

Printware

DELIVERING CTP LIKE NO OTHER

Take our Survey
NOW!



Tell us how we've done in 2011 and what we can work on in 2012 - we'll send you the latest in super cool Printware gear!

A New Year - A New Print Economy



With the New Year this seems an especially good time to reflect on the ever changing world of print that



NAVIGATOR

Navigator 9

Most advanced Harlequin RIP Technology

*Increased PDF optimization, extend PDF/X support,
Pantone Plus library support, Windows 7 compatibility,
Canon and Epson proofing support options*

Click Here
For More Details!

The Most Advanced Harlequin RIP Technology EVER!

Printware's commitment to improve productivity and profitability for our Navigator RIP and Workflow users continues with the announcement of the latest release of Navigator v9 and Navigator Workflow v5. These two new updates are now shipping.

These two newest announcements further enhance the functionality of an already robust Navigator Workflow.

Navigator v9 provides:

- Windows 7 professional operating systems
- Increased optimization for PDFs with transparencies
- Extended PDF/X support
- Full support for Pantone Plus library
- HXM hybrid screening support for more resolutions (optional feature)
- Epson 4900, 7900, 9900, 7890 and 9890 proofing plug-in options
- Canon 8000s, 8010s, 9000s, 9010s proofing plug-in options

The **Navigator Workflow v5** adds:

- Universal Printer Plug-in which allows you to print job to any Windows print driver - GPS, Elite only (optional in GPS)

we live in. A number of recent articles talk about the impact of technology on our industry and larger changes in the overall economy.

One truth that emerges is that our industry is always reinventing itself, whether in a growing or shrinking economy. What remains certain is that print will become a craft once again with a newly defined role amid this economic reinvention.

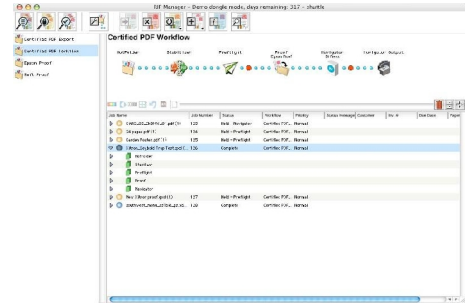
This new print economy reminds us, especially now that we need to act in ways similar to our most successful and thriving customers. Chris Tierney, manager of Hays Financial Consulting highlights five keys to thriving in this new print economy:

- Take Action** - hope is not a strategy
- Develop a sense of urgency** - get ahead of the problems
- Seek/Ask for help** - customers, partners and employees are very willing to help
- Lead** - tough decisions and new opportunities require strong leadership
- Focus on survival then growth** - the glory days of past won't reappear

You'll find many ideas in this issue that will help you make your print operations more profitable to better help you survive and thrive. My hope is that you will find ideas on ways to make **your own print economy** even a greater success.

Lite workflow; RIP with TIFF output required)

- Enfocus 10 Library Support
- Integrated media savings
- ROOM Proof PDF Export to ROOM Proofing option (TIFF input required)
- Automated database backup



Hewlett-Packard 8200 Elite Business **Minitower computer platform** includes:

- Windows 7 Professional
- Intel i5 processor
- 4 GB of memory Standard
- Dual raid mirrored hard drives to automatically back up data in the event of a drive failure
- DVD RW optical Drive



EMAIL SALES@PRINTWARELLC.COM

A Peach of a System at Peachtree

"It is possible to fail in many ways ... while to succeed is possible only in one way."
Aristotle.

Still time to order ...



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

New Customer Spotlight

The most exciting thing for a salesperson is to get *The Call*. *The Call* from a prospect that fits your product sweet spot perfectly. The answers flow - Why should they change from their current system? - How much could they save/make over time? - Why not wait until the current CtP system breaks down completely?



That call came in recently from Peachtree Business Products, a specialty business products supplier and Print manufacturer in Marietta, GA. They've recently installed a Platestream Elite and are now providing the pressroom with 100% press ready, punched plates through a Navigator RIP 9.0 workflow in less time, at less cost than their "low cost" desktop laser plate system. **"In the end, our goal was to make more money on each job - Printware helped us do just that!"** exclaimed Alex Vercamman, Special Projects coordinator at PBP.



Why wait for equipment to breakdown, become obsolete, or suffer before you change? That's why we are here - **Click the peach to find out more.**

Peachtree Business Products www.pbp1.com, based in Marietta, GA provides a wide array of products related to property management, maintenance and administrative needs including complete print management, forms and corporate identity. Established in 1973, Peachtree Business Products serves over 100,000 customers per year.

We're Cleaning Out Our Closets

Check Out Our Stuff for Sale on Ebay

We are cleaning out our closets and selling stuff we don't need. Our loss is your gain so you can get some great deals. **Let us know** you saw this article and we will give you \$50 off your purchase.



- [Platestream 46 Dual Cassette](#)
- [Floor Crane 1000 lb. Capacity](#)
- [Bacher Plate Punch](#)
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