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# MARKING INDUSTRY

magazine

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# Making money with CorelDRAW®

## Screen printing—The products

*by Judy and John McDaniel, contributing writers*

*In this first installment, we delve into screen printing and see how it compares to other production processes.*



*Four-color image on a dark blue garment*

### Screen printing defined

Screen printing is a printing technique that uses a mesh material stretched onto a frame. The mesh supports a stencil which blocks ink from moving through the mesh. The attached stencil forms open areas in the mesh through which ink can be transferred onto some substrate.

The inks are relatively thick and are transferred through the mesh onto the

substrate when a sharp-edged fill blade or squeegee is moved across the screen stencil. The action of the blade forces or pumps ink through the mesh openings and is transferred onto the substrate by capillary action during the squeegee stroke.

As far as we know from history, screen printing was developed in China during the Song Dynasty (960–1279 AD). It was introduced in Europe



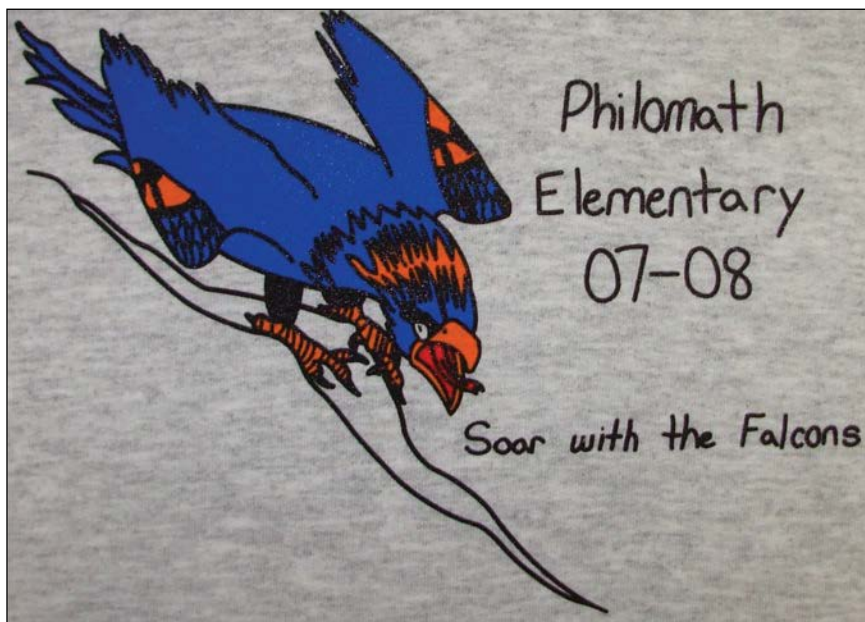
*Six-color image on a black background*



*A multi-color car show logo on dark blue*



*A four-color image on a gray garment designed by an elementary school student*



*The same image on a blue garment. Notice the background does not alter the image color.*



during the 1800s and first appeared in the USA in the early 1900s. However, it wasn't until the 1960s that it became widely used for product decoration. For more background on screen printing, please visit the online resource [http://en.wikipedia.org/wiki/Screen\\_printing](http://en.wikipedia.org/wiki/Screen_printing).

### Screen printing's competition

The death of screen printing was last forecast in 1996, but it just refuses to die. It is true that with the advent of computer graphics and computer-controlled equipment, some applications

that were exclusively dominated by screen printing have eroded. However, there are many applications where screen printing is the best, most cost-effective process to use. Some of the processes that have nipped at the heels of screen printing include:

**Sublimation** — an excellent process for one-off products. However, sublimation only works on polyester cloth or hard goods that have a polyester coating. In addition, since sublimation is a dying process, it works best on light-colored garments and substrates. It turns out

that sublimation inks are semi-transparent, so the color of the substrate material will affect the final look of the image on the product.

**Direct-to-garment printing** — another excellent process for one-off products. Although this process works well on cotton garments, it was only suitable for light-colored garments until recently. Once again, inkjet inks rely on being applied to white or light-colored substrates. Most inkjet printers do not print white. Some newer printers have the ability to print a white background

*A comparison between printed labels versus direct screen printing on several bottles*



and therefore will work on dark substrates. All of that aside, direct-to-garment printers generally cost more than basic single-station screen printers.

**Inkjet and laser printer transfers**—another excellent process for one-off products. This process is also suitable for use on cottons and some hard materials. Once again, though, these images work best on light-colored substrates.

**Digital print and cut equipment**—for creating signs and banners. This equipment arguably has had the greatest impact on replacing screen printing in the production of signs and banners. The primary reason is that for most small shops, signs and banners are a one-off product. Here again, the color of the substrate material is important. Most inkjet printers don't print white; they require a light background. Print and cut machines are no exception. This means that for a full-color banner with a dark-colored background, you need to print the background color if you are using digital print and cut equipment.

In short, where screen printing excels is in medium- to long-run jobs. It's also

the best method of decorating dark materials, and it is the most cost effective method for the right applications.

Screen printing is most often associated with garment decoration, but in reality, it can be used to decorate a number of hard products. In fact, some screen printing equipment is designed for use on cylindrical objects such as cups and bottles. Almost anything that can be printed can be screen printed.

Screen printing is more versatile than traditional printing techniques. The surface does not have to be printed under pressure (unlike etching or lithography), and it does not have to be flat. Different inks can be used to work with a variety of materials, such as textiles, ceramics, wood, paper, glass, metal and plastic. As a result, screen printing is used in many different industries, including:

- Promotional products (balloons, pens, etc.)
- Clothing
- Decals
- Medical devices



*A switch housing and metal switch holder that have been screen printed*



- Printed electronics, including circuit board printing
- Product labels
- Signs and displays
- Snowboard and skateboard graphics
- Textile fabrics
- Thick film technology

## Conclusion

As you can see, screen printing is alive and well in the 21<sup>st</sup> century. Next time, we will cover what's required in equipment, graphics and skills to be successful with screen printing. Mlm

**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).

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# Google's "Hummingbird" hatches new search formula

by Michael Liedtke/AP Technology Writer

*Google has quietly retooled the closely guarded formula running its Internet search engine to give better answers to the increasingly complex questions posed by Web surfers.*

The overhaul came as part of an update called "Hummingbird" that Google Inc. has gradually rolled out in the past month without disclosing the modifications.

The changes could have a major impact on traffic to websites. Hummingbird represents the most dramatic alteration to Google's search engine since it revised the way it indexes websites three years ago as part of a redesign called "Caffeine," according to Amit Singhal, a senior vice president for the company. He estimates that the redesign will affect the analysis of about 90 percent of the search requests that Google gets.

Any reshuffling of Google's search rankings can have sweeping ramifications because they steer so much of the Internet's traffic. Google

fields about two of out every three search requests in the U.S. and handles an even larger volume in some parts of Europe. The changes could also drive up the price of Google ads tied to search requests if websites whose rankings are demoted under the new system feel they have to buy the marketing messages to attract traffic.

The search ads and other commercial pitches related to Web content account for most of Google's revenue, which is expected to approach \$60 billion this year.

Google disclosed the existence of the new search formula Thursday at an event held in the Menlo Park, Calif., garage where CEO Larry Page and fellow co-founder Sergey Brin started the company 15 years ago.





Google Search

I'm Feeling Lucky

Google celebrates its birthday on Sept. 27 each year, even though the company was incorporated a few weeks earlier. The company is now based in Mountain View, Calif., at a sprawling complex located about seven miles from the 1,900-square-foot home where Page and Brin paid \$1,700 per month to rent the garage and a bedroom. The co-founders' landlord was Susan Wojcicki, who is now a top Google executive and Brin's sister-in-law.

Wojcicki sold the home to Google in 2006 and it is now maintained as a monument to the company's humble beginnings.

Google's renovations to its search engine haven't triggered widespread complaints from other websites yet, suggesting that the revisions haven't resulted in a radical reshuffling in how websites rank in the recommendations. The Caffeine update spurred a loud outcry because it explicitly sought to weed out websites that tried to trick Google's search engine into believing their content was related to common search requests. After Caffeine kicked in, hundreds of websites that consistently won a coveted spot near the top of Google's search results had been relegated to the back pages or exiled completely.

Hummingbird is primarily aimed at giving Google's search engine a better grasp at understanding concepts instead of mere words, Singhal said.

The change needed to be done, Singhal said, because people have become so reliant on Google that they now routinely enter lengthy questions into the search box instead of just a few words related to specific topics.

With the advent of smartphones and Google's voice-recognition technology, people also are increasingly submitting search requests in sequences of spoken sentences that resemble an ongoing conversation. That trend also factored into Google's decision to hatch Hummingbird.

Just as Page and Brin set out to do when they started Google in a garage, "we want to keep getting better at helping you make the most of your life," Singhal said.

Besides Hummingbird, Google also announced a few other updates to existing search features aimed at providing information more concisely so people won't need to navigate to another website. These changes are part of Google's effort to adapt to the smaller screens of smartphones that aren't well suited for hopscotching across the Internet.

The additions primarily affect Google's "Knowledge Graph," an encyclopedia-like box that increasingly appears at the top or alongside the search results, and Google Now, a virtual assistant that tailors key information suited to each user's habits, interest and location.

Besides providing informational snapshots of famous people and landmarks, the Knowledge Graph is now capable of comparing the attributes of two different things, such as olive oil and coconut oil. It will also be possible to ask the Knowledge Graph to sort through certain types of information, such as the creative evolution of various artists.

An upcoming update to Google's search application for devices running Apple's mobile operating system will ensure notifications about personal appointments and errand reminders are also delivered on a smartphones or tablets running on Google's competing Android software. Google Now also will start flagging new developments and information about famous people that have previously piqued a user's interest. *Mm*

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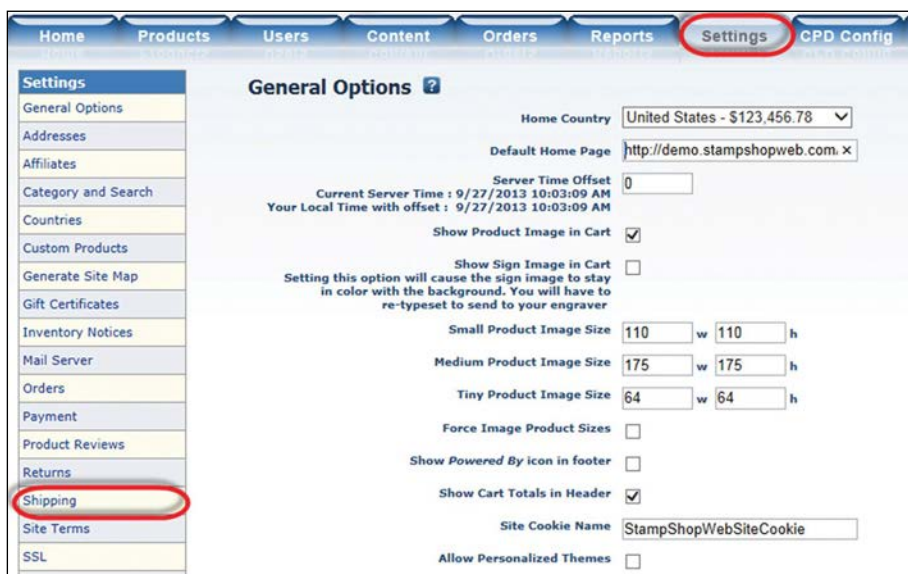
## STAMP SHOP WEB™: *Step by Step*

# How to change settings in your website—Part 5

by Amanda Katon

*Now I know what you're thinking—there are more settings! Yes, indeed! Follow me in this month's installment as we cover yet another group of settings that will help shape your site into a one-of-a-kind shopping experience for your customers. This month, we'll venture into the Shipping settings. Let's begin by getting your shipping methods set up properly.*

Picture 1: Shipping Link in the Settings menu



### Steps to Follow

First, sign in to the admin area of your Stamp Shop Web site as you would to accomplish any change or editing task

on your site. Once you are logged in, click the *Settings Tab*. Next you'll click on the *Shipping* link from the *Settings* menu (Picture 1).

### Shipping

Within the *Shipping* link, you'll find all the options for your shipping methods and settings. You'll also see a list of all



Picture 2: Shipping Settings—main screen

Picture 3: Edit Ship Method screen

Picture 4: Setting up a flat rate type of shipping method using SSW-SSW by Item Count

the shipping methods set up on your site (Picture 2). In the blue box on the right, you have more options available for shipping, which we will go over shortly. Each method will appear as a shipping choice to your customer. You can create new shipping methods, edit existing methods or delete shipping methods.

### Creating a New Ship Method

Click the *New* button located at the top of the screen. Once inside the *Edit Ship Method* screen, fill out the information regarding the new method (Picture 3).

**Name:** Type the name of the method here. The option the customer sees will be what you enter here. For example, a name could be “Priority Mail”.

**Type:** Select the type of shipping you would like to use from the drop down menu. The methods that begin with “SSW-” at the top of the drop down menu refer to methods that are not in real time. If you select an “SSW” type, you’ll need to create a table with limits for your shipping.

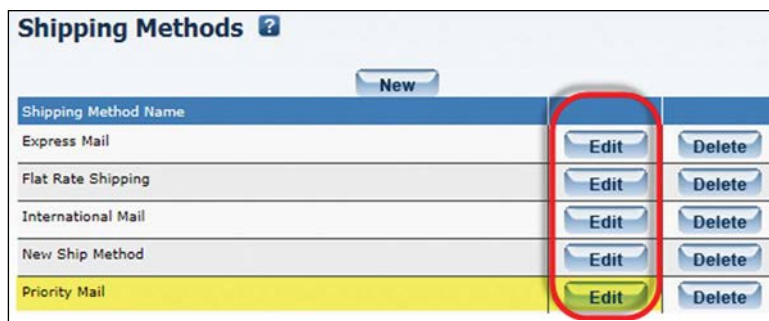
**\*Please note:** If you select a UPS or FedEx shipping type, you must establish your settings with either organization first. To do so, exit this new shipping method and click on the *FedEx Settings* or *UPS Settings* buttons located at the bottom right corner of the *Shipping Methods* page (see Picture 2). Then jump to the end of this article for further how-to instructions.

**Example:** If you would like to ship all your orders with one set shipping price, create a table using the *SSW-SSW Item Count* (see Picture 4). Once you’ve selected the type, then create a new level of the table that sets the limits of the shipping method. After you’ve clicked the *New Level* button, you’ll need to *Edit* the first level of the table. The first column of the table, *When items ordered is equal to or greater than*, sets the first total amount of items ordered. For instance, you may want to type “1” into the first column. Next, you would type the dollar amount to be charged for shipping in the second column. When you are finished editing the first level, click the *Update* link.

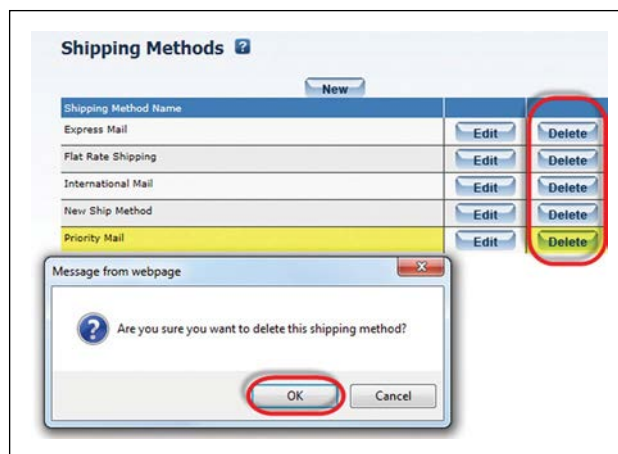
**Adjust Price by:** Within this field, type a handling fee or extra charge to cover your shipping materials. It will be rolled in to your customer’s shipping total, but it will not show as a separate charge on the confirmation receipt. You can adjust the shipping amount by a dollar amount or a percentage of the order total.

**Ship To Countries:** Select the countries to which you will ship using your new shipping method (see Picture 3). To *add* countries, simply click the country in the right column, and

Picture 5: Edit button to change a shipping method



Picture 6: Deleting a shipping method



field within the method. When you've completed all the changes, click the *Save Changes* button located near the top of the page (see Picture 3).

## Deleting a Shipping Method

To delete an existing shipping method, click the *Delete* button located to the right of that shipping method. Once you've clicked *Delete*, a window will pop up, confirming the deletion. Click *OK* and the shipping method will be completely removed (Picture 6).

Back on the Shipping links main screen (Picture 2), take a look at the blue box on the right with more shipping settings. Below it are three buttons for establishing a USPS, UPS® and a FedEx® account to conduct what we call Real Time Shipping (Picture 7). Real Time Shipping uses the weights entered for your products, along with the shipping destination, to calculate actual "real time" shipping charges. Here is a breakdown on the best way to use these setting options:

**Charge tax on shipping?:** Select this option if you would like the system to add tax automatically to the shipping totals.

**Handling fee amount:** Set the amount of the handling fee that you want added to the order total. This will appear as a line item on the receipt. Select how the handling fee should be determined—as either *per order*, *per item* or *per package*.

**If no valid shipping methods are found, display this message:** When no shipping methods are available for a customer's ship-to destination and shipping cannot be calculated, the message you enter here will appear to your customers.

The three buttons mentioned above let you configure your account to set up additional shipping methods with UPS and FedEx. Please note that in order to

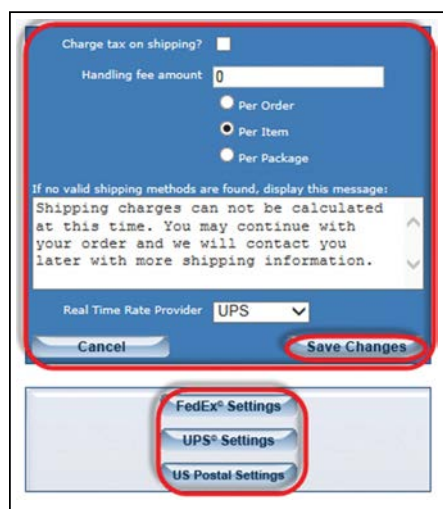
then click the *Add* button to move the country over to the *Available* column. To remove countries, select the country in the left column, and then click the *Remove* button to put it into the *Unavailable* column.

**Ship To Regions:** Select the regions to which you will ship using your new shipping method. To *add* regions, choose the region in the right column, and then click the *Add* button to move the region over to the *Available* column. To *remove* regions, click the region in the left column. Then click the *Remove* button to move it over to the *Unavailable* column.

## Editing an Existing Method

To edit a particular shipping method, click the appropriate *Edit* button on the right (Picture 5). Once inside the shipping method, you may now edit any

Picture 7: Right side of Shipping main screen—further shipping options and settings





set up a UPS or FedEx shipping method, you must first create an account with them and then configure it by following the next steps. US Postal Accounts were automatically set up for you when you initially signed up for Stamp Shop Web.

**FedEx Settings:** Click this button to set up with FedEx (Picture 8).

**Tracking URL:** Type the tracking URL here.

**Meter Number:** Enter the meter number given to you by FedEx. If you do not have a meter number, click the link below to establish a meter number for your store.

**FedEx Account Number:** Type your account number here.

**Service URL:** Enter the service URL here.

**Drop Off Type:** Choose the type of drop-off you will require from FedEx.

**Always use Residential Delivery Prices:** Select this option if you'd like to always use residential delivery rates.

**UPS Settings:** Click this button to set up with UPS (Picture 9).

**Get UPS License:** Click the center button at the top to obtain a UPS license. You will need to fill out a form. Once you have clicked *I Agree*, you will be all set with UPS.

**Registration Status:** The status of your registration is displayed here.

**Tracking URL:** A tracking URL is automatically generated for you when you are ready to begin using UPS.

**UPS Account Number:** Enter the account number for your UPS account.

**Pickup Type:** Choose the type of pickup you would like for your UPS account.

Picture 8: FedEx Settings screen

Picture 9: UPS Settings screen

**Always use residential rates:** Select this option if you always want to use residential rates when UPS displays the shipping costs.

**Package Type:** Select the package type that will be used as the basis for generating shipping costs when the system goes out to UPS with a real-time shipping price.

**Service:** Select the type of service your site will require from UPS.

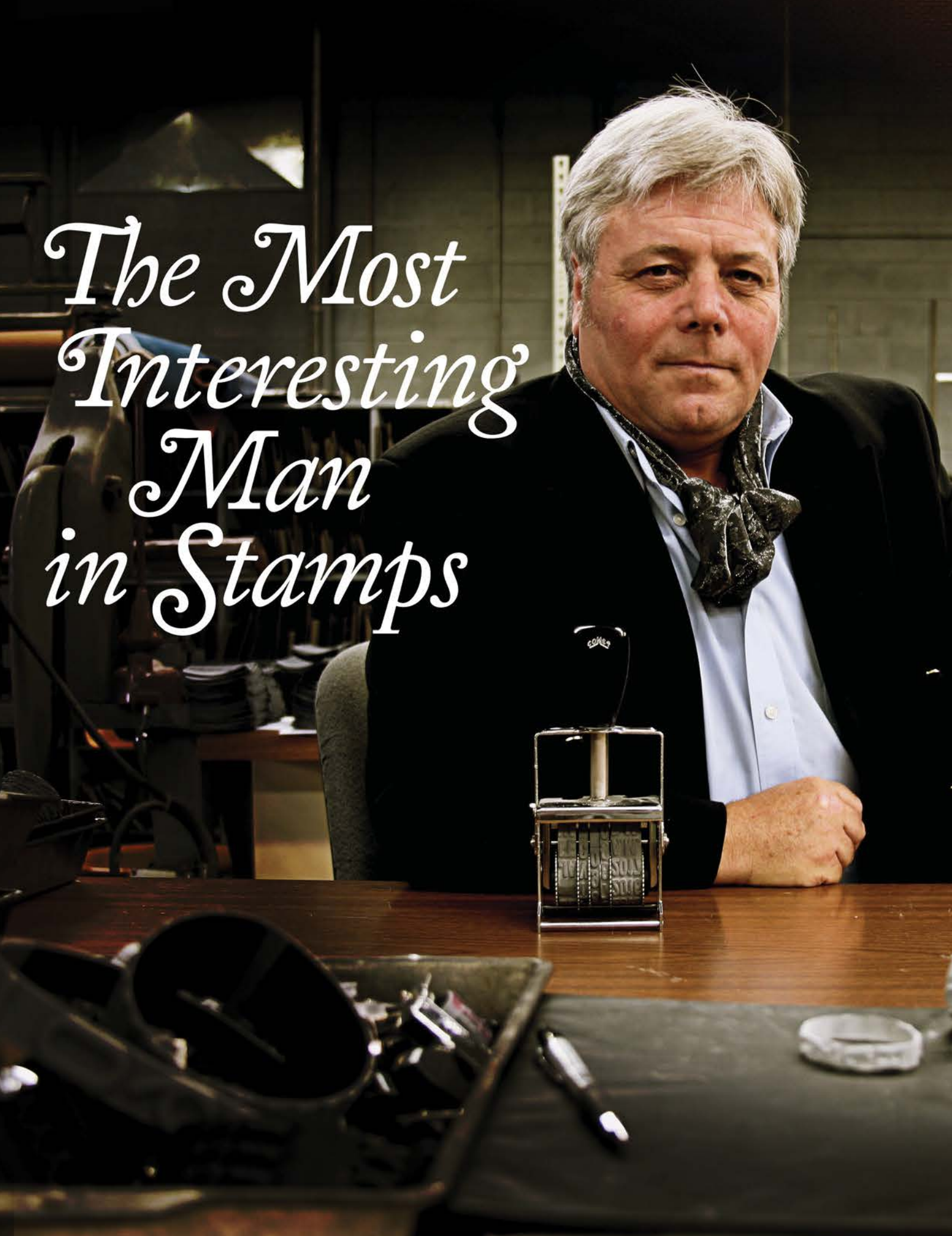
**Packaging:** Indicate the type of packaging you will use.

**Payment Method:** Choose the type of payment method you will use with UPS.

**UPS Account Number:** Type your UPS account number here.

Continued on page 18.

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Picture 10: USPS Settings screen

**Shipping - US Postal Service Settings**

U.S. Postal Service - Web Tools Account Information:

**Register**

Sign up at: [www.uspswebtools.com](http://www.uspswebtools.com) or call 1-800-344-7779

Username:

Password:

Server:

Tracking URL:

Continued from page 15.

**US Postal Settings:** Click this button to adjust your settings with USPS (Picture 10).

**Register:** Click the button at the top to register with USPS.

**Username and Password:** When you become a Stamp Shop Web user, you are automatically given a username and password for USPS.

**Server:** We also set up a server for our users.

**Tracking URL:** A tracking URL will be automatically provided for you once you begin using Stamp Shop Web.

Now let's get shipping! We've walked you through the extensive options you have to conduct your shipping however you wish. Another key to your online success is getting your customers their orders as quickly and as accurately as possible. Stay tuned—next month, we round out the *Settings Tab* with more exciting possibilities to come! Mm

---

**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. Katon is a graduate of Mount Ida College in Newton, Massachusetts, with a Bachelors of Science in Graphic Design. Upon graduating in May 2010, she started out working for a marketing company. After eight months, she went back to school at North Shore Community College in Beverly, Massachusetts where she earned her certificate in Web design. She joined the Connectweb family in June 2011, focusing her skills on designing custom websites for Stamp Shop Web customers. 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 4

# The next computer revolution

by John McDaniel, contributing writer

---

*Cloud computing is the next big ongoing movement within the computer revolution. What we'll explore in this series is how cloud computing will impact our personal lives and the way we do business.*

To review, cloud computing, in other words “distributed computing,” is nothing new. Distributed computing has been a part of the computer revolution from the beginning. It has been used in universities, government agencies and large businesses for some time. What's new is that distributed computing is becoming available to anyone who has Internet access. Basically, it is computer power delivered as a utility to our homes and businesses, similar to the way electricity is supplied.

In the first article, we discussed the growth of the Internet, which is a core requirement. The computer power of the Internet is the first basic element necessary to make a computer utility service a possibility. Next, we explored another key element, the delivery system—essentially how the infrastructure has grown to accommodate a computer utility service. In the last installment, we examined computer hardware and its contribution to computing services delivered as a utility.

This time, we will explore what's available to us now. Remember, for all practical purposes, cloud computing is nothing more than remote processing available via the Internet.

### Communication

Communication was one of the first areas that was affected by the computer revolution. Email sped up the process for both personal and business communications. It quickly replaced conventional Postal Service mail.

Online email services quickly sprang up, initially from dial-up service providers such as EarthLink, AOL and others. Then when broadband became available, cable and DSL service providers began to offer similar email services.

In the case of these services, you have the option of reading your email online or downloading it to a desktop program like Microsoft Outlook. If you choose to read your email online, you're actually using cloud storage. The problem with this approach is that if you have multiple

email accounts—and most businesspeople have both business and personal accounts—not all of your email is displayed in one location online.

For this reason, as well as slow Internet connection speeds, many people prefer desktop email programs. The drawback of these programs is that they don't normally synchronize between multiple devices. So if you download an email to your desktop system, it might not be available for you to read and reply to on your laptop, phone or tablet.

In this instance, the cloud comes to the rescue. Microsoft currently offers online email account services at Outlook.com. Outlook.com has replaced Microsoft's previous offering of Hotmail. Their new service is free and allows you to collect your email from all of your accounts and store them online. They've also integrated it with the desktop version of Outlook so that you can read and respond to your emails from any of your devices. I'm sure that others will follow suit.



## VoIP

Voice over Internet protocol (VoIP) is another communications feature of cloud computing. Services like Skype and Vonage have grown to the point where they are replacing traditional landline phone services. For these services, the cloud comes into play as a means of storing phone numbers and contacts that can be shared on multiple devices.

In the case of Skype, when you use this service on your smart TV, smartphone, desktop PC, laptop, tablet or any other Skype-enabled Internet-connected device, the company has access to your account, call history and contacts because this information is stored on Skype servers.

## Social networking

Another recent development in cloud-based communications has been social networking. Sites such as Facebook, Twitter, LinkedIn and others allow people to communicate using pictures and videos, in addition to text. All of this data is stored and available on the cloud.

## Information

Perhaps one of the first distributed computing applications that arrived via the cloud was sales information. Many companies initially set up informational websites designed to provide customers and prospects details on their products and services. They found that they could say much more about their products on a website than in a Yellow Pages ad. In addition, informational websites proved cheaper and more flexible than printed catalogs and brochures.

Add to this sites like Wikipedia, Britannica and other online reference sites, and you have a wealth of information available on the cloud, via the Internet, to any number of devices.

## Commerce

It wasn't long after businesses began providing product information online that e-commerce was born. Once a company had its product details on the Web, the next logical step was to provide visitors the opportunity to purchase those products and services.

In addition to business e-commerce activity, sites and services like eBay and PayPal have allowed private individuals access to thousands, if not millions, of potential customers worldwide. Essentially, these services have spawned a worldwide garage sale, all enabled by cloud storage.

The Internet and distributed computing (i.e. the cloud) also laid the groundwork for the birth and growth of retailers who are exclusively online (companies like Amazon and Newegg do not have physical stores.)

In addition, traditional brick-and-mortar retailers, like Costco, Walmart, Sears, Home Depot, Kohl's, Macy's and many others, have opened online stores to augment their physical locations. In many cases, their online stores are able to carry a much wider variety of products than they have physical space for in their stores.


Another interesting development that has evolved along with e-commerce has been customer feedback. Buyers now have the ability to rate sellers, products and services. Recently, some companies have taken the initiative to respond to online comments. There will be more on this later when we discuss how cloud computing can impact your business.

## News services

Most newspapers, magazines, newsletters and other news sources have moved online. Many have become two-way communication venues, where people have an opportunity to leave comments about news articles and

stories. Traditional newspapers are having a difficult time keeping up. By the time the story is printed, most if not all of the details are available online. In addition, classified ads have moved online. Services like Craigslist have become serious competition for printed classified ads. Private individuals can post pictures and descriptions of their products on Craigslist for free. That makes it tough for newspapers to compete.

## Conclusion

Essentially, distributed computing, a.k.a. cloud computing, is here and growing. In the next installment, we will take a look at how cloud computing affects entertainment, education, software services, data sharing, storage and backup of critical files. In the final installment, we'll discuss how all of this will have an impact on the way we do business. 

---

**ABOUT THE AUTHOR:** *John McDaniel, along with his wife Judy, are owners of CorelDRAW<sup>®</sup> 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).*

## IMIA in LA, January 9-11, 2014 with NBM

Sunny California will be a great place to be next January.

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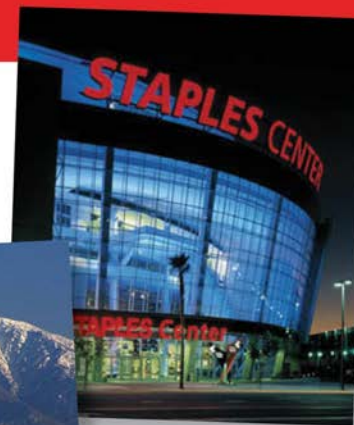
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### IMIA Member Exhibitors

#### Marking Products Exhibitors

IMIA	uTypia
Jackson Marking Products	Xstamper
Modico U.S.	Young Bros. Stamp Works
Consolidated Marking	IIMAK (acquired Specialty Ink)
Trodat USA	ICE—Dept. of Homeland Security

#### Identification/Sign Exhibitors

Direct Color Systems	Rowmark
Johnson Plastics	Vision Engraving Systems

**“Good, Better, Best”  
Seminar with  
IMIA Reception**

**Hosted by  
IMIA/Rowmark/  
Johnson Plastics**

**Sheraton Hotel  
Thursday, January 9,  
5:00 p.m.–7:30 p.m.**

### IMIA Member Seminars

LA Convention Center, 2nd Floor • Friday, January 10, 10:00 a.m.–3:00 p.m.

**Equipment Leasing for Your Business: Comparing the Pros/Cons of Leasing vs. Financing**  
—Craig Colling, Paramount Financial Services

**Cost Effective Automation for the Marking Industry**—Mike Beaulieu, Connectweb Technologies  
**uTypia Business Next: The Ultimate B2B Tool for Locking in Corporate Accounts**  
—Jennifer Niziolek, uTypia

**UV LED Printing Featuring ADA/Braille and Textur3D Applications**—Matt Sands, Direct Color Systems  
**Web-Based Selling Techniques**—Bryan Croft, Holmes Stamp & Sign

**Register for the IMIA Events at [www.marking-id.org](http://www.marking-id.org)!**

# IMIA at The NBM Trade Show

## January 9–11, 2014



Los Angeles Convention Center®

### Los Angeles Convention Center—West Hall A

1201 S. Figueroa Street  
Los Angeles, CA 90015  
215/418-4700, 800/428-9000

### Exhibit Hall Hours

Thursday, January 9	10 a.m. to 5 p.m.
Friday, January 10	10 a.m. to 5 p.m.
Saturday, January 11	10 a.m. to 4 p.m.

### Registration Hours

Thursday, January 9	8 a.m. to 5 p.m.
Friday, January 10	8 a.m. to 5 p.m.
Saturday, January 11	8 a.m. to 4 p.m.

### Education Hours

#### In the Classroom

Thursday, January 9	9 a.m. to 4:30 p.m.
Friday, January 10	9 a.m. to 4:30 p.m.
Saturday, January 11	9 a.m. to 12:30 p.m.

#### In the Hall

Thursday, January 9	10 a.m. to 5 p.m.
Friday, January 10	10 a.m. to 5 p.m.
Saturday, January 11	10 a.m. to 4 p.m.

*Here's a preview of the valuable training you can experience at the NBM Show! For the most up-to-date information on the show, visit <http://thenbmshow.com/los-angeles-2014>.*

## Training in the Classroom

### THURSDAY, January 9

#### 9:00 a.m.–10:30 a.m.

1-T-01. CorelDRAW—The Essential Skill Set

Digital Art Solutions

1-T-03. Getting the Most from Your Investment:  
Laser Tips, Tricks & Techniques

Epilog Laser

1-T-05. Learn How to Screen Print Successfully

Ryonet

#### 11:00 a.m.–12:30 p.m.

1-T-07. Getting Familiar with Flexi

SA International (SAi)

1-T-09. Do More with Less in Screen Printing

Ryonet

1-T-11. 20 Ways to Love Your Laser,  
plus In-Depth Rubber Stamp Workshop

Trotec Laser



**1:00 p.m.–2:30 p.m.**

1-T-13. Adding Promotional Products to Your Business	ASI
1-T-15. How to Maximize the Functionality of the New Features in ONYX 11 (Thurs.)	Onyx Graphics
1-T-17. Getting the Most from Laser Material Processing	Universal Laser Systems

**3:00 p.m.–4:30 p.m.**

1-T-19. Color it up with 4 Color Process and Simulated Process Screen Prints	Ryonet
1-T-21. Introduction to Promotional Products with SAGE Online	SAGE
1-T-23. Making Money with Sublimation	The Sublimation Network (TSN)

**FRIDAY, January 10****9:00 a.m.–10:30 a.m.**

2-F-01. Maximizing Profit and Productivity with Rhinestone Apparel and Rhinestone Decals	Digital Art Solutions
2-F-03. Good, Better, Best—The Art of MAXIMIZING your PROFITS in Sign Making!	Rowmark
2-F-05. The Ins/Outs of the Team/League Business	Bomark Sportswear

**11:00 a.m.–12:30 p.m.**

2-F-07. Mastering CorelDRAW	Action Illustrated
2-F-09. Where to Start: Launching or Adding a DTG Line of Business	AnaJet
2-F-11. Diversify and Improve Your Business with Decorative Sandcarving	IKONICS Imaging

**1:00 p.m.–2:30 p.m.**

2-F-13. Road to Sublimation Success	Condé Systems, Inc.
2-F-15. Industrial Printing for Promotional Products and Trophy/Awards Markets	Mimaki
2-F-17. Getting More Out of Your D2 Printer	Brother

**3:00 p.m.–4:30 p.m.**

2-F-19. Internet Marketing and Growing Your Business through Ecommerce	DecoNetwork
2-F-21. VersaWorks™: Get the Most Out of Your Roland	Roland DGA
2-F-23. CorelDRAW for the T-Shirt Business	Brother

## SATURDAY, January 11

9:00 a.m.–10:30 a.m.

3-S-01. Multi-Decoration Apparel Workshop	Digital Art Solutions
3-S-03. Boost Your Photoshop Skills: 5 Tips Every Designer Should Know	JDS Industries, Inc.
3-S-05. How We Did It: Seven Digital Apparel Success Stories	AnaJet

11:00 a.m.–12:30 p.m.

3-S-07. Profit from UV LED Printing Applications	Direct Color Systems
3-S-09. Special Effects Printing and Demystifying Water-Based Inks	GraphicElephants.com
3-S-11. How to Maximize the Functionality of the New Features in ONYX 11 (Sat.)	Onyx Graphics

## Training in the Hall

*During all three event days, select exhibitors will present hands-on education inside the exhibit hall. Here's what's in store so far:*

**DecoNetwork**—Internet Marketing and Growing your Business through Ecommerce (Booth Number TBD)

**Mimaki**—Digital Inkjet Color Decoration/ Various Substrates (Booth Number TBD)



*This reflects information available at press time. For the latest details on newly added training, visit <http://thenbmshow.com/los-angeles-2014> today!*

## Indiana Stamp employees complete intensive UPS HazMat training program

Six Indiana Stamp employees successfully completed the intensive, three day Hazardous Materials training for domestic and international shipping. The training was provided by UPS Corporate Supervisor Sarah Luchkovitz.

Upon being named the North American distributor of Noris Inks, Indiana Stamp made the decision to invest in specialized HazMat certification, in order to be able to offer same day shipping on all ink orders.

*For more information, contact Indiana Stamp Companies: Indiana Stamp/UNITED RIBtype® Company/Signs Now—A Division of Indiana Stamp; 260/424-5395; Email: sales@indianastamp.com; 260/424-5395; Website: www.indianastamp.com; Noris website: www.stamppadinks.com.*

## Stamp Shop Web User's Group Meeting at the 2014 IMIA/NBM Trade Show

Connectweb Technologies, Inc. announces the date and time of its annual User's Group Meeting. All are invited to attend. The meeting will be held at the IMIA/NBM Trade Show in Los Angeles, California (on the first floor of the Convention Center) on Saturday, January 11, 2014 at 10 a.m. As an additional treat, when you call 800/556-9932 to reserve your seat, you will be entered into a drawing to win a \$100 cash prize. You must be present to win.

*For more information, contact Connectweb, 800/556-9932; Web: www.cwebtechnologies.com.*

## Guest Checkout Feature now available on Stamp Shop Web

Connectweb Technologies, Inc. has added a new feature to the latest release of Stamp Shop Web—Guest Checkout (sometimes known as anonymous), which allows customers to check out as a guest. This new feature skips the login/create an account step in the checkout process.

*For more information, contact Connectweb, 800/556-9932; Web: www.cwebtechnologies.com.*



*(left to right): Mark Collins, Jeff Horner, Joan Miller, Jane Newman, Katie Shoup and Kevin Smith*

## Laserable "key" flash drives available from JDS



JDS Industries, Inc. combines form and function in its latest personalizable USB flash drives. The 4GB flash drives mimic the size and shape of a key including the hole, so they can be kept right on a key chain for easy access. They come in four colors: black, blue, red and silver, and because they are anodized aluminum, they laser engrave evenly to a white finish. The size, quality and ease of use make them a perfect promotional product for any business. They are in stock now in all 14 of JDS's nationwide warehouse locations.

*For more information, contact JDS Industries, Inc.; 800/843-8853; Fax: 605/339-1467; Email: sales@jdsindustries.com; Web: www.jdsindustries.com.*



## Rowmark acquired by Bertram Capital

Rowmark, a leading manufacturer and marketer of highly engineered extruded plastic sheet materials, announces that it has been acquired by Bertram Capital, a well-respected private equity firm located in San Mateo, California. Bertram Capital has a proven track record of partnering with business owners and management teams to grow industry-leading, middle market industrial, business services, consumer, healthcare and technology-related companies.

“Rowmark is an established market leader with strong brand recognition, supported by state-of-the-art manufacturing and an unmatched global distribution network. They have a very capable and experienced management team that has built strong customer relationships and a robust operating platform,” says Kevin Yamashita, Partner at Bertram Capital.

“We are thrilled about our partnership with Bertram Capital and the opportunity for management to partner alongside a forward-thinking and respected firm,” says Rowmark President and CEO Duane Jebbett. “We believe Bertram Capital’s growth-oriented approach makes them the ideal partner to help us to continue the same high level of

growth we have experienced in the last few years, as well as to ensure that we continue to do a great job of servicing our growing network of global customers.”

“In addition to supplying flexible investment capital, Bertram Capital is committed to providing meaningful operational and strategic resources to facilitate rapid growth in revenue and profitability. Bertram Capital’s core objective is to propel management teams in their quest to build more capable, faster growing and highly profitable enterprises, and we are excited about the potential with Rowmark and its seasoned management team,” says Managing Partner Jeff Drazan.

Rowmark’s previous equity partner, Clearview Capital (Old Greenwich, CT) invested in the company on January 1, 2007 and helped it reach outstanding expansion and global growth for its Rowmark engraving sheet business and custom division, Premier Material Concepts (PMC).

Visit [www.rowmark.com](http://www.rowmark.com) for more information.

## Rowmark launches new FusionGrafix™ product line

Rowmark announces the launch of new FusionGrafix™, a never-before-seen laser and rotary engravable sheet that puts fabricators in the driver’s seat to create their own distinctive designs.



Offering a dynamite combination of design and fabrication flexibility, FusionGrafix™ is engineered with a customizable, UV stable “grafix” pattern integrated over a durable acrylic core in 30 popular color options. Meeting a need in the market for more architectural, industrial and environmental graphic signage and point-of-purchase (POP) design options, this interior and exterior grade 2-ply sheet is available in 1/16-inch thickness in a semi-gloss finish.

“With an entirely unique graphic appearance, FusionGrafix™ is specifically designed to help users capture business outside their typical markets,” Vice President of Global Sales and Business Development Rich Zydonik says. “We have already received overwhelming positive feedback about potential applications for this product and are thrilled about the new market opportunities it will open for Rowmark’s new and existing customers.”

### STATEMENT OF OWNERSHIP, MANAGEMENT AND CIRCULATION (As Required by 39 USC 3685)

- |   |   |
|---|---|
| <ol style="list-style-type: none"> <li>1. Publication Title: MARKING INDUSTRY MAGAZINE</li> <li>2. Publication Number: 0467990.</li> <li>3. Filing Date: October 1, 2013</li> <li>4. Issue Frequency: monthly</li> <li>5. Number of Issues Published Annually: 12</li> <li>6. Annual Subscription Price: \$56.</li> <li>7. Complete Mailing Address of Known Office of Publication: 136 W. Vallette, Ste. 5, Elmhurst, DuPage County, IL 60126-4377.</li> <li>8. Complete Mailing Address of Headquarters or General Business Office of Publisher: Same as above.</li> <li>9. Full Names and Complete Mailing Addresses of Publisher, Editor and Managing Editor: Publisher—David Hachmeister, 136 W. Vallette, Suite 5, Elmhurst, IL 60126-4377; Managing Editor—Anne Shadis, same.</li> <li>10. Owner: David Hachmeister, same.</li> <li>11. Known Bondholders, Mortgagees and Other Security Holders Owning or Holding 1 Percent or More of Total Amount of Bonds, Mortgages or Other Securities: None.</li> <li>12. Tax Status (For completion by nonprofit organizations authorized to mail at nonprofit rates): n/a.</li> <li>13. Publication Title: Marking Industry Magazine.</li> <li>14. Issue Date For Circulation Data Below: October 1, 2013</li> <li>15. Extent and Nature of Circulation.<br/>First Figure: Average No. Copies Each Issue During Preceding 12 Months.<br/>Second figure: No. Copies of Single Issue Published Nearest to Filing Date.               <ol style="list-style-type: none"> <li>a. Total Number of Copies (Net press run): 614, 785</li> <li>b.1 Mailed Outside County Paid Subscriptions Stated on PS Form 3541: 461, 657</li> <li>b.2 Mailed In-County Paid Subscriptions Stated on PS Form 3541: 0, 0</li> <li>b.3 Paid Distribution Outside the Mails Including Sales Through Dealers and Carriers, Street Vendors, Counter Sales, and Other Paid or Requested Distribution Outside USPS®: 50, 50</li> <li>b.4 Paid Distribution by Other Classes of Mail Through the USPS (e.g. First Class Mail®): 10, 10</li> <li>c. Total Paid Distribution: 521, 717</li> <li>d.1 Free or Nominal Rate Outside-County Copies Included on PS Form 3541: 0, 0.</li> <li>d.2 Free or Nominal Rate In-County Copies Included on PS Form 3541: 7, 40</li> <li>d.3 Free or Nominal Rate Copies Mailed at Other Classes Through the USPS (e.g. First-Class Mail): 18, 40</li> <li>d.4 Free or Nominal Rate Distribution Outside the Mail: 4, 50</li> <li>e. Total Free or Nominal Rate Distribution: 29, 80</li> <li>f. Total Distribution: 550, 797</li> <li>g. Copies Not Distributed: 73, 28</li> <li>h. Total: 623, 825</li> <li>i. Percent Paid: 89.96, 94.73</li> </ol> </li> <li>16. Publication of Statement of Ownership for a Requester Publication is required and will be printed in the November 1, 2013 issue of this publication.</li> </ol> | <p>I certify that all the information furnished on this form is true and complete. I understand that anyone who furnishes false or misleading information on this form or who omits material or information requested on the form may be subject to criminal sanctions (including fines and imprisonment) and/or civil sanctions (including civil penalties): David Hachmeister, October 1, 2013.</p> |
|---|---|

Rowmark's new FusionGrafix™ "sample product fan" tool will also help users simulate product designs by sliding patterns over solid colors to visualize different combinations.

For more information about FusionGrafix™, visit the new [rowmarkgrafix.com](http://rowmarkgrafix.com) or [rowmark.com](http://rowmark.com).

## LaserBits offers new product—CerMark LMM 6060



This new CerMark paste product uses new technology and offers greatly improved performance. The water-based paste has increased engraving quality and latitude, creating rich black on all metals including polished metals, aluminum, brass and bronze. CerMark LMM 6060 dries hard to the touch, not as a powder. It ships by air without any extra fee charges.

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# INDUSTRY INDICATOR

by David Hachmeister

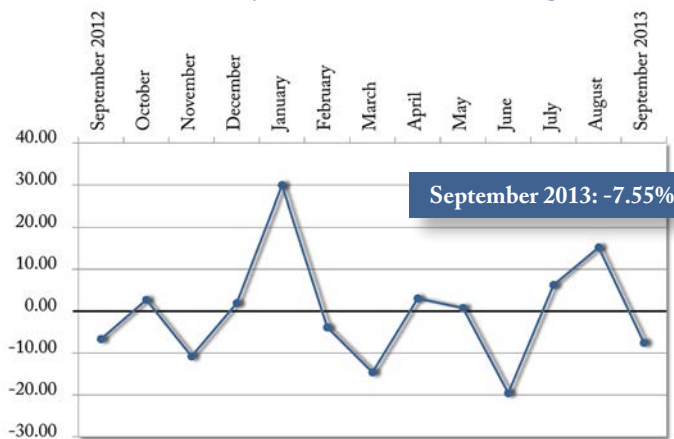
## Fall has arrived...for stamps

An autumnal chill was in the air for stamps in September. Sales fell 7.55 percent against the previous month. They fell 5.88 percent against the previous like month's sales. However, once again one very large company was significantly down, but the others on average did quite well for the month.

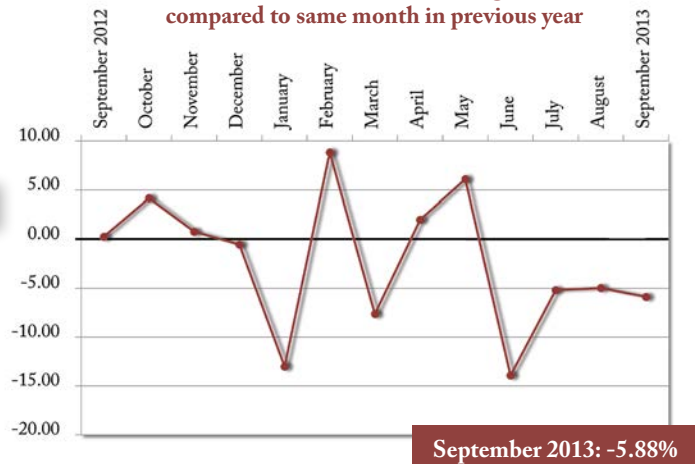
Other products rallied and rose by 16.94 percent. Maybe we're nuts, but we can't figure out if we are going up or down!

## Stamps only

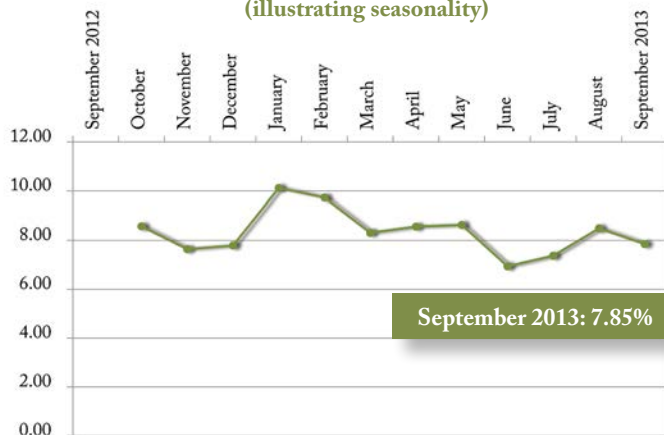
Monthly Sales—Gain/Loss Percentage



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

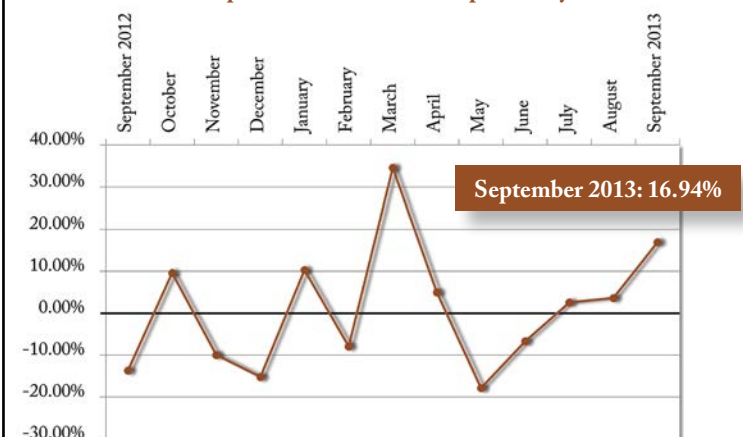


Percent of Annual Sales by Month (illustrating seasonality)



## Other products

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



Visit [www.markingdevices.com](http://www.markingdevices.com) today for the latest news and industry statistics!



# INDUSTRY IMPRESSIONS

by David Hachmeister

## “We need a stamped copy to make it official.”

We recently heard that from, of all people, our furnace guy (yes, the same guy who was the Greek philosophy major from a recent editorial.) He had just installed a new furnace. It was one of those high-efficiency models that entitles you in Illinois to a rebate for your environmental conscientiousness. The state will not accept a copy of the invoice—only the original—and it better be rubber stamped. We don't find ourselves very often in a position to praise our state, but ironically, while we love our independence, bureaucracies love stamps and official-looking documents. Stamping it makes it official.

This gets at the integrity of the industry. We've run several articles in the past on ensuring that every stamp you make is legitimate. If you don't, the integrity of the entire industry is eroded, leaving it on even less secure ground. As an industry, a significant reason for our existence is to authenticate documents. If we can't be trusted, other means will be used for authentication. We know most of you are very diligent about this, but stay on alert.

It is trade show time again! After a 2013 hiatus, the IMIA and NBM are asking you to come to Los Angeles in January. Not a tough call, if for the weather alone. It is the first trip to the West Coast in many years, and that means lots of different folks to meet and greet. It should be a great way to start the New Year, perhaps even combined with a resolution to learn more about how to improve your business. Who

couldn't use that! It will be the largest industry-related show of the year and will have the most options for your future endeavors, so please come.

The show runs from Thursday, January 9–Saturday, January 11. There is an additional great incentive, a free hotel night if you meet certain qualifications. This is an ideal opportunity to visit with old friends, make new ones and see as much of what applies to your business as you will ever see in one place at one time. Please be sure to go to pages 21–24 for more details and visit the IMIA ([www.marking-id.org](http://www.marking-id.org)) and NBM ([www.thenbmshow.com](http://www.thenbmshow.com)) websites for more details.

We extend an additional welcome to the hundreds of new readers we have added in the past few weeks. We are very grateful that you are here and look forward to getting your suggestions on what you would like to see in the magazine, both print and digital. MIM



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



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# TRADE SERVICE

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Consolidated Marking.....	16-17
Jackson Marking Products Co., Inc.....	4
Millennium Marking Co.....	32
Shiny USA .....	2, 31
Traxx USA.....	9
Trodat USA.....	3
Stewart Superior Corp. ....	4

## CLASSIFIED

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