



evolve

Printex Monthly News Bulletin

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Tips of the MONTH

IT'S BETTER
TO LOOK
AHEAD &
PREPARE
THAN TO
LOOK BACK
& **REGRET.**

~ Jackie Joyner Kersee

“**Your goals,
minus your doubts,
equal your reality.**”

~ Ralph Marston

“One of the true tests of leadership is the ability to recognize a problem before it becomes an emergency.”

Arnold H. Glasgow



Success is a ladder you cannot climb with your hands in your pockets.

~ American Proverb

Victory comes only to those prepared to make it,
and take it.

~ Thomas Leo Clancy Jr.

Best Practice Tips for Water-Based Inks

(September 2015) posted on Tue Oct 13, 2015

By Rob Coleman

Transitioning from plastisol- to water-based processes will require new routines and techniques, from the screenroom to the dryer. Here is a quick snapshot of some rules to live by as you make the switch:

Ink Department

- Because the pigment load of a water-based ink is much lower than plastisol, use an accurate scale when mixing colors;
- Keep inks covered in production and sealed when in storage to prevent evaporation;
- Shake pigment containers on a regular basis – monthly, at a minimum – especially with fluorescent pigments;
- Follow the manufacturer's instructions when using additives such as retarders, penetrants, crosslinkers, softeners, thickeners, and thinners;
- And, label ink buckets to indicate which additives have been used to avoid confusion when using the inks later.

Screenroom

- Use lower mesh counts (110-156 threads per inch) for solid areas and underbases;
- Pay attention to the thread diameter and percentage of open area, not just the mesh count. Thinner (S) threads will provide optimal results;
- Properly clean mesh to avoid fisheyes and pinholes:
 - Remove haze;
 - Degrease;
 - And dry thoroughly before coating;
- Use your scoop coater correctly to apply even emulsion coating:
 - Use the dull edge of the scoop coater for mesh counts below 200 threads per inch;
 - And above 200, use the sharp edge;
- In order to build good EOM, apply one coat of emulsion on the outer (shirt) side of the mesh and two coats on the squeegee/ink side;
- Dry thoroughly, print side down;
- Consider using a second face coating on the squeegee side to prolong screen life;
- Fully develop the stencil to prevent stencil breakdown from underexposure:
 - Exposure calculators are recommended;
 - And post-exposing the screen may also be advisable;
- Use emulsion hardeners to extend screen life on longer print runs:
 - Allow screen to dry completely prior to applying the hardener;
- And screens must be dried thoroughly prior to production or the trapped moisture will lead to premature breakdown on press.

On Press

- Keep a spray bottle of water at the press and use as needed to prevent ink from drying in the screen;
- Minimize air movement across the inked screens and ensure that fans are not blowing across them;
- Set the cycle to print and then flood, keeping ink over the image area at all times;
- Decrease the floodbar pressure to allow for more ink to flow across the image area;

- Squeegees:
 - Use medium to soft squeegees (55-65 durometer) or triple durometer (55/90/55);
 - Set the press with 40-50 psi pressure and medium squeegee speed to ensure optimal opacity and sharpness;
 - Use slightly more angle (approximately 30-35 degrees) than you are accustomed to with plastisol;
 - Minimize squeegee pressure;
 - And round or dull the corners of the squeegee to reduce abrasion;
- Use only a small amount of ink during registration to avoid any potential drying in the screen;
- Set the off-contact at 3-4 mm to allow the squeegee to better clear the mesh and produce sharper prints;
- Order the screens in the job from the smallest print area to the largest, and print the highlight white last;
- Preheat the pallets to 160 F prior to the production run;
- And leave an empty print station after flashing as a cool-down station, if possible.

Curing

- Follow the manufacturer's recommended dwell time and dryer temperature settings, remembering that all water must be removed from the ink film before the binders can bond to the fabric and become washfast;
- Be sure that air circulation in the dryer is adequate to fully cure the printed ink film;
- Check and adjust the dryers regularly;
- And monitor changes in relative humidity, which can affect the required drying time as garments absorb moisture from the air.

Discharge Printing

- Use only 100-percent cotton garments that use reactive dyes;
- Avoid garments that have been re-dyed;
- Royals, kelly green, gold, and purples generally do not discharge well;
- A garment's ability to discharge can vary across dye lots;
- The discharge effect will occur only after the water is fully evacuated from the printed ink film;
- Discharge inks colors will vary across different color garments;
- Completely stir in the activator, wait 10 minutes, and then re-stir to ensure it is fully dissolved;
- Prior to printing, gently remix the ink;
- For best results, print wet on wet without the use of flash units;
- And use a print sequence of the smallest print area to the largest, with the highlight white always last.

Preparing Your Marketing Strategy for 2016

by Kevin Page September 30, 2015

As we begin to wrap up the year 2015, now's the time to start planning and strategizing for 2016. Among the things you're sure to work through during this time period, your marketing strategy/plan should be on top of the list. A detailed marketing plan sets clear, realistic and measurable objectives (including deadlines), provides a budget, and allocates responsibilities. It doesn't have to be particularly lengthy or beautifully written, however it does have to be constructed intelligently based on your current situation and future company goals.



Here's a closer look at how it all comes together.

1. Analyze Current Situation

To begin, you must take stock of your brand's overall situation. This should include an analysis of your current financial position (revenue, expenses, etc.), as well as your brand's strengths, weaknesses, opportunities, and threats (SWOT).

I mentioned SWOT above; to be honest, this is a very good opportunity to employ a SWOT analysis. For those who don't know or fully understand what that is, a SWOT analysis enables an organization to identify both internal and external influences that directly and indirectly impact its bottom line. It focuses on the four elements included in the acronym: strengths, weaknesses, opportunities, and threats.

When conducting a SWOT analysis, I recommend starting with internal influences (strengths and weaknesses) such as:

- Financial resources (funding, budget, etc.)
 - Physical resources (facilities, equipment, etc.)
 - Human resources (employees, volunteers, etc.)
 - Current processes (sales, completion of work, etc.)
- After determining your strengths and weaknesses, go through the external influences on your company, such as:
- Market trends (market share, purchasing trends, new technologies, potential competitors)
 - Existing competitors
 - Economic trends (local, national, and international economic trends)
 - Political, environmental, and economic regulations
- After you complete a SWOT analysis, you should move on to the construction of next year's marketing strategy.

2. Refine and Reinforce Buyer Personas

Next, it is important to refine and reinforce your buyer personas. Over time, your buyer personas will change. For example, a portion of a buyer persona may have once read, "reads the newspaper every morning." That may no longer be the case; it may now have to be updated to, "stays up-to-date on the news via smartphone using the Yahoo! News app daily." Such changes in behavior may redefine the way you market to this buyer persona and are therefore crucial to the process of preparing a marketing strategy.

Your buyer personas may not need to be updated at all. Nonetheless, it is important to conduct a detailed analysis of each persona to ensure no alterations are necessary.

Also, make sure you reinforce your buyer personas throughout your company; top down, every employee should always have a clear understanding of exactly who they are marketing to.

Recommended for YouWebcast: [The 12 Types of Viral Marketing](#)

3. Set Goals for 2016

Now that you have a clearer understanding of your current financial situation, your company's strengths, weaknesses, opportunities, and threats, and redefined your buyer personas, it is time to leverage these to set marketing goals for the upcoming year. In essence, what do you want your marketing strategy to achieve over the next year? Make sure the goals you set are specific, measurable, achievable, results-focused, and time-sensitive. Rather than, "Grow sales by 20%," I encourage you to dig a little deeper—something like, "Increase retainer-based clients by 20% (if realistic) by December 31, 2016."

In addition to the year-long goals you set, I encourage you to break those down into quarterly, monthly, and potentially weekly goals to consistently monitor your progress towards the established year-long goals. This allows you to make adjustments to your employed marketing tactics throughout the year to ensure your goals are met.

4. Develop Marketing Campaigns and Tactics

You already know what your company is capable of, the opportunities and threats in the market, who you are marketing to, and what your marketing efforts must accomplish over the year. Now it's time to determine the campaigns and tactics you need to implement throughout the year to meet the goals you've outlined. This is the heart and soul of your marketing strategy.

A strong marketing strategy/plan targets prospects at all stages of the sales cycle. Strategize specific campaigns throughout the year that are targeted to cold, warm, and hot prospects, leveraging the best tactics for each stage of your cycle.

For cold prospects, it's a good idea to run campaigns that cultivate brand awareness throughout the market by leveraging targeted advertising, public relations, thought-leadership, content creation, etc.

For warm prospects, campaign goals shouldn't be centered on introducing your brand to prospects, but rather on providing them with relevant messaging and content to bring them closer to a purchase-ready mentality. For campaigns of this nature, tactics such as email marketing and targeted content creation centered on prospects' pain points, along with interpersonal sales contacts, can be effective.

Lastly, for hot prospects, campaigns should be focused on closing the sale. Interpersonal sales contacts (in-person, phone calls, personalized emails), discounts/coupons, and strong, sales-actionable content creation are all great tactics for campaigns targeted towards these prospects.

5. Set Marketing Budget

Now that you know the campaigns and tactics you plan to employ, it is finally time to set your marketing budget. Many people may disagree and argue that you should know budget information up front. However, I believe you should have a carefully planned and detailed marketing strategy outlined before determining your budget or presenting a request for a specific allocation from upper management and/or board of directors. That way, you're prepared to support your request with a well-thought-out plan of action. If you set the budget before determining your strategy, you're at the mercy of your budget as opposed to defining the budget with your marketing strategy as the driver.

If you're unable to allocate the appropriate funds to implement the campaigns and tactics you planned, adjustments should be made to the established goals and/or overall marketing strategy. This process shouldn't be difficult because of the work you've already done up front.

Takeaway

Now is the time to prepare your resources, campaigns, and tactics for next year's marketing strategy. With an initiative of this magnitude, I urge you to make this a top priority. If you plan on seeking help with the construction of a marketing strategy for the upcoming year, reach out to Synecore; we'll take you through the entire process step-by-step to set you up for success in 2016.





Happy New Year



News from Printex

Printex is exhibiting in Hall # 4 at GTEX will be held in EXPO Center Karachi from 31st January till 2nd February 2016.

First DTG M4 Printer arrived at M/s Style Textile Lahore.

Printex Lahore has been shifted to a new venue , the new address is as under:

**Defence Road, 0.5 Km off, Bhopatian Chowk, Mauza Bhopatian,
Rohinala Raiwind Road, Behind Zimbis Knitwear (Pvt) Ltd, Lahore.**

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