

Printware

DELIVERING CTP LIKE NO OTHER

Still time to order ...



Call Candy (800) 456-1400 x446 - or click here to order

Spring Issue

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Memorial Day Edition

Printware closed Monday May 30

Technical Support never sleeps - 800-456-1400 ext

Memorial Day 2011 is a United States federal holiday observed on the last Monday of May (May 30 in 2011). Formerly known as Decoration Day, it commemorates U.S. soldiers who died while in the military service. First enacted to honor Union soldiers of the American Civil War. It was extended after World War I to honor Americans who have died in all wars.

A Note from Tim *Memorial Day*



The Art of Face to Face Communication

8 sometimes forgotten steps to impact and influence

Communicating meaningfully is becoming more important than ever before. While technology has created an increasing number of ways to communicate rapidly over distances, many people are now so well insulated and protected by these devices we use that we are losing the

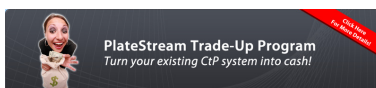
Memorial Day is not only a time to remember so many who have given so much but for all that lies ahead. We are thankful for our many customers that have taught us what is really important in their business and hope that this long weekend will give you some time to energize your business upon your return. Indeed, we have much to be thankful for ...

"The brave men, living and dead, who struggled here, have consecrated it, far above our poor power to add or detract. The world will little note, nor long remember what we say here, but it can never forget what they did here. It is for us the living, rather, to be dedicated here to the unfinished work which they who fought here have thus far so nobly advanced."

Abraham Lincoln



Customers News



"I would recommend this unit to anyone in the market for a platesetter!"

Printware - the manufacturer of polyester CtP solutions, announced it has recently installed PlateStream polyester CtP systems at Allegra Print & Imaging of Brooklyn Park, MN; The Artcraft Co., North

and abilities to communicating in the most influential way - face to face.

There's a real danger to the maintenance of meaningful communications and personal and professional relationships. If you become overly dependent on email or text messages, you focus on the object, but not the person.



That failure to communicate face to face has a phenomenal impact on business and success. Begin with the following eight **must have** steps.

1. Make your moment's together count. .
2. Pay attention by listening for the unspoken emotions.
3. Honor the other person's time.
4. Prepare for your face-to-face meeting ahead of time.
 - K.N.O.W. your listener.
 - What does your listener **know** about your topic?
 - What does your listener **need** to know to take the action you want them to take in the time frame you have for this conversation?
 - What is your listener's **opinion** about your topic?
 - **Who** is your listener?
5. Watch your body language
6. Be Sincere and Authentic.
7. Maintain the Power of the Floor. Be interesting.
8. Ask for specific feedback about the points you raised, the manner in which you presented, the way you responded.

Thanks to Stacey Hanke is co-author of the book, **Yes You Can! Everything You Need From A To Z To Influence Others To Take Action**. When it comes to verbal communication, it's quality, not quantity. **To read the whole article ...**



May Tip - Drain, Rinse and Win!

Printware

1. **Time for a PlateStream mini PM** - You probably didn't know that the biggest complaints from the press room may just be related to how often you clean and maintain the PlateStream CtP unit. If you have the following challenges:

**text is too light or not consistent
plates take too long to ink up
white streaks in screens**



Attleboro, MA; Bogus Printing, Inc., Sebring, FL; and Sir Speedy of Olathe, KS.



Call Pete Kennedy or click here to win (800) 456-1400 x 485

ink balance is a battle too short of run lengths

then it is probably time to drain, rinse and wipe and win! We'll even give you a gift.

BbK (TM) - Best Brat Recipe Opposite Brat!

Get the Grill Ready

This secret recipe comes from the land of Wisconsin



via special instructions to share this with only those that love great grilling and ease. If you are like many you have tried to precook your brats and then get them perfectly crisp while not burnt - good luck - try the opposite!

Opposite Brats

1. Get grill roaring hot and brown to a crisp a full package of brats quickly - watch out for flames!
2. On the side of the grill put a iron skillet or roasting pan put 2-3 beers (rest goes to the cook), one package of sauerkraut and one small onion chopped up.
3. When brats are nicely brown let simmer (use indirect heat) for 1+ hour while they keep juicy.
4. Grab a hot brat when you are ready and enjoy.

2. Keep your PlateStream clean! We've noticed on our numerous trips to customers and our always thorough Preventive Maintenance trips that keeping your PlateStream processor regularly cleaned with new chemistry resolves most press room print issues. The unit and regular maintenance saves money in the long run eliminating costly press make ready. There are only three questions about when to clean, once a week, once a month or now! If you do we'll send you this mini PM kit replenishment free and some sweet treats!



Our Sweet Treats that keep that PlateStream Clean!

Printware
PROFIT SECRETS

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