



# Printware

DELIVERING CTP LIKE NO OTHER

In This February Issue

[Customers Say WHAT?](#)

[Recommended Reading](#)

[Tech Tips](#)

[iPAD Drawing](#)

## Eric's Tech Tips

### Vince Lombardi and Winning



What does this picture, Vince Lombardi and winning have to do the print industry?

Many of you may know that I am a longtime loyal Packer fan, so to have the once in a lifetime chance to see them in the Superbowl was a great thing. To see them win was extremely special. As an added bonus my family gave me a great book on Vince Lombardi by his son on Leadership (see the link above) and I think some of his great lessons apply to all of our businesses.

Vince's key lessons on winning are profound and have almost nothing to do with the tactics of winning but rather the character of winning. His rules center on these five key ideas:

**Know yourself** - you can't



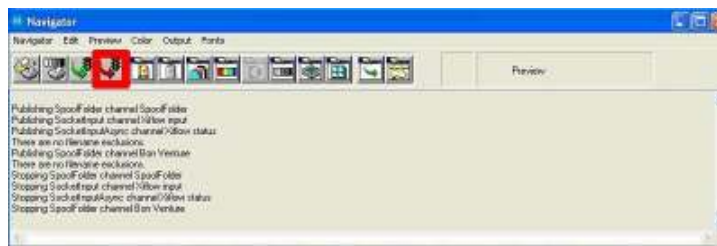
Call Me for Help! 800-456-1400 x 2

### Know your Image Power!

What's your image power set to? If it's not properly set then you certainly don't know if your screens are. When you give your press operator an image with a 20% screen that only reads 10%, the quality of your final product has been compromised.

A critical step into getting your screens properly set is to first set your image power. Follow the easy steps below to assure you are not making a critical mistake.

1. If your inputs are turned on, click the icon with the red traffic light and red arrow.



2. Select **Output** and **Print Calibration**.

improve on something you don't understand.

**Build your character** - character is not inherited but needs to be built and disciplined.

**Earn you your stripes** - leaders earn the right to lead through character and results.

**Think big picture** - this is roadmap and rudder it can't change with minor setbacks.

**Leaders are made not born** - from self knowledge, character, integrity, competence and vision.

I would like to think that we all work to develop into better leaders and employees through these ideas. I thought I witnessed some of that great history in Dallas last week as the Packers earned an appropriately named trophy in Superbowl XLV!

"The will to excel and the will to win - they endure. They are more important than any events that occasion them" -Vince Lombardi

## Customers Say WHAT?

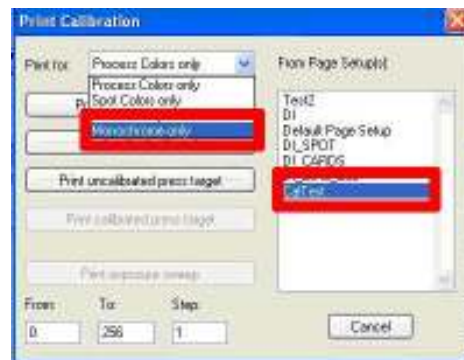


**"We switched to the PlateStream because our existing platesetter and RIP died and we have been extremely pleased. The best part of this deal was savings on material of 15-20% plus better quality. I would definitely recommend a switch to PlateStream!"**

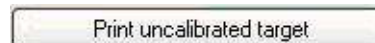
**Rick Weiss**



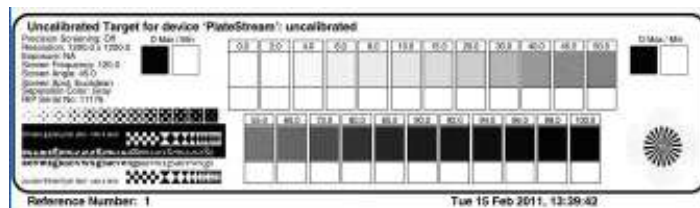
3. Select **CalTest** (use a commonly used Page Setup if CalTest doesn't exist) and choose **Monochrome Only**.



4. Click the button that says **Uncalibrated Target**.



5. Send us the plate with the image below and we will let you know where you are at.



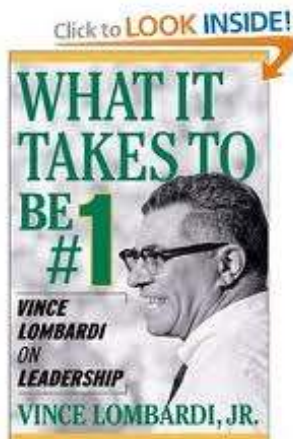
email Eric at [eric.tanttila@printwarellc.com](mailto:eric.tanttila@printwarellc.com)

## Insty Prints MN

### Recommended Reading

Vince Lombardi Jr's

What It Takes to Be #1 : Vince Lombardi on Leadership



## Customers say WHAT?



"I wanted to let you know how pleased we've been with our new PlateStream CTP unit. Our previous CTP unit was a source of constant frustration and expense and since installing the PlateStream all of those headaches have gone away. The unit has more than exceeded our expectations for productivity and profitability. Thanks for your excellent service!"

**Sir Speedy**  
Printing and Marketing Services

- Greg Oswald



**Print Right**  
PRINTING

## **Announcing the iPad Winner** **Curt Miller** **of Print Right Printing.**

Thank you to the many people who have submitted an entry form for a drawing and gave us feedback on the new website. The top comments include:

**Much easier navigation and better look**  
**80% would be open to ordering on-line**  
**50% would like to use credit cards**

Lastly, some thought Tim had more hair - weird?



## Better Press Performance



One of the best kept secrets at Printware is the success our customers have had with our:

### **SilverStream Universal Fountain Solution. (Part # 8078001-001)**

Optimized for polyester plate production and a wide range of metal plates, this solution has a pH buffering capacity that insures on press stability throughout a run and multiple shifts.

[Click Here](#) or call Candy at 800-456-1400 X446 before the end of February to get a promotional case (4 x 1 gallon) at 50% off the standard price.

[Forward email](#)



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Try it FREE today.