

August 2014

MARKINGINDUSTRY

magazine



2014 Silver Manufacturer of the Year:
Custom Impressions, Inc.



Since 1957

The All-New S-850 Identity Series



Self-inking stamps with laser
engraveable faceplates.

**NEW MOUNT
STRIPS ARE
ALMOST HERE!**



AVAILABLE THIS FALL

*BEAUTIFUL WALNUT FINISH.
LIGHT WEIGHT AND EASY TO CUT.
COMES WITH INDEX & ADHESIVE.*

*To find out more ask your Regional
Sales Manager or contact us:*

*800-TRODAT-1
Orders.Us@Trodat.net*

trodat[®]
CREATING ORIGINALS

PUBLISHER
David Hachmeister

MANAGING EDITOR

Anne Shadis
Anne@markingdevices.com
Editor@markingdevices.com

**PRODUCTION MANAGER/
ASSISTANT EDITOR**

Patricia LaCroix
Patricia@markingdevices.com
Ads@markingdevices.com

OFFICE MANAGER

Natasha Georgescu
Natasha@markingdevices.com

SALES MANAGER

David Hachmeister
David@markingdevices.com
Ads@markingdevices.com

MARKING INDUSTRY

magazine

Copyright © 2014 by Marking Devices Publishing Co. Inc. Any and all uses beyond the "fair use" provision of the U.S. Copyright Law of 1978 (P.L. 94-553) require written permission and/or notification of the author(s) and/or publisher(s). Printed in U.S.A.

Marking Industry Magazine [ISSN. NO. 0164-4939, USPS 467-990] is published monthly by Marking Devices Publishing Co. Inc. Executive and editorial offices: 136 W. Vallette, Ste. 5, Elmhurst, IL 60126-4377; Phone: 630/832-5200; Fax: 630/832-5206; Email: info@markingdevices.com; Web: www.markingdevices.com. Outside the U.S. and Canada: \$111 one year, \$214 two years. All Canadian and foreign subscriptions are sent airmail. Single issue (U.S. and Canadian) \$10, (foreign) \$14. Periodical postage paid at Elmhurst, Illinois and additional mailing offices. POSTMASTER: Please send address changes to *Marking Industry Magazine*, 136 W. Vallette, Ste. 5, Elmhurst, IL 60126.

INDEPENDENTLY OWNED AND OPERATED; NOT AFFILIATED WITH THE IMIA. THE ARTICLES IN THIS MAGAZINE REFLECT THE OPINIONS OF THE AUTHORS AND NOT NECESSARILY THOSE OF THE PUBLISHER.

Published by

Marking Devices Publishing Co. Inc.
136 W. Vallette, Ste. 5
Elmhurst, IL 60126-4377
630-832-5200 • Fax: 630-832-5206

Email: info@markingdevices.com • Web: www.markingdevices.com

MARKINGDEVICES
PUBLISHING



The CH Hanson company has been manufacturing top

quality marking product in the USA since 1866. We offer a full range of Stamps, Stencils, and Tags that are proudly made in our Naperville, IL facility.

Contact us for all your marking needs at
800-827-3398
or visit us at
www.CHHanson.com

MARKING EXPERTS SINCE 1866



Stamps



Stencils



Tags



Marking



NEW
PATENT
PENDING



CMYK Color Stamp

The REAL color Stamp!

SHENZHEN WANXI TECHNOLOGY CO.,LTD.

Tel: +86 755 86001868

Tel: +86 755 23108283

Fax: +86 755 86001758

E-mail: sales@wes.cn

Http://www.wes.net.cn

Http://www.wes.cn



European markets
exclusive trademark

**Innovation
Value
Quality**



**Professional
STAMP
Manufacturer**

- Own factory with mould making, injection moulding, assembly workshops.
- Provide OEM service for the big brands.
- Use only the highest quality, nontoxic materials.
- Distributors, agents and trading partners welcomed.

We supply:

Self-inking stamps Pre-inked stamps Rubber stamps
Roller stamps Stamp making materials Flash machines
Stock stamps School stamps Toy stamps



Reinkable!



CONTENTS

August 2014 • Volume 109 • Number 11

Features

8 2014 Silver Manufacturer of the Year: *Custom Impressions, Inc., Washington, Iowa*

by Anne Shadis

By making it a regular policy to always say “yes” to customer requests, Custom Impressions, Inc. in Washington, Iowa, continues to expand its business and achieved a sales increase of 38.3 percent in 2013. This is the fourth Silver win for Custom Impressions, which is now in its 11th year of operation.



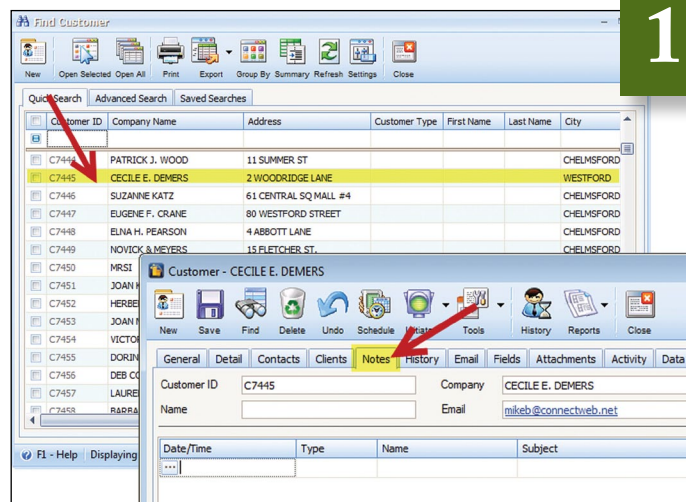
*On the cover: Marcus Fedler,
owner of Custom Impressions, Inc.*

8

18 Stamp Shop Manager™: How to manage and create customers—Part 2

by Becky Skelley

This month, we'll continue our exploration of how to manage and create customers in Stamp Shop Manager. We concluded our last installment with the *Clients* tab within the *Customers* window. Now let's begin with the *Notes* tab. As you may recall, customer management within Manager is a breeze with the vast array of tools within the *Customers* window.



18

Departments

22 News

24 Industry Indicator

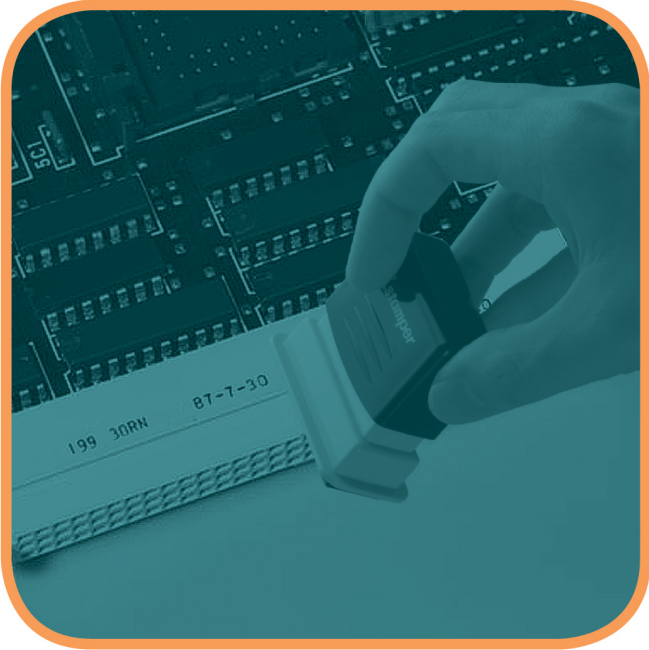
25 Industry Impressions

26 Advertisers

26 Classified

26 Trade Service Ads

We work where you work!



Shachihata's full line of industrial marking products is designed to be used in a wide variety of environments. Our proprietary ink formulations are fast-drying, permanent and water resistant when fully cured. Our pre-inked stamps, markers and inks can be expertly matched up to your specific needs. Talk to your sales rep for more information!

The all new Shachihata industrial products catalog is now available. Call your Shachihata sales rep or Xstamper supplier for details.



 **Shachihata**

©2014 Shachihata Inc. Xstamper USA, Torrance, CA • Lakewood, NJ



custom
impressions
PEREGRINE PRODUCTIONS

Creative Stitchery
CT

YOUR PROJECT — OUR PRODUCTS

<http://ShirtStamp.com>



custom
impressions
PEREGRINE PRODUCTIONS

SCREEN PRINTING BUTTONS VINYL GRAPHICS INK STAMPS CUSTOM ENGRAVING

custom impressions
PEREGRINE PRODUCTIONS

NOW OFFERING EMBROIDERY
visit our website
ORDER 12 - \$150
ADD 6 HATS - \$42

LASER ENGRAVING
AWARDS, TROPHIES & PLAQUES

custom impressions
PEREGRINE PRODUCTIONS

NOW OFFERING EMBROIDERY
visit our website
ORDER 12 - \$150
ADD 6 HATS - \$42

PRODUCTS

custom impressions
PEREGRINE PRODUCTIONS

CUSTOM ENGRAVING

CORPORATE AWARDS

110

custom impressions
PEREGRINE PRODUCTIONS

CT

(800) 858-8087 Phone
(516) 653-7223 Fax
(516) 653-7224 PD
<http://ShirtStamp.com>



110

custom impressions
PEREGRINE PRODUCTIONS

CT

OPEN

GILMAN

custom impressions
PEREGRINE PRODUCTIONS

NOW OFFERING EMBROIDERY
visit our website
ORDER 12 - \$150
ADD 6 HATS - \$42

custom impressions
PEREGRINE PRODUCTIONS

NOW OFFERING EMBROIDERY
visit our website
ORDER 12 - \$150
ADD 6 HATS - \$42

custom impressions
PEREGRINE PRODUCTIONS

NOW OFFERING EMBROIDERY
visit our website
ORDER 12 - \$150
ADD 6 HATS - \$42

Key Center





Left page, left photo: Mary Andrade preps the single head machine to embroider a hat.

Left page, right photo: At the silk screening press, Bob Perry applies ink.

Left: Stamps and supplies on display at the Washington location

2014 Silver Manufacturer of the Year: *Custom Impressions, Inc.* *Washington, Iowa*

by Anne Shadis



MARKINGINDUSTRY
magazine

By making it a regular policy to always say “yes” to customer requests, Custom Impressions, Inc. in Washington, Iowa, continues to expand its business and achieved a sales increase of 38.3 percent in 2013. This is the fourth Silver win for Custom Impressions, which is now in its 11th year of operation.

Since 2011, the last time the business was profiled, owner Marcus Fedler has hired new staff members and invested in production equipment. A major change came with the addition of Creative Stitchery as one of the company's divisions. For a number of years, the embroidery business, located about 50 miles away in Danville, Iowa, had been a subcontractor to Custom Impressions. In 2013, Custom Impressions bought the equipment and location and hired manager Trina Hulse to assume sales responsibilities for all of Custom



Right: County fair trophies in production

Left page, main photo: The Washington business, located along the town square

Custom Impressions' products and services

- Screen-printed T-shirts (under Peregrine Productions)
- Embroidery—hats, shirts, duffel bags, quilts
- Stamps and embossing seals
- Paper printing—posters, paper banners, postcard mailers, ad inserts, business cards
- Awards and trophies, including “Ball Stars”
- Personalized engraved products
- Promotional products
- Sublimated products—ornaments, coffee mugs, T-shirts
- Signage—nameplates, name badges, banners, architectural

Impressions' products and services to southeastern Iowa. With this enhanced sales support and a second physical location, the business saw a strong increase in business, particularly from school districts in the region.

In addition to Trina and her colleague Melissa Stringer in Danville, five employees work in the Washington location: Bob Perry, who manages screen printing under Peregrine Productions;

Chris Canny, the product specialist; Mary Andrade, who handles embroidery and assists Chris; Mary Lou Saforek, the graphic artist, who produces screen-printing and embroidery artwork; and Jess Canny, the production coordinator. According to Chris, as the business grew, the staff found that they were having difficulty managing production tasks associated with each project, such as ordering supplies, proofing and moving jobs through various phases. He noted that the addition of Jess has greatly improved efficiency. Because she “owns the jobs” as they travel through production, Chris said Jess helps “everyone else to focus on what they do well.”

The shop in Washington has undergone a transformation, with the addition of two massive six-head Barudan embroidery machines that now occupy what was once the business's main entrance. Embroidery had previously been an outsourced item, but after success with a single-head machine purchased in 2010, Marcus decided to upgrade production capabilities with a six-head machine.



Chris Canny (right) consults with a customer about a T-shirt project.

It proved to be a valuable investment, so he turned next to eBay, one of his favorite sources for equipment, and found a second six-head machine for sale in Texas. With a large trailer in tow, his father and he made the 20-hour one-way journey to haul it back to Washington.

In a recent conversation with *Marking Industry Magazine*, Marcus Fedler discussed the company's growth and plans for the future.

Marking Industry Magazine: What made the difference with your sales increase this past year?

Marcus Fedler: Hiring a new salesperson helps—Trina was a great addition. Trina is the type of person who will make five sales calls and get four clients, and then the next year, she'll get the fifth one. She's just that way.

Most of our market is in southeast Iowa. We were seeing the majority of our stuff heading in that direction on a fairly consistent basis. Having somebody in that area to sell for us makes sense. And that worked out really well. By far, that was the most significant change—capturing the business we weren't getting.

In addition to embroidery, we're working other parts of our business down there—printing and stamps. Actually, we've been pushing pretty hard with stamps, trying to get people in that area to know that they can go to the Danville location for that product. It works really well over time, but it does take time for the business to build, even when you market it heavily.

MIM: How did embroidery become part of the business?

MF: Four years ago, we bought a single-head machine for short runs because we were having a hard time getting contract embroiderers to do less than a dozen for us. It was inconvenient, too—your margin is really low when you outsource that stuff.

That first year was a practice year. We never advertised that we did embroidery. People would come in and ask us, "Hey, can you do this?" and we'd say yes. It's kind of our motto around here: "Yes, we do that." We don't usually say no to anything. Before, we would use these requests as a means to get to the next job. We'll solve that problem for you now, and then we'll go to the next job. Now we use it as a means to get other projects, too.

A good example of that is hats. Ask any embroiderer—they don't like doing hats. Embroidering on a hat can be problematic. It's different than embroidering on a shirt, as far as the curve of the hat. You also have to get the hat in the machine so it registers consistently. Now we get asked by contract embroiderers to do hats for them so that they can

The **BEST**
QUICK DRY
IDENTIFICATION PRODUCT
On The Market

2
BUSINESS DAY
TURNAROUND

№ 35

THEY'RE JUST MADE BETTER™
Xstamper®

60% off retail

		
F06 \$25.95 \$14.38	F11 \$26.50 \$14.60	F16 \$28.95 \$15.58
		
F20 \$41.95 \$16.78	F30 \$57.50 \$23.00	F10 \$58.00 \$23.20

NATIONWIDE DISTRIBUTION
Ships from **Milwaukee, WI** and **Fresno, CA**

FRS SPECTRA

cservice@spectrastamps.com
1.800.237.9351 • www.SpectraStamps.com

An assortment of embroidery hoops for apparel jobs



focus on doing shirts and other projects. We've decided that's a nice niche for the embroidery side of the business.

MIM: Now that you have all these different product lines and services, which areas do you want to grow?

MF: Honestly, I'd really love to grow stamps more. We've grown quite a bit over the last couple of years, but stamps

have always been a flat line business for us. So all you're really doing is taking the business away from someone else. We're in a market that goes outside of the area to buy stamps—people even go out of this town to buy stamps when they can buy them right here.

What's interesting is that our website has really been turning around. Internet marketing—I don't understand it, so I don't do it. Sometimes it's complex, and maybe it's as easy as pie. Other people may have that figured out. Honestly, though, I don't want to be the Internet leader because usually that means that you've got the lowest margin. We service our clients. Our goal is not to sell a million pieces. Our goal is to help a significant number of customers. There are quite a few repeat customers from the website, which is the way I measure it.

We've done some fairly interesting businesses. The orders are coming from all over the States. It started happening about a year ago. We might have gotten two orders a quarter, and now we're getting that or more a week. That isn't a lot, but I don't advertise there—I don't



Examples of "Ball Stars," personalized sport balls created through a proprietary process

push there. I've got a website for the convenience of my customers, more so than for the growth of the business. It's never been a key focus for us.

MIM: Many of your stamp sales come from office supply stores in the area. Are you looking to grow this reseller business?

MF: I'd rather push the retail side, obviously. But that's harder to do. With office supply stores, I have a sales force out there pushing it. To get people to realize who you are, where you are and what you do in today's society is almost impossible, really. What I have noticed—and this is a pretty typical statement—is that once you get the customer, you just have to figure out how to keep them. Keep them informed, make sure they know what's going on, as far as your products and services.

MIM: How are you finding new customers, particularly for stamps?

MF: We do EDDM (Every Door Direct Mail) pieces through USPS. We put out a hat promotion, but then we put a coupon on there that says, "Bring this in and get a free address stamp." That's one of the ways we do it, and they get to know us. It showcases our capabilities. I've found that that actually works

well. We did a 600-piece mailer in Danville, and out of those 600, we got 20 customers—a three percent response rate. I think it's an excellent return, especially since we did the EDDM printing in-house.

MIM: What about marketing efforts for the business overall?

MF: Last year, we spent two percent of our annual sales on marketing. We spent almost exactly the same amount this year—on more volume, so my percentage is closer to 1 1/2 percent. Marketing is one thing I'd like to do more of. One of the ways we grow is word-of-mouth and customer experience. They come talk to us and we service them. We want them to be satisfied with what they get. By doing that, we also have a lot of room to do other things.

If they make a mistake with a stamp that we've made, we'll replace it. Ninety-nine percent of the time, we don't charge them for the new stamp. We'll tell them, "I'll forgive you this time, if you forgive me next time." We'll make it up on the next one.

That's our marketing machine right there (*points to the printing equipment*). We got into the paper printing business because our clients asked for it. I needed a printer/copier/fax

Equipment Headquarters

- Vulcanizers
- Liquid Photopolymer Machines
- Sheet Photopolymer Machines
- Photopolymer Washout Units
- Stamp Die Cutters
- Handle Insertion Equipment
- Pre-Inked Die Inking System



Stampcreator PRO
HIGH QUALITY STAMP SYSTEM

The Industry's Instant System!
Deliver Pre-Inked Stamps in
Just 3 Minutes



Phase II
HOT STAMPING SYSTEMS
Make your own hot stamping dies
with our Polymer Plus MB-100 Unit!



Jackson Marking Products Co., Inc.
9105 N. Rainbow Lane, MIM, Mt. Vernon, IL 62864
Tel: 800-STAMP-CALL • Fax: 800-STAMP-FAX
www.rubber-stamp.com • jmp@rubber-stamp.com

THE JOHNSON PLASTICS ADVANTAGE

New! Punch'nPress

Fast, economical key chain stamper



See Demo Video
& Special offer at
www.punchnpress.com

Here's an exciting new revenue stream. A fast, easy way to punch out personalized key chains. Great for gifts and promotions; popular with athletic clubs, schools and more. Blanks come in baseball, soccer, golf ball, oval and t-shirt styles. Ideal for producing smaller quantities. And backed by Johnson Plastics. Why would you settle for less?



JOHNSON PLASTICS

Your Blue Chip Distributorship

1-800-869-7800

Offices in Minnesota, Arizona, California, Georgia, Illinois, North Carolina, Ohio and Texas



TC

JANUARY

A big announcement is

CONSOLIDATED
MARKING

MAIN OFFICE

7220 W. Wilson Ave. Harwood Heights, IL 60706
Phone: (800) 323-0253 Fax: (800) 323-0275
consolidatedmarking.com

EAST COAST

725 Clayton Ave. Waynesboro, PA 17268
Phone: (800) 323-0253 Fax: (800) 323-0275

OP

01 2015

coming September 2014

WEST COAST

2929 Oceanside Blvd., Suite B Oceanside, CA 92054
Phone: (888) 336-9960 Fax: (888) 336-9385



CANADA

COSCAN
459 McNicoll Avenue Toronto, Ontario
Phone: (800) 738-3304 Fax: (800) 263-7060
coscan.ca

One of the two six-head Barudan embroidery machines at the Washington shop



machine, and so I got what I thought was this big monster. We were doing really well with it. As we started doing more paper printing—business cards and things like that—I realized that this equipment was unprofessional. Not that it was bad... it just wasn't great. Then we bought the Konica machine, which we call the "Starship Enterprise," and a

Pitney Bowes folder/stuffer. We've done several jobs with that folder. It's one of those machines where you find that "if you build it, they will come." I got a good deal on eBay. I have an eBay addiction.

In our other location, Trina's done a lot of business card and paper printing sales for local political candidates. And people come in here for shirts and say, "Now we have to get flyers," and we say, "Oh, we do that." We can be reasonable, pricewise, because the margins don't have to be high. But we are in the business to make money, so it's a nice add-on that doesn't take a whole lot of extra room and that's simple to do.

MIM: Business owners sometimes find it hard to communicate to people all of the products and services they can provide. Have you had that experience?

MF: We get that here. I have people come in and say, "I didn't know that you screen-print T-shirts." And I say, "We've been doing it for 20 years." That's partly because we don't saturate the market with advertising. We look for ways to partner with other local businesses and



Mechanically engraved plates for Washington County Fair awards

school districts. We donate to about everything that walks through the door. We volunteered yesterday afternoon for the Chamber, helping at their Women's Fun Day, so we were out on the golf course, hanging out with them. That's the type of thing that's going to do more than a newspaper ad.

MIM: Are you looking at new equipment? What about a vinyl printer for the sign projects?

MF: Our sign business is probably five to six percent of what we do. Stamps are about 10 percent. Screen printing and embroidery are almost 60 percent. The remainder is trophies and awards, paper printing and promotional products. How we decide to grow is based on what we get asked the most to do that we *don't* do. It's the things we've been outsourcing.

Vinyl printing is something that we don't outsource a lot, but if we had a vinyl printer here, we'd do more. We can't really measure it effectively, but there've been plenty of weeks where the machine would have paid for itself for that week. And there's been enough of

those weeks that it makes sense at some point for us to consider purchasing one. It's a great way of marketing, too—printing a vinyl sign for somebody as a contribution to an event. There's a lot of signage involved at these events—golf outings and tournaments, farmers' markets, events on the square and football games. There's a way to use it as a tool. That's part of the reason why we have some of the equipment we have here—to use it not only for our clients, but for marketing ourselves.

MIM: Another thing that you can search for on eBay!

MF: *(laughs)* Well, that I would probably buy new.

Congratulations to Custom Impressions! *MIM*

Custom Impressions, Inc.

110 W. Main St.
Washington, IA 52353
319-653-7224
202 North Main Street
Danville, IA 52623
319-392-4961
Web: www.shirtstamp.com



Embroidery job in the works for a local candidate

Stamp Shop Manager™

STAMP SHOP MANAGER™: Step by Step

How to manage and create customers—Part 2

by Becky Skelley

Welcome back! This month, we'll continue our exploration of how to manage and create customers in Stamp Shop Manager. We concluded our last installment with the Clients tab within the Customers window. Now let's begin with the Notes tab. As you may recall, customer management within Manager is a breeze with the vast array of tools within the Customers window.



Steps to follow

To start the program, double-click the Stamp Shop Manager desktop icon, or single-click the pinned icon on your task bar. Then sign in to your company with your User Name and Password. Once you are signed in, click the *Customers* button in the *Start Menu* (see Picture 1). For this example, double-click on any existing customer's name to view his or

Picture 1: Start Menu with Customers button highlighted

her record. Next you'll see the *Customer* window where you can click on the *Notes* tab (see Picture 2).

Notes tab

Under the *Notes* tab, you can enter special comments for this particular customer. Click the ellipsis button to see the *Customer Notes* window. At the top, there are fields for you to record the date and time of this note, as well as the subject (see Picture 3). In addition, you have a large field in which to type your comments for this particular entry. This is helpful for those times when multiple employees are working within Manager. Communication is key!

History tab

As you would imagine, all of the sales history for this customer can be found here, under three tabs: *Customer History*, *Item Purchase History* and *Sales Transaction History* (see Picture 4).

Customer History—View all the posted invoices for this customer.

Item Purchase History—View all the items sold to this customer. You can also click the ellipsis per line item to view the original order or invoice.

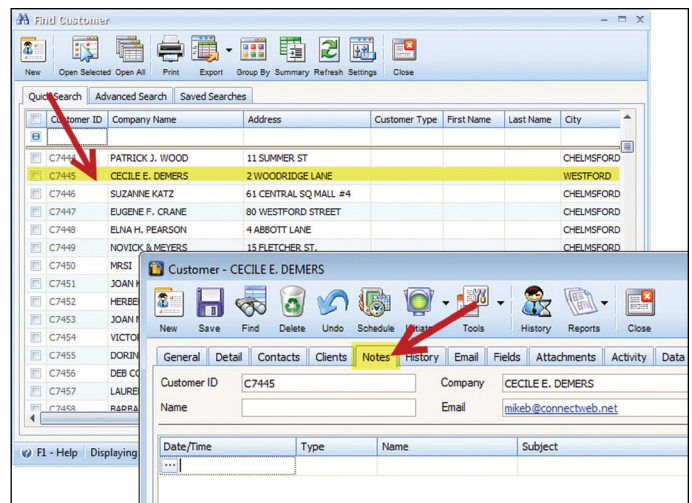
Sales Transaction History—View the history of all sales transactions with this customer. As with the *Item Purchase History*, you can also click the ellipsis to see the original order or invoice per transaction. Here you will see all types of transactions: posted and unposted invoices, orders, quotes and payments.

Email tab

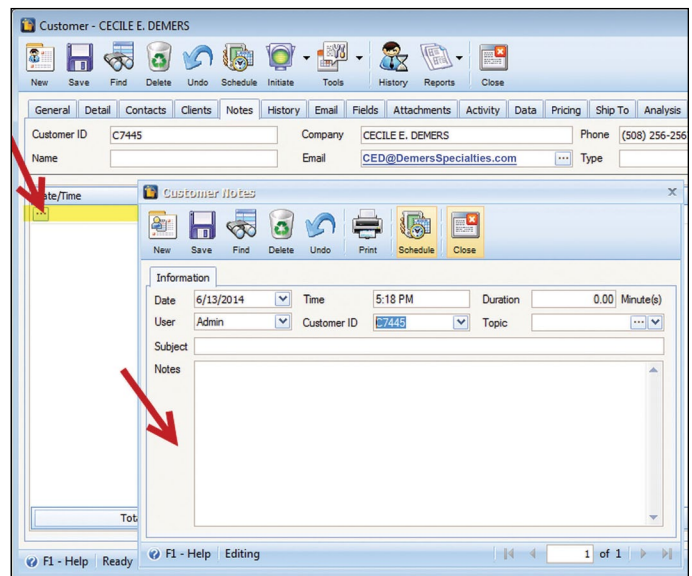
Similar to the *History* tab, the *Email* tab has three sections: *All Emails*, *Received Emails* and *Sent Emails*. Within the *All Emails* section, you will see a list of every email ever sent through Manager to this customer. To help you sift quickly through this information, Manager includes the *Received Emails* tab and the *Sent Emails* tab.

Fields tab

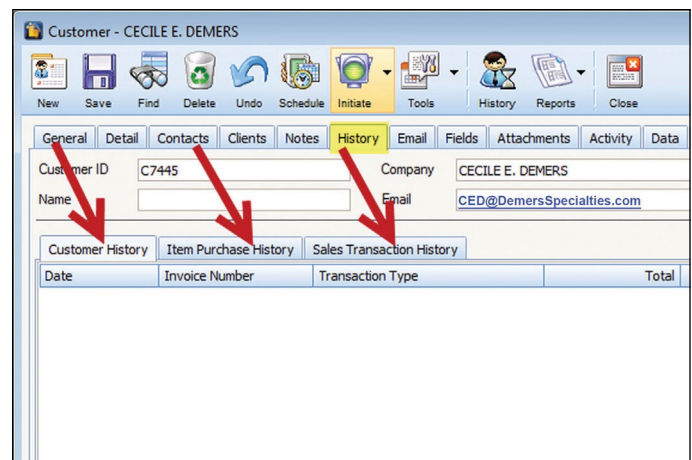
In the *Fields* tab, you can develop a customized set of data fields to store any type of customer data, such as birthdays, customer favorites or any other information relevant to this client. You can also create input masks, which help prevent the collection of incorrect data. An example of a mask to collect the customer's home phone number would be (000) 000-0000.



Picture 2: Find Customer window and Customer window with Notes tab highlighted

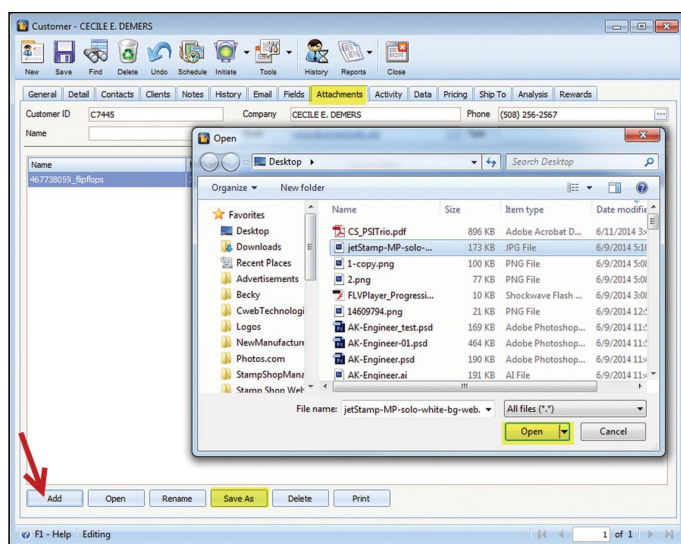


Picture 3: Notes tab within Customer window

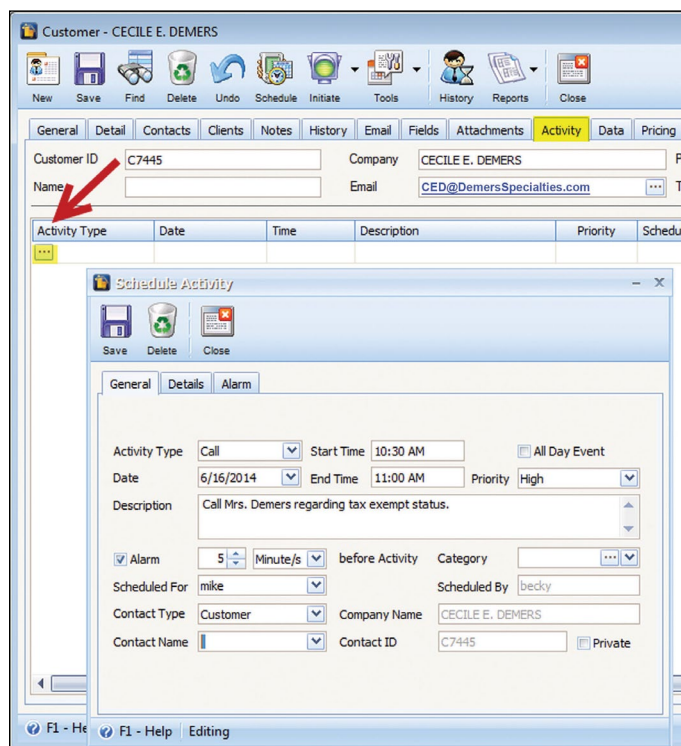


Picture 4: History tab within Customer window

STAMP SHOP MANAGER™: Step by Step



Picture 5: Attachment tab with Open window; Add and Open buttons highlighted



Picture 6: Activity tab shown with ellipsis highlighted; Schedule Activity window displayed

Attachments tab

You can attach different files for this specific customer (see Picture 5), including PDF documents, Word documents and image files. Does your customer require that a specific logo or signature be kept on hand? Do you want to keep a copy of a customer's re-sale certificate? This is an ideal spot to keep these files so that they're easily accessible for viewing, printing or exporting to another application.

Activity tab

Under this tab, you can manage activities related to your business with this customer. To add an activity, click the ellipsis button and the *Schedule Activity* window will appear, where you can select from *Call*, *Meeting* or *To Do* (see Picture 6). This section can be a very helpful tool for planning your day. You can choose when the activity will start and end and its priority level, as well as set a reminder alarm for this task.

Data tab

Inside the *Data* tab, you can store virtually any piece of information—from birthdays to notary commission expiration reminders to favorite colors—that helps build your relationship with this particular customer.

Pricing tab

Here you can set up *Special Pricing* for this individual customer (see Picture 7). Perhaps this customer has contract pricing which lasts for 12 months on six individual items or even on an entire category of items. By setting his special contract price and its end date here, you can protect yourself from unintentionally extending the discount. After the end date, the regular pricing automatically kicks in.

In the *Special Price* tab, you can enter the special price for an individual product, as well as its beginning and ending date. You can also set a special product description and whether your commissioned sales rep gets a different commission based on the discount. Under the *Category Pricing* tab, you can set a percentage discount off of an entire inventory category, as well as the date range for the discount.

Ship To tab

Inside this tab, you can store an unlimited number of shipping addresses for this customer. Each *Ship To* address can have its own default shipping method. To add a *Ship To* address, click the ellipsis button. Next, the *Customer Ship To Locations* window will appear, and you can fill in the additional address

information. Once you've finished, click the *Save* button (see Picture 8).

Analysis tab

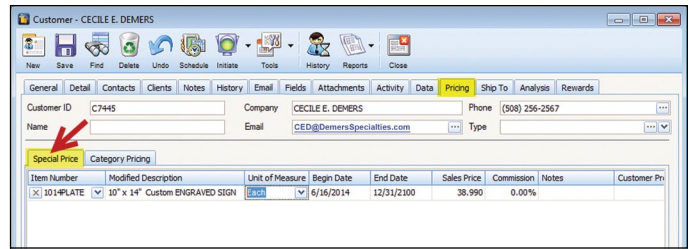
Manager will display *Monthly Sales* totals for this customer for the past few years so that you can easily identify sales trends and make year-to-year comparisons.

Rewards tab

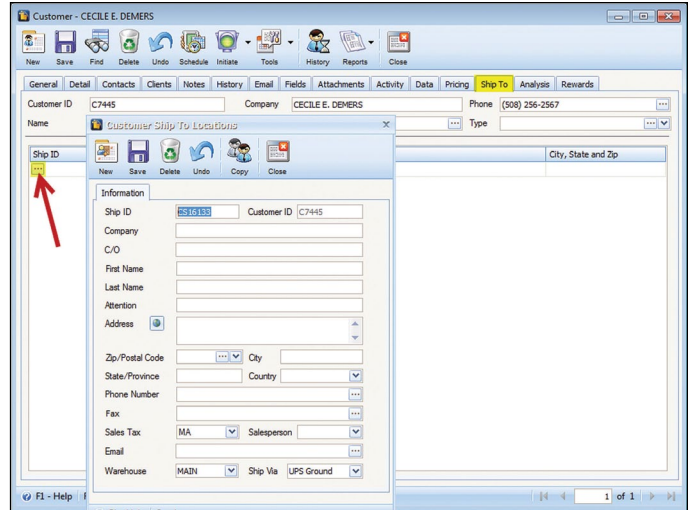
Manager allows you to set up a loyalty points program, and this is where you will see this customer's history of reward points.

This concludes the overview of setting up a customer within Manager. Using Manager, you have the opportunity to store a vast amount of information about your customers, which, in turn, helps you to serve them better. Stay tuned for our next installment when we'll walk you through set-up and management of inventory. *M*

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 Bachelor 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.*



Picture 7: Pricing tab and highlighted Special Price tab



Picture 8: Ship To tab with Customer Ship To Locations pop-up window



LaserBits debuts new website

LaserBits announces that its new website at LaserBits.com is now live. Here are some of the new features incorporated into the site:

- Lower cost shipping for small packages
- Maximum level of security for purchases and browsing
- PayPal payment option
- Guest user option
- Improved product images
- Easier to navigate

Many new features will be rolled out later this year to continue to provide the industry-standard website for laser materials and training.

Visit www.laserbits.com for more information.



Trotec Laser, Inc. adds Meredith Newman as Marketing Manager

Trotec Laser, Inc. is pleased to announce the addition of Meredith Newman as Marketing Manager based in the Canton, Michigan headquarters. "We are excited about adding Meredith to our

team," says Warren Knipple, President of Trotec Laser, Inc. "Her background in both commercial and industrial marketing will be instrumental in steering our marketing efforts as we continue our exponential growth in the future."

Meredith was previously in the building materials and industrial coatings industries and comes to Trotec with over 15 years of experience in marketing. In her off time, she teaches yoga at local studios, enjoys spending time with her family and is an avid skier. Please join us in extending her a warm welcome to the Trotec family.

For more information, contact Trotec Laser, Inc., 7610 Market Drive, Canton, MI 48187; 734-927-6304; Fax: 734-927-6323; Web: www.troteclaser.com.

Rowmark

RACK STAR

LOW-CONTACT MODULAR CUTTING TABLE SYSTEM



Rowmark launches new Rack Star™ e-commerce website

Rowmark announces the launch of its new Rack Star™ laser cutting table system e-commerce website at rackstarlasersystem.com. Featuring an easy-to-navigate layout and shopping cart system, the new website allows customers to quickly access and purchase Rowmark's complete line of Rack Star™ products, including packages for nine model sizes and all additional accessories.

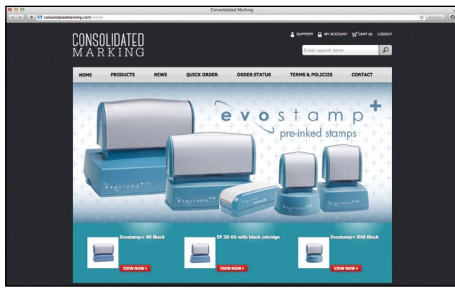
Additional accessories available for purchase include aluminum pull-out trays for easy clean-up, vector cutting grids for minimizing laser beam flashback and a complete collection of specialty "jig" fixtures to ensure consistent product leveling and placement when lasering multiples.

The new rackstarlasersystem.com also offers technical resources to assist customers with efficient use and setup of the Rack Star™ system, "jig" fixtures and v-blocks, including interactive videos and downloadable design templates. The templates offer a guide for quick pin rail placement and system alignment on the laser bed to ensure consistent setup every time.

The website is also easy to view and navigate on any mobile device or tablet, featuring a "responsive" web design layout that automatically adjusts based on the user's screen resolution and size.

For more information about the Rack Star™ laser cutting table system and all available accessory fixtures and v-blocks, call 1-877-769-6275 or visit www.rackstarlasersystem.com.

Consolidated Marking launches new online ordering platform



Consolidated Marking is excited to announce the launch of its new online ordering platform.

Customers can log in and set “favorite” items to quick-cart regularly ordered items or set up stocking orders that can be reordered in a single click. Another exciting feature will be that customers can utilize Web-ready images from the site to send to their customers or save for their own use.

To sign up, please contact Consolidated Marking at online@consolidatedmarking.com.

Stamp-Rite Steel Stamps Division acquired by Durable Mecco

Durable Mecco, a leading manufacturer of industrial marking equipment, acquired the steel stamp division of Stamp-Rite Supersine Inc. in June 2014. Keeping the customers’ needs in mind during the transition, Laurie Barcaskey, a 30-year veteran in the marking industry, has been named as Account Manager for this group of customers.

Stamp-Rite Supersine, located in Lansing, Michigan, has been manufacturing a wide range of identification products, including signs, labels and rubber and steel stamps since 1955. Its mission is to continue to produce nearly indestructible architectural signs that surpass expectations of durability, aesthetics and economy, focusing on its unique die-raised letter and thermal formed signage and expanding its already-established label printing operation.

Durable Mecco has been producing steel stamps, steel type and marking dies for over 100 years and is the U.S. distributor of the Couth line of impact presses. With manufacturing operations in Franklin Park, Illinois and Worcester, Massachusetts, Durable Mecco is a leading supplier of industrial marking solutions that include indenting products, ink marking solutions, custom engraving services, as well as office marking products and facility identification. With customers ranging from light-duty machine shops to the heavy-duty forging and metals industry, Durable Mecco is ready to be your one-stop shop for part marking and traceability solutions.

Ms. Barcaskey has been involved with providing marking solutions as a direct sales representative and by supporting industrial distributors and manufacturer’s representatives since 1980. Her tenure in the industry started with her family business based in Pittsburgh, Pennsylvania, that manufactured marking equipment ranging from steel stamps to automated work stations, until it was sold in 2002. In recent years, she has sold facility identification, thermal transfer labeling systems and supplies, as well as dot peen and laser marking machines. Placing strong emphasis on the right solution for the job, she is prepared to transition the Stamp-Rite Supersine steel stamp customers into the Durable Mecco family with the same consistent quality products and on-time deliveries.

To learn more about Stamp-Rite Supersine, visit www.stamprite.com or www.supersine.com, or contact them at 800-328-1988. To learn more about Durable Mecco, please visit www.durablemecco.com or call 866-344-7721. Ms. Barcaskey can be contacted at Stamp-Rite.LB@durablemecco.com.

Rowmark releases new Heavy Weights products



In response to increasing market demand for sheet materials and color options for outdoor sign making and marine and recreational applications, Rowmark announces the launch of new three-ply products as part of the Heavy Weights™ product line.

For the past decade, Rowmark has been offering Heavy Weights™ as a tough, heavy-gauge engravable sheet solution specifically designed to withstand the harshest outdoor elements. A heavy-gauge three-ply polymer sheet with a textured surface, it is available in a bright palette of primary color combinations popularly used in high-traffic areas, including Yellow/Black/Yellow, a new addition.

Additional new color combinations include Green/Tan/Green and Red/Black/Red. Heavy Weights™ Brown/White/Brown and Green/White/Green are also now available in 1/4 inch thicknesses.

For more information about Rowmark’s Heavy Weights™, visit www.rowmark.com. MIM

INDUSTRY INDICATOR

by David Hachmeister

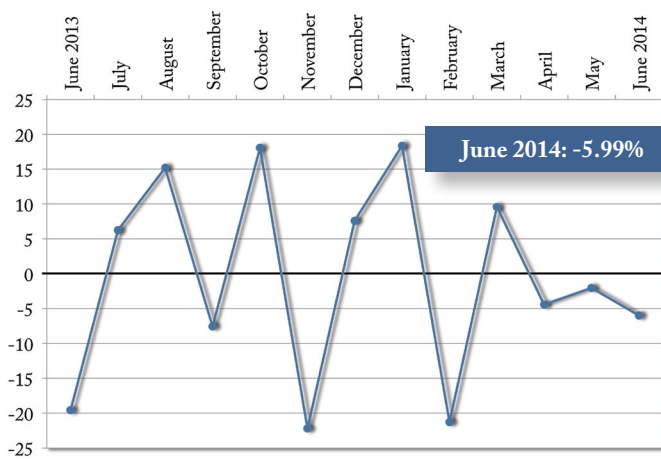
Heating up... a little

June saw stamps actually eke out a small gain from the previous-like month. The figure 0.59 percent isn't much, but we'll take it! Stamp sales actually fell from May by

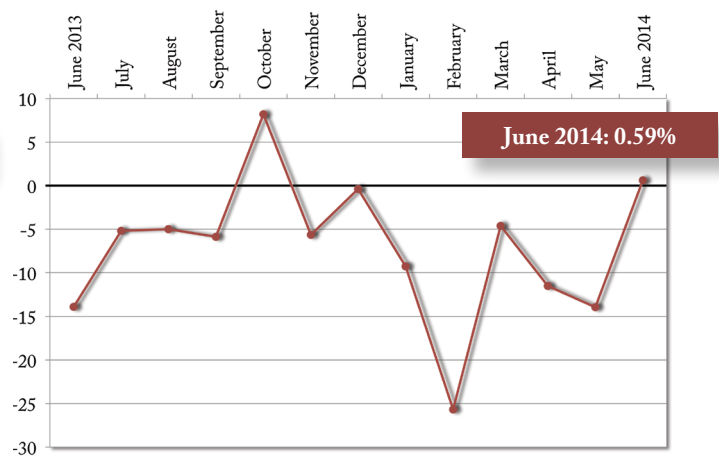
5.99 percent. Other products once again led the way, rising by more than 10 percent. They are now on a seven-month winning streak. *M*

Stamps only

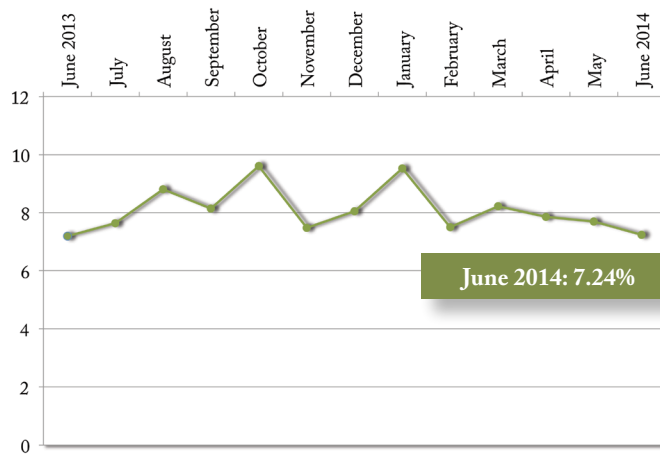
Monthly Sales—Gain/Loss Percentage



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

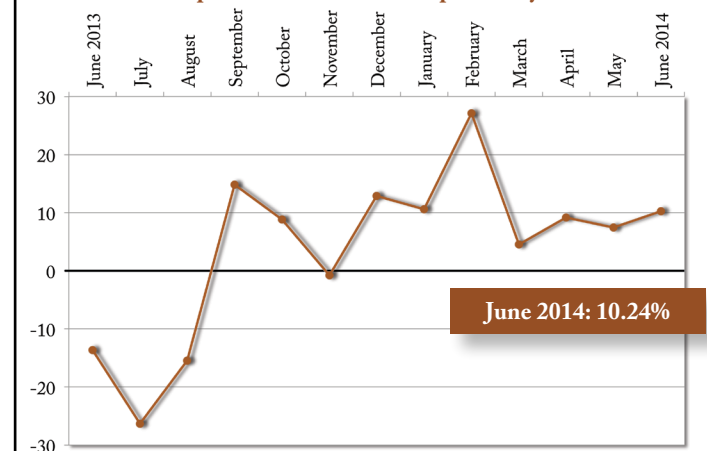


Percent of Annual Sales by Month (illustrating seasonality)



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

Make bad news into good news

Much has been made of auto recalls. According to a recent article in the Wall Street Journal, it seems cars have been recalled in record numbers for defects both large and small. Just recently, General Motors recalled another 8.4 million cars, bringing the total for the year to almost 30 million. This represents more cars than they sold in the past three years! Surprisingly, this should not be big news. For about a decade, cars have been recalled at a pace faster than they were being made. Have cars suddenly become less safe? Of course not. According to the leading independent industry reviewers, they are safer than they have ever been.

Despite this and all the attendant publicity, GM car sales seem to be quite good! Their sales have risen to their highest levels since 2008. How is this possible? Car makers have discovered that bad news can be made into good news. They have found that when a customer returns a car for a fix, they have that individual in their show room for an extra visit. Car dealers also know they have shown responsible behavior, which the customer appreciates. What a fabulous sales opportunity!

Creative types have even augmented the recalls to include “vehicle safety

audits.” Oh, and while you wait... why not take a look at our newest model? While we don't recommend the cynical extremes some auto dealerships have gone to, we do see the benefit for buyers in more responsible makers and sellers.

The stamp world has too long dreaded the occasional error in the stamp making process, such as cracked dies, dried out pads and misspellings. Instead of fighting the customer over a relatively trivial problem, show him or her how quickly you can accommodate the request. They will love you for it. You have done the right thing and gotten great loyalty. In this day of instant messages and tweets, a few good or bad reviews can really make a difference to your business. That little error and your response, which might have gotten lost in the customer's day, now can be tweeted impetuously almost without a thought.

We know many of you have already adopted such customer service strategies, but some are still skeptical. In that light, we need to mention that in one GM recall, sales from trade-ins to new GM cars increased from about one-third to about one-half. Creating good news out of bad builds customer loyalty and ultimately, sales. Mlm



www.markingdevices.com



[www.facebook.com/
markingdevicespublishing](http://www.facebook.com/markingdevicespublishing)

“Don't nobody bring me no bad news!”

*~Song sung by Evillene,
a wicked witch in the musical, “The Wiz”*

TRADE SERVICE

For Trade Service and Classified ad rates and deadlines, please contact David Hachmeister at david@markingdevices.com.

Stamp Shop Manager™

MARKING INDUSTRY AUTOMATION SOFTWARE

Designed to automate order entry, typesetting, billing, shipping and so much more! Manager talks directly to your website, importing orders, updating products and order status, all while improving your bottom line. Start using the best automation software for your business.

CALL: 800/556-9932

VISIT: stampshopmanager.com

INDIANA STAMP



Premium Quality
Peg Stamp
WOOD

High quality Indiana Hard Maple
2½" x 12" available in standard thicknesses
In stock, ships same day

Special NET prices:

item# 23750	3/16"	= \$3.70
item# 23751	1/4"	= \$3.70
item# 23755	3/8"	= \$4.60
item# 23752	½"	= \$4.60
item# 23753	5/8"	= \$5.60
item# 23754	3/4"	= \$5.60

Tel: 877-424-5395 | Fax: 800-837-7267
1319 Production Road | Fort Wayne, IN 46808
sales@indianastamp.com
www.indianastamp.com

60% Discount on

Xstamper to the Trade!

Grow your business without the extra expense.



- No Inventory/Equipment or labor needed
- Fast 24hr turnaround

Certified Xstamper Partner since 2001
"2009 Manufacturing Partner of the Year"



wants to be your partner.
Concentrate on what you do best,
sell & let us do the rest!

Call us today to discuss:

Toll Free: 866-6STAMPS * Fax: 866-21SIGNS
sales@texasmarkingproducts.com

"We make ADA signs & banners at 40%+ to the trade"

WHAT DO WE MEAN
WHEN WE SAY...

'WE MODIFY
MACHINES' ?

WE ADD CUSTOM BANDS
OR RE-ARRANGE BANDS

ADD FIXED OR WRAPPED DIES ON
BRIDGE, OR EVEN DIE PLATES

TO MANY BRANDS OF SELF-INKING
OF TRADITIONAL DATERS
OR NUMBERERS

STAMPS FOR
OFFICE OR INDUSTRIAL USE.

CONTACT US TODAY TO FIND OUT HOW WE CAN SERVE YOU.



INDIANA STAMP

877-424-5395

sales@indianastamp.com

1319 production rd. ft. wayne, in 46808

ADVERTISERS

C.H. Hanson	4
Consolidated Marking.....	14-15
Jackson Marking Products Co., Inc.	13
Johnson Plastics.....	13
Millennium Marking Co.	28
Shachihata/Xstamper	7
Shenzhen Wanxi Technology Co., Ltd.	5
Shiny USA	2, 27
Spectra Stamps.....	11
Trodat USA.....	3

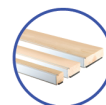
CLASSIFIED

BUSINESS FOR SALE

Very profitable Internet
and mail order stamp &
engraving business. Efficient,
well organized. 100% retail.
Relocatable to another
location in the
DC metropolitan area.

See [http://www.bizbuysell.com/
listings/Profile/?q=1069117&
l_ilp=1](http://www.bizbuysell.com/listings/Profile/?q=1069117&l_ilp=1) for more information.

MANUFACTURER DIRECT



- ▶ Wooden stamp mounts
- ▶ Wooden stamp handles
- ▶ Round wooden stamp mounts
- ▶ Rocker mounts
- ▶ Finished embossers
- ▶ Large job quotes

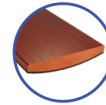


FAMILY OWNED AND OPERATED

Call or email for pricing!

877-430-1101 (fax) 815-436-1118

orders@teamupproducts.com



TEAM UP
CUSTOM PRODUCTS

www.teamupproducts.com

READY TO RETIRE?

We're Looking To

ACQUIRE

email us: stampmanready2retire@gmail.com



Since 1957

**Heavy Metal
Jumbo Size**



SHINY USA | WWW.SHINYUSA.COM
WWW.SHINYCANADA.COM

Maxlight X

The new Maxlight X39.
Simply the best XXL stamp on the market.



- 3-1/4"H x 4-5/8"W imprint area
- Robust handle & dual springs ensure an even impression
 - Two layer cartridge for "easy push" impressions
 - Dust cover converts to a tray with rubber feet
 - Massive ink capacity exceeds *Xstamper...
- ...reduce by 50% to match **iStamp & **Evo Stamp



WWW.DEDICATEDTOTHESTAMPMAKER.COM

*Xstamper is a registered trademark of Shachihata Inc.
**iStamp and Evo Stamp are registered trademarks of Consolidated Marking