

December 2013

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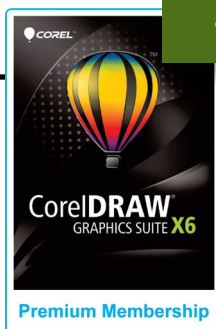
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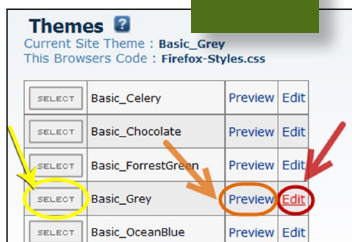


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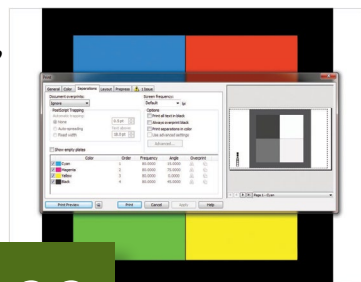
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Cloud computing—Part 5 The next computer revolution

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, or “distributed computing,” is nothing new. Distributed computing 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 with Internet access. Basically, it is computer power delivered as a utility to our homes and businesses, similar to the way electricity is supplied. Remember, for all practical purposes, cloud computing is nothing more than remote processing available via the Internet.

In this series, we’ve covered the key elements that have made distributed computing possible:

- The computer power and growth of the Internet, an essential

requirement to make a computer utility service a possibility.

- In the second article, we explored the delivery system and how the infrastructure has grown to accommodate a computer utility service.
- In the third article, we examined computer hardware and its contribution to computing services delivered as a utility.
- In the last installment, we took a look at some of the services now available via the cloud. Now, let’s continue to explore additional services.

Education

Distributed computing has always been used in education. Traditional

educational entities have offered computer-based classes for a long time. I recall in the early years classes being offered in word processing, database and spreadsheet programs, to name just a few. Initially, these classes were offered on private in-house networks. Remember that private in-house networks were the first to offer distributed computing. Many traditional educational organizations are now offering online classes in a variety of subjects that can lead to a degree.

Many companies are now educating their customers via online classes and webinars. This instructional material is focused on helping people use the company’s products and services. In addition, many people who are not professional educators are offering

advice and instruction on all types of subjects online. You can find online help for repair projects, DIY projects, cooking and many other subjects. What's more, much of this volunteer instructional material includes videos.

In fact, a relatively new nonprofit organization, Khan Academy, has risen from volunteer online mentoring. It offers free online education at <http://www.khanacademy.org/>. Khan Academy has drawn the attention and support of philanthropic organizations like the Bill and Melinda Gates Foundation, as well as companies like Google that are interested in supporting education.

Entertainment

Entertainment is another application that is moving to the Web. Netflix was one of the first companies to offer movies and other entertainment programming through the Internet. They have been joined by Hulu, which focuses primarily on current TV shows; Amazon, which offers movies, TV shows and other programming via the Web; along with many other content providers. In fact, some cable companies, television networks and satellite TV providers are offering some of their content streaming from the cloud.

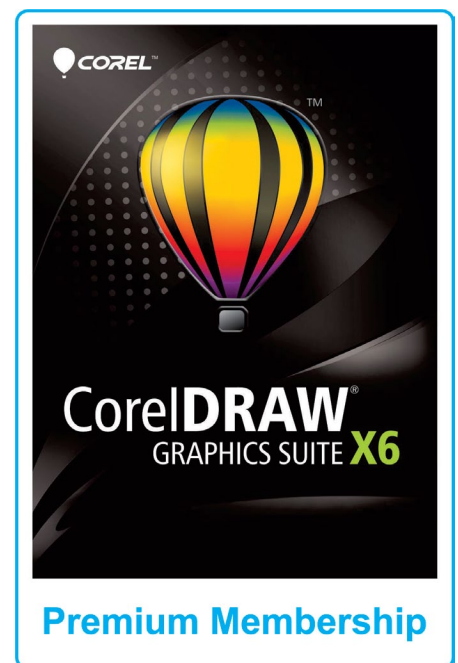
Software services

For many years, computer programs have been updated through the cloud. In the 1990s, when you purchased a program for your computer, updates were provided in some form of hard media, such as floppy disks or CDs. That has changed. Many programs and their updates are now provided as downloads via the Web.

Within the last year or so, software subscriptions have also become available. Microsoft now offers its Office Suite of programs for a monthly or annual subscription fee. Adobe has recently introduced the Creative Cloud. For a monthly fee, subscribers have access to a range of Adobe products.

Corel currently offers a free membership to all CorelDRAW users. All CorelDRAW X6 users have a basic membership that's included with the program. A basic membership includes access to online clipart and photos, as well as program maintenance releases.

For a nominal annual fee (currently \$99), CorelDRAW basic members can upgrade their membership to "premium." This level of membership includes access to premium fonts, clipart and photos. Premium members also receive program upgrades and improvements as they become available, which are normally reserved for major releases, such as versions X6 to X7. In fact, Premium members are upgraded to the latest version of CorelDRAW at no additional charge. This makes the annual fee a wash if you normally upgrade to the latest version.



Users at this level have access to premium fonts, clip art and photos.


If you do the math, Corel typically releases a new version of DRAW on a 24-month cycle. A 24-month premium membership currently cost \$198. Upgrades in the past have been priced at approximately \$200. So for the same \$200, Premium members not only have a free upgrade, but they also have access to many more online resources.

Data sharing and storage

Online storage can be used as backup for critical files, like customer layouts. It can also be used to transfer large files, ones that are too big to be emailed. Of course, online storage has been available from the very beginning of the Internet. Websites all require some storage on servers. What's new is that in recent years, companies like Dropbox are offering online storage for your photos, videos or other digital files. Microsoft currently offers a product called SkyDrive (by the way, they include this with Office 365). Amazon and many others have similar offerings; some are free and others have a fee associated with them.

A recent trend is to use online storage so that you can access work files from various devices. For example, if you have a document you're working on at the office, and you want to work on it at home, storing it on the cloud makes that easy.

Conclusion


Essentially, distributed computing, or cloud computing, is here now and growing. It will continue to impact our personal lives. In the next installment, we'll examine how cloud computing makes an impact on how we all do business. 

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. You may contact them via email at mail@CorelDRAWhelp.com.




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STAMP SHOP WEB™: Step by Step

How to change settings in your website—Part 6

by Becky Skelley

Continuing our exploration of the Settings Tab, we'll examine the value and purpose behind Site Terms, as well as the importance of SSL Settings, Taxes, Tax Classes and the always important Themes.

Picture 1: Site Terms page

Home	Products	Users	Content	Orders	Reports	Settings	CPD Config
Settings						Site Terms ?	
General Options							
Addresses							
Affiliates							
Category and Search							
Countries							
Custom Products							
Generate Site Map							
Gift Certificates							
Inventory Notices							
Mail Server							
Orders							
Payment							
Product Reviews							
Returns							
Shipping							
Site Terms							
SSL							
Taxes							
Tax Classes							
Themes							

	Term	Value
Edit	2Color_Bottom	Bottom
Edit	2Color_Left	Left Side
Edit	2Color_Right	Right Side
Edit	2Color_Top	Top
Edit	AddCoupon	Add a Promotional Code
Edit	AddToCartConfirm	Your Item has been added to your cart Thank you!
Edit	AddNewAddress	Add New Address
Edit	Address	Address
Edit	AddressBook	Address Book
Edit	AddressError1	The address updated failed. Please try again.
Edit	AddressError2	The address control failed to parse the address.
Edit	AddressError3	The requested address was not found in the collection.
Edit	AddressError4	Could Not Load Address to Save
Edit	AddressError5	Address book could not be loaded.
Edit	AddressError6	No Valid Edit ID was found. Please contact an administrator.
Edit	AddressOther1	Address Line 1
Edit	AddressOther2	Address Line 2

All options within the *Settings Tab* are included in your site to allow you full control over what it offers to your customers. We believe your site should truly reflect the way your company does business, which is why the *Settings Tab* has so many choices. Let's take a closer look:

Site Terms

As with all Stamp Shop Web lessons, begin by signing in to the admin area of your site. Once you are logged in, click the *Settings Tab* and then the *Site Terms* link. You will see a table with three columns (Picture 1). The first column contains the *Edit* button for each site term; the middle column

displays each “Term”; and the third, the corresponding “Value.” A “Term” is the reference name used in the code, and only you see it as you work behind the scenes. The “Value” is the name displayed to your website customers for that “Term.” Using *Site Terms*, you can edit texts or labels throughout your site to reflect your company’s specific terminology.

For example, you might want to change the site term phrase “Sign In” to “Login.” To modify this site term, scroll down until you see the Value “Sign In” (Picture 2). Instead of scrolling, you may find it easier to use the tools within your current browser (Picture 3). Each browser is different; however, most browsers include a feature that will locate specific words or phrases on a page.

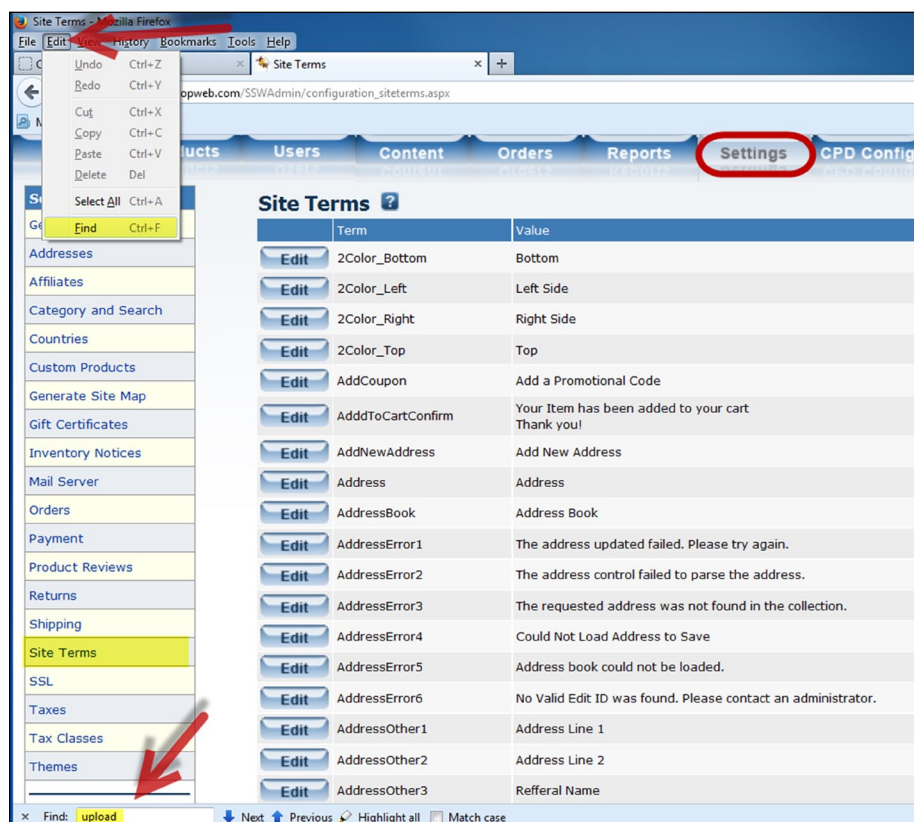
In Internet Explorer, within the top menu, click on *Edit* and then the feature, *Find on this page*. In Firefox, within the top menu, click *Edit*, then *Find*. In both browsers, once you click the feature, a window will appear, and you can type words or phrases that will be found on the page. This tool can be very helpful when locating Values within the very long site term list. Hitting the *Control* and *F* keys on the keyboard in most browsers will bring up the same Find tool.

Once you locate the Value, click the *Edit* button located within the same row, and you’ll see an entry field. Inside the field, type the Value you would like and click the Update button. Your site term has now been updated. It’s important to note that any modification to a site term will change that term wherever it appears on your site. In the case of our example, the “Sign In” term is used on the header of each page, as well as on the Sign In page.

Picture 2: “Sign In” Site Term in Edit format

Edit	Line	Line
Edit	ListPrice	List Price
Edit	LoadCatError	Unable to load category ID
Edit	Location	Location
Edit	Login	Sign In
Edit	LoginFail1	Login Failed Please check your email address
Edit	LoginFail2	The system is unable to process
Edit	LoginFail3	You user account has been set t
Edit	LoginFailure	Login Failure
Edit	LoginNotes	

Picture 3: Site Term page—Find on this page highlighted



One of the benefits of *Site Terms* is that you can add basic HTML code to change the color or size of the term. Also, *Site Terms* is a very useful tool

for websites that need to be displayed in a foreign language. It allows you to customize your website to reflect your company’s voice and personality.

Picture 4: SSL Settings page

Picture 5: Taxes page

SSL Settings

Returning to the *Settings Tab*, you'll see the SSL link below the Site Terms link. Click the SSL link to see the settings for your secure sockets layer (SSL) certificate (Picture 4). When you become a Stamp Shop Web customer, your site is automatically made secure during the checkout process, and the SSL Settings reflect this. Please note any changes to this section could result in a non-functioning website. If you want to make changes, please contact Connectweb.

The *Standard Site Root* and *Secure Site Root* represent URLs that have been set by Connectweb and should not be altered. The two boxes, *Use SSL For Checkout and Credit Card Admin Pages?* and *Use SSL for All Admin Pages?* should be checked (see Picture 4). Selecting these two checkboxes ensures that your customer's credit card details remain secure, and it eliminates the chance of stolen credit card information.

Taxes

To see the settings for your site's tax rate, click the *Taxes* link located on the far left of the *Settings Tab* list (Picture 5). Upon purchasing Stamp Shop Web, the default setting for your tax rate is the Massachusetts tax rate. If you do not need to charge tax in Massachusetts, you would need to update the tax rate to reflect your state's tax rate.

To change the tax rate, click the *Edit* button. Next you will see the Edit Tax page (Picture 6) where you can modify the tax settings. First, set the country by choosing your country from the drop down list. Next, set the State/Region by selecting an option from the drop down list. Then you will see a field for Postal/ZIP Code. This field is only applicable if you are setting up your tax rate(s)

based on individual Postal/ZIP Codes. We do not recommend setting up tax rates by Postal/ZIP Codes because you will need to set up as many ZIP codes as are applicable in your state with matching tax rates. If a customer's ZIP code does not exist during checkout, he or she will not be charged tax. Leave the Postal/ZIP Code field blank to charge the same rate for the entire site.

Next you will see the *Rate* field where you can enter the tax rate. For example, if you have a 5.25 percent tax rate, type 5.25 into the field. The last option is *Apply Tax to*, which allows you to choose which items on your site will be taxed. From the drop down menu, select either *All Taxable Items* or *EU Taxable Items* (European Union). The default setting, *All Taxable Items*, includes all products on your site that have not been set to *Tax Exempt*. If you have made any changes, be sure to click the *Save Changes* button located at the bottom of the page.

Tax Classes

Click on the link, *Tax Classes* (Picture 7). Once inside, you'll see the tax classes that exist on your site, as well as an option to create new tax classes.

New Tax Class Name: Enter the name of your new tax class and then select the *New* button.

Tax Class Name: Existing tax classes on your site will be displayed within this table.

Edit: To change a tax class, use the *Edit* button located within the row of the tax class name. Type your changes and click the *Update* button. You can edit the name of the tax class here.

Delete: To remove a tax class, use the *Delete* button.

Picture 6: Edit Tax page

Edit Tax

Apply this tax to:

Country: United States

State/Region: Massachusetts

Postal/Zip Code:

(leave postal code blank to apply tax to the whole country or state)

Rate: 5.25 %

Apply Tax to: All Taxable Items

Picture 7: Tax Classes page

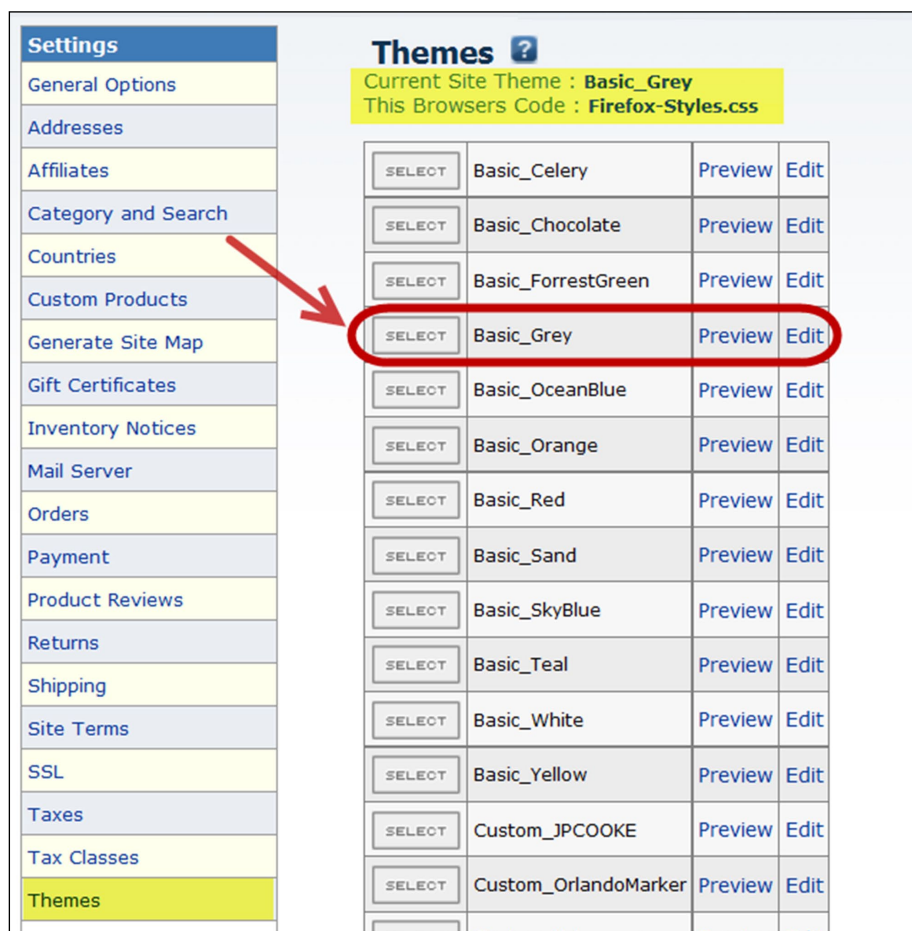
Tax Classes

New Tax Class Name:

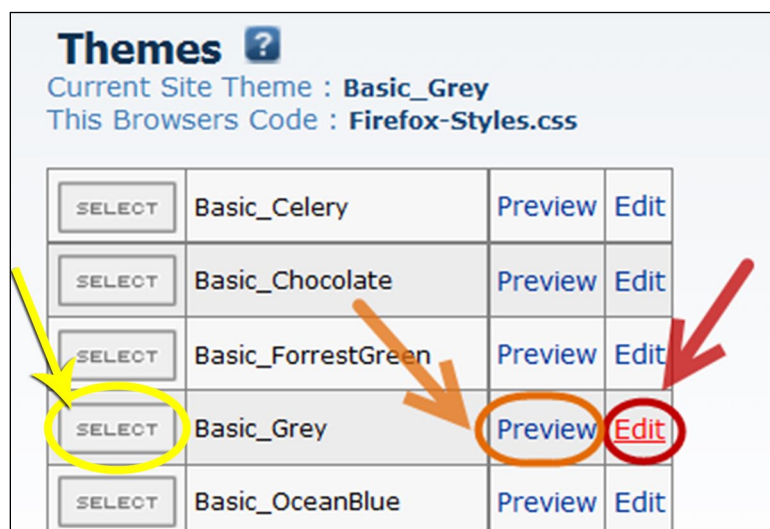
Tax Class Name	EU Taxable Item	Edit	Delete
EU Taxable Item			

Existing Tax Classes

Picture 8: Themes page



Picture 9: Preview button on Themes page



Themes

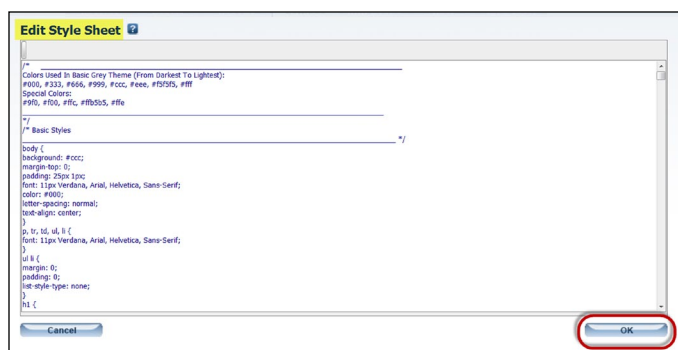
Our final stop within this month's exploration will be the *Themes* link. Click the *Themes* link to see a listing of all available themes on your site (Picture 8). *Current Site Theme*, located at the top of the page, indicates which theme is displayed on your site. Underneath the *Current Site Theme* is the Browsers Code. This indicates the style sheet name that could be used for Browser specific styling (see Picture 8).

As we've discussed in previous installments, a theme pertains to the look and feel of your site. All of the buttons, fonts, font sizes, font colors and blocks of color throughout your site are controlled by your theme. As a Stamp Shop Web customer, you can choose from 12 basic themes, which come in a variety of colors and are very simple in design. We have named them "Basic_."

To activate a theme on your site, click the *Select* button to the left of the theme name (Picture 9). If you'd like to see a preview of what your site's homepage will look like before it goes live, click the *Preview* button located to the right of the theme name (Picture 9). This will open a window with your homepage set to the new theme. Only you will see this preview.

If you are very fluent in CSS (Cascading Style Sheets), you can also edit style sheets. We recommend this only for users with a lot of experience in CSS. Click the *Edit* button in line with the theme name (Picture 9). You will be able to view the CSS code that creates each theme and make changes to the code of any theme. Any modifications that you make to the style sheet will be applied once the *OK* button is clicked (Picture 10).

Picture 10: Edit Style Sheet page



In addition to the 12 basic themes, we also offer five premium themes at an additional one-time cost. As with basic themes, Premium themes are also shared among our users. For a completely unique look to your site, you would need a custom theme. For a quoted price, we will design and build a custom theme unique to your business that can truly form the look of your brand and help increase sales.

As you can see, the *Settings Tab* includes a wide array of controls. If you need help finding the best settings for

your store or have any questions along the way, don't hesitate to contact Technical Support at 800/556-9932 or support@cwebtechnologies.com. Stay tuned for next month's final installment of the *Settings Tab!* Mm

ABOUT THE AUTHOR: *Becky Skelley 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. Skelley is a graduate of Northeastern University in Boston, Massachusetts with a Bachelors of Science in Graphic Design. She got her start in design at a marketing and communications company. She joined the Connectweb family as a designer in early 2010, focusing her talents on creating custom-designed websites for the Stamp Shop Web system. In addition to design, she also trains and assists customers on the vast product line Connectweb offers. She is a new mom who enjoys photography, oil painting and reading when she finds time. For further help, call Becky at 800/556-9932 or email her at becky@cwebtechnologies.com.*

An advertisement for "Sealing Machine & Seal". The top half features a photograph of various sealing tools on a wooden surface: a brass handle, a large circular brass die with intricate engravings, a black wax seal with a gold base, and a red wax seal. Below the photo is a red banner with the word "Embossers" in white script and "Wax Seals" in white sans-serif. Between them is the text "* Actual Size 2\" CNC Engraved Brass Die". Below the banner is a yellow section with the headline "We Deliver What You Want...Quality · Service · Dependability" in red script. This is followed by two columns of bulleted services. A small circular logo with a bell and the words "MADE TO ORDER" is positioned above the phone number. The bottom of the ad has a red banner with contact information.

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Write emails that get the results you want

by Bruce Kasanoff

Email is a tricky medium; when you hit the SEND button, it can be difficult to know whether the words you have written will help you or hurt you.

Sending an email is like communicating from a hermetically sealed jar: the other person can't see your body language, hear the tone in your voice or know your state of mind.

For example, when I receive an email with a blank subject line or with a subject line riddled with typos, I think: this person is distracted or stressed out or careless or never pays attention to details (sometimes all four.)

After many painful experiences using email the wrong way, here are some of the lessons I've learned:

1 NEVER send bad news via email. No matter how rushed or angry you are, never use email to express anger or deliver bad news. It's like pouring gasoline on a fire: you will simply make things worse because there is nothing to prevent anger from accelerating on the recipient's side. Pick up the phone or wait to talk in person. Even better, just take a deep breath and consider whether you need to do anything at all.

2 Personalize the subject line. Whenever possible, it is best to use a subject that highlights a personal connection you have with the other person.

A simple way to do this is to acknowledge previous personal interactions with the recipient. Here's a simple but effective example: Follow up to our phone call on 9/15.

If you haven't previously spoken to the recipient, use the subject to reveal that you've done your homework. For example, you could cite an article she wrote recently. You could also refer to a common element in your shared backgrounds or a challenge her business is facing.

Intelligence is having something of value to say, and knowing what will be of value to each person. Your subject line should tip off that you have something of value to say to your reader.

3 Know your reader! Especially when selling or persuading, do your best to write in the style your reader prefers. If you are writing to a decision-maker who prefers a concise summary of the facts, then give him or her exactly that, and no more. If you communicate with a reader who thinks short messages are superficial and vague, then provide facts to support your assertions and provide links or attachments that allow the reader to have access to even more support materials.

On perhaps a subconscious level, when replying to email I have a tendency to start mine in the same manner that the other person starts his or hers: with my name, then a comma... or with a greeting, then my name, then a dash... or by just launching into the body and using no salutation at all. Because email is so limited, doing this may help to establish a bit of a connection. To be honest, I'm not sure if this works, I just do it naturally.

4 Make it easy for the other person to do what you want. The more you ask of the other party, the less likely you are to get it. For example, it is far easier to get someone to answer a simple question than to get them to agree to a 30-minute meeting.

Many people make the mistake of “pitching” multiple ideas in a single email. This confuses the reader and makes it more challenging for them to respond. I prefer to stick to one idea. Especially when dealing with a new contact, if you can demonstrate a quick win, you are much more likely to start building a real relationship.

In the context of email, a quick win can be as simple as an intelligent and easy back-and-forth. I write you to ask a question, you reply, and I write back to say thanks and give you a line or two about how responding helped you.

5 Use words to replace body language, tone and pacing. To escape the “hermetically sealed booth” trap, use carefully chosen words to help the reader understand your state of mind. By tossing in an “I was so happy to hear from you” at the beginning of an email, you make it easier for the reader to know that everything that follows is likely to be positive. Being positive in the first line of an email is the equivalent of smiling when you enter a room.

By taking a moment to organize your email into a logical order, you come across in a more intelligent and focused manner.

Likewise, proofing your email before sending it is another way to indicate calm consideration. Typos make people think

your email was rushed; the absence of them conveys careful thought.

The sad reality is that whatever you write via email sounds twice as negative and half as positive as you intended, so in email, be twice as positive and half as negative as you might otherwise be. *Mm*

Reprinted from LinkedIn with the author's permission. Bruce Kasanoff is CEO of Now Possible, which helps firms attract customers via inbound marketing and social media. His website is Kasanoff.com.

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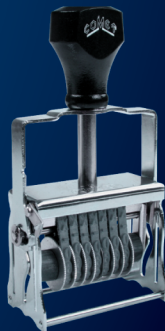
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Killer words of customer service

by Nancy Friedman, The Telephone Doctor

*When dealing with customers, some words are downright deadly.
Learn how to avoid language that can do in your business!*

Are you driving your customers away?

A recent Telephone Doctor survey revealed these common sayings to be Killer Words of Customer Service. These Killer Words will distract your customers and potential customers away from the real point of your conversation.

So best we eliminate them from our routine. It's not easy to do. If it were easy to do, everyone would be doing it...and we know everyone isn't doing it. Remove these Killer Words from your vocabulary and watch your customer interactions improve.

1. "It's not our policy."

Ouch! Okay, okay, most every company has policies, and it's something we need to deal with on a daily basis, I'm sure. What we realized was that it's not necessarily the policy that's

frustrating, it's blurting out first and foremost, "It's not our policy" or in some cases, it's "their" policy. The policy needs to be rephrased so that it starts off in a more positive way. We like to say "rejecting gently." And rephrasing policies is a good way to explain what's not gonna happen.

Next time you find yourself saying, "That's not our (their) policy": Stop. Regroup and reword. Buffer it with, "Let me see what we can do. Normally, the policy of that company doesn't allow last minute changes. (The request *must* be stated so the customer hears that you're going to go to bat for him.) However, we can sure tackle this."

What happens here is that sometimes when we go back on behalf of the client, it works. And then sometimes, it doesn't. But at least we double checked. And we didn't just slough it off with, "I'm sorry. It's not our/their policy."

2. “Our computers are so slow.”

Big excuse. Everyone’s computer runs slowly every once in a while. When you complain about your computer, it’s as though you’re complaining about your company. That’s how it’s perceived. And perception is reality. Take the time to say, “This might take a bit longer than I’d like it to. Tell me about...” and then ask a benign question that will take time and let the customer talk. While most people do understand slow computers, they don’t like it. It kills the conversation.

3. “Calm down.”

Oh man, does that make the hair on the back of their necks stand up. In any movie or TV show I’ve watched lately, when someone is told to “calm down,” the next words are, “Don’t you tell me to calm down.” Bill O’Reilly said that to a guest the other night. And the guest slammed back at him, “Don’t you tell me to calm down.”

There are times when the client may need to vent. Your job is to listen and come in at the appropriate time with sympathetic and empathetic wording. Instructions on how to handle something is one of the last things they need. Get rid of “calm down.”

4. “No problem.”

And they’re thinking, “When was I a problem?” Believe we can thank the ‘islands’ for this one. When we take a cruise and ask for anything, what’s the first thing the waiter says? Right, “no problem.”

Well, on the cruise, it may be OK; however, back home, it should be: “You’re welcome,” “My pleasure,” “Happy to help,” and a host of other ways to let the customer know you’re glad to do that.

“No problem” appears to be a big problem with your customers. Lose it. It kills the conversation.

5. “Yes, but...”

Hmm, what’s wrong with that? We all say it. Well, what’s wrong with that is the minute we say, “Yes, but,” the client knows something negative is coming.

If you have ever said, “I love you so much, but...” —there’s a condition coming, isn’t there? Here’s one way to change that: “Yes, we can do that. There is, however, a \$50 additional fee.” Doesn’t that sound better than, “Yes, but...”?

Most people have phrases and pet peeves which aggravate them. Keep a list of your killer words (along with ours) and make an effort to avoid them. *MJM*

Reprinted with permission of Telephone Doctor Customer Service Training. Nancy Friedman is a featured speaker at association, franchise and corporate meetings. She has appeared on OPRAH, Today Show, CNN, FOX News, Good Morning America, CBS This Morning and many others. Visit www.nancyfriedman.com; 314/291-1012; 800/882-9911.

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Making money with CorelDRAW®

Screen printing—The artwork

by Judy and John McDaniel, contributing writers



As with all graphic processes, screen printing begins with the artwork. To understand the artwork requirements, we need to understand the process a little better.

The process

The screen printing process entails the application of color(s) onto a product, one color at a time. The ink is applied by forcing it through a screen mesh using a squeegee. The screen mesh holds a mask material which allows ink to flow through the screen only where it's needed in the design. Screen masks are produced by creating open areas for ink to flow through the screen. One screen mask is required for each color in the design.

The following steps are required to create a screen:

1. Apply a UV sensitive, water soluble masking material to a clean screen. Sometimes, this is accomplished by brushing on the material in liquid form. In some cases, a film is used.
2. After the screen is thoroughly dry, attach a film positive. The positive is a black and white print of the design, where the color is required.
3. Expose the screen to a UV light source. UV light hardens the mask material. Where the UV light is blocked from reaching the mask by the film positive, the material remains water soluble (see Picture 1).
4. Wash out the screen with water. This will remove the mask material from the screen where ink should flow onto the product.
5. Allow the screen to dry completely.
6. Inspect the mask to ensure that it doesn't have any unwanted holes in it where ink can flow through in places it's not wanted. Apply block to any holes and blocking tape around the edge of the screen.

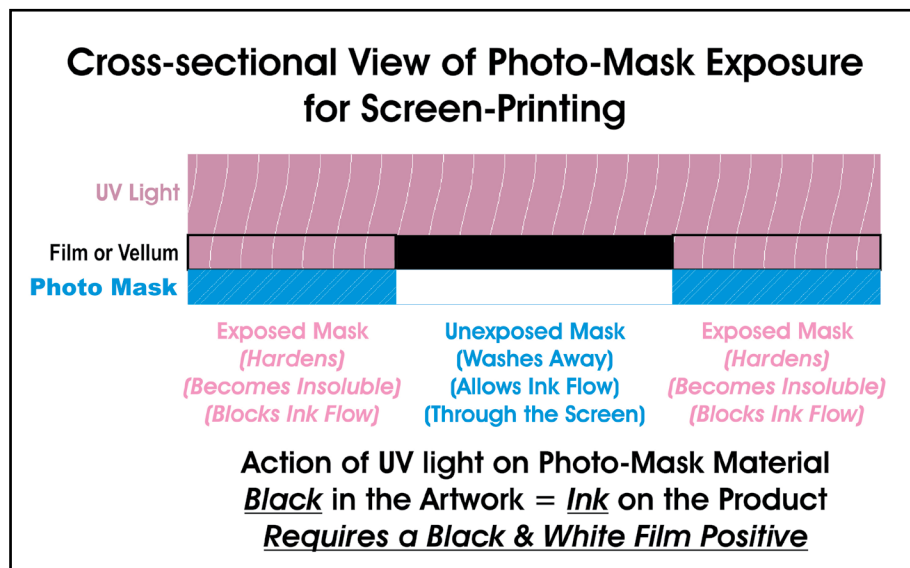
What this means is that for a multi-colored design, one screen—or ink mask—must be created for each color that's to be applied. Then, in turn, a silhouette film print is required for every color that is in the graphic. One color equals one black and white film positive print to produce one screen.

To print a separate film for each color in a multi-colored design requires printing color separations. In CorelDRAW, printing separations is easily accomplished. First, though, we need to understand a little about color.

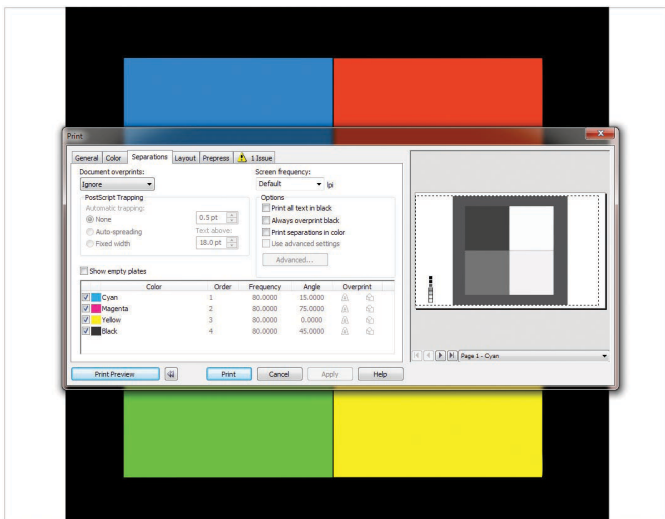
A little about color

Colors fall into two major categories: process and spot. RGB, CMYK and some others are process colors. Process colors are created by mixing colors to achieve a wide range of shades and tones. RGB, for example, mixes colors

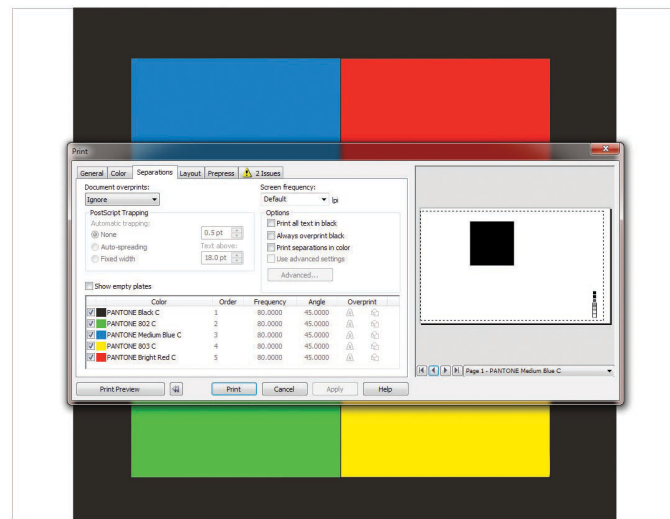
Picture 1



Picture 2: Process separations



Picture 3: Spot color separations



on screen (for example, monitors, TVs) to create display colors and shading. CMYK mixes inks to produce printed colors and shades. Spot colors, on the other hand, are specific fixed colors that are not designed to be mixed.

In the case of RGB, zero percent of all colors (Red, Green, and Blue) results in black. One hundred percent of all colors produces white. For CMYK, it's the opposite. Zero percent of all colors (no ink) results in white. This assumes a white substrate. One hundred percent of all colors (Cyan, Magenta, Yellow and

Black) produces black, again assuming a white substrate.

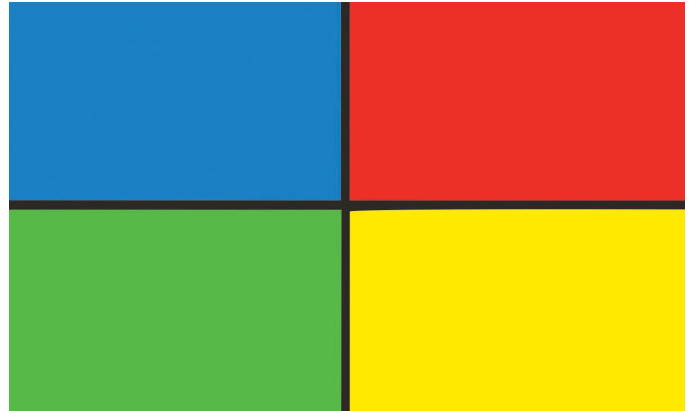
If the graphic design is created using process colors, then the assumption is that inks will be mixed. Therefore, for process color designs, the only choice in printing separations is to print four separations, one each for Cyan, Magenta, Yellow and Black. The separations will also be printed as halftone dots, not solid colors (see Picture 2). Notice that on the Cyan Page, shown in the mini-print preview, all of the areas are printed in shades of

gray. That means Cyan is to be mixed into each color.

Printing full-color halftones in screen printing can be a real challenge because of mechanical alignment issues. We'll delve more into that later. It's preferable to print solid colors with this process.

If spot colors are used in the layout, then when printing separations out of CorelDRAW, you will have the choice of printing CMYK halftone separations and/or individual spot colors (see Picture 3). Notice that by replacing the process color Cyan with the spot color Pantone

Picture 4: Example of trapping



Medium Blue, the print is only in the blue area.

When working with color in screen printing graphic design, the bottom line is that unless you are planning to print full-color halftones, using spot colors in the design is preferable.

Other considerations

Sometimes one color—in other words, one screen—can be eliminated. For example, if the base color of the product is used in the graphic design, then it may be possible to eliminate one screen. This assumes that the product's color or sheen is exactly what is required in the design. If not, then eliminating the color may not be possible.

The product's base color might also require an addition of a screen. For example, if the product is black, dark or any color that may mute or discolor the finished graphic, an additional screen may be required to apply a white base coat under the graphic. Normally, the white underlayment will be slightly smaller than the design. Printing a slightly smaller base coat is commonly referred to as *choking*. Choking the underlayment assures that a slight white line doesn't appear at the edge of the graphic.

Another issue that can arise, which is unique to screen printing, is alignment. Since colors are applied one at a time, screen print machines have stations which contain one screen and ink color. Making sure that the colors align properly in the final product can be somewhat of a challenge. To overcome small mechanical alignment issues, *color trapping* is sometimes used as a quick fix.

In short, trapping is the technique of printing a dark-colored outline that overlaps where different colors meet in the design. The outline is typically applied last and covers any screen misalignment that may have occurred during the process (see Picture 4). Trapping will add one additional screen to the process.

Conclusion

To sum up, screen printing requires one screen/mask for each color with the possible addition of screens for choking and trapping. The best strategy is to design graphics for screen printing using spot colors, unless you intend to print halftones. Next time, we will explore equipment and resources. **Mm**

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. You may contact them via email at mail@CorelDRAWhelp.com.



Gain valuable insights for your stamp business!

While at The NBM Show in Los Angeles, take advantage of these informative IMIA presentations to discover new ideas and interact with your industry colleagues. To register for these IMIA events, please visit www.marking-id.org.

Seminar with IMIA Reception

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

Good, Better, Best—The Art of MAXIMIZING your PROFITS in Sign Making!

Turn ordinary signage projects into extraordinary projects to drive profit in your business.

Turn ordinary to extraordinary and learn how you can add pizzazz to your signage projects quickly and easily to exponentially increase profits. This seminar will take an in-depth look at how engravable substrates and sign making materials can be mixed and matched to make the difference between a ho-hum sign and an exciting, attractive, money-making design.

Presented by Rowmark's Marketing Manager, Jessica Heldman-Beck and Vice President of Sales & Business Development, Rich Zydonik

IMIA Speakers

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

10:00 a.m.–10:35 a.m.

uTypia Business Next: The Ultimate B2B Tool for Locking in Corporate Accounts

Trodat and uTypia have developed a new Business solution that takes our standard Business site to the Next level. Join us for a quick overview of the product and to see firsthand what it can do to help you secure your B2B customers with our professional new design, streamlined ordering, flexible home page, saved templates and more. We look forward to seeing you there!

Presented by Jennifer Niziolek, uTypia

10:45 a.m.–11:20 a.m.

UV LED Printing—Featuring ADA/Braille and Textur3D™ Applications

This presentation will review the process involved with direct print options with a flatbed UV LED printer for the award, marking and ad specialty markets. It will also include details on printing ADA and Textur3D™ output.

Presented by Matt Sands, Direct Color Systems

11:30 a.m.–12:05 p.m.

Web-Based Selling Techniques

Presented by Bryan Croft, Holmes Stamp & Sign

1:30 p.m.–2:05 p.m.

Equipment Leasing for Your Business: Comparing the Pros/Cons of Leasing to Other Forms of Financing

Presented by Craig Colling, Vice President of Sales, Paramount Financial Services

2:15 p.m.–2:50 p.m.

Cost Effective Automation for the Marking Device Industry

How to simplify your life and increase customer service through the implementation of the easy-to-use, money-saving automation available in Stamp Shop Manager. Manage your entire business including accounting, payroll, A/R, A/P, inventory, purchasing, CRM, prospects, etc. Automate order entry, typesetting, shipping, invoicing and more with this user-friendly, cost-effective business automation system.

Presented by Mike Beaulieu, Connectweb Technologies

MIM

IMIA at the NBM Trade Show

Get new inspirations for your company on the show floor!

In Los Angeles this January, there's lots in store at the NBM Show to enhance your business! While on the show floor, make plans to visit the following vendors to discuss their latest products and services.

IMIA at the NBM Trade Show

January 9–11, 2014



Los Angeles Convention Center®

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1201 S. Figueroa Street

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<http://thenbmshow.com/los-angeles-2014>

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.

Consolidated Marking

Booth 627



800/323-0253

[customerservice@](mailto:customerservice@consolidatedmarking.com)

consolidatedmarking.com

We don't always go to trade shows, but when we do, we prefer the IMIA! Stop by and meet the Consolidated Marking team for live demos of the Evostamp+ pre-inked flash system and new online ordering site. LA will also mark the official launch of our new and long awaited mount strips. There'll be lots of new literature for 2014 on hand, as well as giveaways and exclusive show specials. Our very own "Most Interesting Man in Stamps" will be in attendance. Take a photo with him and tag us on Facebook for a chance to win some unique prizes!

Direct Color Systems Booth 716



888/204-8089

info@directcolorsystems.com
www.directcolorsystems.com

DCS's Direct Jet series of compact flatbed UV LED inkjet printers create high-quality, full-color prints directly on a variety of flat and 3-dimensional substrates. Taking our exciting raised TEXTUR3D™ printing to the next level, we recently introduced a breakthrough, patent-pending capability: ADA-compliant/Braille sign printing. The same DCS machines that quickly and economically create signage that complies with federal ADA guidelines can also print durable, full-color, photo-quality images, logos and text on industrial parts, dial faces, promo products and more. Visit our booth to feel the difference that TEXTUR3D™, ADA and flat printing can make for your business—plus experience other soon-to-be released UV LED printing advancements that are sure to benefit all users, in all industries.

International Marking & Identification Association Booth 625



704/847-0064

steve@marking-id.org
www.marking-id.org

Steve Hewitt, Executive Director, with the help of his lovely wife, Sheila, will be checking in members, handing out Passport cards, Seminar ribbons, event schedules with locations, and of course, the very popular matching numbers. We also hope to greet non-members and help guide them around the show. Join for 2014 at the booth and get a FREE Room Night worth up to \$200 (terms apply).

Jackson Marking Products Co., Inc. Booth 641



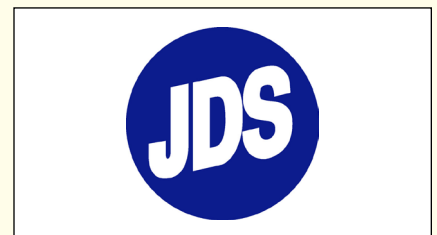
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Stampcreator Pro instant pre-inked stamp equipment, Precision Rubber Stamp Presses (vulcanizers), Phase II Hot Foil Stamping equipment and various production machines for increased efficiency in the busy stamp shop. Polymer exposure equipment includes full-page and half-page capacity. Polymer washout units feature oscillating brushes or ultrasonic technology. Precision Presses range from 9-inch x 12-inch platens to 15-inch x 24-inch platen sizes. Phase II Hot Stamping equipment is offered for both manual and pneumatic operation. Show-special pricing will be offered on all machine purchases made at the show!

JDS Industries, Inc. Booth 339



800/843-8853
sales@jdsindustries.com
www.jdsindustries.com

JDS Industries, Inc. will feature a large selection of new products for 2014. This includes products for mechanical and laser engraving,

such as acrylic, glass and crystal awards, plastic and metal sheet stock, plaques, trophy components and equipment and supplies for full color sublimation. JDS is participating in the Education Stations with demonstrations of how to sublimate shirts. Our Sublimation Specialists will be on hand to answer all questions about sublimation systems, products and techniques, including information on the new RICOH SG7100DN printer for sublimation. Stop by the JDS booth to receive our show specials that include end column price on any quantity of any JDS product and free freight on orders as low as \$500. Additional discounts are available on orders over \$1,000.

Johnson Plastics

Booth 227



800/869-7800
service@johnsonplastics.com

Johnson Plastics, the largest distributor of engraving materials, will feature several products from Rowmark and IPI, including the popular and versatile LaserMax® product line. In addition, two new Rowmark products, FusionGrafix™ and the Hardwoods Collection, also will be featured. Our sublimation specialists will be on hand to answer questions and give demonstrations on small format printers. Stop by our booth and be a part of Johnson Plastics Educational Station with educational seminars presented by JP

product experts. **Be sure to take advantage of our end quantity pricing offer for any product in our current catalog with orders placed at the show.**

MODICO™ US Corp.

Booth 718



920/478-3803
us@modico.com
www.modico.us



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Rowmark

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877/769-6275
samples@rowmark.com
www.rowmark.com,
www.rowmarkgrafix.com

Come to Rowmark's booth 524 to view NEW products offering fresh design options and competitive technologies for your business in 2014. Mix and match colors and patterns to create decorative looks that are truly your own with

FusionGrafix™, a never-before-seen laser and rotary engravable designer inspired sheet, and discover the versatility of the Hardwood Collection, a line of all natural, quality constructed laserable wood laminates. Also, don't miss Rack Star™, an innovative laser cutting table system with the ability to hold and secure unusual and irregular shaped parts vertically or horizontally for laser marking. All this and more at Booth 524... all new, all from Rowmark.

Trodat USA

Booth 635



800/TRODAT1
orders.us@trodat.net
www.trodatusa.com

Trodat will be launching a brand new product at the 2014 IMIA Show, and to commemorate, there will be a special event on Friday night for all rubber stamp makers to attend. Stop by the booth to learn about our "One Free Night on Trodat" promotion, and see a demonstration of the new online ordering system, Order Manager, the most sophisticated way for stamp makers to order their product. There will also be the full range of stamp products to test out and the newest marketing materials to review. Come see us at Booth 635!

Trotec Laser Inc.

Booth 508



866/226-8505

sales@troteclaser.com

www.troteclaser.com



Trotec lasers are the perfect fit for rubber stamp production. Our flatbed lasers feature InPack Technology™ which protects sensitive components like optical elements, mechanics and electronics from the dust that is created during rubber stamp production. This guarantees low-maintenance operation for many years. Trotec offers a wide variety of laser systems for stamp production. Trotec is the only laser manufacturer that has developed equipment dedicated to rubber stamp production. Our sister company Trodat—the world leader in self-inking stamps—offers a broad range of stamps and accessories. This combination facilitates the development of features in equipment and components that improve productivity and generate profits for rubber stamp makers. For more information, call 866/226-8505 or visit www.troteclaser.com.

uTypia

Booth 639



Jennifer.Niziolek@trodat.net

www.uTypia.com

Stop by and see Business Next! Our brand new B2B product, Business Next, is the perfect solution for all your corporate or large business clients. It's absolutely scalable to any size business account and can help you lock in that B2B customer you've been working to win. With a customizable front page, redesigned custom wizard and a fresh new design, this is the business solution you're looking for. We will have an informational seminar on the new product where you can see it live, or feel free to come to the booth and we'll give you a personal demonstration. We're also offering some great show specials this year on our Notary Module and Engraving Module. And as always, your favorite uTypia people will be there in person, so stop by and say hello!

Vision Engraving & Routing Systems

Booth 633



888/637-1737, 602/439-0600

sales@visionengravers.com

www.VisionEngravers.com

Vision Engraving & Routing Systems manufactures computerized marking systems and accessories. The success of

our engravers and CNC routers is a direct result of our reputation for long-lasting, high-quality machines. Vision Systems are proudly manufactured in Phoenix, Arizona, by an experienced team that is dedicated to excellence. Our product line includes a variety of machines for a range of budgets and applications, from small-format and specialty engravers to heavy-duty, large format engravers and CNC routers. With a Vision you can bring something new to your business, or simply design and build your products more efficiently and effectively.

Xstamper/Shachihata

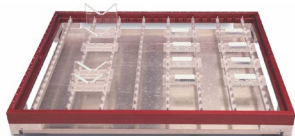
Booth 740



mclemente@xstamper.com

Shachihata will feature our full line of products including Xstamper pre-inked stamps, ClassiX self-inking stamps, Xecutives signs and Artline markers, in addition to our Secure Products. Designed to prevent identity theft, the Secure Stamper and Marker are used to redact private information on contracts, sensitive documents, mail, packages, prescription bottles, price tags or any other situation where you need to protect your personal information. Stop by the booth for a live demonstration. Free samples, catalogs and other selling materials will also be available in the booth. See you in Los Angeles! Mmm

Rowmark and Hoosier Laser announce license agreement



Rowmark announces that it has entered into an official license and marketing agreement with Hoosier Laser of Huntingburg, Indiana. Under the terms of the agreement, Rowmark will have exclusive global rights to market and distribute the "Rack Star™" product, an innovative laser cutting table system. This easy-to-install, modular system offers laser equipment users the ability to hold and secure unusual and irregular shaped parts vertically or horizontally for laser marking.

Rack Star™ is available in multiple sizes to conveniently sit in the bed of any laser, and it features a durable aluminum frame with a grid of cone-shaped designed aluminum pins for easy fastening and efficient set-up. A collection of repositionable acrylic "risers" and "v-blocks" sit securely on the aluminum pins and hold objects of varying sizes in place while the laser is operating.

"This exciting new accessory product will help Rowmark support its equipment business partners and maintain a strong relationship with laser equipment users struggling to secure odd-shaped products," Vice President of Global Sales and Business Development Rich Zydonik says. "Rowmark's goal is to continue to lead the market in the development and distribution of products that can materially improve our customers' profitability."

For more information about the Rack Star™ laser cutting table system, visit rowmark.com.

Corrected location! Users' Group Meeting for Stamp Shop Web and Stamp Shop Manager at 2014 IMIA/NBM Tradeshow



A correction has been made to the location of Connectweb Technologies, Inc. annual Users' Group Meeting. All are invited to attend. The meeting will be held at the 2014 IMIA/NBM Tradeshow in Los Angeles, California (on the second 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.

Johnson Plastics names Kevin Sheehy Director of Marketing



Kevin Sheehy has been named Director of Marketing at Johnson Plastics. Sheehy brings a wealth of experience developing integrated marketing for the business-to-business and consumer markets, having worked for such companies as Fingerhut, National Car Rental and Gander Mountain. Johnson Plastics, a leading distributor of materials and supplies to the engraving and sublimation industries, sells through their Engraving and Sublimation Product Catalogs and the Internet. The company has eight regional offices strategically located throughout the United States.

For more information about Johnson Plastics and their products, visit their website at www.johnsonplastics.com.

Organizational changes at Consolidated Marking

Consolidated Marking is excited to announce the following organizational changes:

George Phelus—Customer Service Manager

George has worked in the marking device industry for 22 years with a background in Operations. His vast product knowledge, combined with his "service first" approach, make him a perfect fit to lead the next generation of customer service at Consolidated Marking. George will be responsible for all customer-facing activities, including order management and communication.

Tom Price—Product Manager

Tom has worked at Consolidated Marking for eight years with a keen focus on product and product quality. He will take those skills to his new role of Product Manager. Tom will be responsible for all product issues, including sourcing, quality and new product development.

Keith Betti—Marketing Manager

Keith's tenure at Consolidated has allowed him to test his skills in several positions. He started 12 years ago in Customer Service, advanced to a role in the Marketing department and transitioned seamlessly into Sales. Keith will now head back to Marketing in a managerial role responsible for the design and creation of printed materials, online ordering and social media activities.

For more information, contact Consolidated Marking, 800/323-0253; Email: customerservice@consolidatedmarking.com.

Rowmark launches new Hardwood Collection of laserable wood laminates



In response to the demand for more versatile and fabrication-friendly laserable wood materials, Rowmark announces the launch of the *new* Hardwood Collection: a line of all natural, quality-constructed laserable wood laminates.

“Rowmark continues to expand our product offering with new, high-quality materials and solutions designed to serve the changing needs of our customers,” Vice President of Global Sales and Business Development Rich Zydonik says. “The Hardwood Collection is unlike any product Rowmark has launched before, opening up a whole new range of innovative fabrication options and creative solutions for engraving and marking applications.”

Rowmark’s Hardwood Collection is constructed of single-ply high-quality hardwood layers (or veneers) that are cross-grained, or laminated together with their wood grains stacked at right angles to each other, for added strength, stiffness and dimensional stability. Designed to meet the need for custom architectural, craft and artistry applications, this collection of oak, maple, walnut and cherry laminates is laserable on both sides and available in stock sheet sizes of 12 inches x 24 inches and 18 inches x 24 inches. Rowmark’s Hardwoods are not sealed or lacquered, allowing users to stain the material to achieve the desired finish.

For more information on the Hardwood Collection, visit rowmark.com.

Direct Color Systems introduces the next generation in ADA-Compliant/Braille sign printing

The versatile Direct Jet 1024UVHS UV LED printer from Direct Color Systems® can now be used to create ADA (Americans with Disabilities Act)-compliant Braille signage* more efficiently and economically than ever before. Combine

this compact, American-made printer with DCS’s Color Byte RIP 9 software, add-on ADA Module and matte-finish InkMark™ UV Acrylic and Metal coated substrates to quickly create signage that complies with federal ADA guidelines via a patent-pending UV LED inkjet printing process.



DCS also gives users the unprecedented option of either first-surface or second-surface graphics when creating raised-texture signage on acrylic substrates. Standard 6 inch x 8 inch signs can be output in less than five minutes, with a full digitally printed background, raised letters and Braille. ADA printing options include raised text, visual text, Braille dots, flat-top text to match the look of lasered/engraved signage and clear Braille dots to match the look of the insertion of glass beads.

DCS also offers a new UV Acrylic Adhesion Promoter that has been specially formulated to work with many acrylic pieces that do not have the InkMark™ UV print-receptive surface, allowing users to print directly to many acrylic products. ADA-compliant prints, whether on InkMark™ substrates or standard products with adhesion promoter, exhibit the same outstanding durability that users have come to expect from DCS’s Direct Jet UV LED printer line.** Visit www.directcolor.com/ada-printing for details. The 1024UVHS also prints flat and raised TEXTUR3D™ photos, logos and text on wood, metals, plastics, glass and much more.

For more information, contact Direct Color Systems®; 1/800/693-6376; Web: www.DirectColorSystems.com. MIM

* While the components of the ADA signage, produced on Direct Jet 1024UVHS printers, have tested to be in compliance with federal USA ADA signage guidelines outlined in the 2010 ADA Standards for Accessible Design (Department of Justice—September 15, 2010—www.ADA.gov), it is the responsibility of the signage manufacturer to ensure compliance with the governing local, state and federal authorities.

** All substrates should be tested for image receptivity, adhesion, durability and ADA/Braille compliance, with final acceptance and suitability determined by the customer.

INDUSTRY INDICATOR

by David Hachmeister

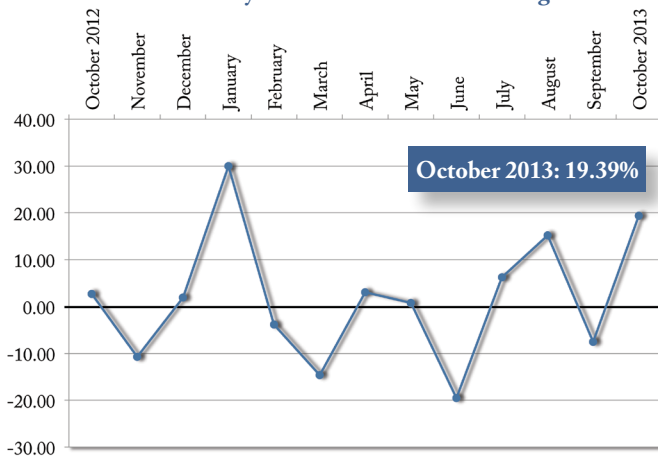
No red!

The October surprise was a good one! Stamps up! Other products up! Overall sales rose 10.95 percent from September. Stamp sales were up a robust 19.39 percent from the previous month and 9.40 percent from the like month in 2012.

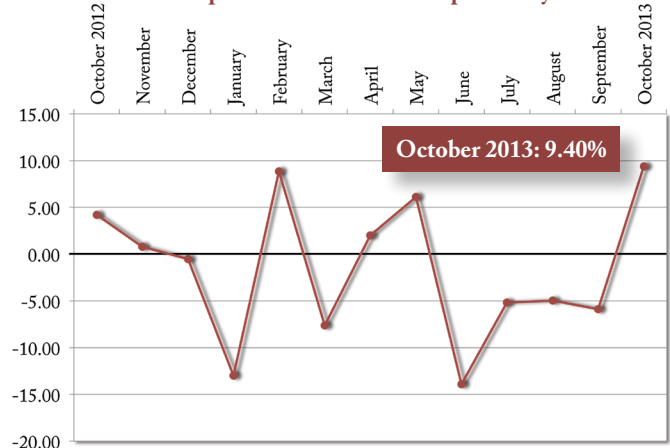
Other products rose 6.79 percent against September and a very strong 11.25 percent against last October. As we reviewed the data, we could not find a single negative statistic! That's a lot of exclamation points! See you next month. M

Stamps only

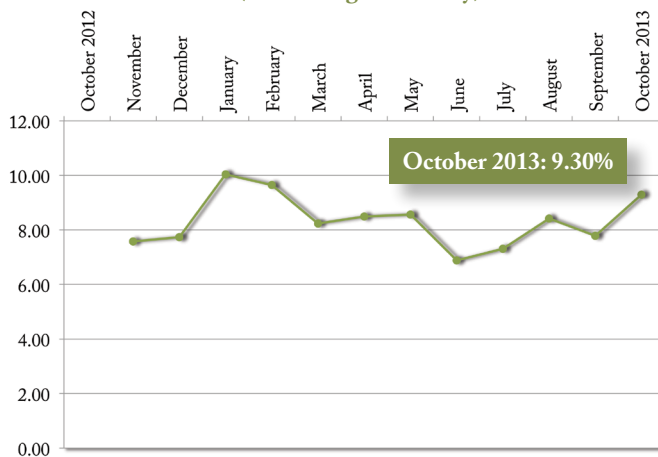
Monthly Sales—Gain/Loss Percentage



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

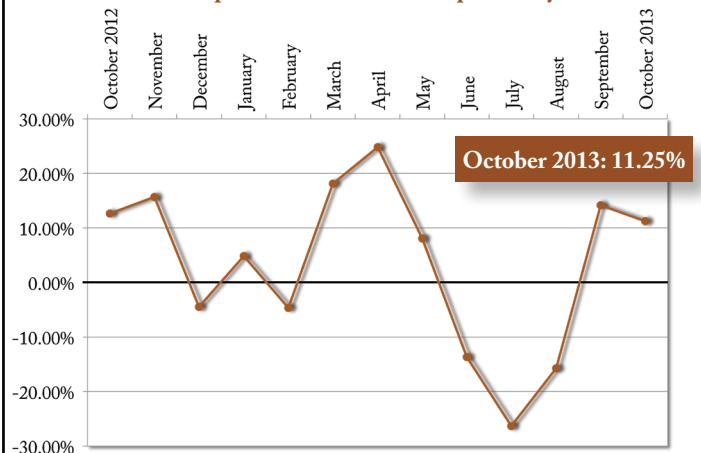


Percent of Annual Sales by Month (illustrating seasonality)



Other products

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



Visit www.markingdevices.com today for the latest news and industry statistics!

INDUSTRY IMPRESSIONS

by David Hachmeister

Now or later?

Analogies surround those willing to learn. We have just completed rotator cuff surgery and realized that the path to resuming our career goal as a two-guard for the Chicago Bulls basketball team has been altered and delayed once again. Before surgery, there were two clear paths—surgery now or surgery later—but which to take?

The dilemma posed by the two choices caused us to think about the broader issues contained within them. In the surgery now choice, we take the big hurt now for promised future relief. With the second, surgery later, we delay the big hurt—which almost certainly will grow—mixed with the vague idea that someone in the future will have a much better, easier solution. We decided that having some manageable pain, but slowly increasing amounts of it, followed by a more problematic surgery was not the right thing to do. We selected the bigger immediate pain of surgery now with a shorter recovery. To us, this was the simple, obvious choice. Pay the relatively small price now and enjoy the gains for a long time.

We know how our politicians choose, and it isn't to take the relatively smaller hurt now. Unfortunately, they really do reflect how we too often react when choosing the pain of correction now, versus the fantasy choice in which things will somehow miraculously resolve themselves in the future. (Tomorrow's problem.)

Don't kid yourself—too many of us do it in all facets of our lives, including our businesses. As we prepare for the year's end, we reflect on the incredible adaptability and pain tolerance of those of you who are still around to read this column. With the industry half its former size, we have all gone through some substantial pain just to be here. Very likely you took some painful but corrective action. Your reward is that you are still able to turn on the lights in the morning and see more work in front of you. You have endured the pain, so now at the year's end, step back for a bit.

As the lights come up in the morning, take a moment to reflect in gratitude for this year, this industry and the people who have helped you to adapt and survive in the harshest business climate of our lifetime. Many thanks to all of you for your support over these many decades. We greatly appreciate it.

One quick note: We will be contacting you for the most comprehensive industry survey in years. Our telemarketer, Connie Edwards, is taking on this task, so please be kind when she calls. There will be a raffle for participants with a great prize!

A survey can be no better than the questions asked, so let us know what you want to know about yourselves. Please contact us with your ideas (Anne@markingdevices.com or David@markingdevices.com). M



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