



Printware

DELIVERING CTP LIKE NO OTHER

February Printware Profit Secret Special Edition

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A Note from Bill



As sweeping change in both technology and economic conditions force us all to look at our businesses and our customers' future needs, we at Printware would like to share a series of interviews with Owners and Press room Managers who have made decisions to become more profitable and minimize risk in 2011.

"Change always comes bearing gifts."

Price Pritchett

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PROFIT SECRETS

February Myth of the Month

"When cash flow is tight, do not renew maintenance contracts."



Our February interview is with a small commercial printer in the Southeast - whose identity is concealed to protect their competitive market advantage. They shall be referred to as the Invisible PrintShop Owner (IPO).

PW: How much equipment do you currently have?

IPO: I have two small format presses, two digital color devices and some older duplicators, along with various folding and finishing equipment.



February Specials

**Refurbished PlateStream Model
SC - 2007 with full warranty
from Printware - Low plate
volumes -
New RIP
\$12,990 complete!**



**NEW Platestream Elite
\$99./mo for first 6 months!
Free shipping and install in
continental U.S.
Good for orders by Feb. 28,
2011**

PW: Do you carry service contracts on most of your equipment?

IPO: I used to, but since business has slowed down, I have dropped some of them.

PW: Which ones will you keep?

IPO: I keep the ones where I do not have back up or redundant systems. One of my digital units and of course, my Platestream!

PW: Good call. Why's that?

IPO: If either one of those goes down, I'm shut down. My customers expect fast turnaround and if I can't deliver, someone else will. If the Platestream unit goes down, one call and your techs get on-line, troubleshoot and get me back up and running. If a part is needed, it is here the next day. I'm glad it's a Platestream!



Printware Profit Secret -

The above conversation is real. The same individual looked hard at ways to reduce service and maintenance costs in his pressroom. While watching costs carefully, he refuses to compromise on his most important assets staying up and running. His customers stay with him, and he profits!



DPM 2340 CtP system -
working order - all reasonable
offers entertained - I stopped the
boys from putting it in the
dumpster.



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