA:** And keep in mind that over 70 percent of our customers are buying

traditional wood handle stamps and/or custom art mount stamps. These online sites mostly aren't involved in that. They're mostly involved in self-inking stamps, so it only affects our self-inking business.

**DH:** Well, congratulations again, Simon, on winning the Gold award. Thank you. *Mlm*

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Turners Falls, MA 01376-1826  
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# Making money with CorelDRAW®

## Heat-applied graphics—The requirements



*by Judy and John McDaniel, contributing writers*

*In our last installment, we delved into the process of heat applied graphics. Now we'll take a look at the equipment, graphics and skills required to get started.*

In Part 1 of our series on Making Money with CorelDRAW via heat applied graphics, we explained that the graphics created for this process are normally applied to a garment or some other fabric as an appliqué or sticker. Some are printed, while others are not, and most, if not all, are contour-cut before application. As a result, the process is similar to vinyl cut sign materials. In essence, they are signs applied to fabrics.

We also provided pictures of some of the products that you can create with the process and explained that they are used in applications such as:

- Athletic garments, such as team uniforms
- Sports bags, backpacks and other bags to carry things
- Spirit wear—garments for cheerleading and dance

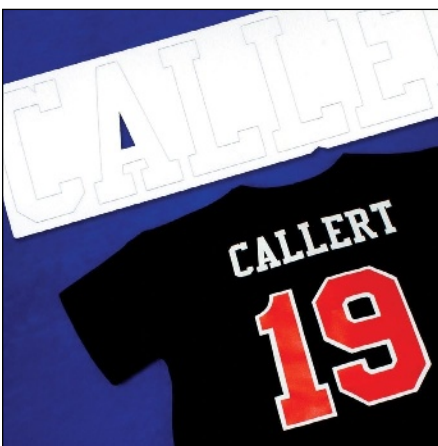
- Safety garments using some type of reflective appliqué
- Small- to medium-run promotional product wear
- Company uniforms

This time we'll outline the steps in the process. We will summarize the equipment requirements and describe in general the graphics required. We will also talk about the skill level required to create the graphics and products.

### The process for heat applied graphics

The steps to create the appliqué are:

1. Cut the heat applied material on a vinyl cutter—or—
2. Print and then contour-cut the material on a print and cut machine.
3. Weed, that is, remove any excess material. This step is only required



*The letter "A" in this graphic illustrates the excess material that needs to be removed or weeded.*





if the appliqué contains open areas, such as the insides of letters.

4. Apply transfer tape to hold the elements of the graphic together. This step is only required if the graphic consists of elements that are not connected.
5. Prepare the product. Generally, this means making sure that the surface of the object is free of dust and dirt—or lint, in the case of a fabric.
6. Position the appliqué on the product.
7. Heat apply with a heat press.

## The equipment for heat applied graphics

Other than a computer and software, the equipment needed for this process consists of:

1. A heat press large enough to handle the largest product you intend to create.
2. A vinyl cutter suitable to cut the materials you plan to use. By suitable, we mean that first, it needs to be large enough to cut whatever raw stock with which you will be working, and second, that it has enough down-force to

cut the weight of the heaviest material you'll be using.

3. As an option, a print and cut machine capable of printing on and then cutting the materials you plan to use.

Depending on your product mix, you may want both a print and cut machine and a stand-alone vinyl cutter. Because of the investment required, print and cut machines are not normally used for jobs that only require cutting. Of course, they can be used in this way, but most owners prefer to use them for print only or print and cut jobs.

## The graphics for heat applied graphics

Essentially, the graphics required for this process consist of one or two elements: one element for cutting and one for printing. Either is optional. Cutting may or may not be required. In almost all cases, heat applied appliques are contour-cut. However, some pre-cut appliques are available. In addition, some companies offer the services of custom cutting materials for the job. This eliminates the necessity for cutting in-house.

If cutting is required, then the graphic needs to consist of clean vector art. For the most part, that means no hidden lines that will be cut by the machine. In addition, printing may or may not be required for the job. If printing is required, then the graphic may contain bitmap and/or vector art for printing.

If the appliqué is to be printed and cut, then in addition to clean vector art for contour cutting, the graphic may also contain bitmap and/or vector art for printing. In this instance, the vector art designed for cutting should not print, and the part of the artwork designed for printing should not add any vector lines that will be interpreted as cut lines.



*Digital clamshell*



*An example of a swing-away heat press.*

## The skills for heat applied graphics

Because of the need for contour cutting, and therefore, the requirement for clean vector art, the skills necessary for this process are a little more involved than those necessary for basic printing. That said, the supplier(s) you use for your equipment and materials should be able to guide you as to what is necessary.

## Conclusion

Next time, we will cover where you can go to get equipment, supplies and help in adding heat applied graphics to your business. M

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**ABOUT THE AUTHORS:** *John and Judy McDaniel are owners of CorelDRAW® Help, Inc. They 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; and creating sales literature and flyers. With the release of CorelDRAW Premium Suite, they are adding website design to their use of CorelDRAW. In essence, they have more than 20 years' experience in applying CorelDRAW. They have written hundreds of articles and tips, lectured across the country and have been teaching CorelDRAW since 1991. For information on training services and video lessons available, visit [www.CorelDRAWhelp.com](http://www.CorelDRAWhelp.com). You may contact them via email at [mail@CorelDRAWhelp.com](mailto:mail@CorelDRAWhelp.com).*





## STAMP SHOP WEB™: Step by Step

# How to change settings in your website—Part 3

by Amanda Katon

*These past two months, we have dipped our toes into the settings available on your Stamp Shop Web website. This month, we continue our journey and look at the settings related to allowing and creating gift certificates, inventory notices, mail server settings and orders.*

Settings help you to create the best possible site that functions according to your needs. Let's see what these sections have to offer you!

### Steps to Follow

To view the settings available for your website, you must first be signed into the admin area of your Stamp Shop Web site. Once you are logged in, click the *Settings Tab*. Start by clicking on the *Gift Certificates* link from the left hand settings menu.

### Gift Certificates

Within the *Gift Certificates* options, you will find the settings related to allowing and creating gift certificates on your site. Let's look at them in greater detail (see Picture 1).

**Gift Certificates Available?:** this option, if checked, will make gift certificates available for purchase and redemption on your site. By clicking this box (and then saving the change using the OK

button), customers will be able to purchase gift certificates. They will click on the *Customer Service* link and then the *Gift Certificates* link from the

left hand menu (Picture 2). When this box is checked, your site will only be able to redeem gift certificates that were purchased on your site.



Picture 1: Gift Certificates options screen



Picture 2: Accessing the Gift Certificate link on the site's front end/customer view.

## STAMP SHOP WEB™: Step by Step

**Minimum Certificate Amount:** type in the minimum amount available for purchase in this field.

**Maximum Certificate Amount:** type in the maximum amount available for purchase in this field.

**Gift Certificate Email:** to edit the gift certificate email sent to the purchasing customer, click the *Edit* button next to this option. Once you click *Edit*, you will be brought to the *Content Tab* to

edit the gift certificate email message. Here you can customize and design what your gift certificate looks like and what is sent to the customer (Picture 3). When you have completed your edits to the gift certificates email, please remember to click the *Save Changes* button. After purchasing a gift certificate, the customer will receive this email with a gift certificate code, which is redeemable on your site (Picture 4).

**Customers' View when redeeming Gift Certificate:** when customers redeem their gift certificates on your site, they simply copy and paste the gift certificate code (provided in the gift certificate email) in the gift certificate field (Picture 5) on the *Ship & Pay* page during the checkout process. Once they have typed in the gift certificate code, they will click the *Go* button directly to the right of their entered gift certificate

**Edit Message**  
Gift Certificate E-Mail:

Mail Format: ☐ Text ☒ HTML

From: sales@stampshopweb.com

Subject: Gift Certificate from order [[ordernumber]] from [[sitename]]

Message:

```
<html>
<head>
<meta http-equiv="Content-Type" content="text/html; charset=
<style type="text/css">
<!--
.GiftCertNumber {
    font-family: Arial, Helvetica, sans-serif;
    font-size: 12px;
    font-style: normal;
    font-weight: bold;
}
.GiftCertAmount {
    font-family: Arial, Helvetica, sans-serif;
    font-size: 12px;
    font-style: italic;
}
```

**Save Changes**

You can use the tags below in your message. They will be replaced by the actual values when the mail is sent.  
[[logo]] Image URL to your site's logo  
[[amount]] This gift certificate amount

Picture 3: Edit gift certificate email screen.



Picture 4: Example of customer email with the gift certificate enclosed after purchasing.

code. The total amount due will refresh, showing a remaining balance after the gift certificate was applied.

### Inventory Notices

Under the *Inventory Notices* settings link, you can configure Inventory tracking options. In addition to tracking inventory, you have the option to receive *Low Stock Notices* sent by email (Picture 6).

**Low stock report last sent:** learn when the last stock report was sent to the email address provided in the *Email report to* field. If any changes are made, be sure to click the *OK* button in order to save them.

**Send Low Stock Notice Every \_\_hours:** set the number of hours between each notice when inventory stock is low.

**Email report to:** enter the email address(es) of staff members who should receive inventory reports.

Sign In Address **Ship & Pay** Review

Shipping: Please select a shipping method for your order.  
☒ \$5.60 - Priority Mail  
☐ \$6.25 - Express Mail  
[View Shipping Policy](#)

Payment

☒ Credit Card

Card Type: < Select A Card Type >

Card Number: [ ]

Expiration Date: [ ] / [ ]

Security Code: [ ] [What is This?](#)

Name On Card: [ ]

Enter gift certificate code here during the checkout process to redeem a gift certificate purchased on the website. Be sure to click the GO button to apply the gift certificate.

Enter gift certificate code below: [ ] GO

Total Before Certificates: \$52.45

Picture 5: Redeeming gift certificates during checkout (Customer View).



Picture 6: Inventory Notices Setting Screen.

Picture 7: Mail Server Settings Screen.

**Disable Inventory Tracking:** check this box if you want to disable inventory tracking on your site.

**Disable Strict Inventory:** select this box if you prefer to disable strict inventory on your site. Strict inventory allows you to have SKU variances.

### Mail Server

Within the *Mail Server* link, you will find options to adjust your mail server settings, which are used to send out emails from the system. If any changes are made to these settings, be sure to click the *Save Changes* button after editing the options (Picture 7).

**Mail Server:** type the address of your mail server here. If you are using the mail server provided through Connectweb Technologies, Inc., your mail server address will be:

“mail.yourdomainname.com” (for example, mail.connectweb.net).

**Use Basic SMTP Authentication:** check this box if your mail server requires authentication. If you are using the mail server provided by Connectweb Technologies, Inc., then this box should remain unchecked with no credentials entered into the Username and Password fields.

**Username:** enter the Username for the mailbox account used for authentication.

**Password:** enter the Password for the mailbox account used for authentication.

**Send Test Message:** if you want to send a test message, enter the appropriate email address here. When you receive the test messages in your inbox, you can verify

that the mail server was configured properly.

### Orders

Within the order settings, you will find options to adjust your order preferences. The settings in this section play an important role in how order receipts are received by the site administrator, when carts and credit card information are cleaned from the system and more. Let's take a closer look at each of these options (Picture 8, next page).

**Follow-on URL:** this feature allows you to create a link to a page (HTML or a Category Page) on your site that is displayed on the *checkout\_receipt.aspx* page. The *Follow-On* button will appear on the receipt page, and the customer can then click the button to go to your HTML/Category Page. To activate the feature, type the path to the page in this field. This would overwrite the default path, which returns the customer to the homepage after checkout.

**Minimum Quantity:** set the minimum quantity of products that can be ordered on your site. The default is set to 1.

**Quantity Limit:** set the maximum quantity of products that can be ordered on your site. The default is set to 9999.

**Minimum Amount:** set the minimum dollar amount of an order on your site. The default is set to 0.

**Amount Limit:** set the maximum dollar amount of an order. The default is set to 9999.99.

**Allow \$0.00 Orders:** if selected, this feature allows you to accept orders of items that you have priced at \$0.00.

**Merge Identical Cart Items:** this feature allows you to group identical non-customizable items in the cart as a specific quantity, instead of displaying the duplicate items individually.

**Picture 8:** Order options under the Settings Tab.

## **Send Email When New Orders Arrive:**

check this box to receive notification when new orders arrive on your site. In the field to the right, type the appropriate email address(es).

**Last Order Number:** this feature displays the last order number used. This becomes the basis for the next order number.

**Increase each order number by a random number between:** this option lets you control how the order numbers will be generated. For example, the default is 1 and 1, so the order numbers would increase by one from the previous order number (in other words, 1001, 1002, 1003, etc.).

**Show Special Instructions Field at Checkout?:** check this box if you would like to display the special instructions field during the checkout process. This field allows customers to give special instructions for their order.

**Allow Multiple Shipping Addresses?:** choose this option if you want to allow multiple shipping addresses. By selecting this, each item in a customer's order can be shipped to a different address.

**Clean up was last run:** the date and time of the last clean up will appear here for the following clean up options.

**Run order clean up every \_\_ day:** set the schedule for cleaning up incomplete orders here.

**Clean up carts older than \_\_ days:** set the timing of cart clean-up based on the number of days you want carts to remain active. The default is set to 1. If you leave it on the "1" default, a customer who adds products to the cart and returns the next day to finish the order would find the products removed. That customer would have to start the order process over again. We recommend increasing the number to three days to benefit your customers.

**Clear CC numbers from completed orders older than \_\_ days:** set the number of days credit card (CC) numbers will be stored on your site once an order is marked as complete under the Orders Tab. We will discuss Orders in more detail in a future issue.

**Send drop shipper notices on Authorization instead of on Charge:** check this box if you want to send a

notice to the drop shipper (the "Ship From" address inside the product) when you have *authorized* the order, instead of when the order has been *charged*.

**Default Order Manager Date Range:** you can determine what the default will be for the date range of orders displayed on the Order Manager page.

**Order Manager—Order to Show per Page:** set the number of orders that will be displayed when working in the Orders Tab under the Order Manager link.

**Automatically Send Status Update Emails:** this feature sends email messages to the customer whenever the order status is changed under the Orders Tab.

After editing any of these options under the Order link in the Settings Tab, be sure to click the OK button to save your changes.

Up to this point, we have covered half of the options available under the Settings Tab. Hang in there—we are almost through the vast amount of options available to you. Look for more discussion in future issues. All of these settings illustrate the many ways you can customize your site so that it truly functions the way you envision it will. That's one of the advantages of a Stamp Shop Web website! *Mm*

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**ABOUT THE AUTHOR:** Amanda Katon is a member of the Connectweb Technologies, Inc. family, a software development and Web hosting company that specializes in software for the marking devices industry. As part of Connectweb, Katon enjoys helping customers and building lasting relationships with them by implementing one-on-one customer service. Outside of work, Katon enjoys outdoor activities and doing crafts. For further help, contact Amanda Katon at 800/556-9932; Email: [amanda@cwebtechnologies.com](mailto:amanda@cwebtechnologies.com).





# Cloud computing—Part 2

# The next computer revolution

by John McDaniel, contributing writer

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*Cloud computing is the next big ongoing movement within the computer revolution. What we'll explore in this article series is how that will impact our lives, with a focus on how we communicate and do business in this changing environment. We'll also suggest some of the potential benefits and the concerns.*

To review, cloud computing is another name for distributed computing. Distributed computing is really nothing new. It's been in use in private networks since the beginning of the computer revolution. Distributed computing is a computer network servicing user terminals.

What's new is that with the growth of the Internet, the expansion of high-speed access points to the Internet and the increased power of computing devices, the ability to provide computer power delivered as a utility to our homes and businesses has become a reality. In short, cloud computing is a computer utility service. It is similar in some ways to the way electricity is supplied.

In the first article, we discussed the growth of the Internet, which is one of the core requirements for cloud computing. The computer power of the Internet is the first basic element necessary to make a computer utility service a possibility. In this section, we

will explore a second key element, the delivery system—essentially, how the infrastructure has grown to accommodate a computer utility service.

To expand on the comparison between electrical power and the emerging computer utility service, think of the computer servers on the Internet as electrical generators and what we are discussing this time as the power distribution grid. In the case of cloud computing, the distribution grid consists of ground-based networks, which primarily consist of landline telephone, cable TV, Wi-Fi and the cellular telephone network systems. In addition, satellite communications systems also play a significant role.

### Ground-based distribution networks

Ground-based distribution networks serving our homes and businesses have significantly improved over the last 50 years. This brings Internet access to

almost everyone in the world. During the 1960s, if you were having a new home built, you could ask the local telephone company to prewire your new home for telephone service.

Today, not only are new homes prewired for telephone service, virtually all are wired for cable TV. Some new homes are also wired with CAT6 cabling for hard-wired Internet service. Some are pre-wired for sound systems, as well as fire and burglar alarms. Many alarm systems are tied into the Internet.

Today there is competition in most metropolitan areas between companies wanting to provide us with Internet access. Traditional phone companies are offering access via DSL, while cable TV providers offer access via their cable networks. It wasn't that long ago that neither of these services was available. At that time, the only way you could access a computer remotely was with a dial-up modem over conventional analog telephone lines.

The equipment servicing these networks has also improved dramatically. When all we had was analog telephone service, we were lucky to get communication speeds of 300 Baud (300 bits per second). Now we enjoy speeds up to 50Mbits (50 million bits per second).

## Wi-Fi access

Wi-Fi access to the Internet has grown by leaps and bounds. Not only is Wi-Fi access provided by almost every major hotel, it's available in many bookstores, libraries, grocery stores and restaurants. There are even a few major metropolitan areas which provide Wi-Fi access as a service to their residents and visitors.

## Cellular telephone networks

In addition to the growth of the Internet, there continues to be substantial growth in cellular telephone networks. There have been improvements in their speed, data handling capabilities and services. What's more, with the advent of 3G and now 4G networks, all of these cellular networks connect in some way to the Internet, providing even more access points to the World Wide Web. It seems that cellular telephone service providers don't want to be left out of the computer utility market.

A little cell phone history: Prior to 1973, mobile telephone service was limited to phones installed in cars and other vehicles. Motorola was the first company to produce a handheld mobile phone. On April 3, 1973, Martin Cooper, a Motorola researcher and executive, made the first mobile telephone call from handheld subscriber equipment, placing a call to Dr. Joel S.

Engel of Bell Labs. The prototype handheld phone used by Dr. Cooper weighed 2.5 pounds and measured 9 inches long, 5 inches deep and 1.75 inches wide. The prototype offered a talk time of just 30 minutes and took 10 hours to recharge.\*

The first cell phones were designed as car phones mounted in the center console of your vehicle and were very expensive to purchase and operate. Then came some portable phones that were car phones mounted in a briefcase with a big battery and a magnetic antenna that you could attach to the top of a car. Cell phones and their networks were originally designed for voice communications. By the 1990s, they effectively put payphones out of business.

Today there are a growing number of homes and some small businesses that no longer have a traditional hard-wired phone line. Instead, they rely on cell phones and VOIP (Voice Over Internet Protocol). In fact, many traditional telephone companies are using VOIP for land line communications. Hard-wired telephone sets are also headed to the museum.

Cell phone technology has changed and is changing the face of voice and other forms of communications. Most current smart phones are more powerful than desktop computers of the 1970s, and they're all connected to the Internet.

## Satellite communications

The explosive growth of communications and the World Wide Web has been possible, at least to some degree, because of the availability of satellite communications. It has been behind the scenes, of course, though most of us are not aware of it. Nonetheless, it contributes

significantly to the web of worldwide communications. In addition, some satellite TV providers are now offering Internet access via satellite to people who live in remote areas and do not have hard-wired telephone or cable TV service.

## Conclusion

The distribution network for computer power continues to grow. Access points are growing, as well as communication speeds. Today you can access computer power via land lines and wirelessly through Wi-Fi hotspots and/or the cellular telephone system. We now have distributed computing power and a delivery system in place.

Next time, we'll look at computer power (at our end) and consider how all of this will continue to impact the way we do business. *Mmm*

---

**ABOUT THE AUTHOR:** *John McDaniel, along with his wife Judy, are owners of CorelDRAW® Help, Inc. They started in the personalization business in 1989 with CorelDRAW version 1.0. 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 and for making sandblast masks, screen-printing screens, pad-printing plates, signs, banners, sales literature and flyers. In essence, they have over 20 years' experience in applying CorelDRAW. They have written hundreds of articles and tips, lectured across the country and have been teaching CorelDRAW since 1991. For information on training services and video lessons available, visit [www.CorelDRAWhelp.com](http://www.CorelDRAWhelp.com). You may contact them via email at [mail@CorelDRAWhelp.com](mailto:mail@CorelDRAWhelp.com).*

\*(Source: Wikipedia) For more information, visit [http://en.wikipedia.org/wiki/History\\_of\\_mobile\\_phones](http://en.wikipedia.org/wiki/History_of_mobile_phones)



## Trotec Canada acquires Engraver's Express



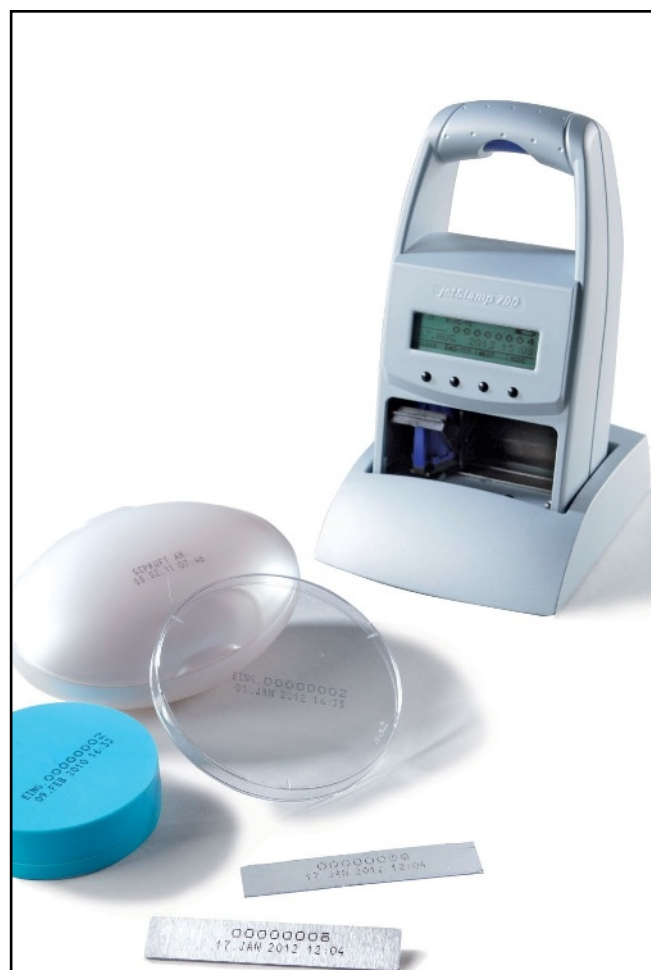
Trotec Canada, a division of Trodat Marking Canada, announces that it has acquired the business of Engraver's Express Inc., Grav-Tech Canada Inc. and Stenlagraph Inc., effective July 24th, 2013. The Engraver's Express range of products complements the Trotec Laser products, and it is the intention of Trotec Canada to combine the two businesses for the benefit of all its valued customers.

Engraver's Express will continue to provide quality products and services from the existing sales and warehouse branches in Langley, British Columbia; Calgary, Alberta; Mississauga, Ontario; and Montreal, Quebec.

Deborah Smith, President of Trodat Marking Canada and Trotec Canada, says: "Engraver's Express has built up an excellent reputation over the last 26 years and have positioned themselves as a leading supplier of engraving laminates, engraving supplies, rotary and laser machines. The acquisition of the Engraver's Express group of companies is a tremendous acquisition for Trotec Canada, enabling us to further strengthen our position in the Canadian market. Building on the success of Engraver's Express and combining their business with the brand-leading Trotec lasers will enable us to offer a comprehensive and extended range of products for the benefit of all our customers."

Deborah adds, "We are also very pleased to bring to Trotec Canada the experience of all the Engraver's Express employees. Coupled with Trotec Canada's existing sales, marketing and technical expertise, we will have an extremely talented, capable, professional and committed team."

*For further information, please contact your Engraver's Express or Trotec Canada sales manager, sales representative or customer service representative. Trotec Canada, Mississauga, ON, 1-866-987-6328; Engraver's Express, Langley, BC, 1-800-663-1149; Engraver's Express, Mississauga, ON, 1-888-391-1200; Engraver's Express (Grav-Tech Canada Inc.) Calgary, AB, 1-800-661-1278; Engraver's Express (Stenlagraph Inc.) Saint-Laurent, QC, 1-866-216-2958.*



## The new jetStamp MP series.

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www.automatedmarking.com

## AMI announces new addition to Reiner family of handheld inkjet printers—jetStamp graphic 970



The jetStamp graphic 970 is a mobile handheld ink jet printer that marks documents and or products simply and quickly. In addition to number, date, time and text, this device can also print graphics and barcodes. With the MP ink, it is also possible to print on non-absorbent surfaces such as metal and plastic. The 970 is mobile, handy and easy to use and program. It comes complete with its own software and weighs in at just over one pound. The software is compatible with all standard Windows operating systems.

### Product details:

- Number, date, time, text, graphics and barcodes; also multi-line imprints
- Large print area up to 1/2-inch x 2-1/2 inches with self-traversing print head

- Up to four different print images can be stored in the 970
- Print image can be created simply and quickly at the PC and transmitted via USB or Bluetooth
- Simple and secure marking of documents/products
- Operated with rechargeable batteries and sufficient capacity for up to 1,000 imprints
- Choose from regular ink for paper or cardboard or our specially formulated quick drying MP ink for marking on non-absorbent surfaces such as metal and plastic. Great for marking consumer products such as food packaging and bottles

*For more information, contact Jeff Mear or Julian Mear, AMI/Automated Marking Inc., Exclusive Distributor, North America. AMI, 101 Castleton Street, Pleasantville, New York 10570; 800/235-0060, 914/495-3807; Email: [jeff@handheldinkjet.com](mailto:jeff@handheldinkjet.com) or [julian@handheldinkjet.com](mailto:julian@handheldinkjet.com); Website: [www.handheldinkjet.com/dealer](http://www.handheldinkjet.com/dealer).*



## Meet Julian Mear, who joins the family business at Automated Marking Inc.

Hi, my name is Julian Mear. I'd like to share my story of how I went from being a semi pro snowboarder to working on the development of marketing and sales programs to expand AMI's presence on the Internet.

When I was 20, I had the amazing honor of being accepted to ISTC, a multinational Olympic development team based in Colorado. The training I received from the coaches not only made me very strong physically but strengthened my mental capacity, showing me what it would take to succeed in this sport and in life. At a Rev Tour SBX competition, going 50+ miles per hour, I overshot a rather large jump and landed in a seated position from about 20 feet in the air. Several MRIs revealed that I had broken six vertebrae and had 21 fractures. When I received the news from the doctor, I was heartbroken and depressed. I saw my whole career vanish before me in a split second.

Over the next months, while recuperating in bed, I had a great deal of time to reflect. My doldrums soon changed into pure motivation. I had an opportunity to work alongside and learn from my Dad, the man I have always

admired for his business acumen. I could help to give his business an added boost by utilizing Internet avenues to promote Reiner machines, find new markets, recruit new dealers and reach end users who ultimately would be directed to one of our dealers.

We have all had negative life experiences. What we do at those tough moments makes us who we are. Just when you think you have your path figured out, things can change in the blink of an eye. Keeping an open mind and persevering has made the difference between being stuck or being financially free to pursue the things I love. It's not the situations that shape us or the outcome. Rather, it is our perception of that situation and the actions we take that create the desired result. I transferred the thrill of snowboard competition into the excitement of cutting edge handheld inkjet equipment that caters to industries as diverse as the aerospace industry and bakeries. Products need to be marked—whether they are airline parts or brownies!

*Contact Julian Mear at 800/235-0060 or 914/495-3807; Email: [julian@handheldinkjet.com](mailto:julian@handheldinkjet.com).*



## JDS offers new Floating Acrylic Plaques



JDS Industries, Inc. introduces the new Floating Acrylic Plaques. These stylish plaques have a colored artistic border that frames a black background area. The 1/4-inch thick acrylic plate is clear and stands suspended above the plaque using attached silver hardware. The layered acrylic, in combination with the artistic borders, results in a pleasing three-dimensional award. The plaques have an easel back and can stand or hang horizontally or vertically. Each color is available in either 8 inches x 10 inches or 9 inches x 12 inches. The new Floating Acrylic Plaques are stocked in all 14 JDS warehouse locations nationwide.

For more information or to get showroom samples, call JDS at 800/843-8853; Fax: 605/339-1467; Email: [sales@jdsindustries.com](mailto:sales@jdsindustries.com); Web: [www.jdsindustries.com](http://www.jdsindustries.com).

## Rowmark announces improved performance for LaserLIGHTS products



Based on recent product quality testing results, Rowmark announces an extended shelf life and improved adhesive for all LaserLIGHTS sheet products, as well as UL 969 certification for Rowmark's LaserLIGHTS Black/White product. The shelf life of all Rowmark's LaserLIGHTS products has been extended to a minimum of five years prior to application, when stored at a maximum of 70°F (21°C), in 50 percent relative humidity, out of direct sunlight. Once applied, the LaserLIGHTS adhesive backing can also be expected to perform well in "normal" applications for approximately 10–20 years.

UL 969 pertains to safety for Marking and Labeling Systems under the "UL Materials" category, Category Code Number (CCN) PGGU2. Rowmark's LaserLIGHTS Black/White product passed a series

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of strict UL quality tests specifically designed for marking and labeling products, including a construction examination, permanency tests and environmental conditioning.

"Our quality testing lab is just one tool that Rowmark uses to help keep product quality at the forefront," Vice President of Global Sales and Business Development Rich Zydonik says. "Our customers' feedback is very

important to us as we continue our commitment to provide the highest quality products and services in the industry."

Visit [www.rowmark.com](http://www.rowmark.com) to view Rowmark's LaserLIGHTS product line and updated product property information. For more information about UL's marking and labeling systems program, visit [www.ul.com](http://www.ul.com). MIM

# INDUSTRY INDICATOR

by Timothy Hachmeister

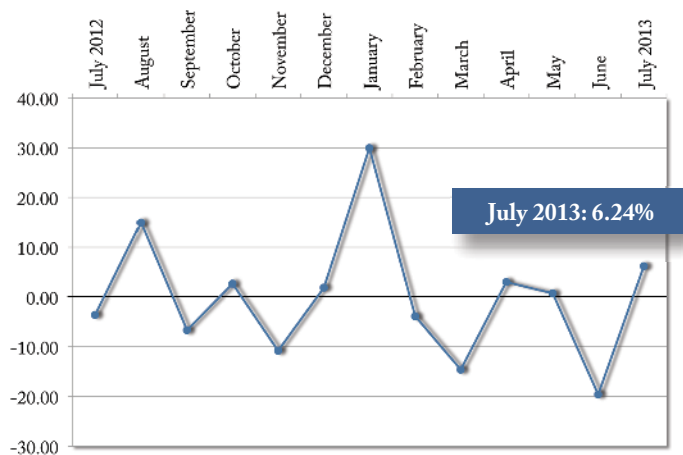
## A decent improvement

July was a decent improvement after June's results. Compared to June, total monthly sales were up 3.85%, total monthly sales of stamps were up 6.24%, and total monthly sales of other products were up 2.55%. For small shops, the increases were higher. Compared to small shops in June, total monthly sales were up 9.15%, total monthly sales of stamps were up 7.31%, and total monthly sales of other products were up by 11.09%.

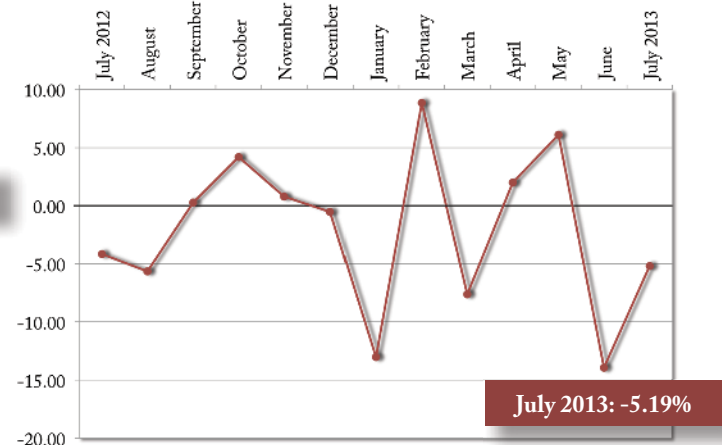
The major difference between June and July was the change in "Same month in previous year" between all shops and strictly small shops. Compared with July 2012 for all shops, total monthly sales were down 19.91%, while total monthly sales of stamps were only down 5.19%. Compared to July 2012 for small shops, total monthly sales actually rose by 2.76%, while total monthly sales of stamps were up 2.56%. M/m

## Stamps only

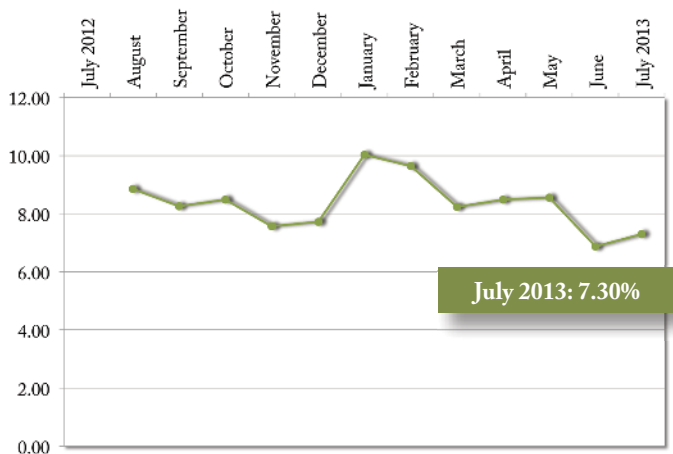
Monthly Sales—Gain/Loss Percentage



Gain/Loss Sales Percentage compared to same month in previous year

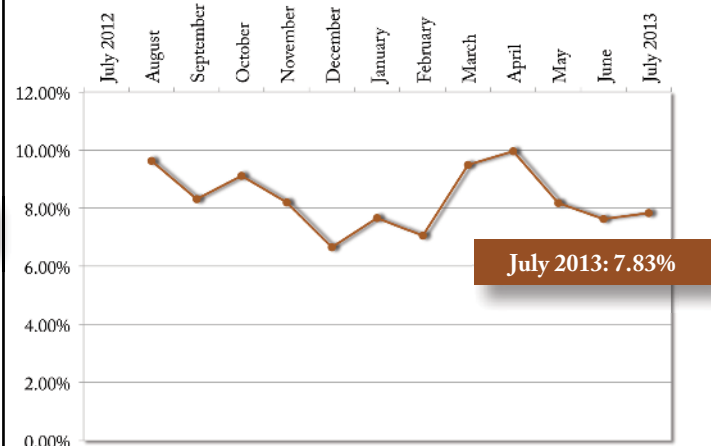


Percent of Annual Sales by Month (illustrating seasonality)



## Other products

Gain/Loss Sales Percentage compared to same month in previous year



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# INDUSTRY IMPRESSIONS

by David Hachmeister



[www.markingdevices.com](http://www.markingdevices.com)

## Welcome!

We are very excited to announce that, effective with the October issue, *Marking Industry Magazine* will be officially free to stamp makers in the U.S. and Canada! With the widespread availability of content throughout the Internet, this has been a long time coming. Our well-received digital version is to be included as well.

You may have already gotten a phone call from our telemarketing team asking you to subscribe. If not, there are just a few short questions, and then you are set for at least one year to find out all the latest goings-on in the industry. Please be sure to share your email with us. That way we can also let you know when the digital version is posted. We do not sell your email to anyone else without your permission.

We look forward to welcoming our many hundreds of new subscribers! We look forward to hearing from you about what you would like to see in the magazine. You may be surprised how many different options and learning opportunities you have as a manufacturer in this small industry! Please let us know if you are interested in participating in our Manufacturer of the Year contest or in our Industry Indicator.

As an entrant in the Manufacturer of the Year contest, you simply provide your sales statistics for the two previous years, which are kept in strictest

confidence. We calculate the percentage of growth, and the company with the highest percentage in each of the three sales categories wins the award. It is a great way to promote your company as an industry leader. The Industry Indicator is our way of keeping track of the pulse of the industry. We ask participants for two monthly sales statistics: sales for stamps and related products and sales of other products.

Our business model had always included a paid subscription as a part of our revenue stream. (Paid subscribers traditionally have had much higher rates of thorough readership and pass-along value.) Traditional beliefs in publishing are being cast aside. The Internet has changed that model for many publishers and now for us as well. The advertisers were quite excited about the prospect of reaching so many more potential customers for just a few percentage points more in advertising costs. You benefit by having all the industry news that's fit to print at no cost.

Also coming next year will be an industry survey. We haven't taken one in several years and look forward to seeing what results we get now that we have so many more people regularly in touch with the industry. We intend to publish some of the results, while the more detailed analysis will only be available to those who participate. Any questions that you would like to see in the survey? Please let us know. MIM

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**“Change is inevitable—except from a vending machine.”**  
*~Robert C. Gallagher*

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# TRADE SERVICE

## Size requirements and rates

The closing date for trade service ads is the third Friday of the second preceding month.

Add 50 percent for second color.

Trade Service Ads must be paid in advance and are non-commissionable.

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item# 23754	3/4" =	\$5.30

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Millennium Marking Co.....	36
Noris-Color GmbH.....	5
Roanoke Stamp .....	17
Shiny USA .....	2, 35
Stewart Superior Corporation .....	4
Traxx USA.....	13
Trodat USA.....	3

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