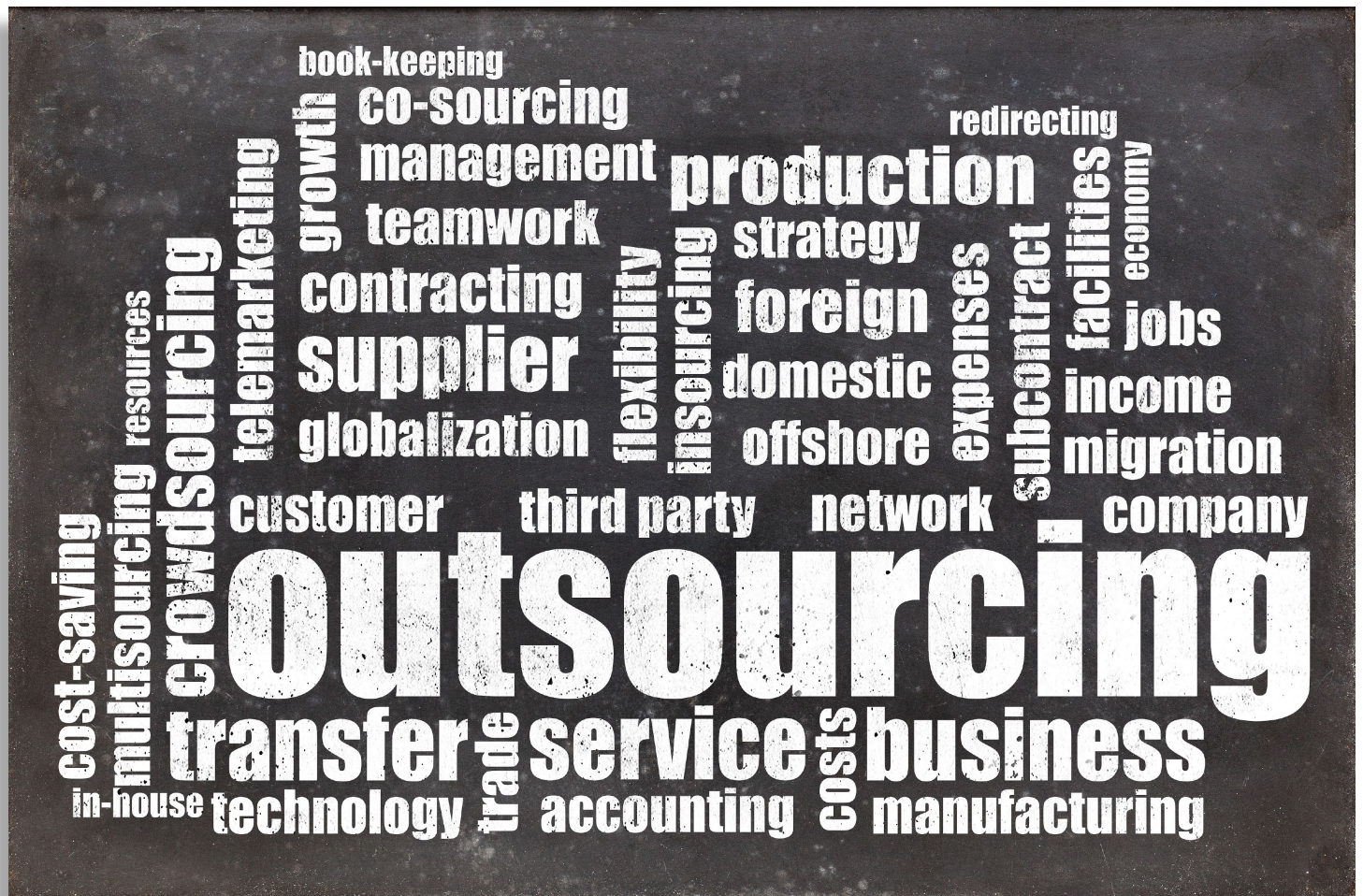


November 2014

MARKING INDUSTRY

magazine



Outsourcing for solutions



Since 1957

EZ Embossing Seals

Designed with a revolutionary mechanism that reduces embossing pressure by 30%.



Now available with 1" & 1-5/8" square die holders.

15% OFF END COLUMN PRICING ON THE PROFESSIONAL DATER



Trodat USA will be offering a 15% discount off of our end column pricing on Professional Daters until January 31, 2015. (This offer cannot be combined with any other special pricing.)

Take this opportunity to stock up and rebuild your dater inventory for next year. That way, when customers bring in their old daters for rebanding, you can sell them a new dater at a discounted price.

Please use the promo code 'DATER15' when ordering.

Thank you for your support in 2014!

-EASY ONLINE ORDERING SYSTEM-



SIGN UP FOR ORDER MANAGER

CONTACT YOUR SALES REP

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



Together we offer:

Competitive pricing on high quality inks.

The right ink for your application.

Same-day shipping on most inks.



INDIANA STAMP COMPANIES, US DISTRIBUTOR OF NORIS INKS

sales@norisusa.com | www.norisusa.com
1319 Production Rd. Ft. Wayne, IN 46808 | 877-424-5395

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

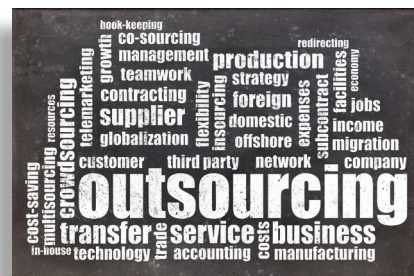
November 2014 • Volume 110 • Number 2

Features

6 Outsourcing: The source for your solutions

Looking to expand your business, but lacking what you think you need? Not all is lost... Outsource your way to success!

On the cover



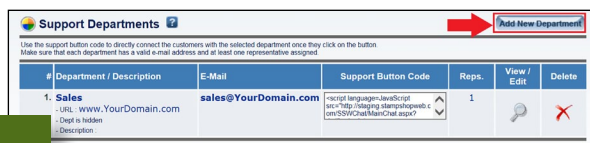
©iStock.com/marc-balianz

6

12 Stamp Shop Web™ : How to use Customer Chat™, Part 2

by Amanda Katon

This month, we continue our exploration of the *Chat* tab, where you can utilize the Customer Chat™ system and provide real-time customer assistance to visitors shopping on your website.



12

18 Getting Creative with CorelDRAW®: Putting text on a path in CorelDRAW®

by Foster D. Coburn III

This month, get a grasp on creating and modifying circle text, as well as text on an open path.

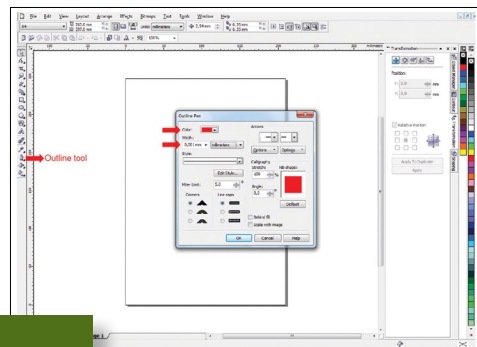


18

21 Expanding your business—Seals

by Amie McGee, Trotec Laser, Inc.

Thanks to 21st-century laser technology, seals are providing marking professionals with more options than ever before.



21

Departments

25 News

28 Industry Indicator


29 Industry Impressions

30 Advertisers

30 Classified

30 Trade Service Ads





Patricia LaCroix, owner of LaCroix Creative, offers her graphic arts and writing services to other businesses from her home office.

Outsourcing: The source for your solutions

Looking to expand your business, but lacking what you think you need? Not all is lost... Outsource your way to success!

It's time to take a hard look at your business and its needs. To be successful, what will it really take? What does your company need to reach its full potential?

Perhaps you see room for expansion. Maybe your company is doing well enough, and yet you can see it being even greater—if only you had more help.

If you had that help, your business could grow, and so would your profits. You could fulfill more purchase orders, increase your marketing and advertising efforts and spend more time securing new business. You could give greater attention to the tasks at which you excel,

and you might even have more time to break away from the day-to-day grind and enjoy your own personal life.

Perhaps you also see how your business could be improved. There may be critical tasks that no current employee is quite skilled or knowledgeable enough to perform well. As is often the case, there might not be enough hours in a day to complete everything that needs to get done.

You know that adding in-house departments with dedicated staff would solve these problems and help everyone become more productive. However, such

growth requires more employees with more salaries and benefits. It also requires additional physical space and equipment.

Of course, all of the above also requires more money. How can you realistically face these needs of your business, without the funds to invest in such improvement? How can you grow your business and its bottom line without increasing your number of employees, the physical square footage of your facility and the necessary assets to get the job done?

Welcome to the world of outsourcing.

For those who haven't considered it, the word "outsourcing" may carry some negative connotations. We've all heard about companies taking American jobs overseas and "outsourcing" positions to people living in foreign countries. But when caught up in that perspective, business owners often overlook the number of reasonably priced, service-based businesses right here in the United States that are dedicated to using their specific expertise and skills to help small and mid-sized businesses fulfill their needs.

Some call such services "freelancing," "subcontracting" or "temporary." But it all boils down to people working for a company and providing a service, without actually being permanently employed by that company and almost always "virtually"—that is, the services are rendered off site or "out of house."

And the benefits of such assistance could be just what your company needs to be more successful. Just ask Patricia LaCroix, who has been offering such "virtual" services to other businesses for nearly 30 years. Via her business, LaCroix Creative, she provides a variety of creative services, including graphic design, illustration, editing and writing, to small businesses that don't have the ability to support creative employees,

as well as larger businesses that are overwhelmed with their current workload.

"When it comes to outsourcing, there are so many benefits, I hardly know where to begin," says LaCroix. "When a company hires me to help them out, it's like they just inherited their own art department—but without all the hassles of the real thing. They don't have to worry about paying me for benefits and vacation time. They don't have to worry about buying me a computer or training me. They don't have to worry about finding me a desk. I'm the worry-free alternative!"

"Of course, they still have to pay my invoice," she concedes with a smile, "but it's far from a major investment. The money they save by outsourcing their work to me, as opposed to hiring me outright, is immense."

At first, LaCroix admits, it took her clients time to catch onto the "virtual" idea and believe that quality work could be done outside the traditional workplace. "I had one client—a client I still have, 20 years later—who initially insisted that I work at their offices during the tail-end of projects, so that 'production' could happen live and in person," she says. "They were still under the impression that steady, productive work could only happen in-house, at their physical facility. I gave them what they wanted—my physical presence—but as time went on, and as I worked more and more from home, it became clear that I could be just as efficient, in fact *more* efficient, working purely off-site. As I said, they are *still* my client—one of my very best clients—and it's been about 10 years since I set foot inside their building. It just isn't necessary."

As the owner of a small, one-woman business, LaCroix understands the value of outsourcing to the point of using outsourcers herself. "I'm very

'right-brained,'" she explains. "I'm truly a creative type, and I absolutely hate crunching numbers. But when you run a business, dealing with the financial aspect is a necessary evil." So after years of doing her own accounting, she hired a virtual-assisting business to keep track of her expenses. "I would spend months going through all my paper receipts to get ready for tax season and loathed every minute of it," she says. "Now I just hand off my receipts to a virtual assistant, who does all my bookkeeping for me. In January, I get a complete printout of all my annual expenses that I can hand off to my tax accountant. It's such relief! And it's worth every penny."

In fact, LaCroix found herself quite pleased with the pricing for her outsourced help, which she found very near her own hometown of Streamwood, Illinois. "It's not as dirt cheap as using someone in the Philippines or India," she admits, "But, in return for an extra \$15 or \$20 an hour, I have someone close by, who can come by my home office and pick up my receipts, and I never have to worry about any communication breakdowns because of a language issue or a misunderstanding of our American business culture."

Admin and Beyond, LLC, the company LaCroix hired, offers a broad array of virtual business support services. Admin and Beyond is owned and operated by the mother-daughter team of Cynthia Ioriatti (Director of Professional Services) and Victoria Andersen (Director of Administrative Services), who, combined, offer their clients more than 45 years of experience in business administration and accounting.

Just as the name implies, their business provides administration services and beyond—way beyond. Do you need someone to plan the annual Christmas party or handle the payroll? Would you prefer to have a

human being answer your phone calls, rather than your voice mail? How about someone to manage your email marketing? Admin and Beyond handles all of these tasks, and for a very good reason.

As Ioriatti explains, “We make it easier for our clients to do what they want to do—what they do best. They started their businesses because they wanted to do something very specific... but then all the miscellaneous, mundane stuff that goes along with running a business comes up. They think, ‘Oh, do I have to do all *that*?’ So that’s the stuff we do. And we love it! It’s what we love to do.”

The beauty of “virtual” is also that of appearances. If you’d like your business to appear to be a “bigger fish,” having virtual assistance can help communicate a larger presence and leave your clients with a more professional and favorable first impression. This can further the “identity” that you want to present to all of your potential clients.

So even though their company is purely “virtual” (they don’t do “staffing”—that is, there is no physical presence, such as temporary employees working at the client’s place of business), Ioriatti and Andersen both stress that their uniqueness is how they still become a very integral and important part of their clients’ business.

“When clients call in,” says Andersen, “all they know is that we’re part of the company. We don’t only interface with a company; we integrate with the company. We become the entity that their clients know.”

“We’ll spend time at their business, to learn exactly how their business works,” she continues. “It’s a very personal relationship.”

Ioriatti adds, “We work with you. We get to know you. We gear our services towards the individual company. We will

Cynthia Ioriatti (left) and Victoria Andersen, the mother-daughter owners of Admin and Beyond, LLC, combine their administrative skills to meet the needs of their clients.



Photo by Connor Andersen

bend and twist and conform to the needs of our clients... as opposed to the client conforming to our needs.”

“Your small business is your baby,” says Andersen, “and you’ve put everything into it—blood, sweat, tears, your soul. You need to know that the virtual assistant backing you up is just as invested as you are.”

Thanks to several payment options, such personal service can be surprisingly affordable.

“We have an ‘on-demand’ rate, or we have several different retainers,” Andersen notes. “If a client feels they don’t fall within a particular retainer, then we’ll work with them to build a retainer around their needs and budget.”

Ioriatti points out that outsourced support saves money as well. “You don’t have to pay taxes or offer benefits like 401K, profit sharing, medical and dental insurance or vacation time,” she says. “That’s all up to the outside consultant.”

Marcin Gluc (left, Client Relations Manager) and Suhel Siddiqui (Managing Director—Business Operations) of SolVast, in the midst of the construction of their new brick-and-mortar headquarters



Photo by Yakini Patel

Another frustration for many small and mid-sized business owners is dealing with information technology. While businesses benefit greatly from technology, there are still the inevitable technical difficulties that need to be addressed, along with the need to stay up-to-date with all the latest innovations.

Such challenges can be overwhelming to those not familiar with the field and debilitating for businesses that rely heavily on technical, computer-related

equipment for communication. Even something as simple as a downed website can mean thousands of lost dollars for a business.

Enter a company like SolVast. After working in IT for over 20 years, co-owner Suhel Siddiqui created an organization that, in his words, “provides technology solutions with the future in mind, today and always.” Siddiqui acts as the Managing Director—Business Operations, while working with two

other partners: Stan Klapacz (Managing Director—Technical Solutions) and Zia Siddiqui (Managing Director—Finance and Administration).

Together with a staff of 12 part-time and full-time employees, SolVast provides IT services to other business owners in three important areas: IT consulting, telecomm solutions and e-services.

“We enhance processes. We know exactly how to implement the right hardware and leverage the right software, and make sure those benefit customers at the right time,” says Siddiqui.

Client Relations Manager Marcin Gluc works very closely with SolVast clients as both the “local” contact person who physically shows up at a business to work with the hardware, and also as the liaison between clients and programmers, to ensure clients’ needs are completely met. He believes that outsourced help, utilized “as needed,” often fits the needs of businesses much better than in-house staff.

“With IT, especially for a small business, it’s rare to have on-going technical work for that person,” Gluc says. “It usually comes in waves. If you were to hire on a person, it wouldn’t be productive, because as a small business, you wouldn’t be able to keep that person busy.”

He also points out that small businesses often rely not only on the experience of companies like SolVast, but also their ability to stay on top of the newest and most efficient technologies available for a company, to do what’s best for that business.

“We specialize in this industry. We have exposure from many different areas and many different industries, and we take what we learn and bring that to our clients,” Gluc says.

As Siddiqui concurs, “IT is one of those things that is so evolving... It

changes from month to month, and at times, even week to week. To be able to keep up with all the variables and tentacles that exist within IT, it is not something that can be done by an individual, nor can it be done efficiently by a very small team. They have to understand networks. They have to understand databases. They have to understand interactions between components. They have to understand security protocols. All of these things become challenging for any one person.”

Gluc sums up the advantages of using such IT outsourcing: “Small companies shouldn’t be burdened by technology. So this is the benefit of outsourcing—you can focus on your work while we handle everything related to technology, so you can handle your job better and more efficiently.”

Siddiqui agrees, saying, “Business growth occurs when any small or medium business owner focuses on their business, rather than on the ‘back office’ needs. It is more advantageous for you as a client to focus on your core business, because that growth will be more meaningful to you than these ancillary back-office functions that can be outsourced. But it’s important to find the right partner to be able to do that, and that’s really what our focus has always been: to ensure that every hour we spend and every dollar we bill is right for that customer, and that they should never feel that they could have done it better themselves.”

All three of these outsourcers, by their virtual nature, work with any company anywhere in the country, and occasionally, anywhere in the world.

Growth is possible—focus on what you do best, and let outsourcing provide the rest. *Mm*

Article provided by LaCroix Creative.

LaCroix Creative

Contact: Patricia LaCroix
116 Black Hill Dr.
Streamwood, IL 60107
630-497-8904
Email: LaCroixCreative@gmail.com
Website: www.LaCroixCreative.com

Admin and Beyond, LLC

Contact: Victoria Andersen
3 Golf Center, Suite 263
Hoffman Estates, IL 60169
800-850-3907
Email: info@adminandbeyond.com
Website: www.adminandbeyond.com

SolVast Corporation

Contact: Suhel Siddiqui
1137 N. Prospect Ave., Suite 101
Itasca, IL 60143-1439
331-248-6000
Email: suhel.siddiqui@solvast.com
Website: www.solvast.com

traxx

USA



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



STAMP SHOP WEB™: Step by Step

How to use Customer Chat™, Part 2

by Amanda Katon

This month, we continue our exploration of the Chat tab, where you can utilize the Customer Chat™ system and provide real-time customer assistance to visitors shopping on your website. Today, we'll walk through setting up chat departments and representatives.

Please note Customer Chat™ is a service that must be turned on before you can use it. Contact Connectweb Technologies, Inc. for more information. To review, representatives are the users/employees who will be working with your customers through the Customer Chat™ system. Departments are the areas to which each representative is assigned. You may have one department or several, depending on your needs. Let's get started!

Departments

Begin by signing in to the admin area of your Stamp Shop Web™ site. Once you are logged in, click the *Chat* tab. Next, click the *Departments* link from the chat menu on the left of your screen (see Picture 1).

The *Departments* section displays options that allow you to list and register new support departments. You can set up as many departments as you'd like, and you will assign

representatives to these departments, which we will discuss later here. The screen you see now lists your current departments and provides some additional information. You will find the code to display a support button that directly connects with each specific department, as well as the number of representatives assigned to each department. To view or edit a department, click the *View/Edit* button to the right of each department (see Picture 2).

Add a New Department

By setting up different departments, you make it simpler for your customers to contact you for help whenever they need it, as they use the Customer Chat™ system. With multiple departments, your customers are able to request information about specific products or services with greater ease. To create a new department, click the *Add New Department* button in the top right corner of the *Departments* main screen (see Picture 2). On the next screen, fill in the information accordingly (see Picture 3).

Department Name: Type the name of the department; for example, “Customer Service.” Other examples of departments that you might set up include: “Signs,”

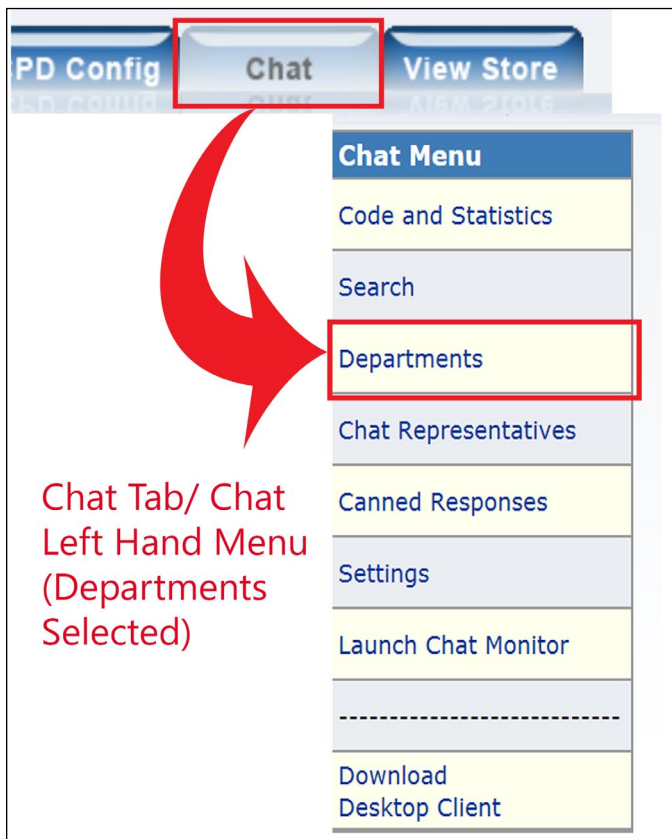
“Stamps” or “Engraving.” If you have multiple sites, each site could be set up as a separate department.

Department Email: When the department’s representatives are busy or off-line and the customer leaves a message, that message will be sent to this address. This field is required for email messages to be sent.

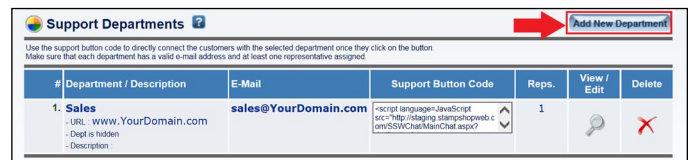
Department URL: If the department has a web page, you can enter that URL here.

Options: With this very useful option, you can choose to make the department hidden and not available for general access. In most organizations, there is a first line of representatives who handle all incoming support requests. If necessary, these representatives can then pass a chat request to their supervisors or managers, who are accessible in departments that are only meant for critical situations.

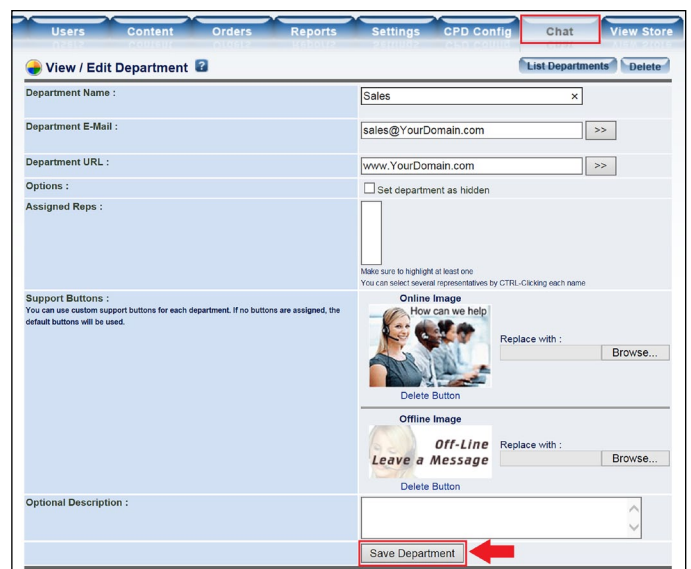
Assigned Reps: Select the representatives who will provide support for the new department. You can also assign users to a department when creating a new representative, which we’ll cover shortly. Make sure to assign at least one representative by clicking on his or her name and



Picture 1: Chat tab—left hand menu and Departments link

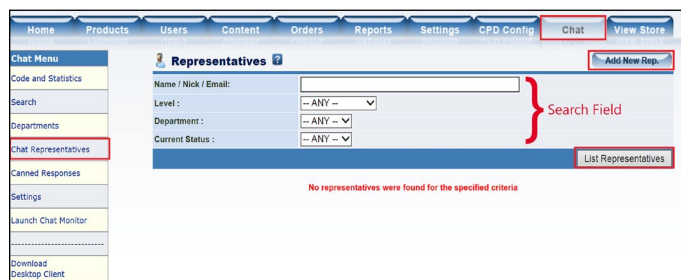


Picture 2: Support Departments main screen with highlighted Add New Department button



Picture 3: View/Edit Department setup screen

Picture 4: Chat Representatives main screen where you can search for representatives and view their information and status



highlighting it in blue. To select multiple representatives, press the CTRL key while clicking on their names.

Support Buttons: You can assign custom buttons for each department and use the code in the department's main screen to display them. To assign a custom button, select the online and offline images that you would like to use from your local computer, using the *Browse* button.

Optional Description: In this field, you can provide a short description about the department. This is optional and not required in a new department setup.

When you have entered all the information, click the *Save Department* button. You will then be taken to the *Departments* main screen.

Representatives

Now that our departments are established, let's move on to set up representatives by clicking on the *Chat Representatives* link from the chat menu. Within the *Chat Representatives* link, you see options to browse and add new representatives. There are two types of representatives you can create in the Customer Chat™ system: administrators and representatives.

Administrators are the users in charge of maintaining the application, and they can also provide support for their departments. Administrators can freely add as many users as they want and assign them to any departments at any time. On the other hand, representatives do not have the ability to make changes to the Customer Chat™ system; they are users in charge of providing live support to your customers.

You can assign any number of users to any department so that they can provide support for that particular department. To search for representatives, type any information you have into the search criteria fields on the *Chat Representatives* main screen, and click the *List Representatives* button to see your results. You can also *View*, *Edit* or *Delete* existing representatives from this screen (see Picture 4).

Picture 5: Edit Representative screen, seen after clicking Add New Rep. button. It's also the same screen you see if you edit a representative.



Add a New Chat Representative

To add a new representative, click on the *Add New Rep.* button located in the upper right corner of the *Chat Representative* main screen (see Picture 4). On the *Edit User* screen, you will enter the necessary information to create the new representative. You can also assign a custom support button for each user (see Picture 5). Please note that only system administrators will be able to edit and create new representatives.

Name and Email: Enter the name and email address of the new representative.

Username and Password: Type the username and password of the new representative.

Nick (Screen Name): A short name to be used during a chat session with customers. Your customers will see this name in their chat window.

Public Info: Any additional information that you would like to display to your customers about the representative (for example, that individual's area of expertise).

Simultaneous Requests: Enter the total number of requests that the user will be able to handle simultaneously. To set this field to "unlimited," you can type "0" (zero). But keep in mind that if too many requests are received at any

given time by a representative set to “unlimited,” the representative might not be able to provide an adequate level of support to each of the customers.

Level: Designate the user as a representative or administrator.

Welcome Message: A message that will be displayed to the customers when a session starts; for example, “Hi! Thank you for choosing My Stamp Company. My name is John. How may I help you?”

Assigned Departments: The departments to which the representative will be assigned to provide support. As mentioned earlier here, you can also designate representatives to belong to specific departments under the *Departments* link.

Representative Photo: As an option, you can upload a photo of the current representative that will be displayed to the website customer.

Support Buttons: You can assign custom buttons to connect your site visitors directly with the representative.

Additional Info: In this optional field, enter any additional information for the representative (phone number, address, notes, etc.).

To save the new representative and his or her information, click the *Save Representative* button at the bottom of the screen. The new user will be created in the system. You'll then be taken to the *Representatives* screen, where you can see the representative's information or click the *View* button to be brought to the *View Representative* screen (see Picture 6). On the *View Representative* screen, you can see available details, including the code to display buttons that directly connect with the current representative, the rep's status, the number of attended requests and the average session rating (see Picture 7).

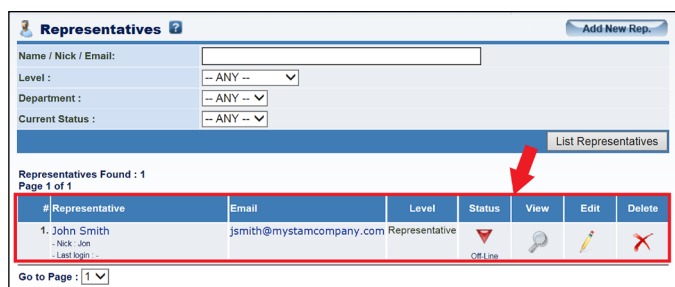
HELPFUL TIP: If you change or edit *your own properties*, some of your new settings will not be available until you log out and log back in again.

This concludes Part 2 of working within the *Chat* tab! Setting up *Departments* and *Representatives* is the key to the Customer Chat™ system functioning as a whole. We will continue our exploration of the *Chat* tab in the New Year, when we go over *Canned Responses* and chat *Settings*. If you have any questions regarding your website(s) or would like the chat feature turned on for your site(s), please contact Technical Support at 800-556-9932 or support@cwebtechnologies.com. Stay tuned for next month's installment as we begin our look at working with your inventory in Stamp Shop Manager™! M

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.



Picture 6: After you create a new representative, see the representatives listed here and click View to view their information.



Picture 7: View Representative screen where you can see and review all your representatives' information



**KEEP
CALM
AND
DATER
ON**

Now Shipping



All pre-orders will ship 11/14/14. Use "2015 MERCH" when placing your orders.

CONSOLIDATED MARKING

MAIN OFFICE

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

EAST COAST

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

WEST COAST

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



CANADA COSCAN

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



Like us on Facebook!
facebook.com/ConsolidatedMarking

Putting text on a path in CorelDRAW®

by Foster D. Coburn III

This month, get a grasp on creating and modifying circle text, as well as text on an open path.

I'm sure each of you has a different mix of artwork that gets turned into a rubber stamp. My guess is that a seal is a relatively common project. Most seals I've seen feature what is called "text on a path" in CorelDRAW®, though it is commonly called "circle text" by users since it goes on a circle. In this article, I'll cover all the steps you need to create and modify circle text. And since we're already talking about text on a path, we'll also go over techniques for situations where the text is on an open path.

Circle text

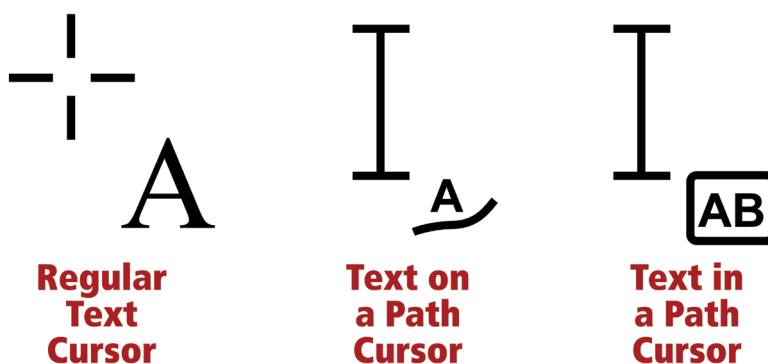
While there may be some users who call this effect Circle Text, it is still called Text on a Path in CorelDRAW®. There are two things that are required: a circle and some text.

Let's first talk about the circle to which the text will be attached. When the design is done, it does not have to be visible. Whatever path you use, it is a live connection with the text. This

means that if you change the size of the circle, then you'll also see the text adjust to the new path. Because it is a live connection, you never want to delete the path. If you don't want it to be visible, turn off the outline.

Once you have a path, you can add text. There are two ways you can add it. The first is to just type Artistic Text onto your drawing page and attach it to the circle by selecting both and choosing **Text | Fit Text to Path** from the CorelDRAW® menu.

Figure 1: Three different text cursors



I find the second method to be the most efficient way, and that is to type the text directly on the path.

In order to type the text directly onto the circle, you'll obviously need to have a circle in your drawing. Then select the Artistic Text tool and move it over the edge of the circle. Before you click, move your cursor just outside of the circle, just inside of the circle or right over the circle. Did you notice how the shape of the cursor changed? Figure 1 shows the three different cursors. If you aren't near

Figure 2: Text on a Path Property Bar



the path, you'll see the regular text cursor, and the text won't be attached to the path. When right over the path, you'll get the Text on a Path cursor, and the text will attach to the path. Move just inside the circle and you'll get the Text In a Path cursor, and you'll get Paragraph Text in the shape of the circle.

The first time you try to type the text directly on a path might be a tad tricky, as you have to watch the cursor to make sure you get the Text on a Path cursor. But once you've done it a time or two, it will become much easier. Should you wish to put more than one piece of text on the same path, it is important that the text to be placed at the top of the circle should be added last.

Now it is time to add some text to a circle and make some adjustments. Draw a circle and add some text to it, using either of the methods I've described. Once the text is on the circle, your Property Bar should look similar to Figure 2. Don't worry if yours doesn't match exactly as long as you have the Text on a Path Property Bar shown.

The leftmost setting on the Property Bar determines how the text sits on the path. There are five choices in the drop-down, and I can't think of a scenario when you'll use the bottom two. Figure 3 has examples of each of the five

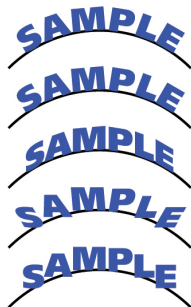


Figure 3: Examples of how text sits on a path for each option in Property Bar drop-down menu

choices. It really is your choice which option you feel looks the best.

How do you get the text where you want it on the circle? There is an X in the middle of the text. Click on the X and drag the text wherever you want it to appear. When you get near the center of the circle, it will overlap and generally look awful. Move it to the bottom of the circle, and it will be upside down. This drives some users crazy, but it can be easily flipped. On the Property Bar are two buttons to Mirror Text. One mirrors it vertically and the other, horizontally. If the text appears upside down or backwards, just click the buttons until it appears the way you desire.

As you were dragging the text, you may have also noticed that it would "snap" at certain intervals. This is controlled by the Tick Snapping on the Property Bar, shown in the drop-down of Figure 4. You can choose to turn the tick snapping on or off, as well as change the distance between the snaps.

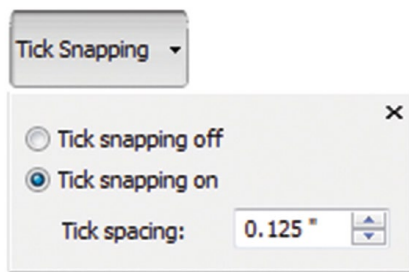


Figure 4: Tick snapping can be toggled on or off and the spacing can be set.

A common side effect you may see with text on a path is that the spacing of letters can be either too tight or too loose. Fixing this with text on a path is the same as with text elsewhere. Once you've selected the text, switch to the Shape tool (some people call it the Node Edit tool), and you'll note a box to the

lower left of each character as shown in Figure 5. Click on any of the boxes and you can move that character exactly where you like. Also note the "fishbones" at the lower right. Drag this icon to the right and space will be added between all characters, while dragging it to the left will tighten the space between characters. I find that I use the fishbones first to get it mostly right, and then I'll use the Shape tool for some final changes.



Figure 5: Change the spacing of text with the nodes or the character spacing "fishbones."

After you get the basics down, you can really have fun with your designs. Figure 6 shows a single piece of text on a path, though it may seem like more than a single piece because bullets were added between each word. In this example, the text is attached to the inner red circle, though it could have just as easily been attached to the outer red circle or even to an invisible path.



Figure 6: An example of text on a circle along with other artwork

Text on an open path

Nearly all of the steps are the same for an open path. What is an open path? Think of it as any line where the ends do not connect. You'll still create the path, such as a wavy line, and then attach text to it. As with a closed shape, you can attach the text via the menus, or you can simply click on the line and start typing. Clicking on the text and dragging it can move it above and below the path, as well as move it toward either end of the path. If you get too close to the end, characters will stack on top of each other at the end of the path. Figure 7 shows an example of text sitting right on an open path, as well as moved away from the path.

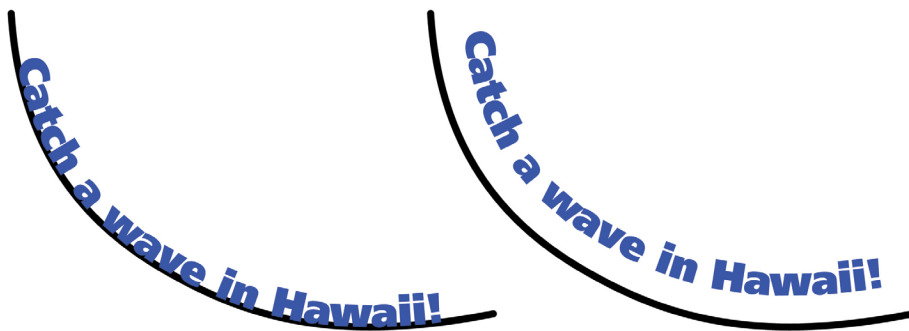


Figure 7: Text on an open path and moved away from the path

In closing

Of all the special effects in CorelDRAW®, Text on a Path is one that you will use quite often. This is especially true in the rubber stamp business. If you have not already mastered putting text on circles and open paths, take some time now to practice so that you can get exactly what you want on the first try every time. 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. Email your project questions to foster@unleash.com.

Expanding your business —Seals

by Amie McGee, Trotec Laser, Inc.

Thanks to 21st-century laser technology, seals are providing marking professionals with more options than ever before.

Since the dawn of civilization, officials and dignitaries have used seals for authentication of documents or valuables. Early civilization created cylindrical seals which could be rolled over clay that were used in trade. Beginning in the Middle Ages, nobility used wax seals for authentication, carving elaborate designs on rings or other metal objects. Traditional wax seals continued to be used on certain high-status and ceremonial documents, but in the 20th century, they were gradually superseded in many other contexts by inked or dry embossed seals and by rubber stamps.

As the 2000s dawned, lasers began to take root in the stamp and engraving industries, and today, a vast number of seals are produced on a laser using Delrin to manufacture the dies. Unparalleled detail can be done on a laser engraver, providing design options that were difficult to create or simply not possible on some of the older equipment.

Seal creation on a laser has become a streamlined process. Every seal press consists of two die plates—the positive (female) and the negative (male). For the positive die plate (displayed as black text/graphics on a white background in the graphics program), the black elements are engraved into the Delrin material. For the negative die plate (displayed as white text/graphics on a black background in the graphics program), the entire black surface is ablated by the laser, making the created text or graphic appear raised on the die plate. The two die plates need to fit exactly in each other to achieve perfect relief print quality. That's why the text/graphic elements must be produced slightly enlarged on the positive (female) plate. In some laser software, such as Trotec's JobControl X, there is no need to adapt the size of the female plate manually, as it automatically creates the positive (female) and the negative (male) die plate for you.

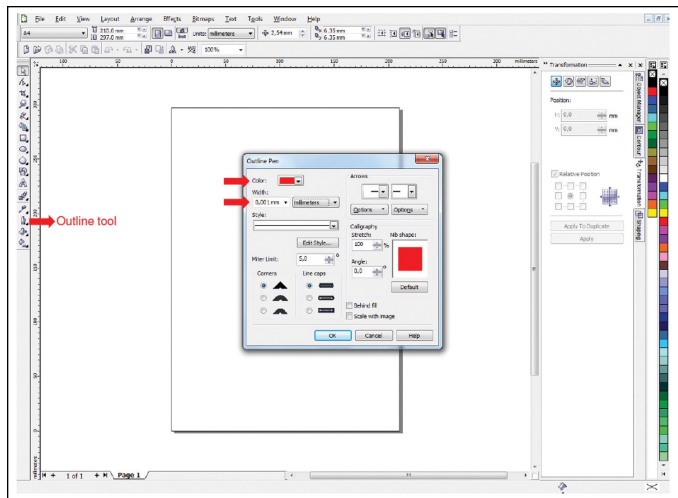


Figure 1: Settings for the cutting line of the outer contour

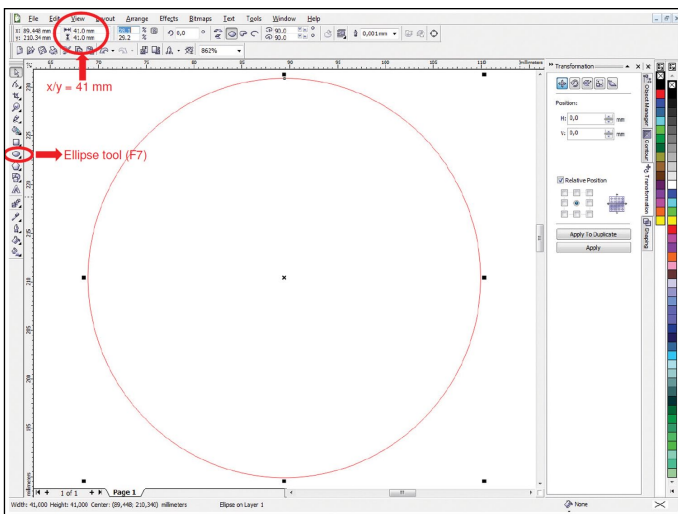


Figure 2: Creating the cutting line for the outer contour

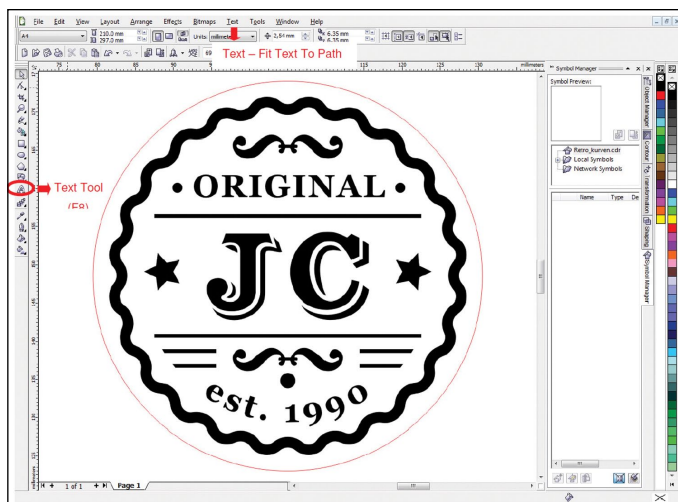


Figure 3: Example graphic - Positive (female)—black text on white background

In this example, the graphics are created in CorelDRAW.® However, any other graphics program, such as Adobe Illustrator, Freehand, etc. may also be used.

Creating the cutting line for the outer contour

The outer contour defines the maximum outer dimension of the die plates and is cut after the engraving process. The size of the outer contour should correspond to the size of the seal press; in our example, it measures 41 mm.

- Define the cutting line as a hairline or 0.003 point wide line in red, using the Outline tool in the “Outline pen” dialog box (see Figure 1).
- Select the Ellipse tool and simultaneously hold down the CTRL key, draw a circle, select the circle and enter the desired dimensions directly into the dialog boxes (see Figure 2).

Creating the elements inside the cutting line

When creating these elements, it is important to note that only vector graphics or shapes created in the graphics programs are used. Raster graphics (such as .bmp, .jpg, etc.) are not suitable for embossing. However, any type of font may be used, as long as a minimum height of 3 mm is maintained to ensure the readability of the text. Create the desired text by using the Text tool (see Figure 3).

Tip: To align the created text perfectly along a curve, use the “Text—Fit Text To Path” command by highlighting the desired text, then open the “Text—Fit Text To Path” menu and highlighting the reference object.

Creating the triangular recess (“nose”)

A triangular recess (“nose”), which is inserted into the circular cutting line of both the negative and positive, serves to facilitate the positioning of the two die plates in the seal press at a later stage.

It is best to create the triangular recess by using the Rectangle tool.

- Select the Rectangle tool (F6), draw a square, then select the square and enter the size parameters of x = 2 mm, y = 2 mm. Next, rotate the square by 45 degrees and position the square within the cutting line so that the arc lies horizontally across both corners. Select the red circle and the square, and then select the “Back Minus Font” symbol, so that the square is cut out from the circle (see Figure 4).

Creating the negative (male)

In order to create the negative (male), the positive (female) must first be copied and then mirrored horizontally.

- First select the entire graphic, copy it, then paste it and move the copied version to the right of the original.
- With the copied version selected, click “Mirror horizontally” on the toolbar (see Figure 5).

Color the original

- Select all your items in the original graphic (text, graphics, logo) and recolor them white. Now select the circle and color just the circle black (see Figure 6).

Enlarge the text and graphic elements in the mirrored die plate (positive)

- Select the text and graphic elements, choose the Outline tool and the Outline pen, make the outline a 0.25 mm width and highlight the corners and rounded line ends (see Figure 1, and Figures 7 and 8 on page 24). Now you are ready to process your file on the laser.

After the laser processing, you just need to clean the die plates and paste them into the seal press. Simply wash the finished Delrin die plates with water and a little soap, and wipe off any dust still adhering with a brush. The die plates should be adhered into the seal press using the supplied doubled-sided adhesive circles. The recessed die plate is pasted onto the top, and the die plate with the raised text is pasted onto the bottom (at the holes punched into the seal press itself).

First, fix the thicker of the two supplied double-sided adhesive circles onto the back of the recessed die plate (female), then paste this die plate, with the “nose” pointing to the front, onto the top part of the seal press.

Now paste the thinner adhesive circle onto the back of the die plate with the raised text (male). Pull off the carrier material on the back, and fix the die plate with the raised text into the recess of the already installed die plate, so that the two die plates snap together.

The two noses on the die plates should be perfectly aligned on top of each other. Now press down on the seal press, making sure the second plate is firmly fixed into the press. You can now place a piece of paper into the fully assembled seal press and press down to make an embossing on the paper.

Seals have shifted from being used exclusively as a “corporate” product, to being used in various crafts or seasonal projects. Using a monogram or holiday message

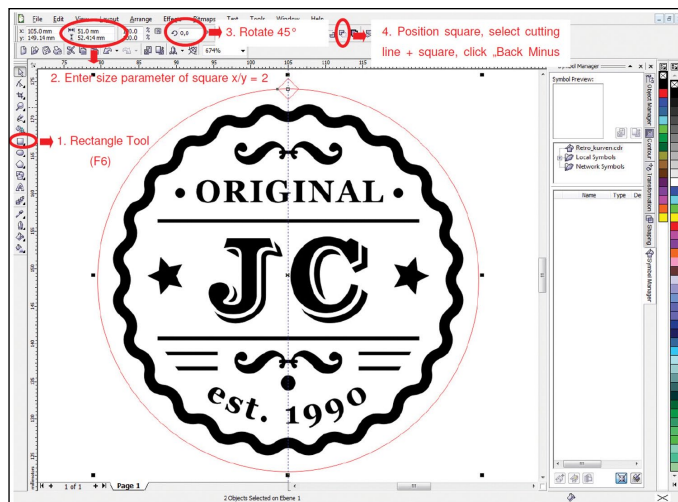


Figure 4: Creating the triangular recess nose

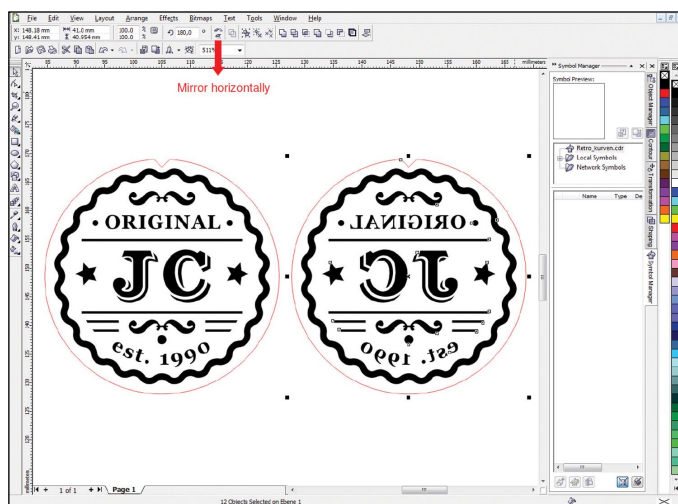


Figure 5: Copy and mirror

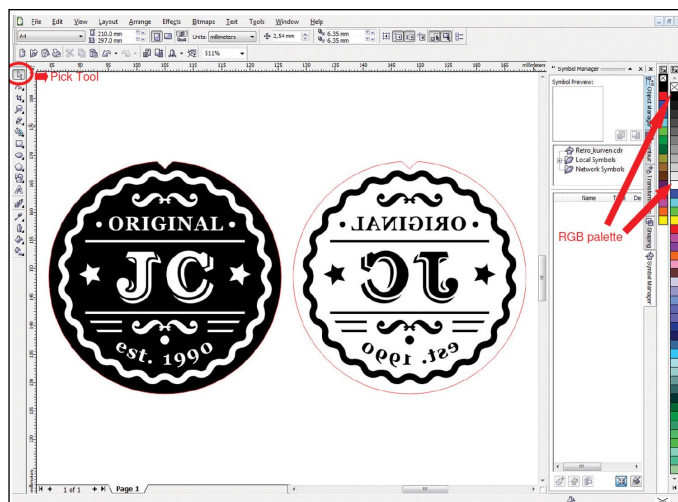


Figure 6: Color the original

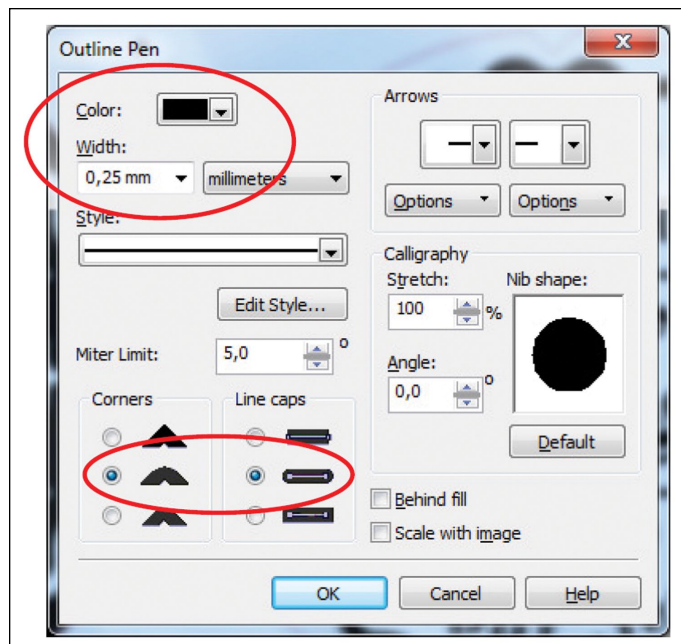


Figure 7: Outline settings for enlarging the text and graphic elements on the mirrored die plate

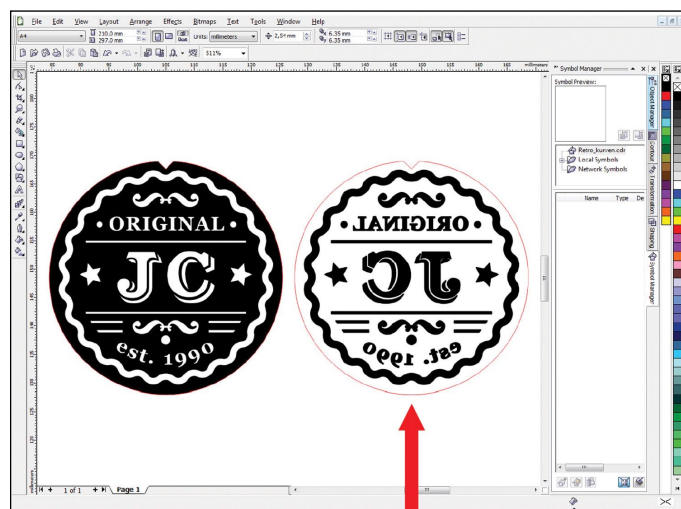


Figure 8: Image showing the enlarged texts and graphic elements on the mirrored die plate displayed on the screen

seal on cards and envelopes has become an easy way for end-users to customize their stationery. This largely untapped market gives manufacturers a new channel in which to sell their product, making seals a growth opportunity. *Mmm*



ABOUT THE AUTHOR

Amie McGee is a Director for Trotec Laser, Inc. and has been in the laser industry for over 15 years. Her talents with laser are wide-ranging, and her expertise with stamp and seal applications propels Trotec to new levels. For more information on seal applications and more, visit www.troteclaser.com.

New PowerTools download available from Connectweb Technologies



Connectweb Technologies, Inc. announces that the *new* PowerTools is now available and better than ever! PowerTools allows you to update product and category information, as well as update order statuses in one easy-to-use desktop program. Every change you make is updated to your website in real-time, making PowerTools a must-have program for all Stamp Shop Web™ users. The best part is that it's *free*! With new security updates and the convenience of all three PowerTools in one, it's a no-brainer to download the PowerTools program today.

For more information on how to download or use the PowerTools desktop program, contact Connectweb at 800-556-9932 or visit www.CwebTechnologies.com.

Crystal ornaments from LaserBits



These highly polished crystal ornaments are a beautiful way to preserve sentiments, yearly milestones and memories. Each ornament arrives in a beautiful

satin-lined gift box, completing the luxury of this gift. Laser engraving reveals a frosty white tone for excellent contrast. Choose from a variety of shapes to add to your showroom. Ribbons included!

Visit www.laserbits.com for more information and to check out the TechTips section, which is an excellent source for information on engraving guidelines.

Laserable Leatherette items from JDS Industries



JDS Industries, Inc. introduces a brand-new product line that

business professionals will fall in love with! The new Laserable Leatherette products are made from soft imitation leather that personalizes like a dream when laser engraved. The products, which are available in either light brown or dark brown, provide a rich and distinctive look and feel to a variety of products, including key chains, pen holders, business card holders, luggage tags and a portfolio. You really need to see and touch the Laserable Leatherette items to fully appreciate their value. If you laser engrave, you will want to get samples of these for your showroom. With 14 fully stocked warehouses, JDS reaches over 82 percent of the USA in one day and over 99 percent in two days via ground shipping!

To get showroom samples, contact JDS Industries today by phone at 800-843-8853; Fax: 605-339-1467; Email: sales@jdsindustries.com; Web: www.jdsindustries.com.

Millennium Marking Company/Shiny USA announces additional "Made in USA" products

Millennium Marking Company/Shiny USA is proud to announce additional "Made in USA" products.

As its domestic plastic injection operation (at their main plant in Chicago) continues to grow, they are able to offer more American-made products. They currently have eight plastic injection machines from 45 to 350 tons.



With the increased capacity, they are now able to offer the first six sizes of the MaxLight XL2s as "Made in USA" products. These six mounts will incorporate a new, patent-pending snap-in die box.

For more information, please contact your MMC/Shiny USA sales representative at 800-453-5362 or email sales@millmarking.com.

Young Bros. Stamp Works Inc. under new ownership



Young Bros. Stamp Works Inc., a manufacturer of

quality steel stamps based in Muscatine, Iowa since 1904, is pleased to announce an ownership transition, effective September 26, 2014. The business, which has been owned and operated by the Young family for four generations, was purchased by a local businessman, Dan Stein. The business will continue to operate from its existing location in Muscatine, and daily operations will be under the direction of General Manager Brienne “Ren” Teed.

Stein comments, “We are committed to operating the company in a high-quality manner to continue to earn the trust and business of our valued customers and partners each day. We are proud of the quality product that Young Bros. stands for and the team that makes it happen. We are excited about the future of the company.”

Teed comments, “We will be making it a priority to reach out to our business partners and customers over the coming months to start building a strong working relationship with them. We want to ensure we are meeting the needs of both our distributors and users of our products.”

For more information, contact Young Bros. Stamp Works, Inc.; 1415 Howard Avenue, P.O. Box 75, Muscatine, IA 52761; 800-553-8248; Fax: 800-982-0011; Email: sales@ybstamps.com; Website: www.youngbrosstampworks.com.

Millennium Marking Company/Shiny USA announces replacements for large PSI Mounts

Millennium Marking Company/Shiny USA is pleased to announce the replacements for the large PSI Mounts.



The MaxLight X33 and X36 will replace the PSI 4696 and 6994 mounts. These large stamps utilize their patented assembly process. The stamp manufacturer flashes the stamp when the die box is completely assembled for the ultimate in ease and convenience. The dual springs in these stamps help ensure an easy and even impression every time.

For more information, please contact your MMC/Shiny USA sales representative at 800-453-5362 or view the video on Facebook at www.facebook.com/millenniummarking.

Stamp Shop Manager™ now available in three new editions

Connectweb Technologies, Inc. is pleased to announce that Stamp Shop Manager™ is now available in three new editions: Lite, Plus, and Professional.



These three new editions offer automatic typesetting in CorelDRAW of orders imported into Manager™, a customer management system, inventory management, full accounting and much more. The best part is that they are more affordable than ever! Manager™ is a great business tool for small and large shops alike, and with the three new editions and pricing levels, there is a fit for everyone!

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.

Johnson Plastics names TJ Kvilhaug Account Manager—Large Format Sublimation Printing

TJ Kvilhaug has been named Account Manager for the Johnson Plastics Large Format Sublimation business. In his new position, TJ will focus on management of current JP large format sublimation customers, new business acquisition and technical support, as well as new technology and products. He will continue to be based in the Minnesota headquarters as he oversees the large format business for the entire United States.



TJ has a wealth of experience in sublimation and engraving and has served customers in various roles at JP during the past 10 years. In his most recent position as a Sublimation Professional, TJ has helped JP customers get established, has sold systems and has written articles for trade publications.

“TJ has established himself as an expert in the sublimation industry, and we are confident in his ability to oversee our growing base of large format customers,” says Mike Johnson, Johnson Plastics president.

Johnson Plastics is a leading distributor of materials and supplies for the engraving and sublimation industries, with nine strategically-located offices throughout the United States.

For more information, visit johnsonplastics.com or call 1-800-869-7800.



Rowmark USA expands operations with new manufacturing facility

Rowmark announces that it will expand its operations with the construction of a state-of-the-art 78,000 square-foot manufacturing facility, as the new headquarters for its engravable sheet division business. This expansion is a result of Rowmark's continued, fast-paced growth and increasing capacity as the leading manufacturer of highly engineered extruded plastic sheet materials.

Rowmark's new headquarters will be located in the same industrial park as the existing facility, and will include expanded production and warehouse space to optimize manufacturing efficiencies and lead times. It will also feature a dedicated showroom with Rowmark product and display samples, plus expanded research, testing and new product development labs.

Upon completion of the expansion project (targeted for spring 2015), Rowmark's existing facility will function as the manufacturing and administrative headquarters for the company's growing custom division, PMC (Premier Material Concepts), which services the thermoforming market.

"We are thrilled about this exciting growth opportunity," Rowmark President and CEO Duane Jebbett says. "The need for this new facility is a testament to our customers' faith in our products and to the hard work of our dedicated employees. Our business partner, Bertram Capital, has a growth-oriented approach that makes all of this possible. We are proud of this significant commitment to our customers and their belief in our team."

For more information about Rowmark and its products, visit rowmarkllc.com or rowmark.com. Mlm

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

- | | |
|--|--|
| <ol style="list-style-type: none"> 1. Publication Title: MARKING INDUSTRY MAGAZINE 2. Publication Number: 0467-990. 3. Filing Date: October 17, 2014 4. Issue Frequency: monthly 5. Number of Issues Published Annually: 12 6. Annual Subscription Price: \$56. 7. Complete Mailing Address of Known Office of Publication: 136 W. Vallette, Ste. 5, Elmhurst, DuPage County, IL 60126-4377. 8. Complete Mailing Address of Headquarters or General Business Offices of Publisher: Same as above. 9. Full Names and Complete Mailing Addresses of Publisher, Editor and Managing Editor: Publisher—David Hachmeister, 136 W. Vallette, Suite 5, Elmhurst, IL 60126-4377; Editor—Patricia LaCroix, same; Managing Editor—Anne Shadis, same. 10. Owner: David Hachmeister, same. 11. Known Bondholders, Mortgagees and Other Security Holders Owning or Holding 1 Percent or More of Total Amount of Bonds, Mortgages or Other Securities: None. 12. Tax Status (For completion by nonprofit organizations authorized to mail at nonprofit rates): n/a. 13. Publication Title: Marking Industry Magazine. 14. Issue Date For Circulation Data Below: October 2014 15. Extent and Nature of Circulation.
First Figure: Average No. Copies Each Issue During Preceding 12 Months.
Second figure: No. Copies of Single Issue Published Nearest to Filing Date.
a. Total Number of Copies (Net press run): 830, 765
b.1 Mailed Outside County Paid Subscriptions Stated on PS Form 3541: 723, 708 | <ol style="list-style-type: none"> b.2 Mailed In-County Paid Subscriptions Stated on PS Form 3541: 0, 0 b.3 Paid Distribution Outside the Mails Including Sales Through Dealers and Carriers, Street Vendors, Counter Sales, and Other Paid or Requested Distribution Outside USPS: 38, 20 b.4 Paid Distribution by Other Classes of Mail Through the USPS (e.g. First Class Mail®): 10, 10 c. Total Paid Distribution: 771, 738 d.1 Free or Nominal Rate Outside-County Copies Included on PS Form 3541: 0, 0. d.2 Free or Nominal Rate In-County Copies Included on PS Form 3541: 0, 0 d.3 Free or Nominal Rate Copies Mailed at Other Classes Through the USPS (e.g. First-Class Mail): 8, 0 d.4 Free or Nominal Rate Distribution Outside the Mail: 2, 0 e. Total Free or Nominal Rate Distribution: 10, 0 f. Total Distribution: 781, 738 g. Copies Not Distributed: 49, 27 h. Total: 830, 765 i. Percent Paid: 99, 100 16. Publication of Statement of Ownership for a Requester Publication is required and will be printed in the November 2014 issue of this publication. |
|--|--|

I certify that all the information furnished on this form is true and complete. I understand that anyone who furnishes false or misleading information on this form or who omits material or information requested on the form may be subject to criminal sanctions (including fines and imprisonment) and/or civil sanctions (including civil penalties): David Hachmeister, October 17, 2014.

INDUSTRY INDICATOR

by David Hachmeister

Stamps come out on top!

We welcome another company to the Indicator! If you would like a chance to be entered into the annual \$200 lottery for participants, contact me about joining. It is easy and rewarding.

Back to the business at hand. For the third month in a row, stamps rose against the previous month, this time at a

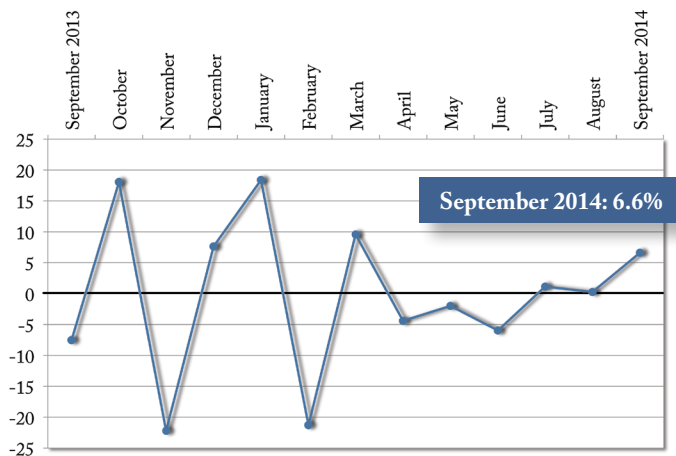
healthier 6.60 percent. However, they also fell against September of last year by just 3.83 percent.

Other products had a sharp decline of 16.34 percent. Who would have thought stamps would have been the stronger component!

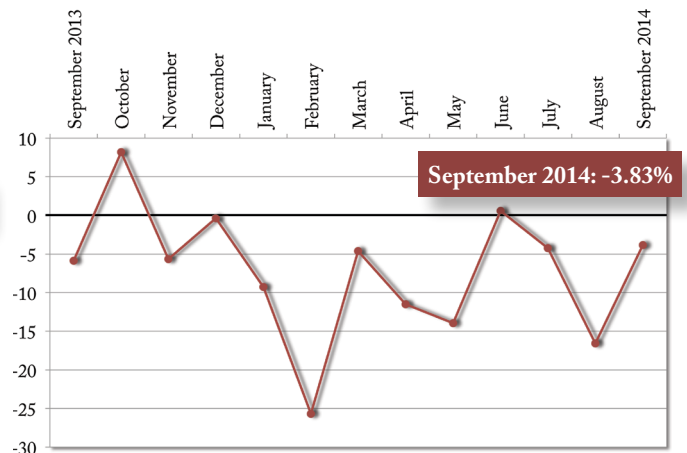
Start working with us this month, and you will be entered into our drawing for \$200. *Mmm*

Stamps only

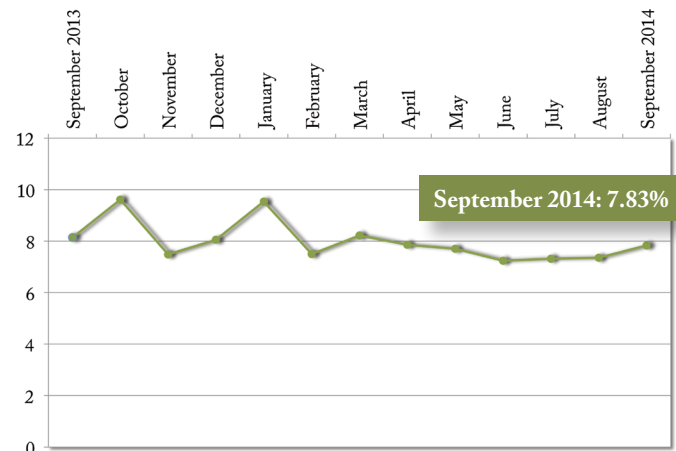
Monthly Sales—Gain/Loss Percentage



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

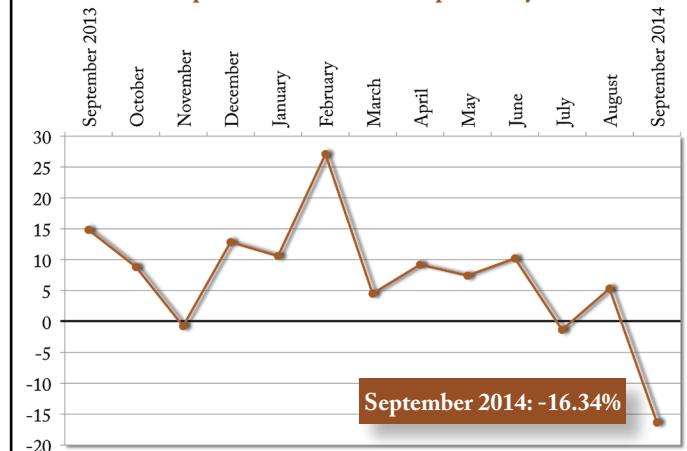


Percent of Annual Sales by Month (illustrating seasonality)



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

The lure of the big account

So many businesses fail because they get hooked on the illusory big client that will make their business an instant success. We can think of one stamp business from many years ago that got one of the nation's largest retailers as their main client. They ramped up their business, added dozens of employees and thousands of square feet to their manufacturing. Their main client soon became their very demanding boss. More discounts were added to their already large discounts. Delivery times were shortened and payment times were expanded. Ninety days plus became the regular payment terms. Loans were taken to cover the gap, and eventually, the big customer went overseas with knockoffs to send our friends in the stamp business over the fiscal cliff. Bankruptcy, which looked inevitable anyway, came swiftly thereafter.

Another misguided idea is that you may lose money on one sale, but that you will make it up in volume. This sounds like the old railroad philosophy: We may lose money on each car, but we'll make it up in volume. We actually heard a railroad pricing agent make this argument. Needless to say, bankruptcy soon followed.

Underlying these misguided notions is the misunderstanding of the economies of scale. Yes, there is a dramatic drop in the cost of making or producing the second copy of anything, but too many business owners treat marginal costs like they aren't anything at all. They also fail to see the economies of scale work in reverse as well. The loss of sales can be severe margin-killers.

In publishing, this is manifest to the highest order. If we were to publish one copy of an issue, not only would our advertisers be unhappy, but the cost would be 95 percent or more of the cost of producing 1,000. We pay additionally only for paper, ink and postage. So our marginal costs, the cost of each additional copy, are very low. If we add an advertisement without adding more pages, it is almost 100 percent profit. Likewise, if we lose an ad, we have almost a 100 percent loss.

The cost of producing one custom stamp is also fairly high, but the relative marginal costs are very significantly greater than in publishing. Raw materials may be \$3 or more for a \$25 stamp. Layout and typesetting (if not done by the customer) and proofing add more dollars. So it is critical not just to know your average costs, but your marginal ones as well.

What we are saying is that the lure of the million-dollar account is very seductive but seldom the panacea you may have thought, once the discounting begins. It has been our experience through talking with many of you that the profit-squeezing discounts never stop and actually grow over time. Usually these accounts become a huge part of your business. You become addicted to the volume. You have surely hired more employees, maybe even moved to new and larger quarters. When the inevitable crash comes, it comes from a very high place.

We are not suggesting you never take on a big customer, but rather be sure you have a sharp pencil and a good lawyer before you do! M



www.markingdevices.com



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

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

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

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"



+ NORIS®

As US Distributor for Noris Inks
Indiana Stamp offers:

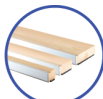
- Same day shipping on most inks
- Expert sales staff to help you find the right ink for your application
- Competitive prices on the highest quality inks available

Contact us today for more information!

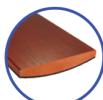
INDIANA STAMP

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

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

ADVERTISERS

Consolidated Marking.....	16-17
Indiana Stamp	4
Jackson Marking Products Co., Inc.	4
Millennium Marking Co.	32
Shiny USA	2, 31
TRAXX USA.....	11
Trodat USA.....	3

CLASSIFIED

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:

info@thejnet.com



Since 1957

ECOLine

Products that satisfy
both you & the Earth.

With environmental threats and degradation such as deforestation in mind, Shiny has introduced ECOLine, a series of products using 75% post consumer recycled material that is packed with recycled fiber.



SHINY USA

WWW.SHINYUSA.COM
WWW.SHINYCANADA.COM

Maxlight X

Simply the best large stamps on the market.



- X33 (1-3/4"H x 3-3/4"W) & X36 (2-1/4"H x 3-3/4"W)
 - X39 has extra large 3-1/4"H x 4-5/8"W imprint area & utilizes two layer cartridge for "easy push" impressions
 - Robust handle & dual springs ensure an even impression
 - Massive ink capacity exceeds *Xstamper...
- ...reduce by 50% to match **iStamp & **Evo Stamp



*Xstamper is a registered trademark of Shachihata Inc.

**iStamp and EVO Stamp are registered trademarks of Consolidated Marking

DEDICATEDTOTHESTAMPMAKER.COM