

September 2014

MARKING INDUSTRY

magazine



2014 Gold Manufacturer of the Year:
Simon's Stamps, Inc.



Since 1957

The All-New S-850 Identity Series



Self-inking stamps with laser
engraveable faceplates.

INTRODUCING OUR NEWEST PRODUCTS

Sleek, ergonomic, & easy to use.
All with a stylish black finish.

COMING SOON



trodat®
CREATING ORIGINALS

Call us at 800-TRODAT-1, visit TRODATUSA.COM, or contact your regional sales manager.

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



Over 100 years of service
to the Marking Device Industry

**High-quality
U.S.-made inks**

**Ink development
capabilities**

**Custom
ink colors**

**Private label
programs**

(800) 558-2875
Fax: (510) 346-9822
www.stewartsuperior.com
sales@stewartsuperior.com

Superior
Stewart Superior Corporation
Quality • Service • Value

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

CONTENTS

September 2014 • Volume 109 • Number 12

Features

6 2014 Gold Manufacturer of the Year: *Simon's Stamps, Inc., Turners Falls, Massachusetts* by Anne Shadis

Following a first-time win last year in the top category, Simon's Stamps returns as the 2014 Gold Manufacturer of the Year!



Cover photo by Geoffrey Blah
Cover textures: www.myfreedtextures.com

6

14 Getting Creative with CorelDRAW®: Setting off on the path

by Foster D. Coburn III

Welcome to the first in a series of articles, written specifically for rubber stamp manufacturers, that will offer CorelDRAW® tips and tricks to improve your skills and enhance your production efficiency.

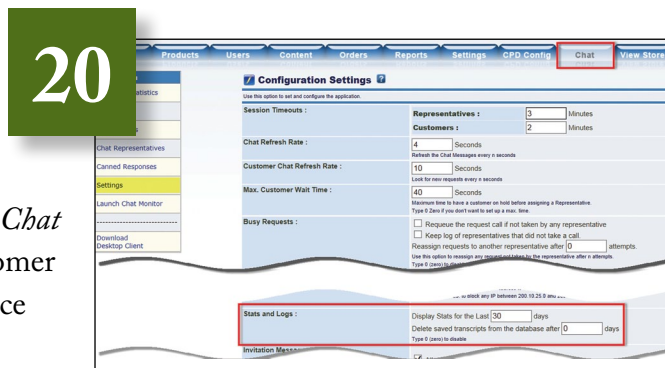


14

20 Stamp Shop Web™: How to use Customer Chat™, Part 1

by Amanda Katon

This month, we'll start our exploration of the *Chat* tab, where you can work with a built-in Customer Chat™ system that provides real-time assistance for customers shopping in your online store.



20

25 Catching up on the art stamp scene with *RubberStampMadness*

by David Hachmeister

Since 1980, *RubberStampMadness* has covered the creative activities of art stamp enthusiasts.



25

Departments

28 News

32 Industry Indicator

33 Industry Impressions

34 Advertisers

34 Classified

34 Trade Service Ads



All photos by Geoffrey Bluh

Background textures: www.myfreetextures.com

*Top: Angie Thompson
Bottom: Simon Peter Alciere*

2014 Gold Manufacturer of the Year: *Simon's Stamps, Inc.* *Turners Falls, Massachusetts*

by Anne Shadis

Following a first-time win last year in the top category, Simon's Stamps returns as the 2014 Gold Manufacturer of the Year! This perpetually busy company, which last year manufactured over 69,000 traditional wood handle stamps and over 24,000 self-inking stamps, posted a sales increase of 12 percent in 2013.



A familiar refrain heard within the stamp industry is that its overall feeling of “family” makes working a pleasure. *Marking Industry Magazine* asked each staff member of Simon's Stamps to explain his or her daily responsibilities and describe what they've learned from and love about working there. Their responses shed light on why this company continues to thrive and serve as a testimony to the stamp industry's caring reputation.

Angie Thompson

I'm in charge of the day-to-day operations. It's my responsibility to make sure that all of the day's orders are processed and shipped. I also oversee the purchasing of production supplies, office supplies and any other equipment or materials needed in our daily process. I work hand-in-hand with Simon and Lisa regarding receivables, payables and other financial dealings.

This October marks my tenth year working at Simon's Stamps, Inc. I truly enjoy my job. I enjoy working with the customers, but most of all, I enjoy my team. I have an absolutely fantastic team. We're all from different walks of life and come together for one common goal—to make stamps. We each contribute a little piece to make the company successful. Whether we have five orders or 500, I can count on my team to make sure that all the orders are processed and shipped out accordingly. I don't think that I could pick a better group of people to work with. Simon's Stamps is my family away from my family.

Simon Peter Alciere

I'm the owner and CEO. I can't do everything myself, so I rely on my amazing team of expert stamp makers. (We call ourselves the “stamp nerds.”) I keep track of how everything is going and let everyone know that their work is appreciated.

The most important thing I've learned is not to be afraid of an angry or upset customer. It's much better to calmly reassure the customer that you'll try to fix whatever problem he or she is having. Fighting with the customer tends to encourage that person to fight back. A calm, almost relaxed, businesslike approach tends to soothe the customer. It helps that we have a very generous policy for returns and re-dos. Whatever the customer wants, we'll do it, unless it involves free overnight air service. We can't afford that.

I love to look at our Yelp reviews, links to us on blogs and complimentary emails we've received. More than half of these big fans of ours were originally someone with a problem. They sent us lousy artwork, and we showed them how to fix it. Their ink didn't stick to their fabric, and we sent them a new ink pad. They didn't like the font size of their

stamp, and we re-did it for them. Now they love us. Wow, upset customers have become a great source of backlinks to our website!

Brian Rodrigues

My responsibilities at Simon's Stamps are mostly in production with some preproduction duties, such as proofreading orders by batch and making sure that all information

regarding an order is covered. This includes spelling, design, material (such as traditional mount, art mount, engraving, die sheets) and shipping (address, shipping method).

When batched orders are ready for production, they need to be placed in an engraving queue within the Trotec system. This takes a file from Corel and converts it into an engraving format within Trotec Job Control. The files are

stacked in a queue and are then ready to be dragged onto a grid or plate in Job Control for engraving.

I operate and maintain both laser engravers, as well as the air ventilation system that is attached to the lasers and runs alongside them. I also operate and maintain a rotary engraver we use to make seals. This includes the plastics injector that molds to the metal die used in creating a seal. We tend to do a lot of notary seals.

In addition to these tasks, I also run full production at Simon's Stamps. This involves cutting up labels with stamp graphics on them to place on wood to be cut. I then take the labeled wood to the saw room and cut everything on a table saw. From there, art mount wood gets hand-sanded and shellacked, and traditional mount wood gets drilled at the drill press and handled at the handle press. At this point, the wood is ready for the engraved rubber to be mounted. Art mounts are mounted on die-cut foam and applied to the wood. Traditional mounts are mounted, powdered and stamped.

What I like most about working at Simon's Stamps is that it is a fast-paced work environment that can only function with absolute teamwork. It is a well-oiled machine, if you will. It is a positive work environment with a bonus program that ensures employees are rewarded for good work. There's nothing like a day where we are absolutely slammed with orders, but by some miracle, we're all able to pull together and meet our deadlines.

Dan Sweetser

Here at Simon's Stamps, my daily responsibilities are basically what falls through the cracks. On most days, I pull ink and self-inking mechanisms for orders, proofread orders, receive shipments and ship stamps out to



Brian Rodrigues at engraver



Dan Sweetser assembling stamps

customers. However, I also frequently help out the production staff on busy days, and I even typeset occasionally! This is exactly what I like about my job. I do a wide variety of activities and come in to work each day knowing that I will not be doing exactly the same thing I did the previous day. Variety keeps my days at Simon's Stamps full and interesting.

Francesca Passiglia

My daily responsibilities at Simon's Stamps include processing all emails in our general inbox, orders@simonstamp.com, as well as general order entry and typesetting. I tend to think of my job as "air traffic control" as I can determine the pace of the orders we process. Sometimes it gets a little crazy on extremely busy days. In addition, I troubleshoot with our customers and assist them when they are having issues with artwork files or are frustrated by the (very occasional) faulty product. I tend to be the contact person for the majority of potential customers who find Simon's Stamps online and are curious about creating a custom stamp for the very first time.

I really enjoy getting to know our repeat customers. Whether they are a hobby shop owner, calligrapher, restaurant manager or film animator, I look forward to the ongoing repartee with clients we've dealt with over time. Clients often place similar orders annually, and it's interesting to learn about how their businesses or events have developed over time. On occasion, long-term clients drop by our shop, and it is really fun to meet them in person.

Gene Howard

My primary day-to-day responsibilities are typesetting and customer service, with a focus on our incoming uTypeia orders and more technically advanced typesetting and graphics issues. I am

also responsible for the regular maintenance and updating of Simon's Stamps technology, ranging from our servers that host email and ArchiType to the laser and rotary machines used for daily production.

I enjoy the challenges of a dynamic, small-business work environment, especially when it comes to customers with unique projects. I have handled

everything from a customer looking to more effectively stamp the crates he uses for his gift collections (www.mancrates.com), to a marketing firm that needed custom-cut acrylic blocks to align and stamp iPhone chargers. There are also exciting opportunities to research new products and production tools to expand our offerings, either by using existing equipment or via new machinery.



Francesca Passiglia



Gene Howard

Jane Foster

I come in early in the morning to get production started. I turn on the engravers and queue the orders that have come in. I get the day's stamps started so that everyone can start producing product as soon as they come in. I love working at Simon's Stamps. I can work on my own and feel like it is appreciated. Simon takes good care of his employees.

Geoff Bluh

I have worked at Simon's Stamps long enough to tell stories about way back when our rubber stamps were not made from rubber, but a photopolymer resin that cured in ultraviolet light. I answered an ad in our local newspaper when Simon's Stamps was hiring a production person because business was picking up due to Massachusetts notary stamp

orders. As a photographer, both self-employed and with said local newspaper, I had the skills needed for making negatives and working in a detail-oriented process. I learned a lot on the job about stamp making, Simon and my new co-workers. About eight months into my new job, Simon went to the Trotec laser engraver. That was revolutionary, and I learned how to transition to this new technology on the fly.

My 10 years have had many such transitions, including the move to a larger building in Turners Falls, new co-workers and the company growing from being small and somewhat funky to really organized and shipshape. My job is in production and includes running the engravers and cutting wood for solid maple stamps without handles (with the art label on top) and traditional handle-mounted stamps. The day is spent preparing the mounts, engraving rubber, mounting the dies, sample-stamping and matching the stamps with customers' orders for shipping, which involves bar coding each product. We also maintain our engravers well on a daily and weekly



Jane Foster on drill press



Geoff Bluh in saw room

basis and do regular housekeeping so that the shop runs smoothly.

George Pelc

My responsibilities at Simon's Stamps involve working with a great team (Brian, Jane and Geoff) on all aspects of the production of stamps, signs, acrylics and embossing seals. We take typeset art, images and materials ready for production and carry them through to completion by readying them for scanning and shipping—the same day. This involves queueing the information to the laser engravers with ArchiType software, engraving the materials, washing the materials, assembling the items, stamping or checking the quality, attaching the proper bar codes and making sure everything is ready for scanning and shipping the same day. However, employees of Simon's Stamps take pride in knowing/learning all aspects of the larger system of tasks and responsibilities required on a day-to-day basis. On any given day, I could happily be able to help anywhere there is a need.

There is a lot to like about working at Simon's Stamps, but perhaps most of all, I like the people I work with—a great, fun, interesting and diverse group of folks—as well as the small size of the business. This allows for the opportunity to get to know the other fine employees well and to understand all aspects of the business. That includes everything from taking phone, email and Internet orders through to the shipping of the final product on the same day, even if it requires dropping items off at the post office or UPS depot late in the day. Knowing and participating in all aspects of the system allows for a great sense of pride with the finished product we send out—especially when reading the emails from happy customers.

Melissa Roberts

I'm the Assistant Production Manager, and I support our Production Manager, Angie, in every aspect of production, including customer service, typesetting,

proofreading, purchasing, assembly and shipping. Our goal is to get out every order that we receive before noon Eastern time that same day.

I love working at Simon's Stamps and have been here for five years. We have a great group of employees. Everyone works as a team and toward the same goal. It makes for a wonderful work environment, and at the same time, we're still able to have some fun. I have a great appreciation for the loyalty of Simon's Stamps to our customers and our goal to provide them with the best quality product. Every day, I get to talk with different customers, see interesting artwork and learn how our customers are using our stamps. It's amazing to see how many people are still utilizing stamps, whether it be for personal projects, marking products they sell or making their own invitations. Every day I wake up, I'm very grateful for having such a great place to work.



George Pelc cutting labels



Melissa Roberts at desk

Lisa Godard

I am the bookkeeper at Simon's Stamps, Inc. My duties include balancing the bank accounts, as well as managing the payables (paying the bills). I manage the receivables accounts, which includes posting check and credit card payments to the customer accounts, applying website payments, managing application of payments for orders on "art hold," running a weekly and monthly automatic credit card charge program for our customers, following up on any past due accounts and also running monthly statements. My duties in the Human Resources area involve preparing payroll, recording the proper journal entry adjustments for payroll and vacation accruals and providing assistance, such as research on health insurance and FSA questions. Other duties are ordering office and manufacturing supplies as requested and providing limited phone support for the order department. My ultimate goal is to provide our customers with excellent bookkeeping, to answer any account

questions promptly and accurately and to provide Simon with reliable and accurate reports (Sales, Profit & Loss and Balance Sheets) for his financial decision-making.

I've always been a "numbers person." I love puzzles like Sudoku and Solitaire. I loved algebraic equations and solving for "x". So sleuthing out numbers, finding solutions to discrepancies and making it all balance are actually quite fun for me. I consider this job as a gift to me, based on my love for numbers, and I think that customers really get that. As I help them search out answers to questions about their accounts, I think any customer would want to work with someone who loves what he or she is doing, who's willing to go the extra mile to provide the best service possible, and who values excellence and integrity in his or her work ethic.

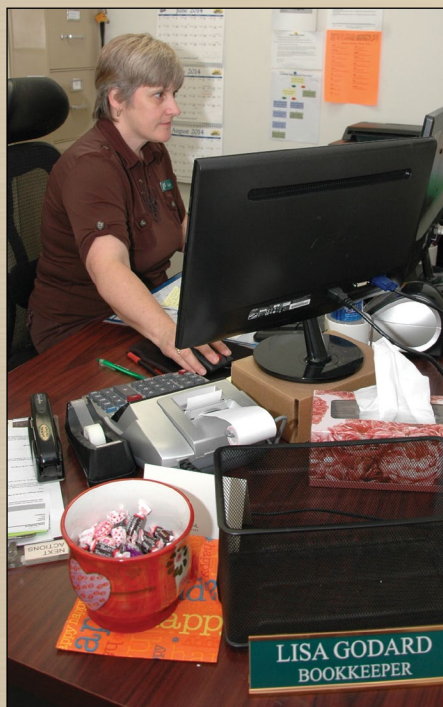
Michael Whiteman Junior Associate

From the minute I clock in, I begin shipping our outgoing products. After

everything has gone out, I print an invoice for our UPS pickup. Once all of the mail is in order, I then set our product bins back in their respective spots on the shelves. When that is finished, I sweep and mop the building, followed by a cleaning of the bathroom area. That usually concludes my day as a Shipper/Receiver Clerk at Simon's Stamps. I love working here because my dream is to own my own business one day. Working here, I pick up certain pieces of information as to how businesses are managed.

Jason Thompson Junior Associate

My daily responsibilities are to make sure all of our orders get shipped out on time and that they look professional. I'm also responsible for making sure everything stays neat and clean. I like working at Simon's Stamps because the people are always nice and enjoy what they do. Also, the environment is warm and welcoming to all.



Lisa Godard at desk



Michael Whiteman and Jason Thompson shipping orders

Sue Porter

I am responsible for assembling our self-inking line of stamps. I have worked at Simon's Stamps for 16 years. I'm very grateful to have been given a chance to work here. I have a beautiful boss and get to work with good, caring people. Everyone accepts me for who I am, and we all work great together. When I'm assembling, I really enjoy the different artwork I get to see every day.

Tim Schofield

I would describe my job duties here as "Customer Service/Wearer of Many Hats." What I enjoy most about working at Simon's Stamps is that every day is different. In a small company such as this, I have to switch gears and jump in to make sure everything runs as smoothly as possible. Every day, I get to help customers on the phone and via email, process orders, proofread, assist with administrative tasks, as well as help in the Shipping Department. It is never dull! With over 25 years of experience in customer service, I really enjoy working with our customers, and I always try to make each one feel like his or her order is important to us...because it is!

Will Killingsworth

My regular responsibilities include typesetting, graphic design and customer service. While working here, I've learned that there are a surprising number of factors that determine whether or not a stamp will make a good impression: line thickness, impression size, use of negative space, large solid areas, just to name a few. Helping our customers to make the best possible stamp they can and avoid potential issues that they might not be aware of makes everyone happy in the end!

Congratulations to Simon's Stamps! *MIM*

Simon's Stamps, Inc.

320 Avenue A

Turners Falls, MA 01376-1826

413-863-6800, 800-HE-SIMON

Fax: 413-863-6804, 800-870-7888

Email: info@simonstamp.com

Web: www.simonstamp.com

Facebook: www.Facebook.com/Simons.Stamps



Sue Porter assembles self-inking stamps



Tim Schofield scans stamps



Will Killingsworth

Setting off on the path

by Foster D. Coburn III

Welcome to the first in a series of articles, written specifically for rubber stamp manufacturers, that will offer CorelDRAW® tips and tricks to improve your skills and enhance your production efficiency. This month, contributor Foster Coburn touches on some design requirements for stamp makers and maps out upcoming topics of discussion.

Readers of *Marking Industry Magazine* asked for more content on CorelDRAW®, and this will be my first article for the magazine. More articles will follow with information to help you get the most from CorelDRAW®. We'll start with some of the basic tasks you need to master for optimizing your production process, and then we'll look at other features and tasks that may be useful for your business. If you are having specific issues that you would like me to address, please share details of the problem and I'll do my best to provide an answer in a future article.

I do not work for Corel nor have I ever worked for Corel. My goal is simply to provide you the best methods for

completing your tasks. I'll gladly show you how to use the features that get the job done, but I may sometimes suggest that an included feature isn't the best choice.

Let's also talk about which version of CorelDRAW® and/or Windows you are using. If you are using Windows XP, you need to get a newer version. Microsoft no longer supports Windows XP (it was released 12 years ago!), and it is a major target of hackers. I will also assume that you are using CorelDRAW® X5 or higher. I realize some of you are using older versions, but even CorelDRAW® X5 is nearing its fifth birthday, which is pretty ancient for software. Some features I discuss may only be in the

newest version of CorelDRAW®, and you will need to determine if that feature is useful to you and whether it is time to upgrade.

In this article, I'll give a brief overview of some of the features that are most important in the creation of rubber stamps. I'll expand on each of these features in future articles so that I can give you the details you need to use them productively. I often hear from users who are proud that they are completely self-taught. That can be a good thing, but often they have learned an inefficient method. Consider spending a little bit of money on some quality training and learn how to do things the most efficient way. You'll probably find that you save a lot more

Figure 1: Samples of Times New Roman (top) and Garamond (bottom). Garamond uses 23.89% less ink.

Ink Usage Ink Usage

money simply because you will complete projects faster, have less waste and your artwork will improve overall.

Using text

In looking over artwork for a wide variety of rubber stamps, the predominant element in the artwork is text. The most important choice to make is a font that will look great and be very easy to read. A secondary concern would be choosing a font that uses less ink as this could save your customers money in the long term. Obviously, there is a balance between fonts that look good and those that save ink.

For an example, look at the two pieces of text shown in Figure 1. The top example uses Times New Roman, which is by far the most used font. On the bottom is Garamond, a more efficient replacement. Even though they look similar, Garamond uses nearly 24 percent less ink. Offering this option can add up to real savings for your customer, while highlighting your willingness to put the customer's needs before your own.

Users of CorelDRAW® X6 or higher will also have the opportunity to use much large character sets, including access to a number of special characters in high-end fonts. This can lead to better-looking text. I'll cover these options in a future article.

Text on a path

While most of the samples I examined had plain text, some of the stamps had

Figure 2: Sample artwork for a stamp includes a detailed graphic, text on a path and more.



text on a path. Specifically, I saw several with text wrapped around a circle. Creating this in CorelDRAW® is quite simple with only a few steps. Yet this is also a task that frequently frustrates users who aren't able to get the text positioned the way they desire. I'll cover those steps and ways to tweak the text so it is just right in a future article.

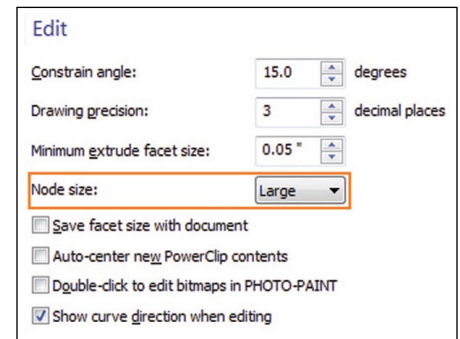
Vector graphics

CorelDRAW® is software focused on creating and editing vector graphics. What are those? A vector graphic stores data points with lines between those points described by a mathematical equation. While it sounds complicated, it means the artwork can be resized from tiny to enormous, and the quality is only limited by the output device.

While the laser you use to create the stamps can output with a very high level of detail, the final output is the impression made by a rubber stamp. That impression won't have the same level of detail as the ink will spread just a bit. Keep this limitation in mind as you include graphics so that they don't lose detail when stamped. The artwork shown in Figure 2 is probably pushing the limits of detail, yet uses many of the techniques I've listed in this article.


CorelDRAW® calls those data points "nodes" and node editing is an extremely important task in creating the best



Figure 3: You can easily change the size of nodes onscreen using this Workspace setting.



graphics. Starting in CorelDRAW® X5, there was a user setting (see Figure 3) in Tools | Options | Workspace | Edit for enlarging the size of nodes. While this may seem like it's not a big deal, I find it much easier to node edit with these large sizes of nodes that were unavailable in earlier versions.

This is also a hidden registry setting that can be used to color-code the



Self-Inkers, Die Plate Daters,
Band Stamps, Stamp Pads

- Extraordinary pricing!
- Excellent quality!
- State partnerships (USA)
- Easy import/We handle all logistics for you!
- US Warehouse (IL)

Information/samples contact:
TRAXX USA
700 E. Park Ave., #1051
Libertyville, IL 60048
(847) 924-2520
geneg@traxxusa.com
www.traxxusa.com


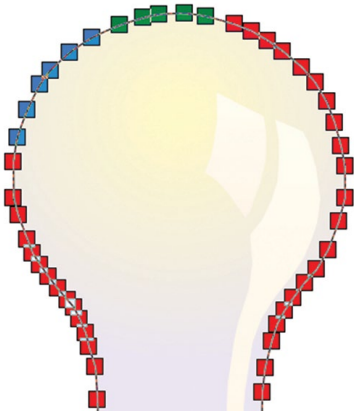


Figure 4: CorelDRAW X5 and higher versions can color-code nodes with a hidden registry setting.



different types of nodes, as you can see in Figure 4. Rather than manually editing the Windows Registry yourself to color-code nodes, I've created the files for you. You can download them for free at www.unleash.com/articles/enlarge-color-code-nodes/.

Converting bitmaps to vectors

It would be awesome if all of our clients provided us with pristine vector artwork. Unfortunately, they will often give us lousy low-resolution bitmaps that need to be converted into vector artwork. Those of you looking for a button that can do it perfectly every time can stop looking. It doesn't exist! Yes, there are programs like Corel PowerTRACE that try to automate the conversion process. Sometimes they work well. More often than not, the source bitmap is of such bad quality that they simply can't do a good job. Garbage in = garbage out!

This means CorelDRAW® users need to understand the various methods for re-creating artwork manually. What you'll frequently find is that it takes less time than the so-called automated methods, and you'll end up with higher-quality artwork!

Figure 5: Distressed artwork for a T-shirt created with CorelDRAW® clipart in just a few minutes.



Working with clipart

CorelDRAW® has always been known for including a large number of clipart graphics. While they are a decent start on an artwork collection, you'll likely want to supplement your collection with artwork to specifically meet your needs. Of course, users want everything for free. The reality is that artwork which is ready to use immediately is well worth the costs. Ideally, you want artwork stored in CorelDRAW's CDR file format so there are no compatibility issues. An even better solution would be to have artwork with keywords stored inside the files so it can be easily catalogued and searched.

Expanding your CorelDRAW usage

So far, we've talked about the CorelDRAW® features that are most useful for creating rubber stamp artwork. These features and more can be used on a wide variety of projects which can be helpful to create other products or to promote your business. Simple marketing materials like business cards and flyers are common tasks in CorelDRAW®. You can also design signs and even artwork for vehicle

wraps so that everyone knows about your business. Every business should be on the Web and social media.

CorelDRAW®, along with Corel PHOTO-PAINT, allow you to create just the right graphic. How about some T-shirts (see Figure 5) to promote your business everywhere you go? In short, there are thousands of other projects you can complete using the software you already own by using your existing knowledge. Don't use CorelDRAW® just to make rubber stamps!

In closing

Now you have a blueprint for the most important features to learn and some ideas about how learning new techniques can benefit you down the road. We'll explore details on each of these sections in future months. I encourage you to send details on projects that you are struggling to complete so we can all learn from the solutions. You can email me at foster@unleash.com. By describing your real issues, I can provide real solutions, rather than having to guess what techniques will benefit you the most. Until next month, happy drawing! Mmm



ABOUT THE AUTHOR

Foster D. Coburn III is the author of 13 books on CorelDRAW®, including the latest,

CorelDRAW® X6 Unleashed. He also writes the free Graphics Unleashed Blog and provides fonts, artwork and add-ons of interest to designers through the Graphics Unleashed website at www.unleash.com. Connect with Graphics Unleashed on Facebook at www.facebook.com/graphicsunleashed and follow Foster on Twitter @fostercoburn.

UNIQUE AS YOU



**Easy to detach
image window**

improved and backward
compatible ink pads

- direct insert pad
- catch feature
- new protection bar
(patent pending)
- shields user from ink

Transparent base
for perfect
image alignment

Anti-slip technology



New Dieplate

- stand up functionality
- no release tape
- grid for quick positioning
(patent pending)
- TOP identification

Security

Each dieplate is engraved
with a unique serial number

Printer 20, 30, 40 available January 2015
Printer 10, 50, 60 available March 2015



HANDLE INFUSED WITH
 **Microban**[®]
antimicrobial product protection

**CONSOLIDATED
MARKING**

MAIN OFFICE

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

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

UNIQUE AS YOU

2000
PLUS®

Your New Business Card

Easily brand the Image Card™ with your logo and information to keep your name in front of your customers

Your Customer's Billboard

Help your customer promote brand awareness to their customer base

Value Added

Provide added value for the end user with an additional personalization feature



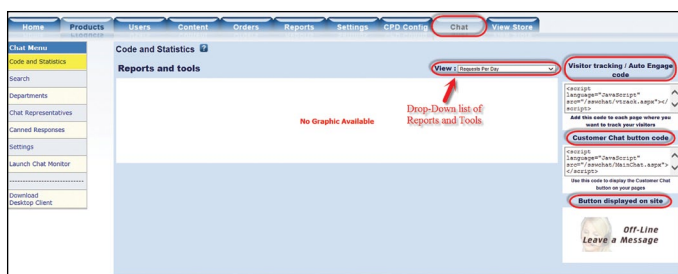


STAMP SHOP WEB™: Step by Step

How to use Customer Chat,™ Part 1

by Amanda Katon

This month, we'll start our exploration of the Chat tab, where you can work with a built-in Customer Chat™ system that provides real-time assistance for customers shopping in your online store.



Picture 1: Code and Statistics section of Chat tab—view Reports and Tools from dropdown list

In order to utilize Customer Chat,™ please note that this service must be turned on. Contact Connectweb Technologies, Inc. for more information. The chat feature is a great way to provide your customers with optimal service and an improved shopping experience. Being able to answer questions or guide your customers at the exact moment they are in need of help creates a more personable shopping experience and helps you to close more sales. Let's examine the many customizable settings available to you within the Chat tab that can enhance your customer service.

Code and Statistics

To begin, sign in to the admin area of your Stamp Shop Web™ site and select the Chat tab. Next, in the left hand menu on your screen, click the Code and Statistics link, which will take you to the first area of chat settings (see Picture 1).

The *Code and Statistics* section is a complete overview of your Customer Chat™ system, displaying data and reports regarding the system's performance. You can also find specific tools to generate your button codes, gain access to the monitor, as well as set the codes to deploy Customer Chat™ on your website (see Picture 1, right side). For detailed information about your chat system's performance, choose from these reports in the dropdown list labeled "View":

Requests per Day: The total number of requests made by customers each day.

Requests per Department: The total number of requests made to each department. (We will cover departments in an upcoming article.)

Requests per Representatives: The total number of requests that each representative received. (This topic will also be discussed in the future.)

Top 50 Site Referrals: The top 50 URLs that brought visitors to your site.

Requests per Page: The number of requests to chat that originated from each page on your website.

Requests per Country: The number of requests grouped by country.

Department's Average Rating: Displays the average session rating for each department that has been set up in the chat system.

Department's Average Session Time: Indicates the average session time for each department set up in the system.

Department's Total Session Time: Displays the total time spent by each department in chat sessions.

Representative's Average Rating: Shows the average rating for each registered representative set up in the chat system.

Representative's Availability: Provides a snapshot of the current representative's availability.

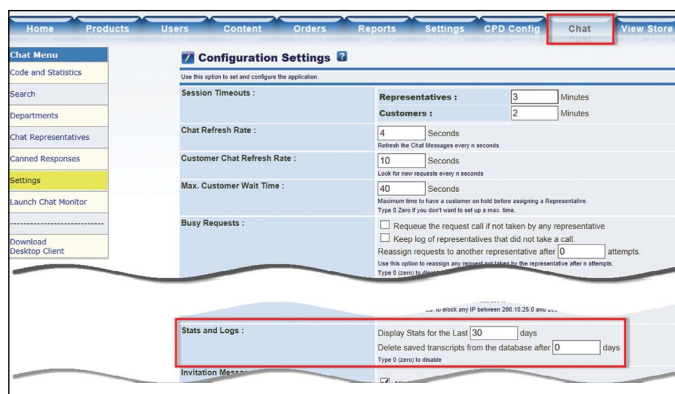
Representative's Average Session Time: The average session time for each representative.

Representative's Total Session Time: Displays the total time spent by each representative in chat sessions.

Representative's Time Online: A report of the total time that your representatives have been online, logged into the Live Support system and attending requests. Their system log-in and log-out times can also be found here.

Busy Requests: A list of the requests that were set as "busy" for at least one representative or department, as well as a record of whether the representative or department attended to the request.

PLEASE NOTE: If you have set a specific time frame for your statistics, the reports mentioned above will only cover information from that selected period. See Picture 2, where a time frame of 30 days has been set within the *Stats and Logs* section, found in the *Settings* link under the *Chat* tab. Please keep in mind that the reports do not include proactive chats (chats initiated by the representative and not the site visitor); they only relate to incoming chat requests made directly by your site visitors.



Picture 2: Setting for Stats and Logs—adjust the report of customer chat sessions for a specified number of days

Working from the same dropdown list where you found the reports noted above, you can find additional tools that you may utilize:

Visitor Tracking: Provides a snapshot of the activity of visitors on your site.

Current Sessions: The number of currently active chat sessions.

My Received Messages: A list of your received instant messages.

Code Generator: Use this tool to create codes to display support buttons or links for specific departments or representatives. These can be used on your web pages or email messages (HTML).

STAMP SHOP WEB™: Step by Step

Picture 3: Right side of the Code and Statistics screen—view and copy the visitor tracking and support button codes for your site

Visitor tracking / Auto Engage code

```
<script
language="JavaScript"
src="/sswchat/vtrack.aspx"></script>
```


Add this code to each page where you want to track your visitors

Customer Chat button code

```
<script
language="JavaScript"
src="/sswchat/MainChat.aspx">
</script>
```

Use this code to display the Customer Chat button on your pages

Button displayed on site



**Off-Line
Leave a Message**

In Picture 3, let's take a closer look at what's displayed on the right side of the *Code and Statistics* section when you enter the *Chat* tab:

Visitor Tracking Code: This code is required to enable the visitor tracking and proactive chat features on each page within your site. *Copy* and *Paste* this code into the HTML code box of each page where you want to track your visitor's activity or provide proactive chat. These HTML boxes can be found in your site's admin by clicking on the blue *Content* tab and then *Page Header Tags* in the left hand menu (see Picture 4). We recommend adding this code to the "All Pages" section at the top.

Picture 4: Page Header Tags section under the Content tab



Live Support Button Code: This code displays the support button on your site's pages. As with the *Visitor Tracking Code*, you can place your *Live Support Button Code* in an HTML rotator on the home page, category page or product page under the *Content* tab.

Current Button Being Displayed: A preview of the *Live Support Button* visible to customers when you paste the code noted above into an HTML rotator in any of the areas mentioned.

Search

You can perform in-depth searches of stored chat requests within your Customer Chat™ system (see Picture 5). Under the *Search* screen, review logged requests using any combination of search criteria, including:

Customer Name, Email or ID: Enter part of the name, email address or customer ID number to display requests made by a specific customer.

Picture 5: Search criteria section under the Search link

Keywords: Displays requests containing the provided phrase in the session transcript or topic.

Representative Assigned/ID: Type part of the representative's name or assigned ID to see the requests he or she handled.

Request from Page: Type the URL (or part of it) to list requests originating from the selected page.

Assigned to Department: List the requests assigned to specific departments.

With Rating: Displays requests with a selected rating.

Request ID: Type the ID number (or list of IDs, separated by commas) of the request that you want.

Made Between: Check this option and set a specified date range in which to search.

After you enter your search criteria, click the *View Requests* button, which will generate a list of all matching requests. The Customer Chat™ system will display the number of requests found, the request topic, customer name, date, department, rating, session time and the request ID (see Picture 6).

By clicking on the magnifying glass icon next to each result, you can view the request information and the session transcript (if available). To delete the chat request log, click on the red "X". Once you select the magnifying glass icon (or View button), the Customer Information and Request Information screen appears (see Picture 7), displaying the following:

Customer Information

- **Customer ID number**
- **Name**
- **Email**
- **Custom Data Collected:** Customer Chat lets you collect up to three custom items through the optional form fields set in the Options screen, and that information is displayed here.
- **Date Registered:** The date that the user was registered into the system.

Picture 6: Listing of results based on search criteria

#	Request Topic	Customer	Date	Rating	Session Time	ID	View	Delete
1.	order shipping - Dept: Sales Help - Referrer: http://www.corpconnect.com/	ashu swami	2014/08/04 11:34:37	Not Rated	00:06:12	8165		
2.	Shipping cost? - Dept: All State Notary - Referrer: http://www.allstatenotarysupplies.com/default.aspx	Milady	2014/08/04 11:30:44	Not Rated	00:00:00	8164		

Picture 7: Request/customer information screen that appears after using magnifying glass icon

Picture 8: Buttons to manage your search results: Export to Excel, print or delete



- **Last Request:** The date of the customer's last request.
- **Total Requests:** The number of requests made by the customer. To see the entire list of requests, click on the number.
- **Average Session Rating:** The average rating given by the customer on his or her session.
- **IP Address/Host:** The last IP address logged for the customer and host name.
- **Browser/OS:** The browser and operating system used by the customer.
- **Site Referral:** The URL from which the user originated.
- **Lead/Opportunity:** Visits to the site and sales opportunity (if the user has been identified as a hot lead).
- **Country Lookup:** The customer's country of origin.

Request Information

- **Topic:** The topic of the chat request.
- **Request ID:** The ID number assigned to the request.
- **Request Date:** The date the request was made.
- **Department:** The department that the customer wanted to contact.
- **Representative:** The name of the representative who attended to the user's request.
- **Session Time:** The length of time devoted to the chat session.
- **Rating:** The session rating.
- **User Comments:** You can read a user's feedback here, if that feature was enabled on the Options screen and the user provided comments.
- **Survey:** If you have set your options for user feedback and you have modified the feedback form with custom fields, the collected information will be displayed here.
- **Session Transcript:** If the session transcript has been saved to the database, you will find it here.

In addition to viewing and deleting search results, you can sort them with the arrow icons located in the blue chart headings (see Picture 6 on page 23, noted in red). When the search results are displayed, the system administrator can export them to Excel, print them or delete them (see Picture 8).

This concludes Part 1 of working within the *Chat* tab. The *Code and Statistics* section is a great way to measure the chat requests of your departments and representatives and to gauge the level of customer service your company delivers via your website. Using the Search area and its criteria, you can also monitor vital information. In November's *MIM*, we'll delve into the *Departments* and *Representatives* sections. If you have any questions regarding your website(s) or would like the chat feature turned on, please contact Technical Support at 800-556-9932 or support@cwebtechnologies.com.

Stay tuned for October's issue, when we'll look at working with your inventory in Stamp Shop Manager™! *MIM*



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 Bachelor 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.

Catching up on the art stamp scene with *RubberStampMadness*

by David Hachmeister

Since 1980, RubberStampMadness has covered the creative activities of art stamp enthusiasts. Marking Industry Magazine publisher David Hachmeister had the opportunity to speak with longtime publisher Roberta Sperling about her publication, the audience it serves and changes in the market.



David Hachmeister: What changes have you seen in the art stamp business?

Roberta Sperling: When we first started publishing RSM, there were more people involved with mail art. This was a movement started by Ray Johnson in the 1960s. The idea was artists would send artwork to each other in the mail. It could be as simple as a decorated envelope or as complex as a paper mache head. Mail art shows were open forums for artists and others. Anything that was mailed to the exhibit location would be displayed. The motto was: No jury, no fee, no returns. Rubber stamps fit right in with the mail art movement.

Along with mail art, we saw more surrealistic stamp art in the early days. People embraced the idea that with stamps you could make something unusual, something offbeat or something strange. There was a great deal of whimsy in the artwork we received.

As time went on, stamping became more mainstream. There was more card making being done. Many people started stamping as a hobby, something to enjoy and relax with. These people

Publisher Roberta Sperling proudly displays back issues of RubberStampMadness.



RubberStampMadness

- Founded by Lowry Thompson in 1980
- Bought by Roberta Sperling and Michael Malan in 1982
- Roberta and Michael produced their first issue, Number 10, in early 1983
- Currently published quarterly in print and digital versions

tend to be quite artistic and they like this creative outlet. We continue to receive wonderful artwork for the magazine. It may not be as surreal as it was in the past, but it's still impressive.

DH: Is there such a thing as a typical art stamper?

RS: Perhaps. We find that most stampers are women. Many are self-taught artists. Some haven't learned to draw, so a stamp allows them to create a scene or make a design without having that skill. This can be very exciting. These people now have the tools that allow them to make things they can envision. They have fun!

It seems to me that stampers have always been people who like to share. In the back of our magazine, there's a place where people can put in free listings letting people know their birthdays. I recently received a card from someone who received cards from people all over the country. These people did not know her personally. Nevertheless, they sent her a card. This sense of sharing and generosity is really strong among stampers—and has been true all the time we've been publishing *RSM*. Our readers and contributors are a wonderful group of people. Our advertisers are very positive, too. It's

always nice to have their support, and we try to boost our advertisers as much as possible.

DH: Looking back, I remember there were six or seven really big companies in the beginning—Co-Motion, Hero Arts...

RS: Hero Arts is still around. All Night Media was purchased by Plaid, but they've dropped it, as far as I know. Co-Motion is no longer in business. There was a company called PSX, a family-owned company you may have heard of, that is no longer in business.

DH: Yes, Personal Stamp Exchange.

RS: Of course, some early companies are still active. Leavenworth Jackson, a person who started her stamp company in the very early days, is still around. In fact, we are doing a review of her new catalog in the Fall issue.

We have a list on our website with information about companies that are no longer active or have been bought by another company. Click on the link, "Stamp Company Changes," on our home page. You'll come to a page called "Where Are They Now?" with this information. We try to keep it as up-to-date as possible. By the way, Rubber Stampede is still around, as is Stampin' Up!

DH: The last time I was at the CHA (Craft and Hobby Association) show, Stampin' Up! was going strong.

RS: They bought ClearStamp, the company that makes a variety of inks, Rollagraph stamps and plenty of unusual products for stampers.

DH: Stampin' Up! used to be viewed as sort of a mixed blessing by some people in the stamp art industry because of their home-party style of stamp sales.

RS: I see them as a positive force for the industry. They reach a lot of people. Those home parties provide plenty of demos so that people see what can be created with a stamp. People will say, "My friend dragged me to a Stampin' Up! party. I didn't want to go, and then I went and bought a few stamps." Those people afterwards go out and buy more stamps and products. They have beautiful products, and they have many sophisticated designs in their catalog. In fact, I was at a party making cards for an upcoming baby shower, and we used a Stampin' Up! set that provided plenty of creative options.

Stampin' Up! has been great to deal with at *RSM*. Although they don't advertise Stampin' Up!, per se, they have kept the ClearSnap ads going.

DH: Stampin' Up! had great marketing from the get-go. As far as you can tell, are business stamp makers are getting out of the art stamp business or expanding into it?

RS: I don't think business people are getting into the art stamp industry—at least the people we have been in touch with.

DH: I'm talking about strictly in the background—just to make dies. They rarely will be in the business of selling them directly. That's just an entirely different market. But in terms of making

the dies, are business stamp people making more dies than they used to, or less, or the same?

RS: I'm not sure. We have a list on our website of companies making custom stamps for people. A number of them are art rubber stamp companies, while some are the type of manufacturers you mention. The company you may know is Art Gone Wild, part of ACME, which is a large manufacturer, correct?

DH: Yes, I know them.

RS: That's a good example of how companies can work together. The dad had the business stamp company. The son and his wife started the art stamp business. All the equipment and experience making stamps was available to them.

Art Gone Wild has expanded over the years, buying smaller stamp companies. The owners have also expanded to produce conventions, along with several other stamp company owners. They call it StampScrapArtTour. You'll see it in the convention listings in our magazine. There are numerous conventions held by this group and others all around the country. Conventions still seem quite popular.

DH: Those are conventions for consumers, right? There's not much of anything for the trade, obviously.

RS: Yes, almost all are for consumers. However, TheCollinsGroup does two trade shows a year, attended by stamp store owners. Companies making products for stampers, for example, Ranger, Elizabeth Craft and Décor, will have people there to demonstrate their newest products. This will give stamp store owners ideas for classes and demos of their own.

DH: How many people do they get at something like that?

RS: I'm not sure. I think about 60 to 100 store owners and others will attend.

DH: Are the remaining stores and stampers still primarily concentrated on the West Coast or spread out across the country evenly now?

RS: I don't think it's primarily West Coast now, although there still are a number of stamp company owners in California. JudiKins is in California, and so is Kathie Okamoto, the owner of A Stamp in the Hand. Both are still making beautiful stamps.

DH: A Stamp in The Hand, wow. Kathie goes back just about as far as I do. How big do you think the art stamp market is now?

RS: I have no idea. I never did. Even when it was big, it wasn't something I could gauge.

DH: We tried to get a handle on it, but we just gave up. I think that's because there are so many little places that you are just not aware of, it's very difficult.

RS: If you go to the "Where Are They Now?" page on our website, you will see the changes. Some of it is consolidation. There is a very good company called Stamping Sensations, run by Vicki Olson, who purchased a number of important stamp company lines—many focused on scenic stamping, for example, Anne-Made Designs. Vicki has a sense of humor I appreciate. In one ad placed in *RSM*, there's a photograph of her and her daughter wearing very big mitts in front of their vulcanizer (*laughs*). Those women are working hard!

At times, we've served as the "middle man" for company owners who want to sell. We let people know in an email that there's a business for sale or we put an ad in *RubberStampMadness*. Did you ever meet Zana Clark of Stamp Zia?

DH: No, I don't know that company.

RS: Zana developed a very beautiful stamp line, very arty. She recently sold the company. Sales can happen; you just need to find the right buyer.

DH: Is Magenta still around? I liked them—they were very good to us.

RS: Yes, they are still around—in Montreal. 100 Proof Press is still around, too.

DH: Any final thoughts to share?

RS: *RSM* has been a wonderful magazine to work on. It was fun at the beginning and it's still fun. The people involved in stamping are great.

DH: It was great chatting with you, Roberta. Thank you! *MM*

RubberStampMadness

216 SW Madison Ave., Ste. 17

Corvallis, OR 97333

Phone: 877-782-6762 or 541-752-0075

Email: rsm@rsmadness.com

Web: www.rsmadness.com

Consolidated Marking launches next generation 2000 PLUS® Printer Series



Consolidated Marking is excited to announce the launch details of the next generation 2000 Plus® Printer Standard Series. The Printer 20, 30 and 40 models will begin shipping in January 2015 with the Printer 10, 50 and 60 due out in late March 2015. The current Printer models will remain available until July 31, 2015.

CONSOLIDATED MARKING

These new models are more lightweight and compact than their predecessors and boast numerous features and benefits to both manufacturers and end users. For manufacturers, the new models will have a unique, gridded dieplate with "TOP" identification and no release tape to allow for quick and accurate assembly. The redesigned ink pad casing now contains restraining bars to prevent the felt from coming in contact with the dieplate. The new pads are backward-compatible to all previous Standard Series Printers. All units will continue to come individually boxed with the pad loaded and will now contain two index cards within each box. One card will be two-sided grey with the additional card red on one side and black on the opposite.

Perhaps the biggest feature of the new design is the large, robust image window. This will allow manufacturers to add an additional piece of personalization to each stamp by utilizing the ImageCard™ to market their company or brand, help promote their customer's brand or make for an additional selling point to the end user to design their own. End users will have the ability to produce their own ImageCard™ by utilizing the latest index card designer suite, which will be available at my2000plus.com (site launching in January).

For more information, contact Consolidated Marking at 800-323-0253 or sales@consolidatedmarking.com.

Big changes in store for Indiana Stamp sign division



INDIANA
STAMP

Indiana Stamp has grown all three of its major divisions over the years through strategic acquisitions. In August, the company acquired another sign company located in Fort Wayne, and as of press date for the magazine, is beginning the process of bringing an additional 10 employees on board. In order to facilitate the growth, the company ceased operating as a Signs Now franchise location. **The new, expanded sign division will be called Indiana Signworks.**

"There are synergies between the two teams in every department from sales to production to graphic design. I look forward to bringing them on board and seeing what we can accomplish together," General Manager Bill Collins states. "With more large-scale sign projects coming our way, the increased fabrication and install capabilities will be a huge benefit. The company we acquired also has a fair number of regional accounts, allowing us to expand geographically."

The new sign division website is indianasignworks.com.

Please contact sales@indianastamp.com or call 877-424-5395 for more information.

TRAXX Spain



TRAXX Printer, Athens, Greece, announces the opening of a new distribution center and sales office in Barcelona, Spain to better serve the

Spanish market. The new warehouse and offices will commence operation on September 1.

This expansion is of strategic importance as the improvement of the TRAXX infrastructure and workforce is the key to a healthy and steady growth throughout the world. Despite the difficult financial situation worldwide, TRAXX Printer is currently projecting a 53 percent sales increase in 2014 and its footprint currently extends to over 63 countries worldwide.

For more information about TRAXX self-inking products in the United States, contact TRAXX USA, 700 East Park Ave., #1051, Libertyville, IL 60048; 847-924-2520; Web: www.traxxusa.com.

Stamp Shop Manager Version 4 released



Connectweb Technologies, Inc. is pleased to announce the much-anticipated release of Stamp Shop Manager Version 4. This new version includes expanded support for uTypia websites. It now allows automatic typesetting in CorelDRAW® of orders imported into Manager from uTypia-based websites and includes many system-wide improvements. Stamp Shop Manager is the marking industry automation software built to automate order entry, typesetting, billing, shipping and so much more.

For more information on how to increase your company's efficiency, contact Connectweb at 800-556-9932 or visit www.StampShopManager.com.

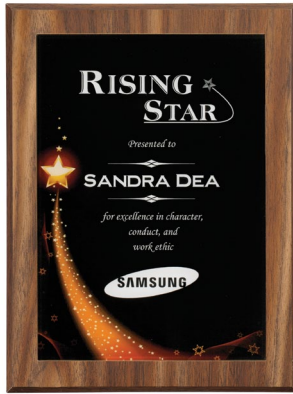


Trotec Laser, Inc. adds four new Regional Sales Managers to Eastern Seaboard

Trotec is pleased to announce the addition of (*from left to right, top to bottom*) Gary Brekher, Frank Fernandez, Brittany Schmidke and Janine Yanessa as Regional Sales Managers on the East Coast. "We are excited about adding these industry professionals to our team," says Warren Knipple, President of Trotec Laser, Inc. "The addition of Brittany, Gary, Frank and Janine will allow us to expand our Direct Sales Force to better meet our customers' needs and strengthen our regional markets along the Eastern Seaboard."

Gary Brekher is now covering the Virginias, Maryland and DC area. Frank Fernandez is responsible for covering New York City and the surrounding area. Brittany Schmidke oversees the state of Florida. Janine Yanessa is managing Pennsylvania, Delaware and parts of New Jersey. Please join us in extending them a warm welcome to the Trotec family.

To reach the Trotec sales team, please call 866-226-8505 or visit www.troteclaser.com.



Galaxy Acrylic Plaque Plates now available from JDS Industries

JDS Industries, Inc. introduces the new Galaxy Acrylic Plaque Plates. This new line of acrylic

plaque plates is similar to the popular new line of Galaxy Acrylic Plaques, which JDS also stocks, from Victory. These beautiful acrylic plates create interest and elegance through their borders and designs. Color and design on the acrylic plate create an eye-catching background on which to add personalization. Another level of dimension is added to the piece with the selection of a plaque style. This new award design will be of particular interest to the corporate marketplace because it will command attention and project excellence in a number of diverse office and workplace environments. The new Galaxy Acrylic Plaque Plates are available in 6 inch x 8 inch and 7 inch x 10 inch sizes. They are now available in all 14 nationwide warehouses.

For more information, to get showroom samples or to place an order, call JDS at 800-843-8853; Fax: 605-339-1467; Email: sales@jdsindustries.com; Web: www.jdsindustries.com.

Universal Laser Systems announces advanced laser material processing solution for manufacturing



Universal Laser Systems, Inc. extends its product portfolio with the XLS product family. The XLS 10.150D is the first platform model to be released for the XLS product family. This CO₂ laser-compatible platform

addresses diverse material processing needs—from the everyday to the unusually complex. Material processing includes cutting organic materials and marking/engraving of both organic and inorganic materials.

The XLS 10.150D platform consists of a 40 inch x 24 inch (1016 x 610mm) laser material processing area and an advanced beam delivery system. This system provides high-speed, accurate and repeatable beam positioning by

utilizing an extremely rigid, yet friction-free, motion system with high-performance servo driven motors. Additional platform features include support for multiple lasers, touchscreen with full-color LCD, multiple focusing modes, extensive safety features, Laser System Manager software with a Materials Database containing optimal settings for processing hundreds of materials and an Estimation Tool for determining productivity in advance of laser processing. The XLS10.150D platform accepts up to two interchangeable air-cooled CO₂ lasers for either single or dual laser configuration. The lasers can be individually or simultaneously controlled, quickly delivering a wide range of power up to 150 watts.

To learn more about the XLS10.150D, go to www.ulsinc.com. For a list of materials compatible with the XLS10.150D or to learn more about processing specific materials, send your inquiry to moreinfo@ulsinc.com.

Rowmark announces new MetalGraph Plus® products



Rowmark introduces a variety of new additions to the popular MetalGraph Plus® product line to expand metallic design and finish options and provide increased versatility for demanding indoor and outdoor signage, lettering and cut-out applications.

Rowmark's new line of textured MetalGraph Plus® products combines the look of brilliant metal with a classic textured finish in a UV-stable, outdoor weatherable and moisture-resistant sheet. They are available in a variety of lustrous metallic color options, including Gold, Nickel and Copper, over a black core.



Aside from traditional engraving projects, MetalGraph Plus® has also popularly become the cost-effective, lightweight alternative for fabricating indoor/outdoor vector cut-outs and letters in place of real brass, metal or stainless steel. To meet market demand, Rowmark has added a collection of new

MetalGraph Plus® products with the same cap and core color, including Brushed Antique Gold/Gold, Brushed Stainless Steel/Silver, Textured Gold/Gold and Textured Stainless Steel/Silver. Offering MetalGraph Plus® in the same cap and core color eliminates the need for customers to paint the sheet edges for color consistency.

For more information about Rowmark's MetalGraph Plus®, visit www.rowmark.com.

Rowmark announces new LaserMax® and FlexiColor® pattern products

Rowmark introduces new designer-inspired patterned products as part of the LaserMax® and FlexiColor® product lines for producing creative award, recognition and signage projects.



A new collection of unique "Digicam" (or digital camouflage) patterns in Rowmark's LaserMax® line is



constructed of a camouflage pattern popularized by the military over a durable black or white acrylic core, creating a unique visual effect. The new Digicam patterns are perfect

for military award and recognition projects, as well as outdoor recreational and specialty applications.

The new Harbor Grey is also now available as a decorative pattern option in the LaserMax® (in 1/16 inch thickness) and FlexiColor® (in a thin, flexible .020 inch thickness) product lines to expand design options for a wide variety of award, recognition and POP projects.

For more information about Rowmark's LaserMax® and FlexiColor®, visit www.rowmark.com. MIM



jetStamp MP series. Easily prints on most plastic, glass & metal surfaces.

Printing on non absorbant surfaces such as metal, plastic and foil is now easily accomplished with the new MP series, due to the special quick drying ink cartridge that dries within seconds on application.

These models do everything that the regular jetStamp series does such as printing date, time, text and numbers but on slick surfaces.



REINER
www.reiner.de

Exclusive
North American
Distributor

ami

Jeff Mear
AMI/Reiner | Exclusive Distributor
101 Castleton Street
Pleasantville, NY 10570
Phone: 800-235-0060 | Fax: 914-495-3810
E-mail: jeff@automatedmarking.com
www.automatedmarking.com

INDUSTRY INDICATOR

by David Hachmeister

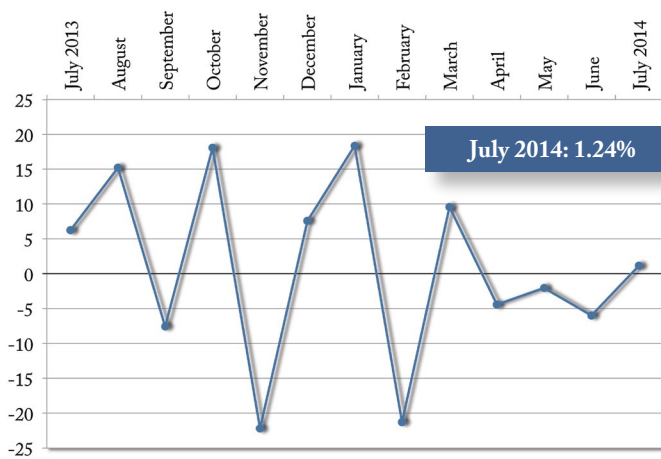
Up and down

July found stamp sales rising from June by 1.24%. Against the previous July, they fell 4.15%. Other products took their first dip after a seven-month winning streak. They fell by 1.33%.

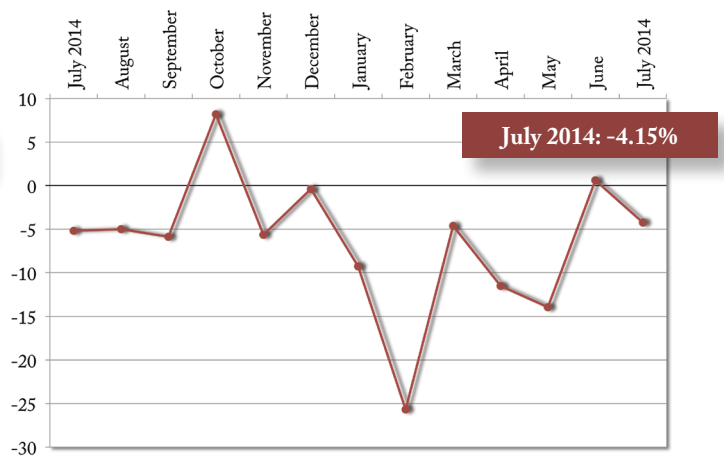
Next month, we will have a very different perspective on the Industry Indicator. Hint: It's better than you think! *M/m*

Stamps only

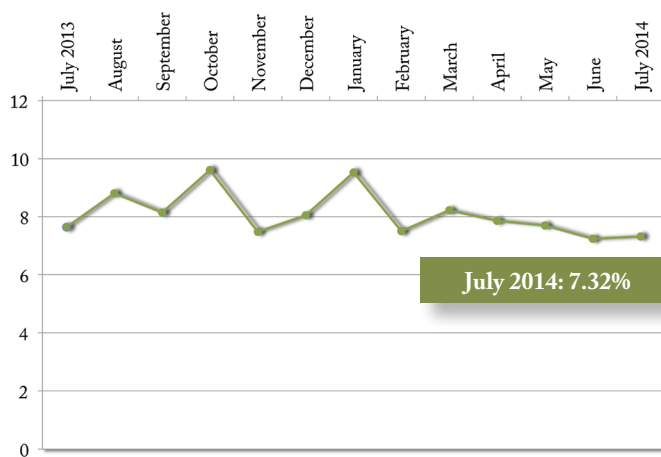
Monthly Sales—Gain/Loss Percentage



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

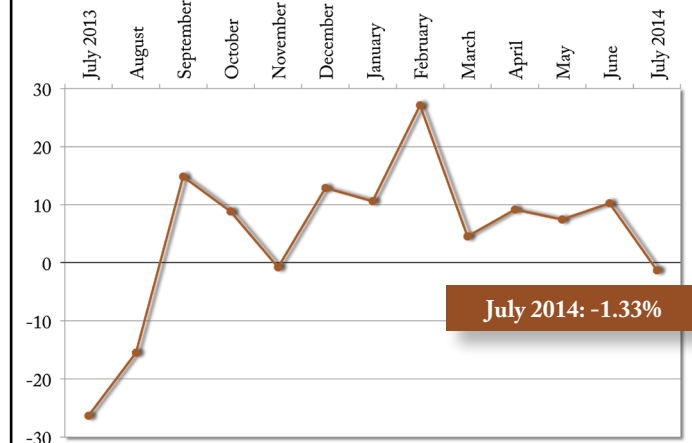


Percent of Annual Sales by Month (illustrating seasonality)



Other products

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



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

INDUSTRY IMPRESSIONS

by David Hachmeister

Something new!

This year, we tried a little different format for our Gold Manufacturer of the Year interview. We are always looking for new ideas, and as we had interviewed our winner several times, we thought it made sense to seek a different angle. Let us know what you think!

Also, a quick note of thanks to the folks at Simon's Stamps, our Gold

Manufacturer of the Year. As you will see, each employee wrote a mini-profile, walking us through his or her day. They all met the deadline! There are many reasons for success, but meeting deadlines is one of the most important. We think you will like their very different kind of story found on page 8 in this issue. *MIM*



www.markingdevices.com



www.facebook.com/markingdevicespublishing

We would love to have more participants in the Industry Indicator. Perhaps having an annual lottery for the participants with a **\$200 prize** might increase the number involved.

Interested? Contact Anne@markingdevices.com or David@markingdevices.com. We will be glad to give you the simple directions. Maybe you will be the one getting the nice bonus!



Liverpool, Ohio, has been in operation since 1906. Thank you, Orville Steininger, for contacting us!

Updated information

The list of stamp companies in business for 100+ years continues to grow! Quality Stamp Company, in East

Quality Stamp Company

432 Walnut Street
East Liverpool, Ohio 43920-3130
330-385-5259
Fax: 330-385-6510
www.innovativeceramic.com *MIM*

TRADE SERVICE

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

Stamp Shop Manager™

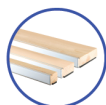
MARKING INDUSTRY AUTOMATION SOFTWARE

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.

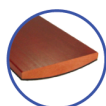
CALL: 800/556-9932

VISIT: stampshopmanager.com

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

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"

ADVERTISERS

AMI/Reiner	31
Consolidated Marking.....	17-19
Indiana Stamp	23
Jackson Marking Products Co., Inc.	4
Millennium Marking Co.	36
Shiny USA	2, 35
Stewart Superior Corporation	4
TRAXX USA.....	15
Trodat USA.....	3

UNITED RIBtype®



Offer your customers Custom Marking Solutions with our easy-to-use, cost-effective marking system for text that changes frequently.

Date codes | Lot numbers | Serialization

Tel: 800-473-4039 | Fax: 800-990-7389
1319 Production Road | Fort Wayne, IN 46808
sales@ribtype.com | www.RIBtype.com



+ NORIS®

As US Distributor for Noris Inks
Indiana Stamp offers:

- Same day shipping on most inks
- Expert sales staff to help you find the right ink for your application
- Competitive prices on the highest quality inks available

Contact us today for more information!

INDIANA STAMP

Tel: 800-442-5395 | Fax: 800-837-7267
1319 Production Road | Fort Wayne, IN 46808
sales@norisusa.com | www.norisUSA.com

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://tinyurl.com/prestobiz> for more information.

Contact us at
rimima@yahoo.com.

BUSINESS FOR SALE

Chicagoland area.

Over 40 years in business.

Stamps, engravings, awards.

Local and national accounts.

OWNER RETIRING

Interested parties contact:

rkipnis@aol.com

Anderson-Safford Marking
aka Rubber Stamp Man
Des Plaines, IL 60016

Well-established business,
manufacturing
signs, labels, seals,
stamps, etc.

**LOOKING TO
ACQUIRE
SIMILAR BUSINESS**

Please contact:
infolis@thejnet.com



Since 1957

**Heavy Metal
Jumbo Size**



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