

CONTENTS

November 2014 • Volume 110 • Number 2

On the cover



©iStock.com/marc-kalitz

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!

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

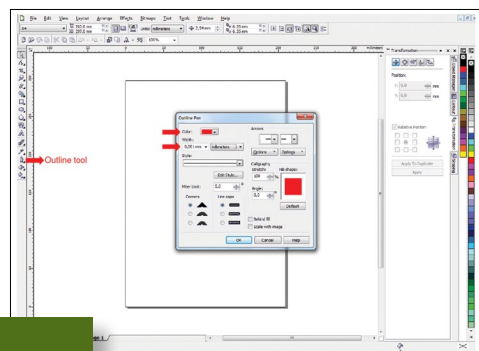


21 Expanding your business—Seals

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