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Printex Monthly News Bulletin

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SURROUND YOURSELF

WITH THE BEST PEOPLE YOU CAN FIND,
DELEGATE AUTHORITY,
AND **DON'T**

INTERFERE

AS LONG AS THE POLICY YOU'VE
DECIDED UPON IS BEING
CARRIED **OUT.**

~ Ronald Reagan



Be more concerned with your character than with your reputation. Your character is what you really are, while your reputation is merely what others think you are.

~ John Wooden



TIPS OF THE MONTH

The only true wisdom is knowing that you know nothing.

~ Socrates

"Good management is the art of making problems so interesting and their solutions so constructive that everyone wants to get to work and deal with them."

~ Paul Hawken, *Natural Capitalism*

TOP 10 SALES Techniques



Sales techniques are used in majority of sectors such as marketing right to Finance and IT, selling everything from software, a service or a product. After you are training to bring you up to speed about what you're selling, you need start bringing in the business. These top ten tips sales techniques gives an overview of the type of skills you need to use to gain new business and build and maintain client relationships.

1) Prepare

Before you make your first initial contact with the potential client, make sure you research their business thoroughly, understand their industry and take a look at what their competitors are doing. Also, do a little web research on the person you're going to be talking to.

2) People skills

Some people find meeting new people easy as it comes naturally to them, but others find it difficult. Remember you're face and personality of your company. There are many courses that can help develop your people skills and cover many aspects such as questioning and listening skills, giving and receiving criticism and praise and using assertive behaviour.

3) First impressions really count

If you are having your first meeting, first impressions are really important. Majority of people make their first impression in 15 seconds of meeting you. To feel confident, you need to look confident. Make sure you look clean, tidy and are dressed appropriately. Do not wear jeans to your first meeting; even if they are a casual company, the first meeting is always about looking and appearing smart.

4) Starting a client relationship

Once you've made the first contact, you need to build on the relationship. It is important to listen and understand their business needs. Once you've built that relationship, shown you understand, and earned their trust, you are on the right track to making them a regular customer.

5) Relationship Building

To build on the relationship it is important to maintain regular contact with the client. If you don't then they will either go to your competitor

or lose trust in you. Make sure they know that they can contact you on your email, work number and mobile.

6) Listening to your client

Your client might mention a problem that they are currently experiencing at work. If you can solve this problem, don't be afraid to give them your professional advice, even if they don't ask for your help. You have to be confident in finding solutions to their work.

7) Sell the benefits

Sell the benefits of your product or service. Remember that your product or service is benefiting their business needs. You are helping them gain a flexible work schedule to make their work life a little easier on them.

8) Don't rush the sale

Never let your customer feel like they are being rushed into a sale. This is important especially if you're still building the relationship. If you can make them feel that they are in control of the relationship, you won't risk losing the client to a competitor.

9) Remember a promise is a promise

If you promise to do something, perhaps a favor relating back to your services/product, make sure you follow through. If there is a deadline, make sure it reaches your client at least a day before. If you're forced to extend the deadline, contact the client straight away and let them know.

10) You're the expert

Never forget that you're the expert in your field, make sure the client knows that they can turn to you for advice. You understand the industry and have the knowledge to provide expert advice and share good practice.

EXPOSURE and Washout PROBLEMS: Part-1

Problem: Coated screen sticking to positives and vacuum frame

Cause

Excessive heat on vacuum glass frame.

Insufficient drying of emulsion/high humidity.

Solution

- Check cooling system.

- Allow coated screen to dry thoroughly.
- In drying stage, increase air circulation, use a dehumidifier, heat screen drying area

Problem: Stencil breakdown. Pinholes, delaminations, etc

Cause

Improper degreasing.

Under-exposure.

Improper wash out.

Uneven coating.

Incorrect coating with respect to mesh count
Improper mixing of Diazo in diazo or dual cure emulsions.
Emulsion's shelf life has been exceeded.

Emulsions not dry before exposure.

Dirt or dust accumulated on coating during drying.

Dirt or dust on positive or vacuum frame glass.

Solution

- Use Xtend Prep 102 or 300 and rinse thoroughly.
- Re-evaluate exposure time to fully harden stencil.
- Check lamp age, type and brand.
- Water too warm (do not exceed 40°C).
- Decrease water pressure.
- Use properly tensioned screen.
- Make sure coating trough is straight and even.
- Re-evaluate coating thickness.
- Mix thoroughly.
- Date when sensitised - store as directed in the product information sheet.
- Allow screen to dry thoroughly before exposure.
- Control humidity in screen room by using drying box and/or dehumidifier.
- Keep drying area as clean and as dust free as possible.
- Clean positives and glass with a recommended cleaner.

Problem: Image area difficult to washout

Cause

Over-exposure.

Stencil pre-exposed to excessive UV light.

Positives not dense enough.

Coated screens subjected to excessive heat (diazotypes).

Poor contact between the screen and film positive.

White mesh causing 'light scatter'.

Solution

- Adjust exposure time (use an exposure calculator).

- Use safelight in drying and pre-exposure areas.

- Check for light leakage.
- Re-evaluate film processing.

- Do not dry at temperatures exceeding 35°C.

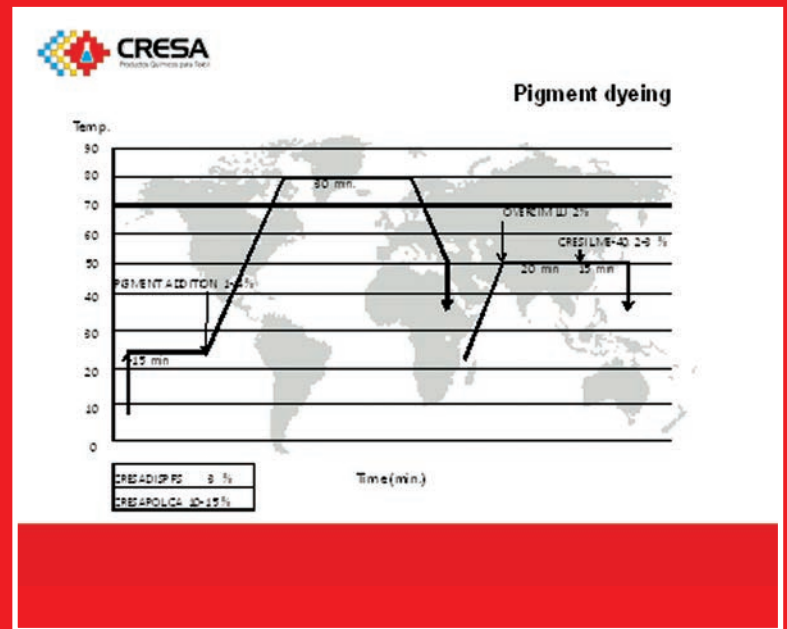
- Check vacuum contact.

- Use dyed mesh.

VAGABOND GARMENT DYEING- BY CRESA

Cresamin Process Properties

- A new dyeing process with pigments; simple, economic and ecological
- Maintain the dyeing machines clean
- Reproducible process
- Low water consumption
- Excellent washing and light fastness
- Short process



How to control mechanical effect to reach “Vagabond” look:

- Rpm. (25-30 rpm.)
- Drum diameter. (Highest effect on bigger diameter).
- Average time for turning each side.
- Constant bath ratio.
- Open pocket or division Y.

News from Printex

Mr. Gomez Ignasi (Print Corex- Cresa) will be available in Pakistan to Introduce Some New Products and will visit customers to make Trials.

GOTS Certification is now available of several Pastes from Silkflex- Malaysia Range.

During last Month, Mr. Lasantha Peiris (Fujifilm Sericol) had a successful visit of many customers in Pakistan. He Introduced Ready to use Process Color Discharge from their Water base Range.

Mr. Anjum Iqbal (Printex) will visit Impression Technology - Australia during 3rd week of November to get the Technical Training of Direct to Garment Printing .



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