



"Effectiveness and Efficiency are the two terms which play a vital roles to build the structure of your Organization". Every owner of a company needs and search for an effective Manager who can lead his team of employees Effectively and more Efficiently. Manager is the one who is the responsible of the management system of the Organization. Hence, Every organization's success depends on its type of Management.

TIPS OF THE MONTH

"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



Do and don'ts for Oekotex standard printing Screen Preparation.

Use clean frame, new fresh mesh, clean coater & New Emulsion.

Keep the screen drying area, exposure area (exposure unit) Clean.

After exposing soak the screen in clean water.

Use Oekotex standard frame adhesive and screen filler (do not use cheap adhesive coated garments tape.

Color kitchen & color mixing precautions:

need separate color kitchen, otherwise it is absolutely difficult to maintain Oekotex standard in non Oekotex environment.

Color mixing container, spoon/spatula has to be new and Glass or SS made.

Take care to clean the container and mixing blade if you are using any color mixing machine.

Always keep the container close after taking the required quantity for production. Leave the container open can result in contamination from surroundings.

Printing Conditions:

Previous contamination has to be removed from printing Table \ Machine.

Clean squeegee and clean flood coater (Scraper) has to be used.

PVC, Phthalate & Formaldehyde Free Table

Adhesive/Pallet Adhesive has to be used in production . use Oekotex standard transfer paper or fabrics, if you need "Pressed" print effect.

Printing on to deep color ground: Try to use white underlay if you are working with rubberized inks.

Curing Machine:

Do not use the same curing machine for curing the Oekotex Standard printing with Non Oekotex Standard job. Ideally each curing machine should be placed in separate location or floors with fume exhaust facilities.

Reclaiming & Cleaning : Cleaning, emulsion stripping & ghost image removing has to be done with Oekotex standard chemicals. Use always lint-free clean cloth (free of organic stains & other contaminations) in all sorts of cleaning purpose..

11 Simple Concepts to Become a Better Leader

Being likeable will help you in your job, business, relationships, and life. Below are the eleven most important principles to integrate to become a better leader:

1. Listening

"When people talk, listen completely. Most people never listen." - Ernest Hemingway
Listening is the foundation of any good relationship. Great leaders listen to what their customers and prospects want and need, and they listen to the challenges those customers face. They listen to colleagues and are open to new ideas. They listen to shareholders, investors, and competitors. Here's why the best CEO's listen more.

2. Storytelling

"Storytelling is the most powerful way to put ideas into the world today." -Robert McAfee Brown
After listening, leaders need to tell great stories in order to sell their products, but more important, in order to sell their ideas. Storytelling is what captivates people and drives them to take action.

3. Authenticity

"I had no idea that being your authentic self could make me as rich as I've become. If I had, I'd have done it a lot earlier."
Oprah Winfrey
Great leaders are who they say

they are, and they have integrity beyond compare. Vulnerability and humility are hallmarks of the authentic leader and create a positive, attractive energy. Customers, employees, and media all want to help an authentic person to succeed.

4. Transparency

"As a small businessperson, you have no greater leverage than

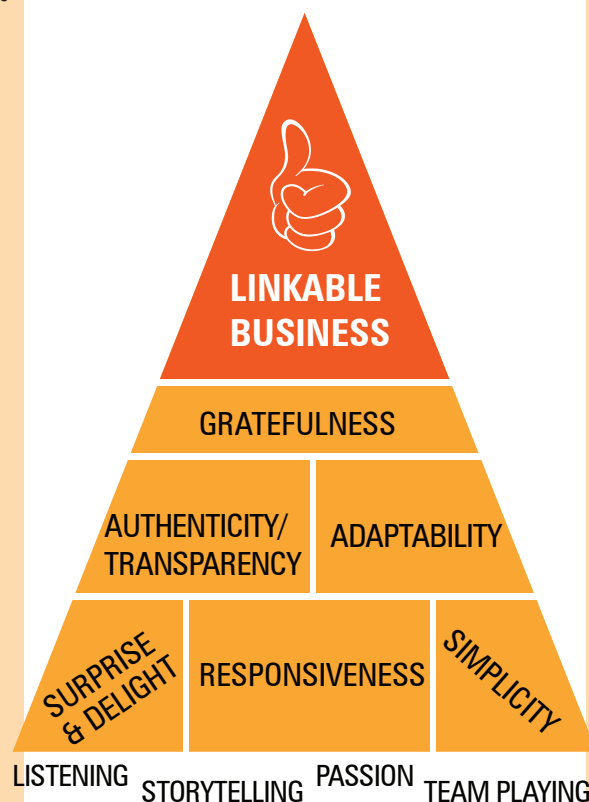
the truth." -John Whittier
There is nowhere to hide anymore, and businesspeople who attempt to keep secrets will eventually be exposed. Openness and honesty lead to happier staff and customers and colleagues. More important, transparency makes it a lot easier to sleep at night - unworried about what you said to whom, a happier leader is a more productive one.

5. TeamPlaying

"Individuals play the game, but teams beat the odds." -SEAL Team
No matter how small your organization, you interact with others every day. Letting others shine, encouraging innovative ideas, practicing humility, and following other rules for working in teams will help you become a more likeable leader. You'll need a culture of success within your organization, one that includes out-of-the-box thinking.

6. Responsiveness

"Life is 10% what happens to you and 90% how you react to it."
-Charles Swindoll
The best leaders are responsive to their customers, staff, inves-



tors, and prospects. Every stakeholder today is a potential viral sparkplug, for better or for worse, and the winning leader is one who recognizes this and insists upon a culture of responsiveness. Whether the communication is email, voice mail, a note or a tweet, responding shows you care and gives your customers and colleagues a say, allowing them to make a positive impact on the organization.

7. Adaptability

"When you're finished changing, you're finished." -Ben Franklin
There has never been a faster-changing marketplace than the one we live in today. Leaders must be flexible in managing changing opportunities and challenges and nimble enough to pivot at the right moment. Stubbornness is no longer desirable to most organizations. Instead, humility and the willingness to adapt mark a great leader.

8. Passion

"The only way to do great work is to love the work you do." -Steve Jobs

Those who love what they do don't have to work a day in their lives. People who are able to bring passion to their business have a remarkable advantage, as that passion is contagious to customers and colleagues alike. Finding and increasing your passion will absolutely affect your bottom line.

9. Surprise and Delight

"A true leader always keeps an element of surprise up his sleeve, which others cannot grasp but which keeps his public excited and breathless." -Charles de Gaulle

Most people like surprises in their day-to-day lives. Likeable leaders under promise and over deliver, assuring that customers and staff are surprised in a positive way. There are a plethora of ways to surprise without spending extra money - a smile, We all like to be delighted — surprise and delight create incredible word-of-mouth marketing opportunities.

10. Simplicity

"Less isn't more; just enough is more." -Milton Glaser
The world is more complex than ever before, and yet what customers often respond to best is simplicity — in design, form, and function. Taking complex projects, challenges, and ideas and distilling them to their simplest components allows customers, staff, and other stakeholders to better understand and buy into your vision. We humans all crave simplicity, and so today's leader must be focused and deliver simplicity.

11. Gratefulness

"I would maintain that thanks are the highest form of thought, and that gratitude is happiness doubled by wonder." -Gilbert Chesterton
Likeable leaders are ever grateful for the people who contribute to their opportunities and success. Being appreciative and saying thank you to mentors, customers, colleagues, and other stakeholders keeps leaders humble, appreciated, and well received. It also makes you feel great!



Marketers' Column

You know what is Marketing?

Marketing is not just the Selling and Advertising the things, But the statement which fulfills the requirement of the word Marketing is Satisfying the customer needs, by understanding their needs and wants.

If you create Value for customer then you will able to capture value from customers in return.

"So, try to cultivate deep connections with the customers and improve your customer relationship level because anyone can copy your Ingredients but no one can steal your Relationship"

METRIC CONVERSION TABLE FOR TEMPERATURE

METRIC CONVERSION TABLE FOR SCREEN MESH

METRIC CONVERSION TABLE FOR TEMPERATURE (CELSIUS/FAHRENHEIT)

| °C | °F | °C | °F | °C | °F | °C | °F |
|-------|------|-------|-------|--------|-----|--------|------|
| -75 | -103 | 40 | 104 | 155 | 311 | 537.8 | 100 |
| -73.3 | -100 | 44 | 111.2 | 160 | 320 | 550 | 1022 |
| -70 | -94 | 45 | 113 | 165 | 329 | 593.3 | 1100 |
| -67.8 | -90 | 48.9 | 120 | 165.6 | 330 | 600 | 1112 |
| -65 | -85 | 50 | 122 | 170 | 338 | 648.9 | 1200 |
| -62.2 | -80 | 54.4 | 130 | 171.1 | 340 | 650 | 1202 |
| -60 | -76 | 55 | 131 | 175 | 347 | 700 | 1292 |
| -56.7 | -70 | 60 | 140 | 176.7 | 350 | 704 | 1300 |
| -55 | -67 | 65 | 149 | 180 | 356 | 750 | 1380 |
| -51.1 | -60 | 65.6 | 150 | 182.2 | 360 | 760 | 1400 |
| -50 | -58 | 70 | 158 | 185 | 365 | 800 | 1472 |
| -45.6 | -50 | 71.1 | 160 | 187.8 | 370 | 815.6 | 1500 |
| -45 | -49 | 75 | 167 | 190 | 374 | 850 | 1562 |
| -40 | -40 | 76.7 | 170 | 193.3 | 380 | 871.1 | 1600 |
| -35 | -31 | 80 | 176 | 195 | 383 | 900 | 1652 |
| -24.4 | -30 | 82.2 | 180 | 198.9 | 390 | 926.7 | 1700 |
| -30 | -22 | 85 | 185 | 200 | 392 | 950 | 1742 |
| -28.9 | -20 | 87.8 | 190 | 204.4 | 400 | 982.2 | 1800 |
| -25 | -13 | 90 | 194 | 225 | 437 | 1000 | 1832 |
| -23.3 | -10 | 93.3 | 200 | 232.2 | 450 | 1037.8 | 1900 |
| -20 | -4 | 95 | 203 | 250 | 482 | 1060 | 1922 |
| -17.8 | 0 | 98.9 | 210 | 260 | 500 | 1093.3 | 2000 |
| -15 | 5 | 100 | 212 | 275 | 527 | 1100 | 2012 |
| -12.2 | 10 | 104.4 | 220 | 287.8 | 550 | 1148.9 | 2100 |
| -10 | 14 | 105 | 221 | 300 | 572 | 1150 | 2102 |
| -6.7 | 20 | 110 | 230 | 315 | 600 | 1200 | 2192 |
| -5 | 23 | 115 | 239 | 325 | 617 | 1204.4 | 2200 |
| -1.1 | 30 | 115.6 | 240 | 343.3 | 650 | 1250 | 1282 |
| 0 | 32 | 120 | 248 | 350 | 662 | 1260 | 2300 |
| 4.4 | 40 | 121.1 | 250 | 371.1 | 700 | 1300 | 2372 |
| 5 | 41 | 125 | 257 | 375 | 707 | 1315.6 | 2400 |
| 10 | 50 | 126.7 | 260 | 398.9 | 750 | 1350 | 2460 |
| 15 | 59 | 130 | 266 | 400 | 752 | 1371.1 | 2500 |
| 15.6 | 60 | 132.2 | 270 | 425 | 797 | 1400 | 2552 |
| 20 | 68 | 135 | 275 | 426.7 | 800 | 1426.7 | 2600 |
| 21.1 | 70 | 137.8 | 280 | 450 | 842 | 1500 | 2732 |
| 25 | 77 | 140 | 284 | 454.04 | 850 | 1537.8 | 2800 |
| 26.7 | 80 | 143.3 | 290 | 475 | 887 | 1550 | 2822 |
| 30 | 86 | 145 | 293 | 482.2 | 900 | 1593.3 | 2900 |
| 32.2 | 90 | 148.9 | 300 | 500 | 932 | 1600 | 2912 |
| 35 | 95 | 150 | 302 | 510 | 950 | 1648.9 | 3000 |
| 37.8 | 100 | 154.4 | 310 | 525 | 977 | 1650 | 3002 |

METRIC CONVERSION TABLE FOR SCREEN MESH (INCHES/CENTIMETERS)

| Threads/Inches | Threads/Centimeter | Threads/Inches | Threads/Centimeter |
|----------------|--------------------|----------------|--------------------|
| 25 | 10 | 156 | 62 |
| 30 | 12 | 163 | 65 |
| 37 | 15 | 173 | 68 |
| 45 | 18 | 186 | 74 |
| 54 | 22 | 195 | 77 |
| 60 | 24 | 206 | 82 |
| 63 | 25 | 215 | 86 |
| 74 | 29 | 230 | 92 |
| 76 | 30 | 240 | 96 |
| 83 | 33 | 254 | 101 |
| 85 | 34 | 280 | 112 |
| 92 | 36 | 305 | 122 |
| 96 | 38 | 330 | 132 |
| 103 | 41 | 355 | 142 |
| 110 | 44 | 381 | 152 |
| 115 | 46 | 409 | 163 |
| 123 | 49 | 420 | 168 |
| 131 | 52 | 457 | 183 |
| 137 | 55 | 495 | 198 |
| 148 | 59 | 508 | 203 |

Dos & Don'ts for Pioneer Ultra YC Series (PVC Free Plastisol)

• STOCKS

- A.Should have separate colour kitchen.
- B.Temperature of storage of inks should not exceed 30 deg.C.
- C.The kitchen should be identified from outside with a bold display plate.
- PRE-PRESS
- A.Identify and store separately all frames used for Pioneer YC print jobs.
- B.For the first job, do not use reclaimed screens. Use fresh mesh fabric for screen making.
- C.Use Prep101 & Prep102 irrespective of using nylon or polyester fabric before coating emulsion.
- D.Use only Sericol's Dirasol emulsions as per recommendations
- E.Identify, store and use a separate pack of emulsion for Pioneer YC jobs. Do not use this pack for coating emulsions on screens meant for non-PFPF (Pvc-free phthalate-free) jobs.
- F.Identify, store and use a dedicated emulsion coating trough for PFPF jobs.
- G.After exposing the stencil meant for PFPF job, clean the same separately with clean water. Do not immerse the stencil in a water tub in which other stencils are being cleaned.
- H.Use only Sericol's Serifix frame adhesive for fixing mesh on frames.

• COLOUR MIXING

- A.Use good quality plastic or SS containers for mixing the Pioneer YC inks.
- B.Paste stickers on these containers, with the message: "Use only for Sericol's Pioneer YC inks". Better, use different coloured containers for Pioneer YC ink.
- C.Store these containers in the PFPF kitchen only on separate shelves.
- D.Use separate, dedicated spatulas for mixing the PFPF inks. Store these spatulas in the PFPF kitchen only.
- E.Always keep the ink cans closed after taking the required quantity for printing. Leaving the cans open would result in contamination from surroundings.
- F.Do not use any other ink system (including Sericol's) with Sericol's Pioneer YC ink system.
- G.To ensure good wash fastness and to prevent cracking, do not forget to add 20% YC 381 extender base to the YC inks. Mix thoroughly before use.
- H.You may add 10% YC 591 flow thinner, if required.

• PRINTING AREA

- A.Except for cans containing Pioneer YC inks, no other ink cans should be kept.
- B.Do not keep the ink cans near to the flash cure unit.
- C.Keep the area clean – free of any contamination.

• PRINTING CONDITIONS

- A.Use dedicated and separate flood coater (scraper) and squeegees for PFPF jobs. Do not store or mix these with other scrapers and squeegees that are used for non-PFPF jobs.
- B.If possible, dedicate separate printing machines for Pioneer YC ink printing.
- C.If dedicated machines are not available for Pioneer YC printing, ensure these machines are thoroughly cleaned of all residual inks from previous print jobs before loading stencils for Pioneer YC printing.
- D.Ensure that the pallets are thoroughly cleaned with Sericol's Universal Screen Clean (SS639 or equivalent) before loading the garments on the machine for printing.
- E.Use only IA499 Flash-Fix or IA510 T-Fix for fixing the garments on the pallets. Do not use any other glue because there is always a risk of contamination of the garments with PVC & phthalates.
- F.To ensure through cure of the Pioneer YC ink film, cure the printed garments in an IR Dryer at 160 – 180 deg.C for 1.5 – 3.0 minutes.
- G.The cured prints should be cooled to room temperature before folding or stacking the garments.
- H.To ensure good dry rub fastness, overcoat the final print (before curing) with YC 381.
- I.If fusing of prints is required, use only Sericol's TRB08 transfer papers.

• RECLAIMING USED Pioneer OK SCREENS

- A.First clean the stencils with SS639 Universal Screen Wash or Sericol's other equivalent solvent.
 - B.Next, strip the stencils with SSJ41 Strip Powder.
 - C.Then clean the screens with SVL38 Screen Cleaner & SJL53 Antistain Paste or SHH65 Universal Stain Clean, to remove all residual stains of inks & emulsion.
 - D.Use lint-free, clean cloth (free of organic stains & other contaminations) for cleaning the reclaimed screens.
- Dos & Don'ts for Pioneer Ultra YC Series (PVC Free Plastisol)

NEWS FROM PRINTEX

Some fashion brands have created their own certifications based on the Oeko-Tex® Standard 100:

- ▶ **Zara** - Safe to Wear (baby) and Clear to Wear
- ▶ **H & M** - Chemical Restrictions
- ▶ **Marks & Spencer** - Environmental, Chemical and Factory Minimum Standards
- ▶ **Levi Strauss & Co** - .RSL (Restricted Substances List)
- ▶ **Nike**
- ▶ **GAP**
- ▶ **Under Armour**
- ▶ **KIK, TCP,**
- ▶ Others

Launching of NEW FASHION ARTICLES IN GARMENT WASHING



Mr. Nadeem Ahmad Sheikh – a well known Dyeing / Garment Washing Technician has joined Printex as Consultant for New Fashion Articles in Garment Washing.

Starting Garment Washing R & D Centre at Printex Faisalabad Premises with Installation of garment washing machines.



PRINTEX

190-A, Sabzazar Scheme,
Near Darbar Hazrat Baba Shah Fareed,
Lahore. Ph.# 042-37496572.
Email: info@printex.com.pk
Web.: www.printex.com.pk