



# evolve

Printex Monthly News Bulletin

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## TIPS OF THE MONTH



BEHAVIOR IS  
A MIRROR  
IN WHICH EVERY ONE  
DISPLAYS HIS  
OWN  
IMAGE.

~ Johann Wolfgang von Goethe

One person  
with a belief  
is equal to a force of ninety-nine  
who have only  
interests

~ John Stuart Mill

Remember, there  
are no mistakes,  
only lessons. Love  
yourself, trust your  
choices, and every-  
thing is possible

~ Cherie-Carter Scotts

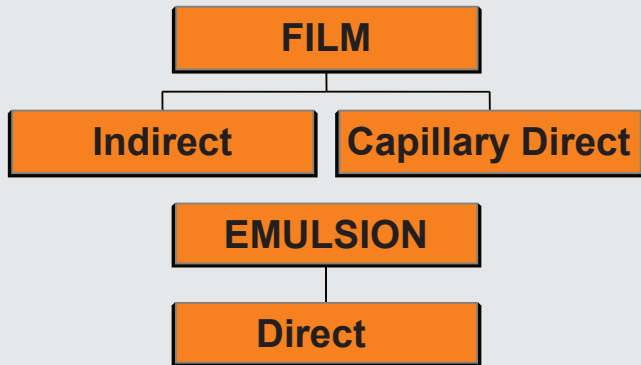
One word frees us of all the weight  
and pain of life; That word is love.

~ Sophocles

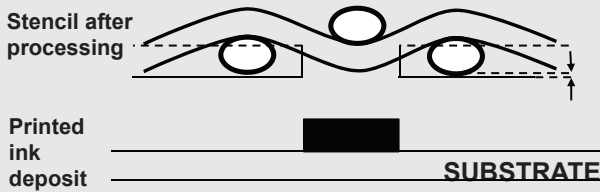
# EXPECTATIONS OF SCREEN PROCESS

This is courtesy of Fujifilm Sericol. **Part 2**

## PHOTOGRAPHIC STENCIL SYSTEMS

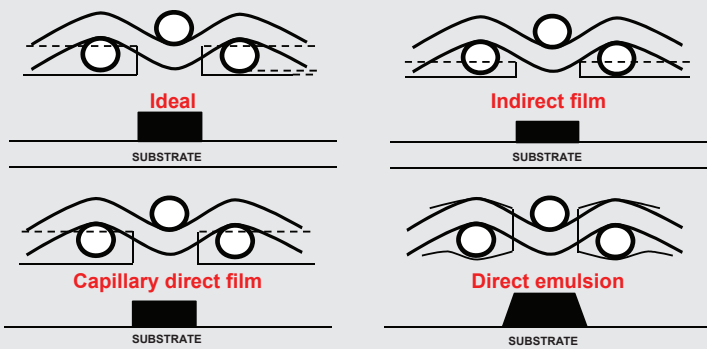


## STENCIL / INK DEPOSIT RELATIONSHIP

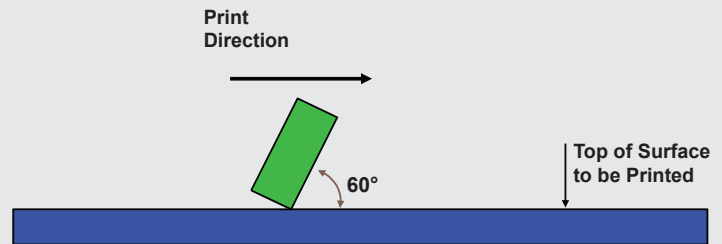


RESOLUTION	DEFINITION
BUILD	R <sub>Z</sub>

## INFLUENCE OF STENCIL ON INK DEPOSIT

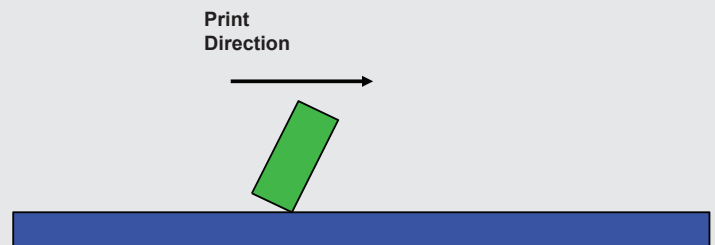


## SQUEEGEE CRITERIA



- Generally accepted angle of 60°
- Increase in angle (eg. 60°>70°) results in decrease in ink deposit
- Decrease in angle (eg. 60°>50°) results in increase in ink deposit

## SQUEEGEE CRITERIA



**INK DEPOSIT IS INFLUENCED BY SQUEEGEE SHORE HARDNESS**

65 (soft)	➤	75 (medium)	➤	85 (hard)
higher ink deposit				lower ink deposit

## SQUEEGEE CRITERIA



Ink deposit is influenced by edge condition and profile  
The above will lead to **higher ink deposit**

# 5 BEHAVIORS

## That Are Holding You Back from More Sales

by David Neagle

Sales is a numbers game. In fact, it's two numbers games. There's one game of financial numbers, and another game of hitting numbers with people. If your numbers aren't what you want them to be, you might be playing the game wrong.

The five issues below can help you determine what you're doing – or not doing – to hurt your sales. If you can pinpoint your problems, you can open yourself up to growth and find solutions.

### Problem #1: Lack of Desire

There are a lot of people in sales who hate sales. They have no desire to be in this line of work. Perhaps they heard that you can make a lot of money in sales. Or maybe one thing led to another and it sounded like a good job at the time, but it's not enjoyable work for them. Or maybe they used to like sales, but a few years down the road, they lost the desire for it.

If you relate to any of these situations, you either need to find some motivation and decide you do want to be in sales, or you need to get out. It's as simple as that. A lot of people do make a lot of money in sales, but you have to want it.

### Problem #2: Failure to Set Goals

Sales is an industry that absolutely requires being results-focused. If you're not setting specific goals, whether they're measured monthly, quarterly, or annually, you will not have the success you want. You need to be constantly bettering your skills and setting goals, and measuring results helps you do that. If you are not a natural goal setter, don't simply disregard that part of the job and try to work around it. It may take more work for you to learn the habit of goal setting, but it's a necessary step in personal growth if you want to be a great salesperson.

### Problem #3: Bad Attitude

A negative attitude isn't appreciated in any line of work, but it's a huge hindrance in sales. Your job is to speak to a need or desire that customers have and inspire them to buy your product. I haven't seen many motivational speakers with bad attitudes, and that's because you can't be inspirational if you're not inspired yourself. You also can't fake this; people will see right through you if you are negative.

If you're in sales, have a good job, and can make good money, that's a great thing! Focus on these positive aspects of your life throughout the workday, and your optimism will be apparent to customers.

### Problem #4: No Interest in Studying Your Profession

People are your profession. You must study them in order to sell to them. Different people find different things offensive and appealing. There is a wide variety of personality types, ethnic backgrounds, and economic statuses in the world. The more you understand your customers, the easier it will be to connect to them and communicate effectively.

You should also have an understanding of who your customers should be. Too many salespeople spend too much time in front of the wrong people, who either can't – or won't – buy their products. A greater understanding of your customers leads to more efficient use of your time.

### Problem #5: Not Believing in Your Product

You can't sell something you don't believe in (at least not well). If you don't believe in your product, get out of that job and find something to sell that you can really stand behind. You don't have to necessarily be a customer as well as a salesperson, but you need to believe in the product. For example, if you sell \$20-million yachts, you don't have to own one, but you do have to believe that you're selling the highest-quality yacht that money can buy.

If you want to be a successful salesperson, you need to take a long look at yourself and your sales history. You need to be willing to grow and improve in areas in which you might be weak. If you can take your profession seriously and dedicate yourself to these improvements, you can be as great as any salesperson out there.

# INFORMATION ABOUT TRANSFER PAPER

## STORAGE AND HANDLING OF PAPER

- 1 Never allow the paper to sit where it will be affected by weather conditions or possible damage.
- 2 Always stack cartons flat. Never stand on end side as this will cause curling and damage.
- 3 A cool dry, place is ideal for storing any type of heat transfer paper. Keep paper on racks or pallets away from excessive heat/moisture.
- 4 Always keep paper in original wrappers and cartons until the transfer paper is ready for use. Never leave unwrapped. Re-wrap or cover with plastic.
- 5 Rotate your paper stock often. Use first in/first out principle when managing your stock.

## CONCERNING THE CONDITIONING OF PAPER

- 1 For the best transferring results, pre-shrinking the transfer paper is recommended for all multi-color jobs. Pre-shrinking of the paper should be done using the exact same conditions used for the print job (temperature and time on the dryer) and if possible, the same dryer as well. Immediately after pre-shrinking, the transfer paper must be covered with moisture proof paper or plastic, as humidity can cause paper to grow back to its original size within 10 minutes. Ideally, any type of pre-shrunk paper should be kept in a hot room or hot box at 90°F or above and should have low humidity.
- 2 For best color registration, the transfer paper should be exposed to the atmosphere as little as possible to prevent weathering and warping of the paper. Some printers have a mini hot box at the printing press or they use very small lifts with one person designated to bring the paper from the hot room to the printing press. This is extremely important on days where the weather has very high humidity levels.
- 3 In general, it is best to gel the plastisol ink at as low of a temperature as possible to prevent any kind of overcure or scorching of the garment and print.
- 4 For printing jobs that use multiple colors, be sure to use long grain transfer paper whenever possible, as this will reduce the amount of shrinkage experienced with the transfer paper being used.



## IMPORTANT INFORMATION ABOUT PAPER GRAIN

- 1 What determines paper grain direction? As paper is made, the pulp fibers align themselves in the direction they flow onto the paper machine wire. This creates a fundamental property of paper which causes it to react differently in alternate directions.
- 2 How are screen print heat transfers affected? As the moisture content changes with humidity, the paper will expand or contract. This changes in a greater degree across the grain than it does in the direction parallel to the grain. This is very important when attempting to attain good registration on multi color jobs. When running multi-color jobs, use paper from the same lot number. Never mix the long grain and short grain of the transfer paper.



# International News

*Paris, France* – According to the surveys conducted at last September's exhibition, 66% of Texworld visitors value the eco-friendly ranges at the show while 72% of exhibitors expressed their satisfaction with the organization of the Eco Itinerary which groups around one hundred weavers of eco-friendly fabrics, like organic cotton, cellulosic fabrics like Tencel or Modal, recycled fabrics (cotton, polyester, wool, linen...).



An increasing number of buyers are asking for these ranges of green products even if organic and eco-friendly products are 15-25% more expensive than conventional fabrics. The major retail chains, to mention just C&A, H&M and Inditex, are the prime customers.

# News from Printex

We conduct 2 days Training Workshop on Basics of Screen Printing & its Compliance Requirements Successfully at our Faisalabad Office in which printers from Karachi & Lahore also participated.

**Our 1st Direct to Garment Printer " DTG " arrived at our Lahore office which will start working during May.**

**We have very successful Trials of Our Water Base Transfer System from Fuji-film Sericol .**

**Our ISO 9001:2008 training complete and our final audit will conduct in mid of May.**





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