



evolve

Printex Monthly News Bulletin

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TIPS OF THE MONTH

Men talk of killing time, while time quietly kills them.

~ Dion Boucicault

"If you pick the right people and give them the opportunity to spread their wings—and put compensation as a carrier behind it—you almost don't have to manage them."

~ Jack Welch

"Never try to teach a pig to sing; it wastes your time and it annoys the pig."

~ Paul Dickson

MANAGEMENT
IS **EFFICIENCY**
IN CLIMBING THE LADDER OF SUCCESS;
LEADERSHIP DETERMINES
WHETHER THE
LADDER
IS LEANING AGAINST THE
RIGHT WALL.

~ Stephen R. Covey

EXPOSURE and Washout PROBLEMS: Part-2

Problem: Coating Problems:

Cause

Dust or dirt on screen or in coating trough.

Air bubbles caused by coating screen too quickly or air stirred into emulsion.

Emulsion coating too thin for mesh mesh count.

Solution

- Keep area clean.
- Degrease with Xtend Prep 102/300
- Replace lid on emulsion when not in use.
- Keep coating trough clean and covered.
- Slow coating stroke to ease friction between coating trough lip and mesh.
- If stirred, allow enough time for bubbles to dispel.
- Re-evaluate coating thickness, add another coat of emulsion.

Problem: Uneven coating

Cause

Damage to coating trough.

Condensation in emulsion container.

Old image in screen

Solution

- Use another coating trough.
- Do not use sandpaper. It will create an uneven edge.
- Stir emulsion gently before use do not mix-in air bubbles.
- Use Antistain and Antistain Cream/Screen Cleaner UV.
- Re-stretch screen with new mesh.

Problem: Streaks or lines in coated screens

Cause

Damage to coating trough.

Condensation in emulsion container.

Old image in screen

Solution

- Use another coating trough.
- Do not use sandpaper. It will create an uneven edge.
- Stir emulsion gently before use do not mix-in air bubbles.
- Use Antistain and Antistain Cream/Screen Cleaner UV.
- Re-stretch screen with new mesh.

Problem: Fish-eyes

Cause

Grease and oils left in mesh due to poor degreasing.
Chemistry in wash-out tank splashing back onto screen.

Solution

- Use Xtend Prep 102 or 300 and rinse thoroughly.
- Rinse well with water after degreasing.
- Decrease water pressure.

Problem: Emulsion grainy or lumpy

Cause

Emulsion was frozen.

Solution

- Store as directed in the product information sheet.



November 21, 2013
by Deb Calvert

It's such a simple concept. Nevertheless, there are so many sales people trying to sell something they don't believe in or don't understand.

It confuses me when someone says they are a competent salesperson but they don't particularly care for the product that they sell. For me, personally, I would never choose to sell a product I didn't fully understand and absolutely believe in.

Does that make me less of a salesperson? After all, we sometimes use the antiquated phrase "He could sell ice to an Eskimo" to talk about sellers who are so skilled they could sell anything to anyone.

I'm not that kind of salesperson, and I'm proud of that. At the same time, that does not mean I have only sold the very best products. In fact, throughout my sales career, I have sold and trained others to sell products that are sometimes viewed as being lower value than competitive products.

So how did I manage to believe in those products? Why didn't I jump ship and go to the strongest competitor instead? Because I believed that the products I sold were the very best products for certain buyers.

Not everyone wants or needs a Cadillac. The top-of-the-line choices are not meant for every single buyer. I was proud as a frontline seller to offer a wide range of products to meet a variety of needs.

What enabled me to believe in the products I sold was this simple truth: I took the time to make a match between what each individual buyer needed and the unique product that I offered to that buyer.

When asked to participate in sales blitzes or other campaigns that required me to sell the same thing over and over again, regardless of buyer needs, I didn't. Either I refused to participate and made up the sales in other areas, or I worked far enough ahead to make sure the people on my blitz list were the ones who actually needed the product being sold.

I know enough about myself to know that my authenticity as a seller was a big part of why buyers trusted me and accepted my recommendations. My inability to sell them something they did not need is what differentiated me from other sellers they worked with at competitive companies. I wasn't about to compromise my integrity for the sake of a single sale.

There are some sales professionals who represent products they don't personally believe in. They don't use the products themselves. They wouldn't suggest those products to family members or close friends. It shows.

As a buyer, you've probably been able to spot those sellers. They say all the right things about the features of the product, but they can't quite make the case authentically and compellingly for why you should buy that particular product.

Unfortunately, not all buyers are savvy enough to see through a seller's lack of belief in their own product. Some sellers are so motivated by the commission and so well-versed in tricky techniques that they do make sales. Ultimately, buyers feel duped. The sellers make commission, and I suppose they sleep well enough at night.

But this is exactly what erodes the nobility of sales as a profession. When a seller does not meet buyer needs and does not sell products he or she believes in, that seller becomes the stereotypical salesperson all buyers try to avoid.

For me, I know that selling a product I believe in feels better and works better for me. I receive buyer loyalty, long-term relationships and a feeling of gratification when I've helped someone by selling them what I believe will genuinely help them.

When I don't operate that way, I don't receive the same feeling of having done something noble and worth doing. Being driven by that feeling, wanting to receive that gratification of having helped someone... that's what drives me as a seller. And it's worked well for over 25 years.



Reasons to Be Truly Grateful

November 26, 2013 by Geoffrey James

One of the best ways to become successful, in my opinion, is to begin and end each day with gratitude. With that in mind, here are eight reasons that life is worth living and worth living well:

- **Being Alive.** Any day above ground is a good day.
- **Challenge.** Nothing is fun without an obstacle to overcome.
- **Family.** Even the most difficult ones have some saving graces.
- **Friends.** Being a friend is the only better thing than having one.
- **Free Will.** It may be an illusion, but it's great to have a choice.
- **Nature.** A walk on the beach or in the woods renews your spirit.
- **Work.** If you were financially independent, you'd still keep busy, right?
- **Love.** As the Beatles famously sang, it's all you really need.

News from Printex

In continuation of Our Commitment to bring the World's Best Brands for our valued customers, we got the Distribution of " Impression Technology " - the leading Direct to Garment Printing Machines Manufacturers in World. Our Managing Director - Mr. Anjum Iqbal got the 4 Days Technical Training at their Office in Sydney. And we will Start its Promotional Working in January 2014 after installing the 1st Machine at Printwell.





Mr. Ignasi Gomez (Sales Engineer) from Print Corex had a successful visit to Pakistan in November . He visited a lot of customers and did trials of his new products specially the leather effect, New white, Vega-bond Dyeing through Pigments (Cresamin).



**Applied
Chemistry
2013**

M/s Printex had participated the 1st International Conference on Applied Chemistry at GC University Faisalabad as their Conference Partners held on 18-20 November, at GC University Faisalabad.



Our **Lahore Office** is shifting from current address to New at the end of December.
The **New address** is :

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