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Printex Monthly News Bulletin

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TIPS OF THE MONTH

All the powers in the universe are already ours. It is we who have put our hands before our eyes and cry that it is dark.

~ Swami Vivekananda



Who speaks, sows; Who listens, reaps.

~ Argentine Proverb

EACH DAY IS A LOAN, SPEND IT WISEL.

~ Mustafa Kamal

IF YOU DON'T CREATE CHANGE, CHANGE WILL CREATE YOU

~ Mustafa Kamal



JAZZ UP YOUR SCREEN PRINTING MARKETING

We know while your screen printing team is busy making shirts, you're worrying about where that next job is going to come from. No matter how big your shop gets, that worry about where the next job is going to come from never quite vanishes does it?

So we've curated great ideas from screen printers and small business marketers related to how to market your screen printing business more effectively, and get your local media sources to do stories on your screen printing business.

We receive no benefits from any of the tools we point you toward. We're just providing this information because it's helped others.

1. Get yourself as digitally visible as possible when someone types for screen printers in your community.

Ever wonder how you can get your business contact information to show up on all those local websites like Google Local and Yellowbook.com and Foursquare? An outside digital marketing agency is the most effective, most efficient and least expensive way to make that happen.

2. Copy this technique to prompt a prospect to ask what you do.

"Never be afraid to go up to a business owner and ask them who makes their shirts and 9 times out of 10 their first question is Why? all you have to do is tell them that you screen print as well at which time they will almost always ask you for a card and ask you how much per shirt. so make sure that you have a base charge and minimum price and then let them know that for your minimum price per shirt is based on a, lets say, 12 shirt minimum and whatever your charge is per screen. Once they have this information and the price is right to them they will always make calls to compare. Another thing to help get jobs is when talking, always wear some of your work so the potential client can see your work first hand almost always a deal sealer."

3. How to strategize to maximize show profits.

- Print onsite, because it attracts traffic to the booth.
- Bring 10 to 15 designs to the booth. If you know the type of crowd it is, and do a good job matching the crowd up with the right products, a fair amount will sell. Bring multi-color designs, and print simple, single-color designs on onsite.
- Whatever you print to market at the event, be sure to slip your logo onto an inconspicuous place. That will bring in a few custom orders.
- Print funny sayings on things like golf balls, as novelty items. People tend to buy those on a whim if they get a chuckle out of it.

4. How to maximize the value of T-shirt marketing.

- Focus on printing large and extra large sizes more than anything else.
- Make sure the designs you use on the shirts you are giving away fit the sensibilities of each audience.
- Whether T-shirt or promotional product, don't automatically go with the cheapest possible material. People have so many T-shirts that even if it's free, the T-shirt needs to be of some quality. You don't

want your business associated with a cheap product of poor quality. Even if the printing is excellent, the business is associated with the overall quality of the product.

- If a client wants a lower price, don't offer them a lower quality shirt. Ultimately they will blame you for the quality, and not connect it with the fact that they wanted the cheapest price possible.

5. How to market through a fundraising on consignment plan.

The screen printer:

1. Determines retail value of the item to be sold by the organization running the event. 2. Proceeds are split 50/50. The screen printer pays for all the production costs. This method works well because it generates lots of good referrals.

6. Create more effective email marketing.

Often times out of site means out of mind. So how do you get your customers to periodically remember you next time they need you, or help them remember you when a

friend of their's needs a referral?

Instead of trying three times a year to send out an email that is mainly a commercial to buy more pieces, set up a system of emails that answers common questions you find yourself answering over and over as part of the sales process.

Then allow them to automatically sign up on your website, and when you meet someone out in the community, instead of only passing out a card, you can tell them about the series and offer to sign them up when you get back in the office.

And finally, you can also add someone to the email list after they've purchased from you, just to keep in front of them.

7. Take advantage of local speaking opportunities.

Having an automated series of emails people can sign up for is particularly powerful when you get a chance to talk about your business, like managed to do with a local radio station in his market. You can direct them to a page that showcases the insider information for free gifts they get for signing up.

SERICOL

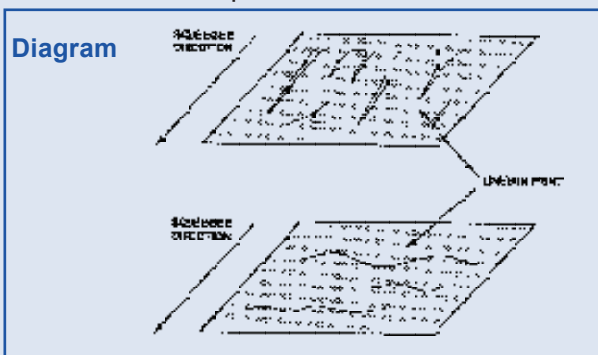
Hints & Tips

The removal of ink trails or 'dribble' lines from prints.

Background

With the advent of high definition screen printing inks such as Water-based UV systems there has been a move towards finer meshes to increase coverage and improve print quality. This has led to the increased likelihood that, under certain conditions, a printer may experience problems with the appearance of ink trails or dribble lines in the printed ink film. These may show themselves in two ways :

1. Dark lines running through the print in the direction of the flood/print stroke.
2. Dark wavy lines running across the print horizontal to the flood/print stroke.



These lines correspond to areas where ink has dropped from the flood coater or the squeegee during the print or flood strokes leaving a thicker layer of ink on certain parts of the screen. The thicker layer then prints as a dark line or streak.

If we examine the behaviour of screen inks during the flood/print stroke it is clear that many types of ink drop or 'dribble' from the coater and squeegee onto the mesh during this cycle. Fortunately most Solvent-based inks do not show up these ink trails since the printed ink film is thicker due to the coarser mesh counts used to print them.

The higher film thickness effectively disguises these marks. With the combination of thin high definition ink and mesh the ink flows less freely through the screen resulting in a slightly lighter print that might be expected. In the areas where the ink has dribble onto the screen from the squeegee or flood coater a thicker layer prints a little darker showing itself as a dribble line or trail.

This problem is primarily one of ink starvation or general poor flow through the mesh. This results in the ink printing lighter on the bulk of the print and closer to its correct colour density in areas where ink has fallen from the flood coater or squeegee onto the mesh.

Possible Solutions

1. Thin the ink more- this will not stop the ink dripping from the coater/squeegee but will facilitate greater ink flow through the mesh, thus hiding these trails.
2. Slow the machine down- slowing the print and flood strokes often eliminates the problem.
3. Change the squeegee conditions by :
 - (a) Using a little more pressure.
 - (b) Using a lower, less upright angle
 - (c) Using a softer rubber.All of the above will increase ink flow through the mesh.
4. Reduce the gap between the squeegee and the flood coater and make sure that the gap is full of ink at all times.

5. Varying the flood thickness (both thicker and thinner) may sometimes help to eliminate ink trails depending on the type of ink being used.
6. Probably the best solution is to use a higher deposit mesh, preferably one with a greater percentage open area, to allow the ink to pass more easily through the mesh onto the substrate. eg. moving from a 150.34PW to a 150.31PW a 140.34PW may help.

The above recommendations should help in reducing the appearance of dribble marks or ink trails, either when used singly or in combination with one another. If you are still unable to obtain a satisfactory print after trying these suggestions please contact Technical Services on the telephone number given below.

SERICOL Hints & Tips

WORKWEAR EMBLEMS

What are Workwear Emblems?

Workwear emblems are an effective way of producing excellent industrial wash process resistant decoration. Typically prints are produced by printing images onto poly-cotton material, backed with a suitable hot-melt adhesive. This pre-backed adhesive material can either be printed with a coating white to improve wash resistance and print definition, or printed directly with 2-pack solvent-based ink systems.

Printing Instructions Coating White

If a coating white is required, depending on the type of emblem to be used, the best recommendation to maintain flexibility, whilst maximising opacity is to use Nylobag NB033 Coating White. Typically a mesh count of 62 would be used for this coating technique.

Mixing Instructions

The standard recommendation is to use NB033 Nylobag Coating White, catalysed at a ratio of 9 parts ink to 1 part catalyst. Thinning can be performed using ZE805 Nylo Thinner or ZE806 Nylo Retarder, however for maxi-

mum opacity and improved overprint definition we would recommend printing the product unthinned.

Colours

A range of 19 fully intermixable colours is available, please see the Nylobag Product Information Sheet for further information. Whilst these products have been formulated for production through mesh counts of 34-110 threads per cm, due to the harsh nature of the industrial wash process we would not recommend using mesh counts finer than 62. If improved detail is required, an overprint layer of NX381 Nylotex Extender Base is recommended.

For maximum wash fastness, particular colours can be improved by the addition of 1% ZE811 Hold Out Additive. This in conjunction with catalysing at up to 20% with NB386 has been shown to improve wash-resistance in extreme laundry conditions. This addition is not normally required, with the Nylobag NB product (catalysed at ratios of 9:1) typically outlasting the garment life.

Pin-holing (small pin like areas of under colour showing through) is unlikely to occur with the Nylobag NB ink system. However, on particular pre-smoothed

backed materials the surface coating can lead to pin-holing occurring. To overcome this, an addition of 1% ZEA09 Flow Additive is recommended.

Transfer

Transfer conditions are dependent on the pre-backed sheet used. Correctly catalysed, Nylobag NB will not re-melt at typical transfer temperature conditions (170-210°C).

Summary

Using the Workwear Emblem system can be of enormous benefit, both to the wash-fastness of garments, the ease of use, and the speed of production.

It should be remembered, however, as with all printing techniques, that it requires testing and practice to achieve the best results.

News from Printex



Printex

is exhibiting in **ICADEX** 2014 to be held in **EXPO Centre Lahore** from **21st - 24th October** in Hall # 1, Booth # 081.

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