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magazine

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by Amanda Katon

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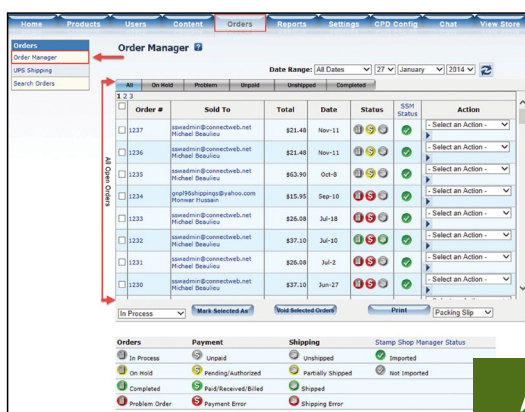
by John and Judy McDaniel, contributing writers

In this issue, we walk you step-by-step through the artwork necessary for mechanical engraving.

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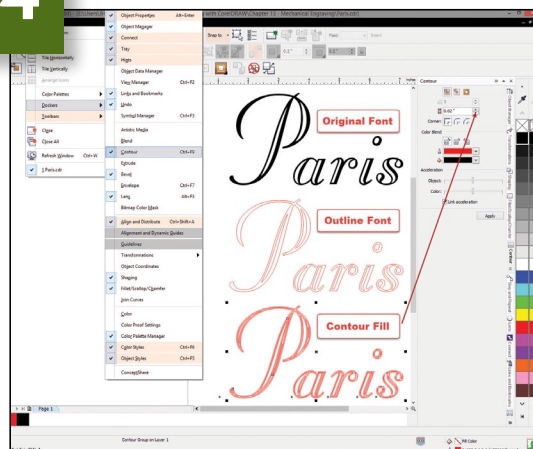


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## STAMP SHOP WEB™: *Step by Step*

# How to work with orders placed on your website

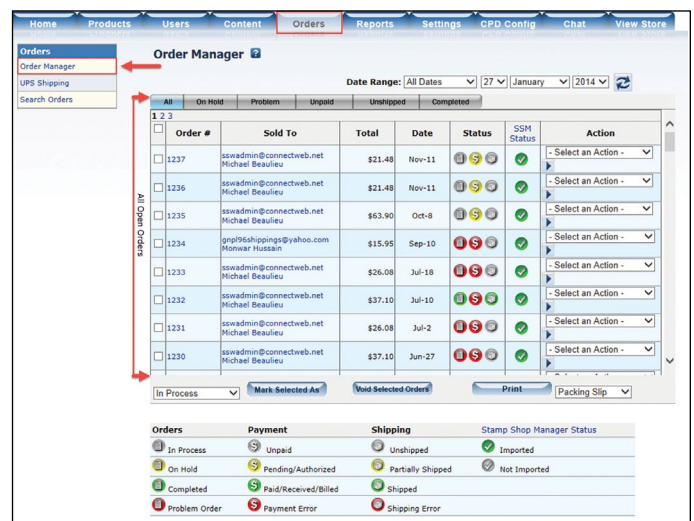
by *Amanda Katon*

*Orders are the main contributors to the success of your business. This month, we will explore working with orders on your website to demonstrate the most efficient and effective ways to help your shop process online orders.*

Working with orders on your website couldn't be any easier with status tracking lights, merchant note areas, payment processing and much more! The order processing system built into Stamp Shop Web™ will help office employees keep track of customers' orders and historical information to better assist their customer base with any questions. Let's dig into the Order Manager section and uncover all the secrets to optimizing your order processing!

### Order Manager

To begin, as with all Stamp Shop Web™ lessons, first sign in to the admin area of your Stamp Shop Web™ site. Once you are logged in, click the *Orders* Tab, followed by the *Order Manager* link. Then you'll see the order management screen where you can control how you work with orders placed on your website. This is also the screen you see by default when you click on the *Orders* tab (see Picture 1).







Picture 1: Order Manager Main screen
































## STAMP SHOP WEB™: Step by Step

All	On Hold	Problem	Unpaid	Unshipped	Completed
-----	---------	---------	--------	-----------	-----------

Picture 2: Orders by Filter Tabs under the Order Manager screen

<input type="checkbox"/>	Order #	Sold To	Total	Date	Status	SSM Status	Select an Action
<input checked="" type="checkbox"/>	1238	sswadmin@connectweb.net Michael Beaulieu	\$39.46	Feb-4	 		View Order Details
	1237	sswadmin@connectweb.net Michael Beaulieu	\$21.48	Nov-11	 		Receive Payment Mark Unpaid Mark Paid
<input type="checkbox"/>	1236	sswadmin@connectweb.net Michael Beaulieu	\$21.48	Nov-11	 		Ship Items Mark Part. Shipped Mark Shipped
<input type="checkbox"/>	1235	sswadmin@connectweb.net Michael Beaulieu	\$63.90	Oct-8	 		Edit Order Mark On Hold Mark Completed Mark As Problem
<input type="checkbox"/>	1234	gnp196shippings@yahoo.com Monwar Hussain	\$15.95	Sep-10	 		Packing Slip Print Invoice Print Admin Receipt Print Production Slip
<input type="checkbox"/>	1233	sswadmin@connectweb.net Michael Beaulieu	\$26.08	Jul-18	 		Re-Send Admin E-Mail
<input type="checkbox"/>	1232	sswadmin@connectweb.net Michael Beaulieu	\$37.10	Jul-10	 		Quick Complete
<input type="checkbox"/>	1231	sswadmin@connectweb.net Michael Beaulieu	\$26.08	Jul-2	 		

Picture 3: Multiple ways to select/view an order; Action drop down menu choices

All	On Hold	Problem	Unpaid	Unshipped	Completed		
1 2 3							
<input type="checkbox"/>	Order #	Sold To	Total	Date	Status	SSM Status	Action
<input checked="" type="checkbox"/>	1237	sswadmin@connectweb.net Michael Beaulieu	\$21.48	Nov-11	 		- Select an Action - 
<input checked="" type="checkbox"/>	1236	sswadmin@connectweb.net Michael Beaulieu	\$21.48	Nov-11	 		- Select an Action - 
<input checked="" type="checkbox"/>	1235	sswadmin@connectweb.net Michael Beaulieu	\$63.90	Oct-8	 		- Select an Action - 
<input type="checkbox"/>	1234	gnp196shippings@yahoo.com Monwar Hussain	\$15.95	Sep-10	 		- Select an Action - 
<input checked="" type="checkbox"/>	1233	sswadmin@connectweb.net Michael Beaulieu	\$26.08	Jul-18	 		- Select an Action - 
<input checked="" type="checkbox"/>	1232	sswadmin@connectweb.net Michael Beaulieu	\$37.10	Jul-10	 		- Select an Action - 
<input type="checkbox"/>	1231	sswadmin@connectweb.net Michael Beaulieu	\$26.08	Jul-2	 		- Select an Action - 
<input type="checkbox"/>	1230	sswadmin@connectweb.net Michael Beaulieu	\$37.10	Jun-27	 		- Select an Action - 
<div>In Process  Mark Selected As <input type="button" value="Void Selected Orders"/> <input type="button" value="Print"/> <input arrow"="" data-bbox="699 1136 708 1142" dropdown="" type="button" value="Packing Slip &lt;img alt="/></div>							

Picture 4: Change status or print documents for multiple orders at one time.

Within the *Order Manager* link, you will find a table of all the current orders on your site. You can view the orders by using the tools located above the table. Use the date range feature to set a particular date range, or click on the gray tabs for specific order categories, such as On Hold, Problem, Unpaid, Unshipped and Completed (see Picture 2). To view the details of each order, first check the box to the left, and then select an Action from the drop down menu on the right. You can also click directly on the order number or the username under Sold To (see Picture 3).

**HELPFUL TIP:** In the Order Manager main screen, you can perform many tasks simultaneously on one order or multiple orders by checking the boxes to the left of the order numbers. This feature is useful for voiding orders and printing items such as packing slips, invoices, admin receipts and production slips (see Picture 4).

The Status column displays an order's status in the three areas of processing, which are illustrated by small icons: creating the order (paper), payment (\$) and shipping (box).

Status	SSM Status

Picture 5: The order status section under the Order Manager

The goal is to have each order marked as green in all three status areas, indicating that the order is completely finished. The next column, *SSM Status*, is for Stamp Shop Manager™ users only. This indicator will appear green when the order has been imported into

Manager (see Picture 5). As you move through the order process in Manager, the program will display the same status notifications on your website. At the bottom of the screen, you'll notice that we have included a reference key with an explanation of each symbol and color (see bottom of Picture 1 and Picture 6).

Orders	Payment	Shipping	Stamp Shop Manager Status
In Process	Unpaid	Unshipped	Imported
On Hold	Pending/Authorized	Partially Shipped	Not Imported
Completed	Paid/Received/Billed	Shipped	
Problem Order	Payment Error	Shipping Error	

Picture 6: Reference key explaining the different symbols and color status

In the final column, Actions, choose from the drop down menu and then click the arrow button to perform specific tasks (see Picture 3).

**View Order Details:** Select this action to view the order details on another page. You may also view order details by clicking on the order number or the username. On this page, you can preview customized text as an image and get the custom details needed to make that product under the CP Details link. This page is a simple overview of the order (see Picture 7).

**Receive Payment:** This option brings up the order information for payment processing. On this screen, you can receive a payment in the following forms: cash, credit card, check, email, fax, gift certificate, PayPal or purchase orders. You can also issue credits, void credit card transactions and issue refund checks (see Picture 8).

**Mark Unpaid:** This action will mark the order status as "unpaid," and the status indicator will be gray.

**Mark Paid:** This action will mark the order status as "paid," and it will be highlighted in green.

**Ship Items:** This action will mark the item to be shipped. You will then be directed to a page where you can print an invoice, as well as a packing slip to be placed inside the package (see Picture 9).

**Mark Part. Shipped:** Taking this action will flag the order status as "partially shipped," and the shipping status icon will appear in yellow.



**1237**  
11/11/2013 11:21:50 AM

**Sold To:**  
Michael Beaulieu  
Connectweb  
20 Webster  
Floor 5  
Peabody, MA 01960  
United States  
123456789  
sswadmin@connectweb.net

**Ship To:**  
Michael Beaulieu  
Connectweb  
20 Webster  
Floor 5  
Peabody, MA 01960  
United States  
123456789

Authorized/Unshipped  
Stamp Shop Manager Import Status:

**Payment Info**  
Pay By: Purchase Order  
Total: \$21.48  
Received: \$0.00  
Refunded: \$0.00  
Remaining: \$21.48

SKU	Item	Unit Price	Qty	Subtotal	Image	Shipped	Returned
4912	4912 Self-Inking Stamp	\$19.50	1	\$19.50	<a href="#">Quick View</a> <a href="#">Full Image</a>	0	0

**Customer's Instructions:**  
none

**Codes Used:**  
none

**SubTotal:** \$19.50  
**Tax:** \$0.98  
**Shipping:** \$1.00  
**Flat Rate Shipping:** \$0.00  
**Handling:** \$0.00  
**Gift Wrap:** \$0.00  
**Order Total:** \$21.48

**Merchant's Notes:**  
11/11/2013 11:21:50 AM  
Customer IP: 192.168.92.107  
Customer Host: 192.168.92.107  
Browser: Mozilla/5.0 (Windows NT 6.1; WOW64; rv:25.0) Gecko/20100101 Firefox/25.0

Add a Note:

Picture 7: View Order Details screen for an order

**Payments for Order: 1237**

Receive Payment

Amount:

Payment Type:

**Payment Info**  
Pay By: Purchase Order  
Total: \$21.48  
Received: \$0.00  
Refunded: \$0.00  
Remaining: \$21.48

**Merchant's Notes:**  
11/11/2013 11:21:50 AM  
Customer IP: 192.168.92.107  
Customer Host: 192.168.92.107  
Browser: Mozilla/5.0 (Windows NT 6.1; WOW64; rv:25.0) Gecko/20100101 Firefox/25.0

**Payment History**  
ORDER INFO: \$21.48  
11/11/2013 11:21:45 AM  
Purchase Order  
PO #: 12345

SKU	Item	Unit Price	Qty	Subtotal	Shipped	Returned
4912	4912 Self-Inking Stamp	\$19.50	1	\$19.50	0	0

Picture 8: Receive Payments screen for an order

**Ship Items for Order: 1237**

**Ship To:**  
Michael Beaulieu  
Connectweb  
20 Webster  
Floor 5  
Peabody, MA 01960  
United States  
123456789

**Payment Info**  
Pay By: Purchase Order  
Total: \$21.48  
Received: \$0.00  
Refunded: \$0.00  
Remaining: \$21.48

**Requested Shipping:**  
Flat Rate Shipping

**Track With:** Custom

Qty	SKU	Item	Shipped
1	4912	4912 Self-Inking Stamp	<input type="button" value="Ship"/> <input type="button" value="1"/>

**Customer's Instructions:**  
Customer's Email: sswadmin@connectweb.net

Picture 9: Ship Items screen for a particular order

**Mark Shipped:** This action will note the order status as “shipped.” When all items have been shipped for that order, the shipping status indicator will turn green.

**Edit Order:** On this screen, you can edit the order and make adjustments to: customer contact information, status, quantity, unit price, shipped/returned, discounts and shipping discounts. You can also add items to the order (see Picture 10).

**Mark in Progress:** This action will mark the order status in gray as “in progress.”

**Mark on Hold:** The order will be marked “on hold,” changing the status icon to yellow.

**Mark as Problem:** This action will indicate the order in red as a “problem.”

**Packing Slip:** On this screen, the packing slip can be viewed or printed for insertion in a shipped package.

**Print Invoice:** View or print the invoice for a particular order.

**Print Admin Receipt:** View or print the admin receipt of the order.

**Print Production Slip:** View or print the production slip of the order. This production slip provides details on each

**Edit Order 1237** 11/11/2013 11:21:50 AM

**User Account**  
sswadmin@connectweb.net

**Status**  
Status: In Process  
Payment: Authorized/Pending  
Shipping: Unshipped

**Payment**  
Pay By: Purchase Order  
Total: \$21.48  
Received: \$0.00  
Refunded: \$0.00  
Remaining: \$21.48

**Sold To**  
Company: Connectweb  
First Name, MI: Michael  
Last Name: Beaulieu  
Address: 20 Webster  
Floor 5  
City: Peabody  
State: MA Zip: 01960  
Country: United States  
Phone: 123456789

SKU	Item	Qty	Unit Price	Line Tax	Subtotal	Shipped	Returned
4912	4912 Self-Inking Stamp Package ID: 389	<input type="text" value="1"/>	<input type="text" value="19.5"/>	\$0.98	\$19.50	<input type="text" value="0"/>	<input type="text" value="0"/>

**Customer's Instructions:**

**SubTotal:** \$19.50  
**Discounts:** 0  
**Tax:** \$0.98  
**Shipping:** \$1.00  
**Ship Disc.:** 0  
**Handling:** \$0.00  
**Gift Wrap:** \$0.00  
**Grand Total:** \$21.48

**Add Items**  
Add SKU:  Qty:  to Package: 389 - 01960

**Packages**

Picture 10: Edit Order screen for an order

Print << Go Back

**Production Report for**

**1237**  
\*1237\*  
11/11/2013 11:21:50 AM  
Authorized/Unshipped

**Payment Info**  
Purchase Order 12345

**Sold To**  
Michael Beaulieu  
Connectweb  
20 Webster  
Floor 5  
Peabody, MA 01960  
United States  
123456789  
sswadmin@connectweb.net

**Ship To**  
Michael Beaulieu  
Connectweb  
20 Webster  
Floor 5  
Peabody, MA 01960  
United States  
123456789  
Ship By: Flat Rate Shipping

**Customer's Instructions:**  
none

Control Number	SKU	Item	Qty	Image
*17428* 17428	4912	4912 Self-Inking Stamp	1	

Continue >>

Picture 11: Sample production slip generated by your website

customizable line item in the order, including text, fonts, sizes, color choice and more (see Picture 11).

**Resend Admin E-mail:** This action will resend the admin email that is initially sent when a new website order is placed. This email is sent to the addresses that have been set up under the *Settings* tab, followed by the *Orders* link (see September 2013 *MIM* article for reference).



Picture 12: Quick Complete—order statuses are all green.

**Quick Complete:** This action will change the order status of all icons to green, indicating that the order has been filled, shipped and paid in full (see Picture 12).

**HELPFUL TIP:** In order for your site to be PCI Compliant, it is important that you mark your orders as complete so that the order payment information is removed properly from your site. To view how long your store holds credit card payment information, go to the *Settings Tab > Orders > "Clear CC numbers from completed orders older than"* and enter the number of days.

## UPS Shipping

The next link in the Order Manager menu is the *UPS Shipping* link where you will find UPS Online Tools (see Picture 13). Here you can work with UPS right within Stamp Shop Web™ to ship your packages, attach tracking numbers to orders and send tracking information to customers.

Home Products Users Content **Orders**

**UPS® Online Tools ?**

Order Manager  
UPS Shipping  
Search Orders

Ship Packages  
Void a Shipment  
Recover a Label

Picture 13: UPS Shipping main screen

Ship By UPS® ? << Go Back

**From**  
To  
Company  
Name  
Phone  
Address  
City  
state  
zip  
Country  
United States  
Residential  
Address Verification

**Service**  
UPS Ground

**Package**  
Package Customer Supplied  
Weight Pounds  
Package Size (only for customer supplied type)  
Reference 1  
Reference 2

**Advanced**  
Cancel Get Rates

Quantum View™ Notification  
Payment

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Picture 14: Ship Packages form

**Ship Packages:** Click on this button to fill out the shipping details for packages, including the "From" information and the type of "Service" (see Picture 14). You can also specify the Quantum View Notification and the Payment method.

**Void a Shipment:** Select this to enter a UPS Tracking Number to void a shipment. When you click on the Submit button, the information is sent to UPS to void the shipment.

**Recover a Label:** You can perform a search here by entering a UPS Tracking Number.

## Search Orders

The final link in the Order Manager menu is *Search Orders* (see Picture 15), where you can search for specific orders on your site by order number, email, name, order status, payment status or by a specific date.

**Keyword:** Type any keyword(s) here for a search of all your orders. This includes information such as customer's name, order number or email address.

**Order Status:** Choose the particular order status you are looking for from the drop down menu (shopping cart, in process, completed or canceled).

**Payment Status:** Select the type of payment status you want to find in the search (no payment info, authorized, paid or payment error).



Picture 15: Search Orders screen with search results

**Any Date:** Search all dates available for the criteria you have entered in the above fields.

**Date Range of:** Search between two different specific dates (example: 1 January 2014 to 1 March 2014).

Click the *Search* button when you have specified your search criteria.

## Search Results

**Order #:** When this field is blank, an order was not completely placed on your site. It simply means that the customer could have not placed the order or that the items are sitting in the customer's cart.

**User:** the customer's username/email address.

**Total:** total dollar amount of the order.

**Time:** the time at which the order was created.

**Ref #:** This column displays the internal reference number generated by the site to track orders/potential orders that have not been made yet, such as items in a shopping cart or waiting to be purchased.

**Details:** Click here to see the *View Order Details* page for that specific order number.

**Receive Payment:** By clicking on this button, you can view the page for selecting the type of payment received. The system will collect only what is due on the order.

**Ship Items:** Click here to ship items from UPS only. The system will generate a tracking number and a bar-coded shipping

label that you can print and place on the package to be picked up by UPS.

Now that you know how to work with orders on your websites, you're ready to sell, sell, sell! Remember those helpful tips, and if you have any questions regarding your websites, please contact Technical Support at 800/556-9932 or [support@cwebtechnologies.com](mailto:support@cwebtechnologies.com). Stay tuned for next month's installment on how to utilize the sales/order entry feature in Stamp Shop Manager! *Mmm*

**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).*



# Paperworld 2014





*One of the many office products industry forums held during the fair*



# in review

*by Anne Shadis*



*Saturday's AEGRAFLEX meeting*

With the final figures in from Messe Frankfurt, the three trade fairs, Paperworld, Creativeworld and Christmasworld, taken as a group, maintained a total attendance level consistent with the previous year. This year's visitor total was 83,174, as compared to 83,206 in 2013. However, focusing solely on Paperworld, attendance dipped 7% from the previous year (42,145 in 2014; 45,360 in 2013).

Among those with whom I spoke with in the stamp industry, the prevailing mood was quite optimistic, despite the slightly less crowded aisles. Several people commented that the patterns of attendance felt a bit different this year—busy at unexpected times and slower during typical “rush” periods. In addition to the anticipated regular customers conducting business at the fair, I heard about new prospects from Turkey, Spain, Portugal, Israel and Morocco.

In fact, Messe Frankfurt reported an 18% increase in attendees from Spain, with the top five visitor nations outside of Germany identified as Italy, Great Britain, France, the Netherlands and Spain. As an international meeting point



*James Leary and Carole Butler of Speedy Stamps, UK receive a 200-euro prize as the MIM International Manufacturer of the Year.*

for business, the fair continues to be significant. In their summary of the fair, Messe Frankfurt noted, “For structural and economic reasons, the number of German retailers at Paperworld was significantly down on the previous year. However, foreign demand for a trade fair such as Paperworld remains high and extremely stable in terms of international visitor numbers. Thus, the level of visitor internationality rose again, from 62 to 65 percent.”

Messe Frankfurt is also considering format changes to Paperworld (see inset). In particular, Faber-Castell and Staedtler were noticeably absent this year. One concept I heard mentioned was a reduction in the total number of fair days. Most stamp exhibitors told me that they have adopted a ‘wait and see’ attitude regarding the possibility of a revised format.

*Opposite page: Hall 3.0 on the Messe Frankfurt exhibition grounds*

*Note: All people in photos are identified from left to right.*



## From Messe Frankfurt Exhibition GmbH, January 2014

“2013 was a year of uncertainty for the paper, office supplies and stationery sector and the number of exhibitors taking part in Paperworld 2014 clearly reflects developments in the sector (1,670 exhibitors from 59 countries/–6.4 percent compared to 2013). Total sales in the German paper, office supplies and stationery market fell for the second year running to 13.011 billion euros\*. In particular, commercial office supplies remained under pressure, which was reflected by the absence of many Germany exhibitors in this part of Paperworld. ‘Alternative options for taking part in the fair are necessary for these manufacturers and suppliers. Therefore, we are working with the ‘PBS-Industrieverband’ and the ‘Altenaer Kreis’ associations and German manufacturers on a new concept for Paperworld, which will come into effect in 2015. As organisers, we are flexible enough to integrate the wishes of important groups and thus take due account of the needs of market participants,’ says Detlef Braun, Member of the Board of Management of Messe Frankfurt GmbH.”

\*Source: IFH Retail Consultants Institute, Cologne.



*Matuya's new stand in Hall 3.0*

**Matuya** increased its presence this year with a much larger booth, complete with eye-catching graphics. The Turkish company, which produces a full line of flash machines, introduced visitors to its new flash stamp line, the MAXOR series K, available in 35 sizes. Foreign Trade Manager Murat Uysal explained that they have started production, made stock and received good feedback from potential customers. They have also produced a pocket stamp, available in blue and black, and have plans in the future for three more sizes, as well as silver and gold versions. Murat noted that they welcome inquiries from distributors worldwide to represent the Matuya brand and product lines.

**Modico** debuted a new flash stamp...and it practically came right off the production line. Chris Malczynski told me that the stamps were just completed four days prior to the show and that he transported them in his personal luggage. The new Melon stamp comes in a range of vibrant colors—magenta, light green, white and graphite—and will be available in five sizes to all markets later this year. According to Chris, the company took a risk with these color choices because they are not traditionally used in the European market. It paid off, though, because he reported that customers responded very enthusiastically. Unlike most flash stamp lines,



*Chris Malczynski of Modico with the newly released Melon stamp*

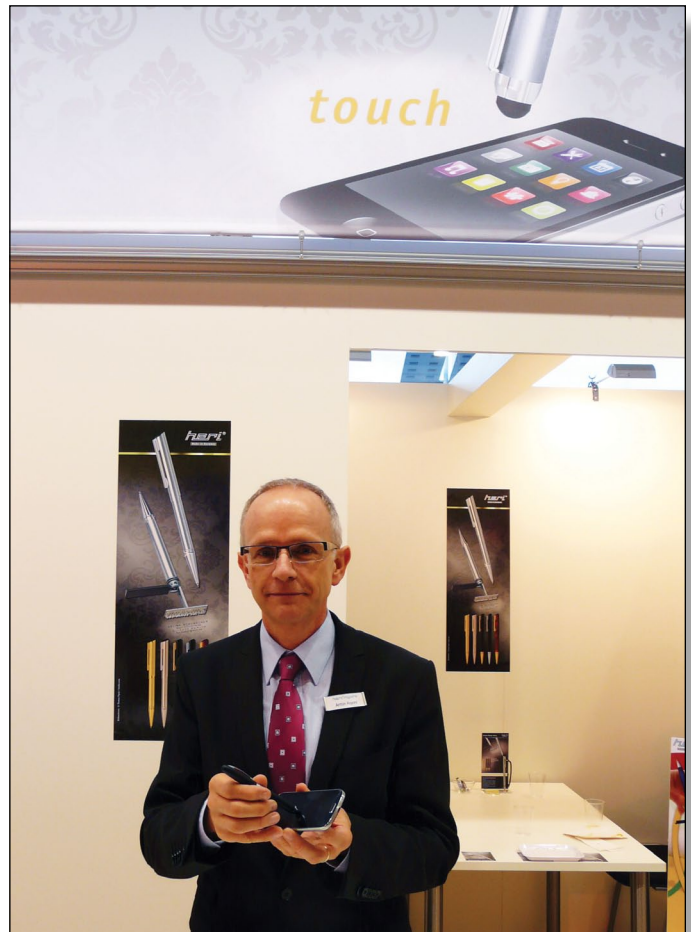
the Melon range includes two square sizes, which makes them practical and adaptable for both square and round artwork. Chris added that they were extremely happy with their new location near the entrance to Hall 3.0 and had seen a higher number of visitors than last year.

At **Ready for Laser**, Sonia Filozof and her colleague Adam Kania were busy meeting with new customers and clients. The company is now offering its customers the option of personalizing sheets of the No Smell Rubber with a corporate logo. Sonia explained that their sheets of textured rubber have also proved to be a popular item because they permit quick text changes by the end users. At last year's fair, she had said that they were eager to find international distributors in South America. In 2013, they made their first inroad into the market by establishing a distributorship with Flexograff in Brazil. They have some additional potential South American partnerships in the works and are also searching for a distributor in middle Africa to build upon their existing good partnership in northern and southern Africa.

Armin Rigoni of **Heri-Rigoni** demonstrated the company's latest innovation, the mini Stamp&Smart pen, which was created in response to customer feedback. This smaller version of last year's Stamp&Smart pen includes an internal stamp and a touch tip for mobile devices but is now the same length as a mobile phone, making it more convenient for the owner to carry it in a pocket. The sleek pen is currently available in black, with more colors coming later in 2014. Armin also described a new distribution strategy that the company is pursuing in which they are seeking out pen importers and exporters. Heri-Rigoni has found that there is more power in the pen market and more resources for Internet marketing. This represents a shift in sales strategy because these distributors sell Heri pens as writing instruments with a stamp. They then direct their pen customers to local stamp makers for the completion of the stamp dies. Armin cited an example of a change they made to their Argentinian distributorship 18 months ago.



*Adam Kania and Sonia Filozof of Ready for Laser*



*Armin Rigoni of Heri-Rigoni with the mini Stamp&Smart pen*





*Craig Petersen of Millennium Marking Company, Stanley Data and Damian Data of Dabost Marking Products and Boris Erdmann of Renta*



*Alex Fang of Shachihata Europe*



*Jolanda and Ronald Stultiens of Kantoorstempels.nl, The Netherlands*

Millennium Marking Company exhibited with its European distributor **Renta**, and the team included Craig Petersen of MMC, Boris Erdmann of Renta and Damian Data and Stanley Data of **Dabost Marking Products**. The group discussed a new sales approach for the MaxStamp, which is typically sold with a black, red, blue or dry pad. Millennium now offers it for sale with an empty pad so that the product is adaptable for use with a flash die, rubber die or polymer. The stamp manufacturer can then add the appropriate ink for the die plate. Unlike other flash stamps that have covers to prevent drying, there is no need for one with this empty pad version because the die hides itself. They also demonstrated the MaxStamp 4545, a square stamp with a ribbed base in the dieplate area. It comes with a package of ribbed letters and square and circular borders that can be individually placed onto the ribbed base to create a customized monogram design. This makes it an attractive option for office dealer customers/resellers who can sell a custom stamp as if it is a stock item. The stamp and custom type package retails in the U.S. for \$39.95.

**Shachihata Europe** returned to Hall 4.0 to display the company's stamp products, as well as its Artline markers. As evidenced by a prominent banner at the stand, the company is actively seeking European partners. Alex Fang, the Manager of Sales Administration/Export, told me that they are very pleased with the building interest among European stampmakers and expect more interested parties to join soon.

Andy Wagg of **COLOP UK** gave me an update on their recent activities. They've been busy collecting employee feedback to improve business operations. As a result, the company has increased the size of staff within the graphic design and warehouse departments. They are also using the point of differentiation that the Microban line offers them to market strategically in specific sales channels such as healthcare. In other marketing efforts, COLOP UK will use social media to make a more light-hearted connection with distribution partners. Andy shared some wonderful graphics that will be available for dealers to use online in advance of national holidays in the UK, Wales and Scotland, including St. Andrew's Day, St. George's Day and Robbie Burns Day. They feature COLOP stamps outfitted in costumes related to the celebrations, such as one with the Welsh national costume surrounded by daffodils, the national flower of Wales.





*The Traxx Printer team: Dario de Blasi, Fragiska Stroumpou, Frédéric Verdet, Alex Zafiris, Mel Slochowski, Luiz Danninger and Wilfried Kubin*

Fragiska Stroumpou, General Manager of **Traxx Printer**, shared her company's happy dilemma of having too many orders and the need to increase lead times to three months. They have maintained the same distributors for a worldwide presence in 56 countries. She noted that their best-selling products continue to be the Traditional Line of plain self-inkers (plastic and metal), followed by their very solid bank dater (or "the tank" as it's affectionately called by the staff.) Traxx is also doing well in selling blister packs of stock stamps in large European club and discount retail stores.

At **Stefan Kupietz**, Sabine Kupietz showed me samples of the new Coloris 4000P metallic ink, available in gold, silver and bronze. It is a water-based, quick drying special ink that is especially well-suited for marking on dark-colored materials due to the strong contrast. In addition, they are offering a new universal ink pad cushion in response to feedback from stampmakers. Coloris customers were at times unsure what type of ink their own clients would ultimately use in the pads. The new cushion is a two-sided insert with a smooth side for solvent-based ink and a felt side for pigmented inks. Customers will purchase the cushions without ink and then let their clients choose the appropriate side for their marking needs.



*Sabine Kupietz of Stefan Kupietz*

*Continued on page 20*



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PRODUCT CODE	DESCRIPTION	LENGTH	PACK SIZE
501460	1/4" black mount strips with cushion	18"	5
501461	3/8" black mount strips with cushion	18"	5
501462	1/2" black mount strips with cushion	18"	5
501463	5/8" black mount strips with cushion	18"	5
501464	3/4" black mount strips with cushion	18"	5
501465	7/8" black mount strips with cushion	18"	5
501466	1" black mount strips with cushion	18"	5
501468	1 1/4" black mount strips with cushion	18"	5
501469	1 1/2" black mount strips with cushion	18"	5
501470	1 3/4" black mount strips with cushion	18"	5
501471	2" black mount strips with cushion	18"	5
501472	2 1/4" black mount strips with cushion	18"	5
501473	2 1/2" black mount strips with cushion	18"	5
501474	2 3/4" black mount strips with cushion	18"	5
501475	3" black mount strips with cushion	18"	5



Continued from page 17

*Alexandra Kutos of Trodat with the new Professional stamp*

The latest product innovations of **Trodat** were prominently highlighted across the top of its stand in Hall 3.0. The all-new Trodat Ideal Seal Press has been developed to ensure smooth and easy embossing and excellent impressions and will debut in the United States in mid-2014. The company also displayed a new look for the Professional stamp, featuring not only a solid black housing and silver lettering but also new, patented high-performance date bands promising clean fingers and precise impressions. The new Trodat Professional was developed with the same climate-neutral standards as their other best-selling stamps. In addition, they have expanded the family of Printy 4.0 stamps to include a round model 4642 (42mm wide) and launched the new Goldring Smart Style, a combined pen, stamp and touch pen for smartphones and tablets. Alexandra Kutos of Trodat also commented that Trotec has been doing extremely well and is now settled in its new facility in Marchtrenk. Due to the many diverse potential applications for its lasers, Trotec exhibits at 40 different trade fairs annually. In particular, they have found strong success in medical marking with products such as stents that must be very precisely identified.

Trodat also presented its recently launched online shop software uTypia Business Next. The original uTypia Business solution has been in existence for more than 10 years and has incorporated advanced functionalities. According to Alexandra Waber, large enterprises and public institutions especially appreciate the easy, cost-saving ordering process for custom rubber stamps and other individualized products. Business Next is now an upgraded version that retains all the existing functionalities while offering a new design, advanced functionality and higher usability. Several stamp shops have gone live with Business Next already and many more are scheduled in 2014. Customers can select from 20 different color styles for the overall look of their sites. uTypia's Engraving and Print modules are available as well for the Business Next solution and have been very well received by



not only stamp manufacturers but also by printing/copy shops and office dealers looking to sell stamps. She noted that uTypia is always exploring new opportunities for their customers and that they can expect to see additional shop functionalities, integration possibilities and marketing modules and tools to help make the uTypia shops even more successful.

At **Noris-Color**, Oliver Zeitler expressed to me how very pleased they have been with their new North American distribution partner, Indiana Stamp. He appreciates Indiana Stamp's new, modern ideas and the effort they have taken to train staff on Noris inks. A further highlight has been the Noris Sample Kit. Thousands of pieces have been ordered worldwide and positive feedback from dealers and customers continues to grow daily. Lothar Zeitler emphasized that the Noris-Color Research & Development department with Mr. Nils Wendland as laboratory supervisor has gone to great lengths to ensure that Noris is fulfilling all chemical regulations, not only those in Europe, but also in America, Korea and Japan. Another recent Noris development is that Frank Zeitler has joined the family business as Export Manager, after finishing his MBA in San Diego, California. He is handling all countries outside Europe and speaks German, Spanish, Italian and English fluently. Lothar also took time to show me a wonderful memento that Oliver

created for him to commemorate his 25th anniversary at Noris. The hardcover book is filled with photos chronicling Lothar's time with the company, from early trade shows to the growth of the manufacturing facility to company outings and parties.

With a large client base in the craft market, **Photocentric** chose to have a presence this year at both Paperworld and Creativeworld. In Hall 4.2, Sally Tipping and Charlene Slaven represented the craft side of the business, [www.clearstampmaking.com](http://www.clearstampmaking.com). Sally stated that having a greater presence at Creativeworld made it easier to network with creative-minded visitors and also put their business in closer proximity to the stands of their own customers. They are presently promoting their capability as a specialist stampmaking company, offering production services for custom designed or predesigned stamps and embossing plates. In response to craft customers who produce their own stamps, the company has also introduced a larger version of its Imagepac Stampmaker—an A5 machine that makes a 6" x 8" sheet of designs on photopolymer for either embossing or stampmaking.

On the business side in Hall 3.0, Paul Holt described how they have been pleasantly surprised by the success of their sales efforts within the flexo printing market. They currently offer flexo liquid photopolymer sold by the drum or pail (18kg dlt, U.S.) and plan in the future to add large Imagepac photopolymer pouches (11" x 14"). He anticipates good growth in 2014 and remarked that South America has proven to be a great market for them, with strong sales of Stampmakers and high interest in bulk resin and imagepac photopolymer packets.



*Agustin Soriano, Paul Holt and Gail Allen of Photocentric*



*Charlene Slaven and Sally Tipping at Creativeworld, representing [www.clearstampmaking.com](http://www.clearstampmaking.com)*



*Lindsay Knowles, Acme Supplies Limited, New Zealand;  
Frank Zeitler, Noris-Color;  
Bogal Malczynski, Modico;  
Oliver Zeitler, Noris-Color;  
Michael Rigoni, Heri-Rigoni;  
Zach Curd, Acme Supplies Limited;  
Nils Wendland, Noris-Color.*





*Andy Reiner and Pascal Regen, REINER's new export manager.*



*Sabine Ematinger and Gerald Binder of COLOP*

REINER has further enhanced the convenience of its handheld inkjet printers. As Andy Reiner explained, the jetStamp graphic 940 and 970 inkjet machines now have wireless Bluetooth technology incorporated into them. In addition, they feature auto numbering of bar codes so that the user can generate and print new bar codes on the spot, an important benefit for warehouse staff. The company is also conducting a case study using the Android Smartphone as a means of storing and downloading additional imprints for the inkjet printers. This adaption would be particularly relevant in large warehouses, where employees often do not have time to make multiple trips to and from the main office. In other company news, Pascal Regen, the new Export Manager, was on hand to meet REINER's customers and prospects.

COLOP debuted a new Printer, the bestseller of its product line. Beside the sophisticated design, the most striking feature is the very large image window wrapping over the top of the stamp, providing ample room for personalization. Sabine Ematinger of the Marketing department said that by mid-2014, four sizes, Printers 10–40, can be ordered. Customers can use COLOP's software program, imagecard designer, to upload their own art for the stamp's imagecard. Another version for the B2B market—for office dealers and stamp manufacturers—will also be available. COLOP also introduced another new product at Paperworld, the Pocket Stamp PLUS. The stamp's unique design, with no removable cap, allows users to easily open and use the stamp with one hand. COLOP worked with a Viennese design firm to develop the stamp, which will be available later this year in seven colors. Sabine also provided a prolongation of the Special Edition 2013 stamp introduced at last year's Paperworld. They experienced a very positive response from the market, including customers creating special promotions in connection with Mother's Day and Women's Day. Due to the product's popularity, it will continue to be available in 2014.



## Mark your calendar: Paperworld 2015

January 31–February 3, 2015  
Frankfurt, Germany



*Juliana Lee, Shiny; David Gigg, Janet Driscoll and Colin Cousins, Stamps Direct, UK; and Jimmy Chen, Shiny*

The theme of personalization was also evident at **Shiny** where Jimmy Chen showed me the S-851–S-855 in five new sizes and four color choices. The trim plate can be completely customized via several methods including pad printing, heat transfer or inkjet printing. The S-854 samples within the display case featured large front faces with full-color corporate logos. Shiny also drew attention to its sealing wax products with a video presentation and a display filled with a vibrant array of the rich wax colors. Jimmy further reported that Shiny has recently completed an extension of its manufacturing facilities to accommodate more automatic machinery.

We at *Marking Industry Magazine* always enjoy seeing the innovations on display from the rubber stamp industry at Paperworld. For the latest industry updates, be sure to visit [markingdevices.com](http://markingdevices.com). *MIM*

# Making money with CorelDRAW®

## Mechanical engraving—The artwork

*by Judy and John McDaniel, contributing writers*

*In this issue, we walk you step-by-step  
through the artwork necessary for mechanical engraving.*

### Review of mechanical engraving

For the purpose of our discussion, we will consider any device or tool which marks a material through physical contact as a mechanical engraver. By this definition then, mechanical engraving includes hand tools, as well as machine-controlled engraving tools. Another characteristic of mechanical engraving is that it usually includes removing material. This can mean something as simple as scratching the surface or cutting grooves. It can also mean creating products such as signs or other objects using a CNC (computer numerical controlled) machine. However, because we are focused on creating the artwork in CorelDRAW and then applying it to a product, we will analyze the artwork required for the machine engraved products featured in last month's article.

### The artwork behind the products

Accompanying this article are photos of two mechanically engraved products that we will explore in more detail:

Picture 1 shows an engraved acrylic award. The lettering is engraved using a conical tool. A single tool was used; however,



Picture 1



the lettering was engraved at different depths. For those of you who know tooling, we used a carbide cutting tool with a 0.007 inch tip and had a 60° included angle.

The artwork for the engraving is shown in Picture 2 and was part of a template that was created specifically for this job. We ran this job every year for several years, producing 30 to 50 awards of various sizes. Let's take a look at the various elements of the template.

**The first element is an outline of the blank.** To create the outline:

1. First, we traced the blank product onto a sheet of paper.
2. Then we scanned it into CorelDRAW.
3. Next we converted the scan to a vector outline.
4. Finally, we printed the outline and matched it back to the product.

**The next element is the bevel.** Here we measured the distance of the bevel and drew it into the layout.

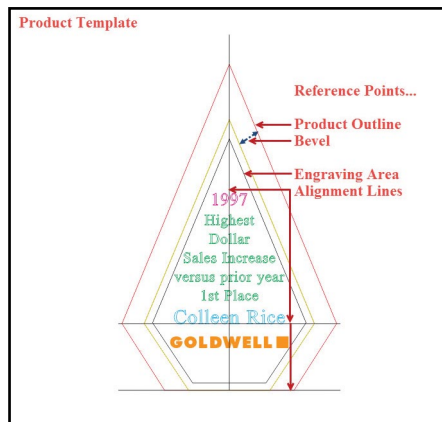
**From the inside of the bevel, we created a 1/4 inch offset.** The inside of that offset area was the limit for any engraving. We did not want the engraving to come too close to the edge of the bevel, as it would become optically distorted.

**The final element in the template is the alignment lines.** There are two horizontal lines, one at the base and one across the middle wide point of the product.

**Next we would engrave these lines into a sacrificial piece of acrylic that we taped down onto the engraving table.** Then we would use these lines to align our blank products prior to engraving. This method assured that the engraving would always occur in the correct location on each piece. In fact, we were complimented by the customer, who mentioned that when all the awards were lined up on the head table, all the engraving also lined up. The customer felt that this gave the presentation a very professional look.

**One additional point:** All of the above reference elements are contained on separate layers in the template. When we ran the job, those layers would be shut off.

**The text within the engraving area is what appeared on the sample we retained.** As you can see in the picture, the text has different color elements. Each of those elements was engraved at a different depth. The variation in engraving depth added to the quality look of the piece.



Picture 2



Picture 3

**Note:** Although this example is a template for a mechanical engraved award, it could also be used for other processes, like laser engraving or sublimation, by simply changing the text to solid fill, rather than outlines.

Picture 3 shows mechanical drag engraving on stainless steel. This is another item where the customer preferred the “look” and was willing to pay for it. It’s not apparent in the picture, but the engraving was created using Contour Fill in CorelDRAW and has a very distinctive look on metal. Here the tool used was a spring loaded diamond drag tool. Picture 4 shows a font layout that is similar to the one we used on the product. The original font was packaged with our engraving machine. The process for contour filling is the same.

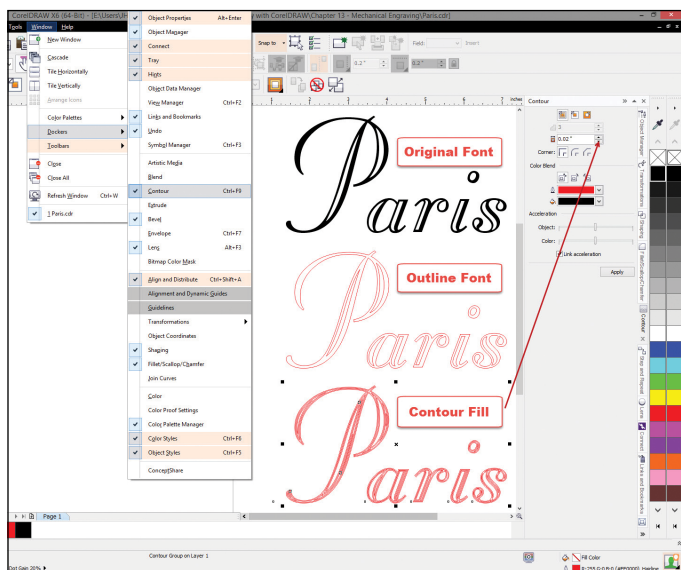
**Select a font in CorelDRAW.** For fonts that are a part of an engraving machine, we exported an HPGL file from the engraver and then imported that file into CorelDRAW. Once imported, we contour fill the text.

**Once you have the text in CorelDRAW, set the outline to hairline or smaller.** Line thickness will depend on your engraving machine. Some engraving machines have an upper limit on line thickness for vectors. In other words, lines below a certain thickness are treated as vectors and engraved point to point. Lines above that thickness are considered graphics and raster engraved. For our machine, we set the thickness to hairline.

**The final step is to contour fill the text.** We find that the contour docker gives us better control. You can find that by clicking on Window/Docker (see Picture 4). In this example, we set the contour to contour to center with a 0.020 inch offset. That means CorelDRAW will start from the outside outline and step and repeat a contour line inside the object until it is completely filled.

**Notice that the sample text we selected had some interior holes.** As shown in Picture 4, contour filling does not close those holes. If you want to make the lettering solid (remove the holes), follow these steps:

1. Select the text.
2. Convert the text to curves. Click on Arrange/Convert to Curves. You now have a graphic object.
3. Break apart. Click on Arrange/Break Apart. This will break all elements of the graphic into individual parts. All interior shapes will then be separated from the outlines.
4. Select and delete all the interior shapes you don’t want (see Picture 5). Note that we have retained the interior of the lowercase “a.”

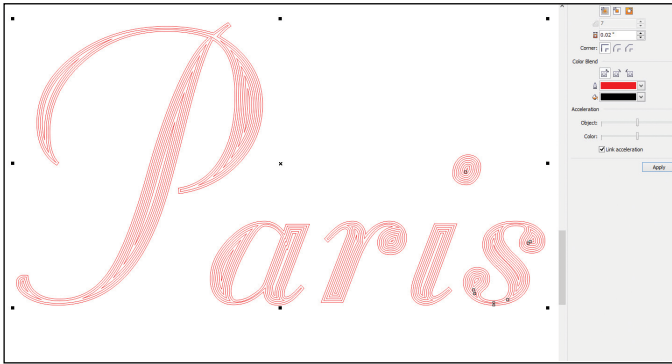


Picture 4



Picture 5





Picture 6

5. Select and combine all remaining graphic elements. Click on Arrange/Combine. In this example, you can combine each letter separately.
6. As noted above in the previous example, contour fill the remaining graphic elements (see Picture 6).

## Conclusion

Most mechanical engraving machines engrave vector lines only. Some will convert solid fills to vector fill patterns. Next time, we will discuss the investment and training required to produce mechanically engraved products and offer some suggestions on resources. *M*

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**ABOUT THE AUTHORS:** John and Judy McDaniel are owners of CorelDRAW® Help, Inc. They started in the personalization business in 1989 with CorelDRAW version 1.0. John's background is in computers; Judy's is in art and retail. In their businesses, they apply CorelDRAW. They've used it with mechanical and laser engravers to produce awards, gifts and industrial products. They've also used it with all types of printers and vinyl cutters for creating sublimation and other image transfers; for making sandblast masks, screen-printing screens, pad-printing plates, signs and banners; and creating sales literature and flyers. With the release of CorelDRAW Premium Suite, they are adding website design to their use of CorelDRAW. In essence, they have more than 20 years' experience in applying CorelDRAW. They have written hundreds of articles and tips, lectured across the country and have been teaching CorelDRAW since 1991. For information on training services and video lessons available, visit [www.CorelDRAWhelp.com](http://www.CorelDRAWhelp.com). You may contact them via email at [mail@CorelDRAWhelp.com](mailto:mail@CorelDRAWhelp.com).

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## Trodat to launch new Professional



Trodat will be launching the newest version of their popular Professional Line series later this year.

The Trodat Professional is an ideal stamp for daily office use and ensures clean and precise imprints. For decades, it has stood for reliability and professionalism. Accurate workmanship and high-quality materials make it an enduring champion in the Trodat product range.

Now Trodat is setting new standards with the Professional in terms of the comfort and cleanliness it offers stamp users.

The innovative high performance date bands of the new Trodat Professional guarantee brilliant imprints, and in combination with the band cover, also clean fingers due to the patented coating.

In addition, care was taken to ensure that the new Trodat Professional makes setting the date simple and error-free. The date bands have been modified in such a way that it is only possible to select actual dates.

The drive wheels used for setting the date have also been optimized to better meet customers' needs. For example, the geometry of the drive wheels has been changed in such a way that setting the date now feels much more comfortable.

The most visible changes to the look of the new Trodat Professional are its black color and the silver lettering used for the logo. These, along with its solid steel core, further emphasize the product's high quality with regard to reliability and durability and fit in perfectly with the Trodat Printy and the new Ideal Seal.

In addition, an innovative Speedbox package was developed for the new Professional. The package has a reinforced construction and can be opened laterally, so as to make handling even easier for stamp makers and customers.

### The New Trodat Professional — User Comfort & Cleanliness. Guaranteed.

For more information, visit [www.trodatusa.com](http://www.trodatusa.com) or call 1-800-TRODAT1.

## New small-format UV LED printer from Direct Color Systems maximizes



## production output with new features and image quality

**New features include Bulk Ink System™, Precision Dot Control™, programmable and automatic circulation system of the entire white ink vessel and a 3.5 inch (89mm) LCD touch screen display**

Direct Color Systems® has released the latest addition to its popular Direct Jet small-format UV LED printer line, which allows users to effortlessly create stunning flat and TEXTUR3D™ photo-quality prints on signage, ADA-compliant/Braille signage, promotional products, awards, industrial parts and much more.

The new Direct Jet 1024UVMVP is a max volume production model designed to increase profitability by producing more, in less time, with the same industry-leading print quality that users have come to expect from DCS.

"The MVP was engineered to be a true production machine," says Blair Allen, President of Direct Color Systems. "In a market that continues to grow and push the envelope, this is the most advanced small-format machine designed to support a high-production operation and still provide end users with the speed, quality and advanced features they need to enhance margins and continue to grow their business."

New and best-in-class\* enhancements include enhanced X-axis motion for up to a 20 percent increase in throughput over previous models; Bulk Ink System™ allowing for 100 percent utilization of available ink; programmable and automatic circulation system of the entire white ink vessel; and ACS™ print head anti-cure system for streamlined performance on reflective, shiny and/or mirrored surfaces. Leverage inline printing for maximized productivity from every single pass.

The 1024UVMVP features DCS's trademark TEXTUR3D™ raised printing capability and allows users to design and create stunning ADA-compliant/Braille signage with ease. The printer has a 10 inch x 24 inch (254mm x 610mm) printable area and boasts excellent industrial strength capabilities. Print on wood, metals, plastics,



ceramic tiles and glass substrates from 0 inches to 15 inches (381mm) thick, weighing up to 30 pounds (13.6 kg). The printer also features a 3.5 inch (89mm) color LCD touch screen display that provides interactive feedback, on-demand printer status and real-time ink levels.

Precision Dot Control™ and a heavy-duty Y-axis module that allows for absolute Y-axis positioning accuracy and repeatability of ±0.0015 inch (.038mm) help ensure premium print quality. DCS's Multisolve™ UV LED inks provide outstanding durability against solvents and abrasion with premium white ink performance that allows users to print vibrant colors onto virtually any colored or transparent substrate. For detailed capabilities and specifications, please visit <http://www.directcolor.com/inkjet/direct-jet-1024UVMVP.php>.

\* Based on data collected from published literature and/or electronic sites as of 10/15/13.

For more information, contact Direct Color Systems®:  
1-800-693-6376; International: +1 860-829-2244;  
Website: [www.DirectColorSystems.com](http://www.DirectColorSystems.com).



## JDS introduces Cross Plaques

JDS Industries, Inc. introduces a stunning new product for both gift and award options in the religious sector. The new Cross Plaques are available in either Rosewood Piano Finish or Genuine Red Alder. The plaques come in two variations. On the first, the

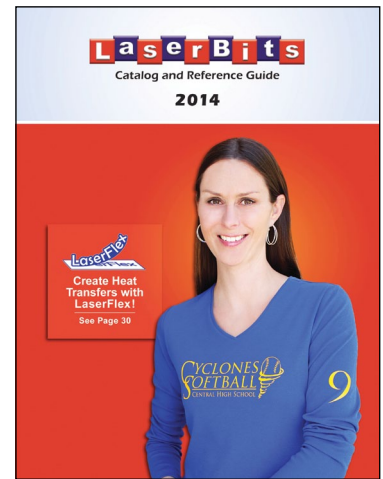
oval in the center of the plaque can be laser engraved with Bible verses or other personalization. The second option features a recessed area into which an included sublimatable ceramic tile can be attached. With all of these personalization options and the innate beauty of the pieces, these Cross Plaques would make a stunning and profitable addition to any showroom. These plaques are now available in all 14 nationwide warehouses.

To get showroom samples or for more information, call JDS at 1-800-843-8853; Fax: 605-339-1467; Email: [sales@jdsindustries.com](mailto:sales@jdsindustries.com) or visit [www.jdsindustries.com](http://www.jdsindustries.com).

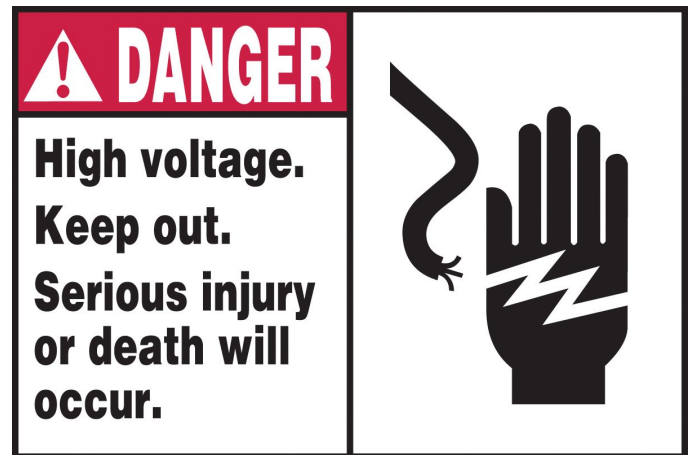
## LaserBits 2014 Catalog

The 2014 LaserBits catalog is filled with lots of new products and materials for laser engraving. Tips, settings and ideas are on every page, making the LaserBits catalog an excellent resource. LaserBits' expanded product line includes acrylic, acrylic sheets, CerMark, marble and granite, wood gifts, color fill and masking products and so much more. Each product is laser tested for top quality results. Request your copy by visiting [www.laserbits.com](http://www.laserbits.com) or calling the toll free phone number, 1-800-733-7705.

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



## Brady announces products and resources on OSHA's Safety Sign Standard Update



### Expert signage solutions, advice and production capacities to align with latest ANSI signage

Brady (NYSE:BRC), a global leader in industrial and safety printing systems and solutions, announces its latest products, resources and manufacturing capabilities that support OSHA's revised signage standards for general industry and construction. Under OSHA's update, published November 6, 2013, users can now use either the latest American National Standard Institute (ANSI) standard from 2011 (ANSI Z535.1, Z535.2 & Z535.5) or the previous standard from 1967-1968.

To help customers understand and align with the latest ANSI Z535 standard, Brady's custom design and quoting teams are well trained on the new format, including header location, pictograms and messaging needs. New signage materials are easily customized, created and shipped with Brady's reliable production capabilities. In addition, customers can benefit from a variety of educational resources that clarify and explain the ANSI sign changes.

"As the go-to resource on the latest ANSI standard, we add value to our customers by offering our signage solutions and expertise," says Tom Smith, product marketing specialist for Brady. "Along with the know-how to create effective and customized ANSI signage, we can generate quotes and proofs in a few hours or less and once approved, we can create and ship most signs as quickly as 24–48 hours."

When creating custom ANSI Z535 signage, Brady offers sign materials that meet each customer's unique environmental needs and price points:

#### Rigid Materials

Aluminum (B-555)

Plastic (B-401)

Premium Fiberglass (B-120)

#### Flexible, Self-Sticking Sign Materials

Economical Polyester (B-302)

Durable Vinyl (B-946)

Brady also encourages those impacted by the latest OSHA safety sign standards to visit Brady's OSHA Sign Update page to view and download resources, such as the ANSI Z535 Overview Video, 15-minute ANSI Webinar, Safety Sign Standards Info Sheet and Facility Safety Signage Guide.

"While both ANSI sign formats are now supported by OSHA, the Z535 standard moves safety signage forward by creating uniform communications with more information and easily identifiable pictograms. The updated format reaches the ultimate goal of fewer accidents in the workplace by incorporating up-to-date safety information, best practices and research data that the previous standard does not exhibit," adds Smith.

*For more information, contact your local distributor or Brady Customer Service at [bradyusa@bradycorp.com](mailto:bradyusa@bradycorp.com) or 888-250-3082. Visit [BradyID.com/OSHA-Sign-Update](http://BradyID.com/OSHA-Sign-Update) to learn more about the OSHA safety sign update. For Brady's complete product offering, visit [BradyID.com](http://BradyID.com). In Canada, visit [BradyCanada.ca](http://BradyCanada.ca).*

## Fiber laser optics Sapphire Windows are scratch-resistant

A new series of protective sapphire windows for 1 micron optics that offer superior durability to zinc-sulfide and fused silica lenses is being introduced by Laser Research Optics of Providence, Rhode Island.

Laser Research Fiber Laser Sapphire Windows feature Moh 9 hardness, which is second only to diamond, making them more durable and scratch-resistant than zinc-sulfide and fused silica windows. A longer-lasting replacement for debris shields and reducing the number of lens changes, these sapphire windows are capable of withstanding steel splatter, flash and debris.

Available in 1 inch to 2 inch sizes, Laser Research Fiber Laser Sapphire Windows have a 10-5 scratch-dig finish, 1/4 wave flatness, A/R coatings on both sides and provide >99.5% transmission at 1.07 microns, with >90% at 650-670 nm. Fused silica UV grade windows coated on one or two sides are also offered.

Laser Research Fiber Laser Sapphire Windows are priced according to size and quantity. Introductory price quotations are available upon request.

*For more information, contact Laser Research Optics, A Division of Meller Optics, Inc., 120 Corliss St., Providence, RI 02904; 888-239-5545; FAX: 401-331-4004; Email: [scott@laserresearch.net](mailto:scott@laserresearch.net); Web: [www.laserresearch.net](http://www.laserresearch.net). M*





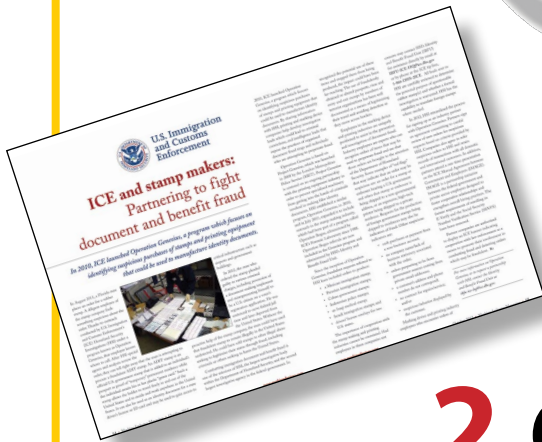
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# INDUSTRY INDICATOR

by David Hachmeister

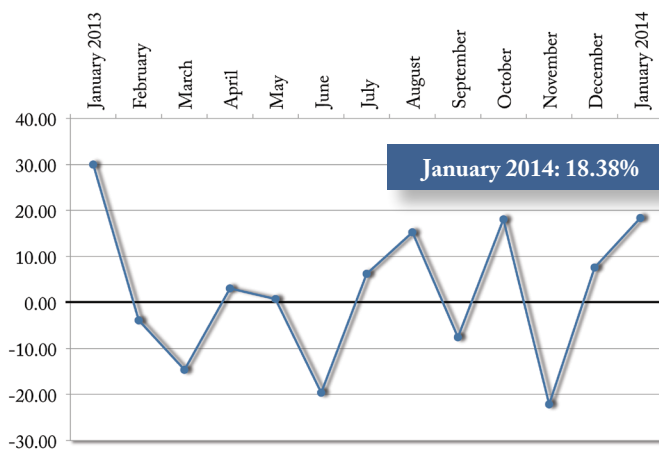
## Mixed up again

We'll start with the familiar "mixed bag" theme. Stamps increased 18.38 percent from December. However, December is normally one of the slower months, so it is no surprise that compared to January of 2013, they fell 9.25 percent. Once

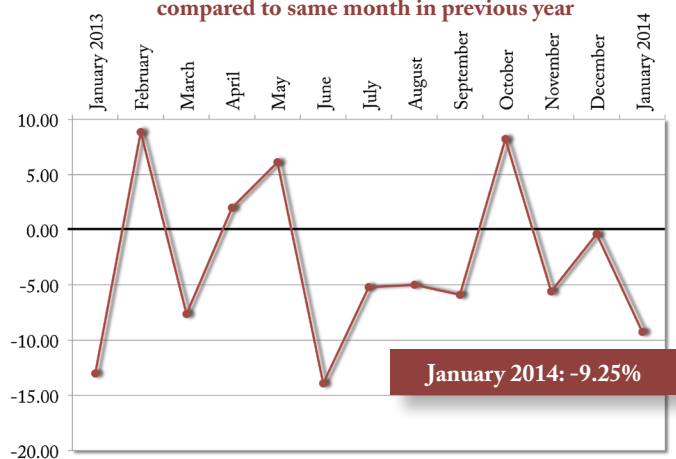
again on the whole, the figures for stamp makers were positive for the month, except for two companies. Other products continued their winning ways, rising 9.91 percent. M/m

## Stamps only

Monthly Sales—Gain/Loss Percentage



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

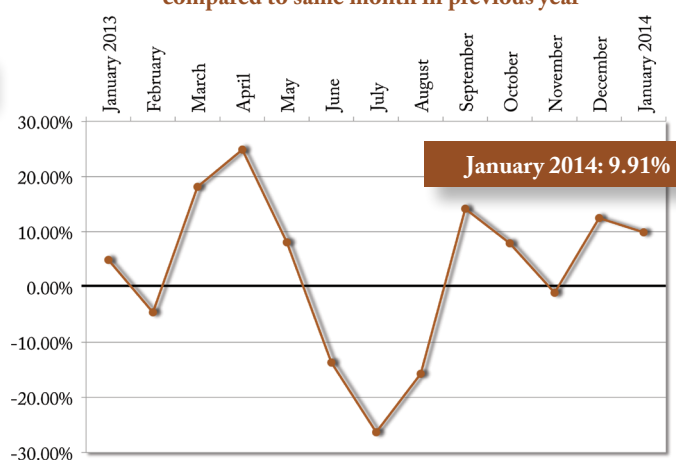


Percent of Annual Sales by Month (illustrating seasonality)



## Other products

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



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# INDUSTRY IMPRESSIONS

by David Hachmeister

## The survey will say...

We are still amazed at how our days turn out. We walk in with a master plan, a day at the beach complete with a well-organized protocol. Then the tsunami of reality washes over us, and we grope around just to keep our head above water. As we write this, this is one of those days. We guess many of you experience the same thing. If you can't laugh a little about it, for the sake of your mental health, you need to get out of the business.

Even as we are thrashing about, we still need to prioritize. This is challenging for individuals and corporations, but essential to long-term success. The most successful people seem to have an incredible knack for creating order out of disorder. Most of them aren't really all that much smarter than the rest of us; they just have a lot of experience and have learned from their past mismanagement.

To get the best resolution on a 2014 portrait of the industry, we have asked our telemarketer to contact all in the industry. It has been several years since we have attempted a survey as comprehensive as this. We would like to ask more questions, but we know your

time is valuable. Also, the longer the survey, the fewer completed ones we are likely to get. As a result, we are trying to find the balance between too much and too little. Most of the questions are ones you have asked us over the years, so this is as much your survey as it is ours. The results will be published later this year.

Please be assured that we never see any individual's responses tied to a company name. We just get a spreadsheet with lots of numbers.

There are two portions to the survey: questions related to your company and others related to how you feel selected vendors perform in the areas of quality, price and service. In the vendor section, there will be a numeric ranking and an open-ended portion for you to elaborate. (Feel free to be frank, but in a polite way.) Once again, all answers will be anonymous. We need your participation to make it work. **Five lucky participants chosen at random will get \$100 for completing a survey.**

This is a benchmark study we hope to repeat in two years. Each is very important. One survey gives us a location; two give us a direction. We look forward to seeing and publishing the results! Mlm



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**“Good judgment comes from experience, and experience—well, that comes from poor judgment.”**

*~A. A. Milne (1882-1956), “House at Pooh Corner”*

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