

# REPRO REPORT



*Our 25th Year*

Volume 25  
January/February 2006

## KEEP YOUR CUSTOMERS

Mid-volume Engineering Plotters Can Attract Your Clients – Don't Let Them Go!

IRgA Convention and Trade Show Preview

Facilities Management Tips

True Customers Confessions







# Online Plan Room technology— The gateway to business growth

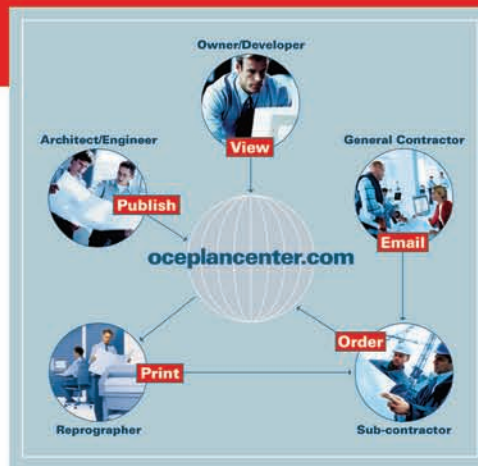
BY JOYCE VIRNICH  
VP Marketing, Océ North America, Inc.

As a reprographer, you can expand your business by making your customers more productive. They need to produce plans faster, better and less expensively.

If you can't do that for them, you risk them taking their business elsewhere. You're faced with mounting pressures to:

- **Meet client deadlines** for ordering, printing and distribution of plans and specs
- **Stay competitive** by attracting new business from larger companies and broader geographies
- **Grow revenues** by offering innovative new ways to make your clients' jobs easier

Don't risk losing business. Be the first to set the trend for technological innovation. If your clients are straying elsewhere because they're limited by traditional, paper-based processes required to manage and distribute plans, it may be time to expand your digital capabilities with an online plan room system.



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/// The Océ Plan Center software brought MBC to the forefront of our industry, giving our clients a complete state-of-the-art solution for management and distribution of plans and specifications. By leveraging the power of the internet, they have 24/7 access to, and total control over, their documents. This gives us the competitive edge we need to keep growing. ///

Bill Berg, President  
MBC Precision Imaging





Ed,  
 Our reprographic partnerships  
 are really successful! Let's stay  
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  - ✓ High value
  - ✓ Outstanding service
- & encourage others to join our  
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 their business.

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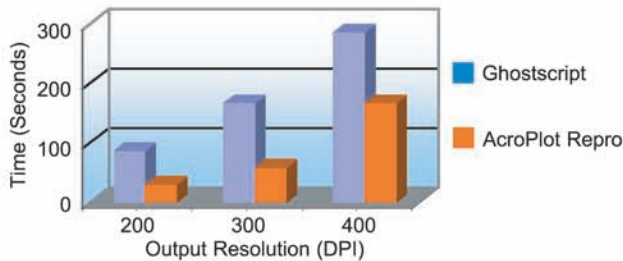
# Problems plotting PDF & DWF files to your plotters?

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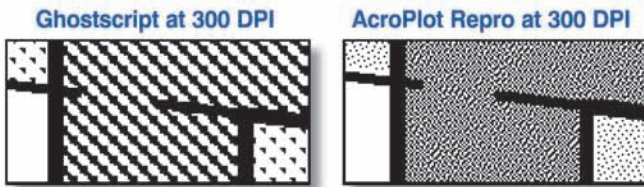


### 4 Happier Customers

> "While most pdf converters do not handle dithering of thin, screened lines well, AcroPlot Repro did an amazing job at 300+ DPI. Thin lines at all angles come out as nice distributed pixels, no "missed" patches. This is the acid test of a converter app and it now sets the standard to which I compare other converters. The program's speed is also top notch, as fast or faster than any competing program. This will change the world for Océ Repro Desk and Publisher users."

**James Maeding**  
Hunsaker & Associates

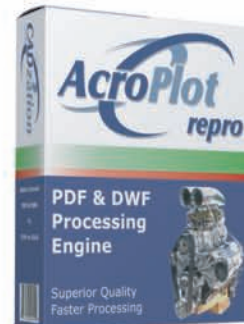
### 2 Higher Quality



Enlarged Views

> "AcroPlot Repro is amazing. Fast and reliable quality output. Great as a stand alone application and easy to integrate into Océ Repro Desk. Another quality application from CADzation."

**Thomas Rhoads**  
WMA Consulting Engineers



### 3 Flexible Conversions

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## It's All About Service!



Michael Shaw  
President  
2005-2006

I've recently concluded my regional travels and after speaking with many attendees, I have some observations. The current business environment, in which we are seeing increasing internal and external competition, still has opportunities to be realized.

While we are continuing to see the "commoditization" of many products we turn out as part of the "reprographics" service we provide, service still is and has been the key to our success.

We are seeing more and more companies provide service as a new differentiator in the marketplace. If we simply sell products, then anyone who has that product is a competitor, and anyone who sells it for less will most likely get the customer. Or maybe not.

How many times have you found yourself Googling for a product? If you're like me, you then look for the lowest price. Do you then come upon a price, which in some instances is too good to be true? Do you then search for a review of the company you're about to give money to? So, what's next, you call them up. I still look for an 800 number, do you? By the way, that's a service.

So, when you call, do you get a friendly voice or are you greeted with the biggest voicemail tree you've ever heard? I want a friendly, knowledgeable person at the other end of the phone. This also is a service. The price is great, but do they have it in stock? Having products available is another service. Of course I want it yesterday but, oh, it takes 24-48 hours to ship. Their next-day delivery is from the time it leaves the store, not from when you place the order. Being able to produce the goods in the desired time frame is another service. Lastly there is the sales follow up, or in some cases the ability to resolve an issue quickly and painlessly. This too, is a service.

We are all affected by the market pressures of the economy in our geographic regions. Gone are the days when you knew all your competitors, and their numbers weren't growing from outside the traditional players. If we do not seize the opportunity to package the various products we sell in the services we provide, we will stand a good chance of seeing continued market erosion.

The industrial, commercialized, production equipment and technology that was once the bastion of our reprographics world has now been productized for the consumer market place. This is a very normal evolution for the manufacturing world. This empowers our customers to, in essence, control their own destiny, as well as lower the price barrier of entry for a given technology.

But just as many of us know how to change the oil in our cars, we opt to bring it to a service provider. It might even be the dealer that we purchased the car from. Did any of us purchase our last car because of a dealership desire to create a better buying experience? Was the ongoing service and support part of this experience? Does roadside assistance sound familiar?

Why should reprographics be different? Especially if we see this car example as an equipment sale, or dare I say, a facilities management installation.

Service and the ability to understand what issues are important to our customers were common themes in my many conversations at the regionals. We are constantly improving and adding to our product lines as a way to increase the quality of the service we provide. While we must continue to remain competitive, we must not forget to be competitive in service. ●

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## A Tour of the IRgA's Bookstore

Among the IRgA's strategic initiatives is to become a knowledge repository for the reprographics industry. The other initiatives are interconnected: re-branding the industry to customers and enhancing the value of the industry and association through education. Following is a glimpse of the wealth of information currently available in the association's expanding bookstore.



### The Future Reprographer – NEW

\$10 members, \$15 non-members

After speaking with more than 50 reprographers, Robert Corjin addresses how to profitably sell added value services to the AEC community. He argues that rather than focus on price, reprographers should have a clear strategy, consistent positioning, and products and services that help customers meet their challenges. Price, therefore, is determined by value. It's a different way of thinking and doing business, and it's profitable.

### From Human Resources Expertise...



### Employee Handbook Sample Guide

\$49 members, \$99 non-members

This is a CD compilation of five sample employee handbooks contributed by member companies that spent hundreds of hours and several thousands of dollars each in time and legal fees in creating their handbooks. Use these examples when updating your own handbook to save time and money.

### Job Description Sample Guide

\$50 members, \$150 non-members

Like the *Employee Handbook Sample Guide* above, this publication contains more than 350 pages of employee job descriptions provided by IRgA members. This valuable tool can help you create and update job descriptions for your employees.



### To Concepts on Color...

### Fundamentals of Large-Format Color Management

\$25 members, \$50 non-members

This unique publication addresses issues specific to large-format color management, focusing on the basics of printing and color usage in a complex arena.



### To Digital File Management...

### Managing Large-Format Digital Files

\$10 members, \$20 non-members

This overview of electronic document management discusses issues such as defining digital files as business records, digital asset management, change and managing for the next century.

### Digital Glossary

\$7.50 members, \$15 non-members

This 32-page booklet contains nearly 400 terms associated with digital imaging. It is a superb vehicle to educate your client base and can even complement your own organization's expertise.



### Strategies for Successful Transition in the Digital Era

\$7.50 members, \$15 non-members

This publication addresses how the relationship between variable and fixed costs affects your break-even point and ultimately your profit. Tied into this concept are projections about future volume levels and the related changes occurring in the A/E/C community.



And Everything in Between!

**Mounting and Laminating Equipment and Materials Buyers Guide**

\$45 members, \$90 non-members

This 430-page guide will provide you with valuable information concerning products from dozens of manufacturers of mounting and laminating equipment and materials. It also includes special sections on liquid laminates and tips for maximizing your success in mounting and laminating.



**Large-Document Copier Buyers Guide**

\$25 members, \$50 non-members

A complete overview of what's available in tabletop diazo copiers, console diazo copiers, analog plain-paper copiers and digital plain-paper printers. Each of the 100+ pages of the guide is devoted to a specific piece of equipment. You'll find an overview of the major product features, options and accessories, specifications (including print speed) and more.



**Copyright Law Basics**

\$15 members, \$25 non-members

This 22-page guide is a must for anyone engaged in the reprographics industry. Written by experts in copyright law, it provides a plain-English review of the subject. Included in each guide are self-adhesive copyright infringement warning stickers to be placed onto any self-service copying equipment at your company.

**Industry Journal**

This three-volume series is chock full of information on business strategies, facilities management and small format imaging. IRgA members may download copies from the members-only section of IRgA website at [www.irga.com](http://www.irga.com).

Coming In May

**IRgA Operating Ratio Study**

In May 2006, the IRgA will introduce a new Operating Ratio Study based on 2005 financial information provided by industry reprographics companies. One copy of the study will be offered free to all participating companies. The data will represent a compilation of financial information pertaining to various sales, expenses and profits. Use it to benchmark the collective data against the financial performance of your company!

**For more information or to order these titles, call 800/833-4742 or visit [www.irga.com](http://www.irga.com).**

**2006 Mounting/Laminating Seminars Announced**

The IRgA is offering our popular mounting and laminating seminars for the 11th year beginning this March. The training is open to both experienced and novice operators who are interested in integrating theory with hands-on training in the latest technologies and techniques. Drytac Corp. and GBC will once again host and administer the sessions.

For those who have little mounting and laminating experience or who need a refresher course, the first day of the seminar begins with basic training and tips. Those who already have some basic knowledge will benefit from the more challenging second day, which concentrates on more advanced troubleshooting and special applications training.

Class size is limited to 10 participants to ensure personalized attention. The full seminar will cover:

- Benefits of mounting and laminating: cold, heatset, thermal
- An overview of all the equipment controls and proper maintenance

- A review of the different types of mounting adhesives, laminating films, and substrates that are available
- Advice on selecting the correct materials for a job and the variables that affect the application
- Preparation of media prior to laminating
- Specialty applications.

For more information, or to find out more about how to register for the courses, visit [www.irga.com](http://www.irga.com).

**Mounting and Laminating Seminar Dates and Locations**

March 16-17	Richmond, Va.	Drytac
April 20-21	Madison, Wisc.	GBC
May 18-19	Los Angeles, Calif.	Drytac
August 17-18	Madison, Wisc.	GBC
September 21-22	Chicago, Ill.	Drytac
November 9-10	Madison, Wisc.	GBC

**QUICK VIEW**

**Companies in the News:**

- A&E – The Graphics Complex
- Nashua Corporation
- Océ Printing Systems
- Oracal
- Rotech Digital
- Sawgrass Technologies
- Valley Supplies

**Nashua, Océ Settle Patent Suit**

Nashua Corporation and Océ Printing Systems GmbH have mutually agreed to settle patent infringement litigation in which Océ alleged infringement of U.S. Patent No. 4,990,964 by the Nashua ST-2140 and ST-466 toner containers. Nashua denied infringement and alleged that the patent was invalid.

Nashua Corporation will no longer offer or sell the ST-2140 and ST-466 toner containers. Both companies have requested that the U.S. District Court for the Northern District of Illinois dismiss the lawsuit.

Nashua Corporation previously had determined that its toner business was non-strategic, and had announced its decision to exit the toner business

in order to focus resources on opportunities available in its core operations.

“Settling the Océ litigation is a positive development for Nashua as it resolves an issue that has occupied management time and attention,” said Andrew Albert, chairman, president and chief executive officer of Nashua Corporation.

**Sawgrass Buys Rotech**

Sawgrass Technologies Inc. has acquired Rotech Digital, a supplier of sublimation inks. Rotech will continue to operate independently as a wholly owned subsidiary of Sawgrass Technologies and maintain its offices and staff in Denmark.

Rotech provides a wide range of digital imaging products including

sublimation inks, bulk ink systems, color management solutions, and transfer papers for both small format and production printers. Rotech inks will serve as the latest brand in the Sawgrass product offering, which includes SubliJet and ArTainium inks.

“Rotech broadens the Sawgrass solution portfolio, providing more choice to the global marketplace,” says Nathan Hale, Sawgrass CEO. “With their established brand recognition and customer base, Rotech increases our global presence and strengthens our leadership in sublimation technologies.”

For more information, visit [www.sawgrassink.com](http://www.sawgrassink.com).

News Bits

**White Joins Valley Supplies**

Valley Supplies Inc. announced that Sean White joined the company as an account executive specializing in wide-format supplies.

Sean has more than six years’ experience in sales. His focus will be to expand the relationship with new and current customers while exploring new products to expand support to our customers.

**Oracal Featured on MTV Series**

West Coast Customs, Inc., known for its custom vehicle creations and regularly featured in the MTV series “Pimp My Ride,” has selected Oracal USA as its Official



Vinyl Graphic Film for premium graphic films and digital media. The Jacksonville, Florida-based company markets films for sign, screen print and digital imaging applications.

“We provide our customers with only the best products available in the customizing

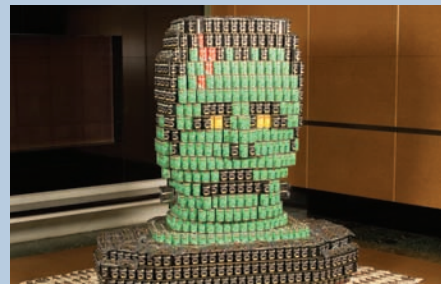
and restyling industry to produce a product that is one of a kind. That’s why we chose Oracal. They offer the best product in a huge variety of flavors to give our creations that distinct West Coast Customs image,” says Ryan Friedlinghaus, creator and CEO of West Coast Customs.

For more information, contact Oracal USA at (888) 672-2251 or visit [www.oracal.com](http://www.oracal.com).

**“Canstruction” Contest Helps End Hunger**

Houston’s A&E – The Graphics Complex, the Society for Design Administration, the American Institute of Architects and CenterPoint Energy recently organized “canstruction Houston 2005,” a design competition benefiting the Houston Food Bank.

The ninth annual competition showcases local architects, engineers and construction professionals, who use canned food, tape and cardboard to show off their talents. canstruction, a charity committed to ending hunger, puts a visual spotlight on hunger while showcasing the design and construction industry giving back to the communities it helps build.



Winner included Walter P. Moore & Associates, Inc.: Solving the Puzzle of Hunger One Can at a Time (Top Can award) and Powers Brown Architecture: Frank-CAN-stein (best use of labels).

For more information, visit [www.canstruction-houston.com](http://www.canstruction-houston.com).



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**KEEP YOUR  
CUSTOMERS**



# Mid-volume engineering plotters can attract your clients—don't let them go!

By Ed Avis

The announcements look innocuous—just another new engineering printer, maybe something else for the shop. But look closely and you see that the printer isn't really a production printer, nor is it a onesy-twosy machine like most found in engineering offices. Instead it's a mid-volume plotter/copier, designed for the mid-size to large A/E/C firm that wants to do more printing in-house (and less in your shop!).

These printers (see sidebar on page 12) are marvelous machines that serve a broad audience. From the perspective of the manufacturer and the end user, these machines fill a void in the market. They allow A/E/C firms, contractors and subcontractors to quickly and conveniently print drawings that previously had to be sent out.

From the shop owner's perspective, these machines could represent a threat—or an opportunity.

"The mid-range large-format copiers have the potential to negatively impact the reprographer's wide-format black-and-white business," says Kimberly Clements, immediate past president of the Eastern Regional Reprographics Association and vice president of operations at Johnson Imaging Systems in Camp Hill, Penn. "At Johnson Imaging Systems, we see this particular aspect of our business gradually trending down, due in large part to our customers acquiring wide-format copiers."

Copying/plotting has been a stressed market for reprographers for decades. Plain paper copying killed diazo for many reprographers, and pricing was subsequently made plain paper printing a tough proposition. Then Internet distribution of originals made centralized printing of bid sets much less necessary—creating a perfect breeding ground for the mid-range copiers.

"The day of the 200 original/100 sets printing is gone," says Kevin Rowe, president of U.S Reprographics Network in Kansas City, Mo. "With online distribution, all the people who really use the documents have the opportunity to print it themselves."

Reprographics shops can deal with this situation three ways:

- By becoming dealers, if they aren't already, of this equipment, and fighting to keep the service and consumables contracts
- By setting up facilities management (FM) operations in those firms that opt to bring their printing in-house
- By promoting the fact that the reprographics shop can become a complete document management service provider rather than just a copy/print shop.

## Be a Dealer

Selling your customer a plotter might seem like a taxi driver giving his best customer a ride to the car dealership, but if your customer wants a mid-range plotter he's going to get one somewhere.

"For us, you either satisfy the customer or you lose the customer," says Forrest Kenley Jr., president of A&E Printing and Graphics in Charlotte, N.C., and president of the Southeastern Reprographic Association.

The key to selling a plotter to your client is remembering that the original sale is only the headwater of the revenue stream. The real money comes when the toner runs out or the service light comes on.

"When we sell a machine we try to lock them in with consumables and services," Kenley says.

Keeping the consumables business is tough, since toner and paper are commodities that are readily available online from dozens of vendors fighting to be the low-price king. But service can be another story, Kenley says, because a reprographics dealer knows the service needs of the A/E/C market better than anyone else. "The service you get from [equipment manufacturers] is not the same as you'll get from [dealers]," Kenley says.

## Become Their FM

Even better than selling equipment is selling facilities management (FM) services. "There's no question about locking them in with an FM," Kenley says. (See article on 14).

*If your customers are rushing out to buy their own mid-volume printers, maybe it's time to stop thinking of yourself as a printer.*

How do you convince a shop to take on your FM services? Sell them on the convenience of having someone else—an expert, no less—manage the plotter. And sell them on the fact that if a job is too big for the in-plant plotter, or if that plotter breaks down, your shop is immediately available for back up.

"We call that 'guaranteed throughput,'" Rowe says.

*continued on page 12*

# What's Available?

Here are some of the mid-volume engineering plotter/copiers on the market.

## Xerox 6030

The Xerox 6030 cranks out six D-size prints per minute at 600 x 1,200 dpi. It comes with an on-board scanner that delivers 600 x 600 dpi scanning. The system lets you preview jobs and make exposure or size adjustments before submitting the entire run, and automatic background suppression to improve the look of copies from worn originals. The optional FreeFlow Accxes controller offers great capability expansion.

[www.xerox.com](http://www.xerox.com)

## Océ TDS 300

The Océ TDS 300 prints up to nearly three D-size prints per minute and can print large-format documents up to 10 times faster than most inkjet printers. It uses Océ Radiant Fusing technology to provide instant-on printing with no warm up time, and the Océ Image Logic controller ensures consistently excellent copy quality. The print engine can be configured with two media rolls to accommodate different large-format document sizes without changing media, which saves on time and supplies.

[www.oceusa.com](http://www.oceusa.com)

## KIP 3000

The new KIP 3000 is a multi-function digital printer/copier that produces four D-size prints per minute. The touch-screen controller makes operation simple and tracks all info for accounting and billing. The 3000 features network printing from an unlimited number of workstations. It also has an integrated front copy stacker and one- or two-roll digital copy system. The 3000 is field upgradeable to a scan-to-print system that automatically creates PDFs of drawings and provides easy archiving and retrieval.

[www.kipamerica.com](http://www.kipamerica.com)

## Ricoh Aficio 240W

The Aficio 240W is a copier/printer/scanner that can print up to four D-size or two E-size prints per minute. The machine features a user-friendly control panel, Auto Synchro cutting and three optional paper sources. Users can print directly from CAD workstations and scan wide-format documents to disk with the 240W's optional RW-240 controller.

[www.ricoh-usa.com](http://www.ricoh-usa.com)

## Savin 4700WD

Ricoh also distributes the Savin 4700WD, a scan/copy/print solution. The 4700WD prints seven D-size or four E-size prints per minute. Its optional hard disk drive can sort up to 100 D-size originals in a single set. The ADI/ADI driver lets AutoCAD users plot DWG files directly from AutoCAD instead of converting to plot files. The 4700WD features automatic paper roll feed, auto paper select, an easy-to-use touchscreen control panel and a small single footprint.

[www.savin.com](http://www.savin.com)

The concept of the blueprint shop as a backup also helps shops convince firms to use their FM services over those offered by manufacturers.

Another thing to tell a potential FM client is that your shop is more than a printer. "The blueprint channel is really a logistics channel, not just a copy shop," Rowe says. "We pick it up, print it and deliver it to seven different places."

That delivery doesn't need to be local. Deven Kapoor, facilities management director for Reprographics Northwest in Seattle, Bellevue and Tacoma, Wash., stresses to potential FM clients that if a print job needs to be distributed across the country, any of his company's 200-plus shops can print it locally, saving time and shipping costs.

Considering all the potential benefits, selling your plotter-hungry client on an FM shouldn't be hard.

## Stress the Big Picture


If your customers are rushing out to buy their own mid-volume printers, maybe it's time to stop thinking of yourself as a printer. Instead, make yourself the document management partner of your clients. This can mean doing their scanning, document archiving, high-volume printing, bid-set management, delivery, distributed printing...whatever else they might need regarding document management. Sure, they'll probably still buy that printer and you might lose some volume, but if you're doing all sorts of other work for them, you'll still be paying the electric bill.

"Reprographers have the challenge of looking beyond what has previously been the core of their business to new opportunities and markets," Clements says. "Three to five years from now, I believe the composition of our business will be very different." And that's OK, as long as you're still an indispensable part of your clients' business. ●

*Ed Avis is a freelance writer in Chicago.*







# Going In-house

Seven tips for making more money with facilities management

By Ed Avis

**W**orried about losing customers who want to take their printing in-house? Why not just go in-house with them?

Facilities management, FM for short, is a fancy way of saying that your reprographics shop runs the in-plant print shop of a large client. FM has long been part of the reprographer's arsenal. It is a way to serve a customer on his location, and to ensure that his printing work goes to you.

"Facilities management is the third leg of the stool for a reprographics shop," after color graphics and printing plans and specs, says Kevin Rowe, president of the U.S. Reprographics Network. "It's something they have to do."

Facilities management these days means more than just running a printer inside a firm. Sure, some FM

arrangements are just that, but innovative reprographers have learned that they can capture more business by taking over other office operations, from running the mailroom to repairing the computers. It's all part of making yourself indispensable to your clients. If you manage your clients' document flow—from printing to copying to archiving—and help manage their office, you're in good.

"Once you're in the business, you stay in it," Rowe says. "If you go into a firm and that firm doesn't go under, very rarely does the FM go out. Almost never."

Want your shop to get a bigger piece of the Facilities Management pie? Check out the following tips:

## 1. Don't Wait To Be Asked

Do you sense that your client may be looking to buy her own printer (see article on page 10)? Or do you hear her griping about having to wait for prints? Step up to the plate and offer your FM services before someone else does.

"A lot of times a blueprinter who hasn't done an FM will wait until the last possible moment to propose it to the customer," Rowe says. "We see that a competitor will offer an FM, and that pushes the incumbent printer to offer it also."

Don't wait for your competitor to offer the service. Learn more about your client's potential in-house needs, and make an offer (see #2).

## 2. Learn Before You Leap

Don't create a "standard" facilities management program and offer it to everybody. Instead, take the time and energy to learn about your client and his needs and create a custom program for each.

"You have to go study their work flow, how they do things, and how you can help it," Rowe says. "Anyone doing a blank FM proposal is going to be sorry."

What are you looking for? A few key items are:

- How much the client is printing, and what types of prints
- What the client's procedures are in terms of creating documents
- Where the client needs prints delivered and how fast
- What the client does with documents once they have been printed.

The list is endless, but the key is to spend time studying the client and figuring out where you'd fit in (and how you would make money doing it).

Your proposal will have to be presented to top executives. Even if you normally make your sales pitch to the office manager, your FM pitch will have to go to the CEO or a managing partner. They're the ones who need to be convinced that an FM will save them money or improve their workflow process.

## 3. Don't Stop At Printing

Modern FMs offer loads of other services: managing document flow from inception to archiving, routing and managing bid sets, running the mailroom and shipping department, delivering packages, maintaining computers, graphic design, office supplies management—just about any operation the client does that's not part of his core business is open game. The more of this work the FM does, the less likely the FM is to ever lose that client.

## 4. Offer Up Your Staff

A "manned" FM is often more valuable to you and your client. Having one of your employees right there ensures that you've got an

advocate on the front lines, and you'll see all the print work, not just those that you are low bidder on. And for the client, having a reprographics shop employee there means the print department is completely autonomous.

"The bigger architecture firms like to have an employee because they like to have someone there," says Joanne Micek, a manager at ERS, a reprographics firm with 10 locations in Minnesota, Wisconsin and Ohio.

Even smaller firms can sometimes be convinced to use an on-site employee, if you can find enough work for that person to do (see #3 above). "I've seen a person with a firm with only 30 people in it," Rowe says. "They get involved in other office services."

You don't need to send a seasoned manager to run an FM. A dependable shop employee may consider an FM assignment a nice break, and your client will still get excellent service.

## 5. Be Prepared to Handle Overflow

Micek says her company's FM arrangements include a provision that when the in-plant FM can't handle all the work, the shop will pick up the slack. "Any overflow goes to our shop," Micek says. "It's a contractual thing."

Obviously, picking up the extra work makes your client happy and your wallet fatter. But it also is a key selling point when you're trying to convince a client to go with your FM rather than just installing his own plotter. Tell him his overflow work will be a priority at the shop, not just another job in the queue. Another advantage of the overflow arrangement is that it can handle jobs that otherwise would clog the in-plant setup, freeing up staff for other jobs.

"That's the beauty of it," says Deven Kapoor, facilities management director for Reprographics Northwest in Seattle, Bellevue and Tacoma, Wash., which is part of the American Reprographics Company (ARC). "We just signed a large architectural firm as an FM, and part of the proposal was that we can send big jobs off-site. That way the local employee isn't tied up."

## 6. Make Sure the Price is Right

Some FM contracts call for a per-click charge, a certain amount for each square foot printed. Others add in a labor charge, especially when the FM will also be handling the mailroom and shipping department. Many FMs will have a monthly minimum charge, to make sure costs are covered even during a slow month. The bottom line is to make sure you'll be making money, but your client will not be paying more than she thinks the service is worth.

A key factor when setting your price is estimating how much you'll be printing. "Typically the customer will shoot high when estimating how much printing they do," Rowe says. Keep that in mind when you set the price, and consider a clause in the contract that adjusts the charge if the actual printing falls far below the customer's estimate.

## 7. Make Sure You Handle Supplies and Maintenance

An important part of any FM contract, whether it's a manned FM or just a piece of equipment, is how supplies and maintenance will be provided. Naturally, you want that piece of business, and with a manned FM, it's a given. But with an equipment-only FM, it's tougher.

"That's a problem," Rowe says. "For the first year, you get that. But after that someone comes in and says, 'We can sell you supplies cheaper than that.'"

Service, though, can be another matter. Forrest Kenley Jr., president of A&E Printing and Graphics in Charlotte, North Carolina, stresses that repairs and maintenance he provides to equipment-only FM sites can't be matched by others. "You can't get service online," he says. And sometimes doing the maintenance means it's easier to keep the consumables business, since you're already there.

Following these seven tips won't make your shop an FM master overnight, but it will help you make more money from that essential "third leg" of your business stool. ●

# What's Bugging You? Find Out Without Losing Your Mind

By John Marquardt

I hate that! You know, when you start your computer and it just sits there, presumably doing nothing. But what's happening? Is it "thinking"? Is it loading something? The hard-drive light is going...and going and going and going. It won't stop. Doing something else only makes it blink more. But then it should stop right?

That little light should just be sitting there, not flashing, not blinking...just dead. Right? It's not stopping! It's still blinking!!! STOP, you harsh little, yellow, glowing monster—stop searing your rays into my head and melting my brain! For the love of Ballmer, STOP!

Sound familiar? It's basically the story of my life, and if you've ever used a computer for any length of time, you've probably had similar frustrations. Just what is going on in there? Even if you could pull off the sides and look inside, you really don't see anything; it's just electricity moving around. You can't see belts and pulleys moving. You can't really hear or smell anything different inside the computer's case (well, sometimes you can, but if so, then that's outside the scope of this column and you need some real help—sooner rather than later).

That said, if you know some very basic concepts, I promise you can track down those little things that are bugging you and really tune your machine.

The first place to start is the Windows Task Manager. You can bring this up in Windows XP by holding down ctrl-alt-del (yep, the old "reboot" method from PCs back in the day). If you log onto a domain, you might have to click the Task Manager button on the Windows Security dialog that comes up. This will bring up a multi-tabbed dialog that will always remain on top of the other program windows you are

running (although you can change the behavior with the Option menu). This is the first thing you should do if you want to get a picture of what's happening inside your computer—it's like popping the hood. You're just going to get a very basic look around, and the really obvious stuff will be easy to spot.

The **Applications** tab shows a list of running applications and their status—usually Running. If a program is behaving badly or you just want it to stop running for whatever reason, you can highlight one of them and click End Task. I hardly ever go here because I obsessively reboot when a program crashes; trust me, it's better this way for both of us.

The **Performance** tab shows your computer's basic vital statistics: How much memory do I have total, and how much am I using? How busy is my processor? I go here a lot when I'm first trying to figure out what's going on, but also to see how efficiently I have things running in general: How much memory am I consuming when I run these five programs? Do I have enough memory? If it's not obvious, you generally want to be using less memory than you physically have installed.

The **Networking** tab shows how much bandwidth your computer is using as a function of time, and although I go here sometimes, there is usually enough information in other places that this area is redundant.

The most important tab I saved for last: the **Processes** tab. Ah, now we've got our stethoscope to the engine block and we're really listening close! This is a list of all the programs that are running, including all the background stuff you have going on. It's important to note that you can mess things up by ending processes randomly if you don't know what they

do, so it's a good idea to be familiar with this list, at least in a cursory fashion. We don't have space in this column to get in depth with these processes and really, everyone will have a different list. To give you an idea of the kinds of things in here though, I currently have:

- **OUTLOOK.EXE** which is my e-mail, calendar, and contact management system
- **WINWORD.EXE** which is the process name for MS Word
- Various processes like **TpKmapMn**, **TpShocks**, and **TpScrex**, which are all just programs IBM loaded on my ThinkPad to deal with my keyboard mappings, physical shock monitoring and display zooming.

You will likely have things specific to your computer's manufacturer in your list, and you will probably have a few or more **svchost.exe** and **rundll32.exe** processes running. This is more or less normal. There might be a lot of them; for instance I have 72, so don't freak out that there are a bunch listed. You can usually just enter these process names into Google and get a detailed page from someone who figured out what it was. It's important to know that many times these pages are from commercial sites that are trying to sell you something, so if they tell you it can be a virus, it's possible that it might be, but often it's not. They are just trying to sell anti-virus and anti-spyware software so they are going to be more alarmist than not. You probably do have some ugly things running in there, but just step through them one at a time and figure out what they are.

Probably one of the most powerful things you can do at this screen when your computer is running slow, or if you just want to know what's going on in there, is to hit the CPU column

*continued on page 33*



# Retirement—Mandatory or Voluntary?

By Debra Thompson

As workers think about the prospect of a comfortable retirement and owners worry about dealing with an aging workforce, retirement rights and planning is a major topic in the media and at the corner store. With the first wave of Baby Boomers hitting their sixtieth birthday this year, many reprographic shop owners are asking if it is possible to have mandatory retirement ages for employees.

The short answer is no. Federal anti-discrimination laws do not allow employers to impose mandatory retirement ages. There are, of course, exemptions from the age discrimination laws for positions such as federal and local police and fire fighters, air traffic controllers, and commercial pilots.

But there is another aspect to this question of whether employers would benefit from mandatory retirement ages. This question is important because employers are free to encourage employees to voluntarily retire. If the determination is that an older employee may be a detriment to the business, then it may be valuable to encourage retirement. Many large companies have taken this path by offering incentives to employees who choose to retire. Admittedly, larger companies have many more financial resources to draw upon, but their methods should be considered.

## Benefits of Older Workers

Employers should not fail to consider the advantages of the older employee. While it is generally true that older employees earn higher wages and higher benefits, the older employee also has more experience and expertise than a worker entering a particular field of work. As a result, the output of an older employee may be significantly more than the younger entry-level employee, and the older employee may net more of a profit for the employer.

Employer commitment to retaining older employees will also encourage employee loyalty in a marketplace

where employees change jobs more often. The value of job security to an employee should not be ignored. As you look around you, you will see that many companies are now employing senior citizens where they used to employ a high school or college student.

The old adage “age is a state of mind” may be closer to the truth than ever before with advances in nutrition and health care. The age 65 does not mean the same thing in 2005 as it did in 1975. Some employees may be fully active and employable much longer than other employees. A mandatory age limit could drive out fully qualified employees while allowing younger but less effective employees to stay on.

With the Baby Boomers retiring and the much smaller Generation X becoming the mainstay labor pool, hiring managers will be forced to look for older employees or will have to dip into Generation Y and hire much younger, less skilled employees. There may be a cost benefit to retaining the older employees since the new, younger members of the labor pool have great expectations about salary. The older worker may very well represent a bargain when compared to these demands of the younger employee.

## Encouraging Retirement

But if you have reviewed the issue of older employees and have still decided to proceed with encouraging voluntary retirement, there are many incentives that are legally available to accomplish that:

- Defined benefit pension plans may be structured to accrue pension benefits at a reducing rate starting at whatever age the employer determines his employees are not as productive
- Employers may create layoff packages that will attract employees into retiring early. These offers can give the employee time to consider and find other employment without the worry of loss of income
- Employers may also consider the option of providing or partially funding health insurance benefits. The ever soaring cost of health insurance is a great concern to many Americans
- Employers may “cash out” an employee’s personal, sick and vacation time accrued with the company. For long-term employees that can be a substantial amount of money
- Employers may offer the option of early retirement with continued contract work with the company without benefits. Employers could also offer a reduction of hours to part-time employment with a reduction of benefits as well. The option of flexibility in time and control of the time working may be very appealing to aging people who enjoy their work or need the income.

While the answer to the initial question is that private sector employers cannot set mandatory retirement ages, the employer should consider the questions stemming from the subject of mandatory retirement ages. Do you really know the value of your older employees? Which options that are available to encourage retirement can work for you? What can you afford to do to encourage the early retirement? These issues must be recognized and analyzed, and business planning must take into account the options that will provide the best benefits for both the employer and the employee. ●

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*Debra Thompson is president of TG & Associates, a consulting firm specializing in human resources for the graphics industry. Debra can be reached toll free at 877/842-7762 or [debra@tgassociates.com](mailto:debra@tgassociates.com).*

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GBC	Sepialine
Hewlett-Packard	Technesis
Image Products of California	Technical Image Products
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Register online at [www.irga.com](http://www.irga.com).



# Education

## THURSDAY, MAY 11

8:00 – 10:00 a.m.

### Annual Business Meeting and Opening General Session

8:45 – 9:00 a.m.

#### Branding the Reprographics Industry:

Overview of the IRgA's AEC Perception Study

Michael Shaw, IRgA President

Steve Bova, Executive Director

9:00 – 10:00 a.m.

#### Overview of the AEC Industry

David Watkins, President, WHR Architects

10:30 a.m. – Noon

#### BREAKOUT SESSIONS

##### Breakout #1

#### Planning Your Financial Future

##### Breakout #2

#### The Future Reprographer

A representative from Océ North America

##### Breakout #3

#### Working with Color – A Customer's Viewpoint

Reg Garner, Triangle Reprographics

## FRIDAY, MAY 12

1:15 – 2:45 p.m.

##### Breakout #4

#### Manage and Share Complex Architectural and Engineering Designs with Autodesk DWF

Brian Mathews, Technical Evangelist, Autodesk Collaboration Solutions

##### Breakout #5

#### Benchmarking Your Firm's Operations

How to run your business more efficiently and profitably

John Stewart, President, Q.P. Consulting, Inc.

3:15 – 4:45 p.m.

##### Breakout #6

#### PDF & TIFF: Printing Benefits and Customer Education

##### Breakout #7

#### Best Practices in Charging for Digital Services

Presented by the IRgA Digital Services Committee;

Moderator: Chuck Gremillion

All speakers and topics are tentative and subject to change. Please visit [www.irga.com](http://www.irga.com) for the most updated schedule.

## Main Stage Speakers

### Jeffrey Gitomer

Sales Expert and Author

If you're looking for new and creative ways to increase your sales, this is the session for you. Hear firsthand from sales expert Jeffrey Gitomer, who has honed his craft as a professional salesman. (He started selling door-to-door at the age of seven!)

Gitomer is the author of several best-selling books such as *The Sales Bible*; *Customer Satisfaction is Worthless*, *Customer Loyalty is Priceless*; and *The Little Red Book of Selling* which was on the Wall Street Journal best-selling list for 20 weeks.

### David Watkins

President, WHR Architects

Last year, our main stage featured a perspective on the direction of the reprographics industry. This year, our main stage will feature a perspective on the direction of the AEC community and its effects on the reprographics industry. Tying into the IRgA's year-long industry branding initiative, this session will give you a glimpse of how AEC customers perceive our business. You will walk away with a better understanding of how to improve your customer relationships and position your company to this important core market.

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## IRgA Golf Tournament

6:30 am . . . . . Shuttle Begins from Gaylord Palms Resort & Convention Center (Continuous loop shuttle)

7:00 am . . . . . Shuttle Ends

7:00 am . . . . . Continental Breakfast

8:00 am . . . . . Tee Time

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- Four acres of themed experiences under glass, including innovative restaurants, fascinating shops and live entertainment
- The most prestigious spa in Central Florida, a leading-edge fitness and health facility, and a championship golf course at Falcon's Fire
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**For more information, please visit [www.gaylordhotels.com/gaylordpalms](http://www.gaylordhotels.com/gaylordpalms)**

## Hotel Accommodations

The following discounted room rates have been arranged at Gaylord Palms Resort & Convention Center:

- \$179.00 single or double plus tax

*Suite prices quoted upon request. Please contact [ejohnson@irga.com](mailto:ejohnson@irga.com) for availability.*

## Hotel Cancellations

Should you need to cancel your hotel reservation, please be sure to do so 72 hours prior to arrival in order to avoid incurring a penalty. In the event that you cancel your reservation after the hotel's cancellation deadline (72 hours prior to arrival) or you fail to show up on your specified check-in date, your deposit of one night's stay will not be refunded.

## Travel Arrangements

As an attendee of the 2006 IRgA Convention in Orlando, you will receive discounts on airlines and car rentals that have been specifically negotiated for the IRgA.

Apollo Travel is the preferred travel agency for the IRgA Convention and will assist you in confirming the least expensive air and car rates for your trip.

## To Book Your Travel Today:

- Call 1-866-880-6483 6:00 a.m. - 8:00 p.m. CST Monday through Friday
- E-mail [travel@travelapollo.com](mailto:travel@travelapollo.com)
- Make sure to mention the 2006 IRgA Convention

## Important Deadlines

Book your airline **as soon as possible** by calling 1-866-880-6483 6:00 a.m. - 8:00 p.m. CST Monday through Friday.

Register online at [www.irga.com](http://www.irga.com) before **March 27, 2006** and save!

Reserve your hotel room at The Gaylord Palms Resort & Convention Center before **April 6, 2006** to receive the discounted IRgA rate.

**Questions?** Call 800-833-4742



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For more information on Orlando, visit [www.orlandoinfo.com](http://www.orlandoinfo.com)



## Attendee Registration Form

(For additional registrants, please make copies of this form. Forms must be received by April 28, 2006. After April 28, 2006, you must register on-site.)

### REGISTRANT INFORMATION (Please type or print):

First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_  
 First Name preferred on badge (if different from above): \_\_\_\_\_  
 Company Name: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_ Country: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
 E-mail: \_\_\_\_\_

### DEMOGRAPHIC INFORMATION

- 1) Select your buying influence.  
 Final Decision A)  
 Recommend B)  
 Specify C)  
 No Role D)
- 2) What is your annual budget for reprographic equipment and supplies?  
 \$0 - \$99,999 A)  
 \$100,000 - \$249,999 B)  
 \$250,000 - \$499,999 C)  
 \$500,000 + D)
- 3) What is your job title?  
 Executive/CEO/CFO A)  
 Vice President B)  
 Director C)  
 Manager D)  
 Purchasing Agent E)  
 Consultant F)  
 Specifier G)  
 Other H)  
 If Other (please specify) \_\_\_\_\_
- 4) What products and services would you like to see?  
 Wide-Format Engineering Output A)  
 Wide-Format Color Graphics B)  
 Small-Format Digital Printing C)  
 Laminating and Finishing D)  
 Scanning and Archiving E)  
 Digital File Management F)  
 Facilities Management G)  
 Other \_\_\_\_\_
- 5) Are you a first time attendee?  
 Yes A)  No B)

1. CONVENTION REGISTRATION FEES			
Full Convention (includes All Sessions, Evening Receptions, Keynote Lunch, Exhibits)			
	Early bird Registration (on or before 3/27/06)	Registration (on or before 4/28/06)	Registration (after 4/28/06)
<b>Full Convention</b>			
Member	<input type="checkbox"/> \$649	<input type="checkbox"/> \$749	<input type="checkbox"/> \$849
Additional Member	<input type="checkbox"/> \$599	<input type="checkbox"/> \$699	<input type="checkbox"/> \$799
Non-Member	<input type="checkbox"/> \$799	<input type="checkbox"/> \$899	<input type="checkbox"/> \$999
<b>One Day (select one day only)</b>			
Member	<input type="checkbox"/> \$250	<input type="checkbox"/> \$275	<input type="checkbox"/> \$300
Non-Member	<input type="checkbox"/> \$300	<input type="checkbox"/> \$325	<input type="checkbox"/> \$350
Select day you wish to attend:			
<input type="checkbox"/> Thursday (OT). Includes Thursday sessions, exhibits, lunch and reception.			
<input type="checkbox"/> Friday (OF). Includes Friday sessions, exhibits, Keynote lunch and reception.			
<b>Two Day (Thursday and Friday)</b>			
Member	<input type="checkbox"/> \$600	<input type="checkbox"/> \$650	<input type="checkbox"/> \$700
Non-Member	<input type="checkbox"/> \$750	<input type="checkbox"/> \$850	<input type="checkbox"/> \$950
			Subtotal <input type="text"/>

2. CONVENTION SOCIAL EVENTS		
(1 ticket for each event is included with Full Convention. Enter number of <u>additional</u> tickets needed.)		
	On or before 4/28/06	After 4/28/06
<b>Exhibit Opening Cocktail Reception</b>		
Wednesday	___ x \$100	___ x \$125
<b>Thursday Networking Reception</b>		
Thursday	___ x \$75	___ x \$100
<b>Keynote Lunch</b>		
Friday	___ x \$75	___ x \$100
<b>Friday Networking Reception</b>		
Friday	___ x \$100	___ x \$125
<b>Companion Program – Save \$50!</b> (includes Wednesday, Thursday, and Friday Receptions)		
	___ x \$225	___ x \$300
Companion Name _____		
Convention Social Events Subtotal		<input type="text"/>

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Name as it appears on card: \_\_\_\_\_

Cardholder's Signature: \_\_\_\_\_

**SPECIAL ACCOMMODATIONS**

If, due to a disability, you have any special needs, please detail your requirements: \_\_\_\_\_

**Cancellation Policy:** All cancellations must be received in writing. Requests for cancellations before April 7, 2006 will be subject to a \$100 processing fee. No refunds will be issued after April 7, 2006. Substitutions can be made at any time.

### HOW TO REGISTER

**By Fax** (with credit card information): 416-756-4242  
**By Mail** (with check or money order in US funds): IRGA – Registration, 5471 Paysphere Circle, Chicago, IL 60674  
**Online** at www.irga.com (credit card information required)  
**Questions?** Call 800-833-4742

3. GOLF OUTING (not included in Convention Registration Fees)		
<b>Golf Tournament (Wednesday, May 10, 8:00 a.m.)</b>		
	On or before 3/27/06	After 3/27/06
	___ \$175	___ \$225
(select one) <input type="checkbox"/> Vendor <input type="checkbox"/> Reprographer		
(select one) <input type="checkbox"/> Male <input type="checkbox"/> Female		
Handicap = _____		
<b>Rental Information*</b>		
Club Rental: <input type="checkbox"/> Right <input type="checkbox"/> Left <input type="checkbox"/> Not needed (\$40 payment must be made upon pick-up)		
Shoe Rental: Size _____ <input type="checkbox"/> Not needed (\$15 payment must be made upon pick-up)		
Golf Outing Subtotal		<input type="text"/>
*Rental information must be received by Wednesday, April 26th.		

Subtotal: CONVENTION REGISTRATION FEES: \_\_\_\_\_

Subtotal: CONVENTION SOCIAL EVENTS: \_\_\_\_\_

Subtotal: GOLF OUTING: \_\_\_\_\_

**TOTAL:**

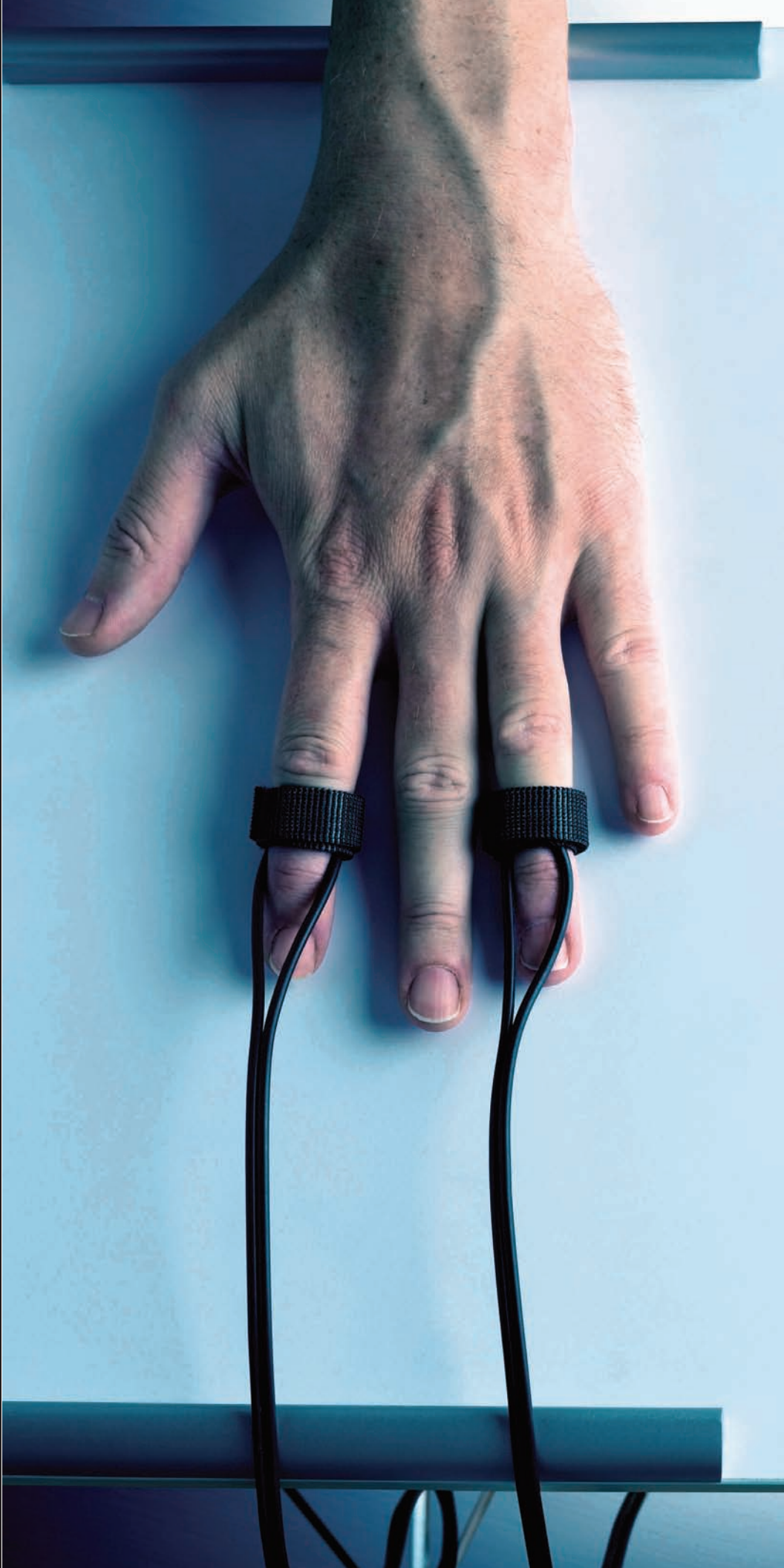


## TRUE CUSTOMER CONFESSIONS

What do your clients  
really think of your  
customer service?

*REPRO REPORT* talks  
to A/E/C clients about  
what they love—and  
hate—about their  
repro shops

*By Navina Waterman*





Admit it. We all give great customer service! Just ask any reprographer what distinguishes his or her company and “customer service” will be mentioned in the first two or three sentences. We talk the talk...but how well do we actually walk the walk?

Your customers can tell you.

Bob, an architect in a small to mid-size firm specializing in commercial projects along the East Coast, says his reprographer “spoils” him. As a result, he deals almost exclusively with that one repro company.

Scott, from a large architectural firm in the Southwest involved in multiple large projects from coast to coast, also primarily uses one repro company. He explains that he will occasionally use other reprographers in a project city, but actually prefers to have the printing done locally with the firm he knows and trusts and let them ship documents whenever practical.

Peg, from a Northwest firm specializing in military projects, needs her reprographer to be able to handle chaos, fit lots of different documents into a cohesive submittal and deliver them to a very long distribution list. She emphasizes three things that are important to her: one-person contact; accuracy and attention to detail; and willingness to go the extra mile.

## Building Relationship

Peg still remembers what impressed her about the first visit from the representative of the repro firm she partners with. The rep emphasized, “I am your point of contact and will always be.” Peg says this was many years ago and that this rep has in fact always been there and never let her down.

Relationships are repeatedly mentioned as a key. Bob met the owner of the repro firm he uses about twelve years ago, tried the company and found great service. He says they are extremely reliable and “do what they say they will do.”

Over the years, Scott has developed a close relationship with the owners of the repro shop he uses. He mentions that they often act as sounding boards for each other—bouncing ideas back and forth. Through many years of dealing with this shop, he has never talked to a disgruntled employee. Scott sees this as a great reflection on the owners.

Mike, a supervisor for one of the nation’s largest utilities, also mentions the importance of establishing a close relationship. He started using a repro firm primarily through the persistence of one salesperson. Again, he found dependability, and over time came to rely on advice about methods and alternatives. This has developed into a “handshake-type” relationship where he knows he can call day or night and get real solutions. In exploring new services, this sometimes led the repro firm to ask him to set his own prices.

## Fixing Problems...Or Not

Customers do remember mistakes...and also how they were resolved. Peg recalls a gigantic submittal where multiple recipients called to say sections were missing, and not all the same sections. The reprographer began sending out parts piecemeal as the complaints came in, which made the situation even more hectic. At one point, Peg suggested that the shop reprint and resend the entire job, but the reprographer refused. She realized this would be a substantial cost, but the end result was that the problems badly scarred Peg’s relationship with her customer.

After this debacle, that repro firm owner and a number of his employees met with her and told her all the ways they were working to improve their quality control efforts. But what Peg remembers most about that meeting is that the shop would not guarantee its work. They hemmed and hawed and made multiple caveats. And so she switched.

Scott also remembers a simple job done by his previous repro firm, where the drawing set was sent to a client out of order and without the specs. The client called him (after the deadline

was past) to complain. It turned out the repro house had not only failed to send out the specs, but had even lost the originals. Again poor service created a situation that made the repro firm’s client look bad to his client, one of the worst possible results.

## Details Make the Difference

What impresses Peg about the firm she uses now is their attention to detail. If something looks amiss, they will call and verify that it is as it should be. Even though she attempts to give them notice and reasonable time to complete projects, sometimes the inevitable happens and she is late. She says she’s amazed how well the shop reacts in these circumstances, such as a large job picked up late Friday and delivered early Monday. This repro house continually exceeds her expectations.

Scott also mentions attention to detail. He has come to view the repro firm as an additional level of QC, which he notes is “invaluable in projects where lots of dollars are on the line. They continually call us to ask us when something seems wrong, pages are missing, or to point out other potential problems.”

Loyal customers are the best emissaries. When Scott first came to work with his current firm, they used a different reprographer. He immediately saw the difference from what he was accustomed to—what he calls a lack of dependability and not the same attention to detail. Over time, he convinced the entire firm to switch. Not only that, but whenever he sees another A/E/C firm struggling with its reprographic needs, he continually refers them to his repro house because he knows they will resolve issues and save time and money.

Customers remember when you go the extra mile. Scott’s firm was working madly on a Disney project which needed to be in Burbank, Calif., on a deadline. “We were working 24/7 on it. It was about 150 sets—each set consisted of three rolls of drawings and three separate specs.” In the end, the

day before D-Day, two employees from the reprographics firm actually came into their office and helped them get it organized and out the door. “They were invaluable, particularly as we were all groggy from the long hours leading up to that point,” he says.

The job was sent overnight to Burbank (back in the days before online delivery). When the contractor called the following day to complain that the printing wasn’t there, the repro firm tracked it and found that the shipment had already been signed for by an employee at the site. As Scott points out, the repro shop could just as easily have given him the tracking number and said, “good luck,” but instead took the extra step of doing the tracking for him. The contractor sheepishly admitted he missed the mountain of prints sitting in his office.

## Lead Your Customers in Technology

Customers experience technology in a variety of ways. Bob finds the switch to digital has been fairly seamless. In fact he primarily uses online services. He feels like his repro company has

computer modeling—and he’s been impressed with what the repro firm has done with technology. “They’ve driven the truck for us. And what stands out is that they make it both affordable and user-friendly enough for us to use.”

Mike’s company is implementing an internal digital file management system. It has been a large project to pull all of the various pieces together, but the kinks are finally beginning to be worked out. He feels part of the challenge has been trying to “satisfy too many needs of a diverse group of users.” Mike is not currently using online services from his repro company.

Peg also had a bad experience with an online planroom. She knows others who are successfully using it and thinks it will be important in the future, but for now she prefers to continue using manual print and file transfers.

## Room for Improvement

When customers are asked what could be improved or what additional services could be provided, happy customers have to think hard to come up with answers.

Scott now sees evidence around town that his repro firm is starting to market itself better, but he feels they have been somewhat slow in advertising their strengths. He also finds that the billing can sometimes cause problems for his clients. Owners have a hard time understanding square foot pricing, for example, so he sometimes has to spend considerable time explaining any passed-on printing costs.

In general, the repro firms these customers use are obviously doing a great job at satisfying their clients. A large part of customer service success is creating a seamless experience and being honest with your customers. As these clients have said, “Do what you say you will do!” Customers have an in-built “lie-o-meter.” If there’s a problem, tell them upfront about it. In the long run, hiding problems simply creates more and ultimately results in lost loyalty.

Your customers do notice your employees and their attitudes. To be successful in customer service, your employees need to care and want to solve problems. Some of this can come from training, but much of it is basic attitude. Make sure you have the right people in touch with your customers.

Build relationships. Ask and listen, not just to the satisfied customers, but also to ones where you have messed up. Yes, sometimes it’s the customer’s fault when a problem occurs, but how you handle these situations can make a tremendous difference.

If you’re good at meeting your customer’s needs, now look for ways to give them the Nordstrom experience. How can you go above and beyond the call of duty and do that something extra? ●



done a great job at being innovative and staying at the forefront of change, and that keeps him happy. “Their whole process has just made it a natural fit,” he says.

Scott says it’s amazing how fast things have changed—it wasn’t many years ago that work was done manually in pen on mylar, while now it’s 3D

Mike feels like his repro house could do a better job at making sure he and others in his company know about new and existing services. He says that, as personnel have changed over time, it would be beneficial if the repro house had an open house to help keep everybody better acquainted.

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*Navina Waterman managed a reprographic shop for several years in the 1980s, held various technology and marketing positions with ReproCAD for 10 years and has been an independent reprographics consultant for the past five years. She can be reached at [Navina@earthlink.net](mailto:Navina@earthlink.net).*

# What I Learned on Wall Street

By Brett Scully

Without an Ivy League school on my resume, the only job I could find on Wall Street was at the New York Mercantile Exchange, the blue-collar commodity trading pits once housed in the South Tower of the World Trade Center. I had the thankless job of “pit clerk” for my first seven months when a defection of a top broker allowed me a chance to become a floor trader in the ruthless crude oil futures pit, a sweaty and crowded hexagonal set of steps that jammed 200 Type-A personalities into an “organized” scrum.

On my first day in the pit, my shirt was already drenched in sweat from pre-market jitters coupled with a stifling 85-degree floor temperature caused by a broken A/C at the aged Exchange. With my telling body language and soaked shirt, I looked like an easy-to-scam tourist asking to have his pockets picked. Three minutes after the opening bell at 9:48, I had lost our firm over \$28,000 from being mugged by the Locals, a rogue school of sharks that fed from the bottom steps of the paper-strewn crude pit. My boss had to literally drag my carcass from the ring at 10:00 and slap some sense into me. I somehow made it through the rest of the day only losing another \$7,000, quite good based on my disastrous first 15 minutes that morning.

I continued to be loosely schooled in the pits that year by our “veteran” 23-year-old head trader, who had tenure of nine months brokering on the floor before coaching me. In his streetwise style, he taught me the ins and outs of how to survive the feeding frenzy of the scavengers in the crude pit, as well as how to exploit and profit from a guy who’s “off his market.” I also learned that those on our floor were not your normal Wall Streeters. Regular bankers and brokers were clean-cut, Yale-Harvard types sporting half-million-dollar educations and Brooks Brothers suits; Merc traders were long-haired, sneaker-and-

Hawaiian-shirt-clad blokes from Brooklyn and Staten Island, more likely to have been high school grads than Rhodes Scholars.

To make this long story a little shorter, I somehow managed to survive the bare-knuckled pits for four years until our firm went bankrupt on August 2, 1990. On that day, the price of crude went up almost thirteen bucks to \$32 a barrel. The only problem was that we were “short” two million barrels of the stuff, meaning that we owed a lot of traders a lot of oil, at \$20 per barrel! It didn’t take more than a few minutes (literally) to go belly up after the market opened that Monday morning. I sweat plenty that day... my last day on Wall Street. When the closing bell rang at 1:30, our firm had already filed for Chapter 11 proceedings, and I was out of a job.

I guess the biggest thing I learned from my pit experience in relation to the blueprint industry is that you can always be blindsided by circumstances beyond your control, and they may wreak havoc on the state of your business at any time. I almost see today’s technology as a “trade position” that we are all individually making on what the future has in store for us. How much is too much for an investment in something like a plan room? How much is too little? How much are we willing to bet on where the future of things like file swapping is going? Is a zero bet on this potential outcome riskier than a huge bet?

Similar issues are popping up all around us that can potentially destroy traditional business strategies that were seemingly strong only half a decade ago. But now some of these same models are on life support gasping for “industry purpose.” Something that spooks me that I consider a related industry is the newsprint business. Local newspapers are now being sold at rock-bottom prices because of something that seemed unthinkable

even five years ago: the Web. But it’s happening. Survival of the fittest industries, I guess.

*How much is too much for an investment in something like a plan room? How much is too little? How much are we willing to bet on where the future of things like file swapping is going?*

The only lucky thing we still have is that our PPC product needs to be inherently big in its final product, where a newspaper doesn’t need to be. Think about it: The Web has already marginalized our spec book printing via “all you can download” plan rooms blanketing local markets everywhere. We also have the exponential negative effect of selling our clients faster and more economical large format printer/copiers that continue to eat away at our low-volume, high-priced daily print volume. If we do not replace these lost revenues with a new source, we may one day go to work and find that circumstances beyond our control have blindsided the direction and well being of our industry, potentially delivering a fatal blow. ●

*Brett Scully is CEO of eBlueprint Holdings of Cleveland, Ohio. You can reach Scully at [bscully@eblueprint.com](mailto:bscully@eblueprint.com)*



## Copies in Seconds

*William Schaberg, vice president of corporate development and internal communications for American Reprographics Company, reviews a biography of the man who invented photocopying and finds this 70-year-old invention still relevant to 21st Century reprographers.*

Although I am a constant reader, I have never felt the need to tout a great book I have just read. But one new book, *Copies in Seconds*, was so delightful, entertaining, inspiring, instructive and industry-important that I would be remiss if I did not bring it to everyone's attention.

*Copies in Seconds* tells the story of Chester Carlson, the man who single-handedly invented the xerographic printing process in the late 1930s and then spent the next 25 years struggling to bring his creation into existence.

The author, David Owen, writes lucidly about how rare it is for any great invention to come from one single source; inventions almost always build upon ideas that have gone before. Carlson is an exception to that rule—he literally invented the xerographic process out of thin air, using only his very fertile imagination and his desire to come up with a great invention.

The book details a fascinating and eminently readable story of a driven, lonely man with his visionary dreams, and about the little company in Rochester, N.Y., that eventually came to share his dream of making “copies in seconds.” But, for us in the reprographics industry, this is a doubly fascinating book because the technology that Carlson invented has become the underlying foundation for our entire industry. Every Océ 9800, every HP printer, every Xerox or Canon copier (of whatever size) that we use in our shops today runs on the principles invented by Carlson and patented by him between 1937 and 1942.

*Copies in Seconds* begins with the history of printing and duplication (although many of the brief details given on blueprinting and diazo are

woefully inaccurate) in order to establish a context for what follows—the story of Chester's early life and his growing desire to “invent something big some day.” And “invent something big” he did, although it took him over two years to go from original concept to the very first copy using xerography on October 22, 1938.

A decade later, Chester's story began to run parallel with that of the Haloid (later Xerox) Company and of their visionary president, Joseph Wilson, who adopted Carlson's strange and unproven invention in late 1946. Wilson and Haloid had the fortitude to walk the long, complicated and expensive road that led up to introduction of the Xerox 914 copier in March of 1960. This is an equally fascinating story and, perhaps most important to us in our rapidly changing industry, one that is instructive on how much resilience, perseverance and creativity it takes to survive in a business landscape where you are literally creating your own future every day.

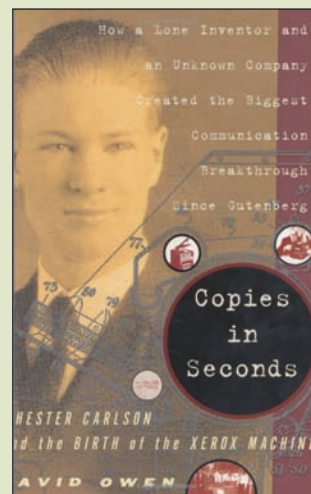
My dad leased one of the first Xerox 914s in late 1960 or early 1961. I think it was the first Xerox machine placed in a commercial shop in Connecticut. It made seven copies a minute and leased for \$95 a month, which included the first 2,000 copies. Any overage cost five cents each. I certainly remember him bringing all of us kids into the office to show off how quick and easy it was to operate. He was very proud of it—even if it did come with a fire extinguisher to put out the flames when a misfed page got caught going through the fuser (something else I remember vividly). At the time, I was impressed. Having read this book, I am absolutely amazed at what a technological feat this machine actually was!

### Copies in Seconds: Chester Carlson and the Birth of the Xerox Machine

Copyright 2004

Published by Simon & Schuster, New York, NY

320 pages; \$13.00



Owen does an outstanding job of explaining and clarifying the centrality of “copying”—not just for us reprographers but for everyone in the world today. In the book's preface, he writes:

*We ourselves are copies. “And God said, Let us make man in our image, after our likeness.” A living organism, from its DNA up, is a copying machine. The essence of life—the difference between us and sand—is replication.*

*Copying is the engine of civilization: culture is behavior duplicated. The oldest copier invented by people is language, the device by which an idea of yours becomes an idea of mine. We are distinct from chimpanzees because speech, through its irrepressible power of reproduction, multiplied our thoughts into thinking.*

The second great copying machine was writing. When the Sumerians transposed spoken words into stylus marks on clay tablets, they exponentially extended the human network that language had created. Writing freed copying from the chain of living contact. It made thinking permanent, portable and endlessly reproducible.

Civilization has evolved at the speed of duplication. One mark in clay became two; two became four; four became eight. Like all doubling, copying accumulates slowly at first but compounds. Less than a millennium ago—forty centuries after the Sumerians—a single literate polyglot theoretically could have read every book in the world; today, copied language constitutes so much of the intangible infrastructure of existence that we consciously register only glimpses of the shadow of its shadow. A newsstand in Manhattan contains more duplicated text than did the legendary Library of Alexandria.

The earliest written documents were simple tallies: so many animals, so much grain. For centuries, that was all the writing in the world. Last week, a small plastic latch broke off my clothes dryer. I copied the number molded into its side and searched for it on Google. Less than a second later, my computer screen filled with a list of suppliers all over the country, with links to their inventories and their prices, along with half a dozen portals into a galaxy of intricately cross-referenced self-promotion. Behind the copied words on the screen lay invisible sentences of ones and zeros, and behind the ones and zeros lay a babel of electrical impulses and magnetic fields; the ultimate modern repository of replicable meaning. I chose a likely supplier, found the part I needed, and with a couple of clicks transmitted a copy of a stored description of myself that was more detailed than any a Sumerian could have produced of anyone he knew: my name, my exact

location in the world, a partial history of my material desires, access to my treasure. Two days later, I installed the new part on my clothes dryer.

The world we live in—as distinct from the world we live on—is made of duplicated language. We build our lives from copies of copies of copies.

Now if THAT doesn't give you a new perspective on your job today, I'm afraid there may not be any hope for you!

In short, I thought this was an outstanding book, and I would recommend it to everyone. It will entertain you. It will educate you. It will inspire you. Not a bad return on a \$13 investment! ●

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## Looking for direction in your FM program?

On-site services. Facility management. FM. Call it what you will, it's the future. Sepialine helps you get there.

With Cost Recovery software from Sepialine, you'll capture every print, copy, scan, fax and more, and your FM placements will yield profits you never knew you had. Find out why leading reprographic, FM and design professionals trust Sepialine tracking software.

Learn more by visiting [www.sepialine.com](http://www.sepialine.com) or call (800) 404-9558.



**MAY 10-12, 2006**

Gaylord Palms Resort & Convention Center

Orlando, Florida



# IRgA

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**IRgA**  
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### IDEAL Prints 3D

The new IDEAL/Contex DESIGNmate 3D color printers allow users to create fast, accurate output from 3D CAD data in an office environment. Users requiring tangible 3D models can produce high-definition models in 24-bit color (DESIGNmate Cx) or monochrome (DESIGNmate Mx).

“The IDEAL/Contex DESIGNmate 3D printer is cutting-edge technology that gives our customers a fast, low-cost way to bring their drawings to life,” says Jay Magenheim, president of IDEAL. “Realistic 3D models are now available to those who couldn't afford the technology before.”

In addition to providing high-fidelity, 24-bit color, the DESIGNmate supports 600 x 540 dpi print-head resolution, large build sizes (10" x 14" x 8"), small feature resolution and low operating costs. Color capabilities allow for better representation of buildings and terrains, enhanced texture mapping and vibrant model coloring.

The optional DESIGNedit software allows users to apply color graphic images to 3D models, such as signs on a building, or to annotate items in color to highlight building design changes or topographic anomalies.

Both versions of the printer come with DESIGNprint software to scale, pan, rotate and prepare CAD files to build multiple models in one chamber. The list price for the DESIGNmate Mx is \$25,000 and the DESIGNmate Cx is \$49,900.

### Oracal Black Engineering Film

Oracal recently introduced its ORALITE Series 5700 Engineering Grade Reflective Film in black.

ORALITE 5700 is a 5-mil, weather-resistant, self-adhesive reflective film designed for use in reflective advertising media such as safety markings, conspicuity graphics, construction, street and general signage. The film resists chemicals and corrosion and features special impact- and scratch-resistant surface. Excellent reflectivity characteristics guarantee good reflection even in poor visibility and bad weather conditions. Its high flexibility ensures a wide variety of applications.

ORALITE 5700 is available in 15" punched, 24", 30" punched and 48" widths, in 10- and 50-yard lengths.

For more information, visit [www.oracal.com](http://www.oracal.com).

### Drytac Pre-coated, Pre-cut Mounting Boards

Drytac has introduced a new line of pre-coated, pre-cut pressure-sensitive mounting boards. Coated with permanent adhesive and protected by a moisture-stable release liner, the boards are available in a wide range of substrates and sizes and are compatible with any cold mount laminator, including Drytac's JetMounter line.

“This product is for graphics professionals with lower volume finishing requirements, or who want to be ready to mount a graphic in one

pass whenever they need to,” says Jerry Hill, Drytac VP marketing and sales. “This can be real time saver for smaller shops and a good way to move into the finishing business one step at a time.”

Standard mounting substrates include 3/16" Gatorfoam, 3/16" high-density foam board, .080" styrene and 1/8" Masonite Hardboard. Formats range from 8.5" x 11" to 24" x 36". More information available at [www.drytac.com](http://www.drytac.com).

### Canon imagePROGRAF Printers

Canon USA has debuted two new large-format pigment-ink printers, the imagePROGRAF W6400 and W8400.

The imagePROGRAF W8400 (44") and imagePROGRAF W6400 (24") feature precision engine enhancements combined with an industry-unique array of out-of-the-box software solutions. With a four-picoliter inkjet droplet size plus an enhanced ink formulation, including a new matte black ink, the imagePROGRAF W6400 and W8400 combine high speed and high image quality at a lower price.

Both of the imagePROGRAF printers come with PosterArtist software to help users create and design posters, banners and signage. The program includes an extensive library of royalty-free images and clip art, as well as advanced features such as opacity blends and automatic layout adjustment for increased design flexibility.

Thanks to a new agreement, Paradigm Imaging Group will distribute Canon's full line of large-format printers.

### PlastiView Window Films

PlastiView see-through vinyl window films from Plastiprint, Inc., are designed for solvent, eco-solvent and UV inkjet printers and screen printing. They are available in clear (for indoor applications) and white/black (for outdoor applications) in 50/50 transit/general use and 70/30 architectural perforation patterns.

Visit [www.plastiprint.com](http://www.plastiprint.com) for more information.

#### QUICK VIEW

#### Companies in Product Innovations:

- Canon USA
- ColorSpan
- Drytac
- DuPont Color Communication
- GBC
- Mitsubishi Imaging
- Onyx Graphics
- Oracal
- Plastiprint
- Pres-On Products
- Seal Graphics Americas
- Sepialine
- U.S. Banner



### Print Mount Delta Adhesive Now in 61" Width

Seal Graphics Americas Corp. is now offering its Print Mount Delta pressure-sensitive adhesive film in 61" x 200' rolls. Print Mount Delta is a permanent adhesive with a 0.5 mil polyester carrier and an easy-release liner. It is best suited for mounting digital images printed on coated bond paper to white paper-surface foam boards or card stock.

The new 61" size expands the Print Mount Delta line, joining the 25", 31", 38", 41", 43" and 51" widths already available. For more information, visit [www.sealgraphics.com](http://www.sealgraphics.com) or call 800-257-7325 ext. 3.



### Sepialine Integrates With EFI Fiery Color Servers

Sepialine recently added Sepialine Fiery Connector software to its Sepialine Cost Tracking Suite. Designed using EFI's Software Developers Kit, the software helps customers capture the costs and expenses associated with high-end graphics output from the EFI Fiery line of print servers.

By capturing and analyzing expenses, companies are able to gain business insight, charge back clients for reimbursable expenses and ultimately increase profit. The Sepialine Cost Tracking Suite is a growing family of technologies designed to capture, analyze and report business expenses, such as printing, copying and scanning. EFI Fiery integration from Sepialine extends the concept by seamlessly tracking high-end color output through Fiery servers.

For more information, visit [www.sepialine.com](http://www.sepialine.com).

### Sepialine Cost Recovery Suite 6.2

Sepialine Cost Recovery Suite 6.2 provides the tools to capture, analyze and report office activity, including print, copy, scan, fax and more. This latest version adds new features across the entire suite, including Windows, Macintosh and Copy Tracking and integration products.

New Windows features include billing code visibility, device grouping and language support for Spanish, French and German. The Mac version also includes a "snooze" feature, improved performance and administration, and a native OSX interface that's "Mac-like" yet familiar to Sepialine users.

Sepialine Copy + Fax Tracking 6.2 new features include: official fax support that captures the cost of fax activity on a per-page or per-time basis; Copy Tracking Express terminal; and sub-code searching.

Deployment Center 6.2 new features include: improved performance; Active Directory support; online licensing; diagnostics; and new management and diagnostic plug-ins, in addition to Sepialine's newest third-party integration for the HP Designjet 4000 and EFI Fiery.

More information and trial downloads are available at [www.sepialine.com](http://www.sepialine.com).

### DuPont Color Inkjet UV Flatbed

DuPont Color Communication has released the DuPont Cromaprint 22UV digital printing system. The DuPont Cromaprint 22UV is a complete inkjet digital printing system made up of all DuPont components, including an 82"-wide UV Cure combination flatbed/roll-to-roll production print engine, extended gamut UV Curable ink technology, an all new DuPont Cromanet CS (color server) providing RIP, spectral color management, and production workflow tools, and installed with DuPont service and support

The Cromaprint 22UV can print onto rigid substrates up to 2" thick, such as

PVC, foam boards, acrylics, corrugated, glass, styrene, aluminum and wood as well as flexible media such as Tyvek, vinyl, and polyester film.

The Cromaprint 22 UV also features high resolution up to 800 x 600 dpi, production speeds up 441 square feet per hour, 14 Spectra 256 printheads (C,M,Y,K,lc, lm + white), front to back registration for boards and automatic take-up for roll-to-roll media.

For more information, visit [www.color-communication.dupont.com](http://www.color-communication.dupont.com).

### Océ Options Media Line

The Océ Options line of media costs substantially less than the company's premium line and was designed for producing cost-effective graphics such as short-term promotional banners, displays and original art reproductions.

The Océ Options vinyl and polypropylene products are water-resistant and can be used either indoors or short-term outdoors without lamination when used with pigmented inks. Products include:

- Vinyl with PSA (OPVYNLPS), an 11-mil, white, opaque, matte, calendared vinyl with a permanent, solvent-based acrylic adhesive for short-term, flexible outdoor graphics. Compatible with aqueous dye and pigment inks.
- Artists Stretch Canvas (OPASC23), a 23-mil, 100% cotton canvas material designed for artist reproductions. Compatible with aqueous dye and pigment inks.
- Polypropylene (OPTBPOLY), an 8-mil, matte polypropylene film for short-term outdoor graphics. Compatible with aqueous dye and pigment inks.
- Polypropylene with PSA (OPPOLYPS), a 9-mil, white poly film with permanent, solvent-based acrylic adhesive for short-term outdoor graphics. Compatible with aqueous dye and pigment inks.
- Scrim Vinyl (OPSCRM), an 18.5 mil, matte, single-sided scrim vinyl for short-term outdoor graphics. Compatible with aqueous pigment inks.

- Scrim Vinyl with Blockout (OPSCRMBO), a 14.5 mil, matte, tear-resistant scrim vinyl with a blockout layer. Compatible with aqueous dye and pigment inks.

All Océ Options media are available in 36", 42" 50", and 60" widths.

Visit [www.oceusa.com/imagingsupplies](http://www.oceusa.com/imagingsupplies) for more information.

### Seal Print Mount Metal-X

Seal Graphics Americas has added Print Mount Metal-X to its line of adhesive films. Print Mount Metal-X features a polypropylene carrier with a permanent acrylic adhesive that contains a special "metallized" layer. This layer prevents surface bleed-through, light bleed-through and color-shift when mounting digital prints to dark, colored or translucent substrates.

Print Mount Metal-X is available in 25", 38", 41", 43" and 51" x 200', and 51" x 400' rolls. For more information or a free 38" x 25' sample roll, visit [www.sealgraphics.com](http://www.sealgraphics.com), or call 800-257-7325 ext. 3.

### Pearl Solvent Digital Media

U.S. Banner Corp.'s new 13-oz. Pearl media is designed for use with solvent and eco-solvent digital inks. It is available in gloss and semi-gloss, UV treated, fire retardant and available in 24", 30", 36", 48", 54", 61" and 72" rolls.

Visit [www.usbanner.com](http://www.usbanner.com) for more information.

### Onyx Specialty Ink Tools Module

Onyx Graphics has released a Specialty Ink Tools module for users of its ProductionHouse and PosterShop version 6.5 software. The module was designed to streamline the workflow for users of inkjet printers that use white ink, spot colors or liquid laminates.

The module lets users view media color and special ink areas on-screen before printing; adjust ink fill behind or over an image area; control the ink fill areas; select background colors; and save settings and apply them to any

Quick Set for full automation of future print jobs. Included are workflow sets for a variety of ink and printer types:

**White Ink Workflow:** With white ink, users can print into colored surfaces including metal, vinyl, wood, tile and fabric. By applying a flood of white ink, clear materials can be used to create backlit images and double-sided view panes used in glass doors and windows. It can also be used to print onto a glass mirror surface.

**Spot Ink Tool in Preflight:** This new feature in the Preflight screen enables the operator to select the media color and designate which areas will receive the spot ink. Additional information such as fill amount and spread can also be selected.

**Spot Layer Tool for Multi-Print Printers:** For printers that can rewind and reprint, this toolset enables users to set

up custom layers to create print effects such as double-sided images on clear materials and richly colored overprints.

The Specialty Ink Tools module currently supports select printer models from Mimaki, Roland, NUR, Durst, Kornit and Zünd. For more information, visit Onyx Graphics at [www.onyxgfx.com](http://www.onyxgfx.com).

### Self-Stick Mounting Boards

Pres-On Products has added several products to its line of acid-free, pH-neutral self-stick mounting boards. Pres-On paper mounting boards range from ultra-thin paper to Duron/Masonite hardboard in sizes up to 32 sq. ft. Pres-On plastic mounting boards are available in clear, white and black. Pres-On's Gatorboard and Ryno

*continued on page 33*

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### Two New ColorSpan Flatbeds

Colorspan has added two new machines to its line of flatbed/rollfed wide-format printers: DisplayMaker 72UVX and the DisplayMaker 98SI.

The four-color, UV-curable DisplayMaker 72UVX can accommodate roll and rigid media up to 73" wide and 1/2" thick. It uses 16 Micro-Quad printheads and SolaChrome-UV inks. Print speeds include High-Quality (600 x 600 dpi, 110 sq. ft./hr.), Production-Quality (200 sq. ft./hr.) and Billboard (400 sq. ft./hr.). A

second production-quality print mode prints 600 x 300 dpi up to 400 sq. ft./hr. The UVX sells for \$89,995.

The four-color, 98.5" solvent-based DisplayMaker 98SI uses 16 600-dpi Micro-Quad piezo-electric printheads and SolaChrome-HR solvent pigmented inks. With its optional roller tables, it can accommodate media up to 60" long and 1/4" thick. It also features a self-cleaning printhead service station, dot-gain control and a print dryer.

The printer's six print modes include High-Quality (600 x 600 dpi), Quality (600 x 300), Production (600 x 600), High-Production (600 x 300), Billboard (600 x 600) and Billboard (600 x 300). The 98SI sells for \$69,995.

For more information, visit [www.colors span.com](http://www.colors span.com).

### Mitsubishi Diamond Jet Cotton Media

Mitsubishi Imaging's Diamond Jet 100% Cotton Paper contains no optical brighteners, so it maintains its original color over time and without yellowing.

The 15-mil paper comes in 50' rolls with 17", 24" or 36" widths. "High-end users were demanding a product like the Diamond Jet 100% Cotton Paper," said Martin Rosenberg, director of marketing, Digital Imaging, "It is our intention to continue to provide the highest quality inkjet papers to the fine arts market."

Visit [www.mitsubishiimaging.com](http://www.mitsubishiimaging.com) for more information. ●

## What's Bugging You?...

*continued from page 16*

heading twice. This will sort the list by how much of the CPU it's using at a given time, in descending order. Usually the System Idle Process will stay at the top, as that basically represents how much free CPU you have. The list will shuffle as processes are given attention by the CPU, and you can watch in real-time as the computer busies itself with the running background tasks.

If one process seems to be bubbling to the top fairly often and you don't know what it is, type that process name into Google, and find out if it belongs. If you don't like what it's doing, find the program that runs that process and un-install it properly.

You can also just disable those processes so they don't load by doing Start->Run, typing msconfig and hitting Enter. This will load the System Configuration Utility. In the Startup tab are all the things that load when your computer starts up. Once you have tracked down

the programs that are causing trouble, you can uncheck them as Startup Items.

The "hidden" nature of what PCs do can be frustrating, but if you arm yourself with just a little knowledge of tools and some trouble-shooting steps you'll be on your way to tuning your computer, and in my case, it delays the padded room by at least a few months.

Next time, we'll use some even more powerful utilities to see exactly which processes are using the hard disk at any given time, reveal hidden processes, track down lost CD keys and really fine-tune our computers to get the most out of them. ●

*Formerly the I.T. manager for Engineering Repro Systems in Minneapolis, John Marquardt is an industry speaker and educator. You can reach him at [john@offblue.com](mailto:john@offblue.com).*

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## Positions Available

**Georgia Blue Imaging**, a 94-year-old Reprographics company with 5 metro Atlanta locations is looking for **sales professionals** to call on existing and new accounts. We are a full service company and specialize in plan room services. Your experience in the Reprographics Industry is a must. Please e-mail your resume to bholfels@gablue.com.

**NGI**, a fast growing provider of reprographic & digital imaging solutions, is seeking **Sales Executives** for our Atlanta and Washington DC markets. Successful candidates will build customer relationships, assist with proposal development, close sales and gain market share. Must have a proven sales record, strong self-initiative & exc communications skills. Base salary + commission. Benefits include health/dental/life insurance, 401k, paid vacation and more. Email resume to NGIresume@tampabay.rr.com.

**NGI**, a fast growing provider of reprographics and digital imaging solutions in the southeast, needs **production management, customer service** and **sales** personnel for our expanding organization. This is a great opportunity for the right people to join one of the most dynamic teams in the industry. All applicants must be highly motivated, possess excellent communication skills and enjoy working in a fast pace environment. NGI offers competitive pay with incentive compensation, health/life/dental insurance, 401k, paid vacation and more. Reply to NGIresume@tampabay.rr.com.

**C.T.I/Valueline** is looking for 1 **outside sales pro** for the desirable Orange County sales area. We are the largest pure distributor of A & E media in California (no equipment and no repro). Just media and supplies to the end user. Base plus commission plus medical. Opportunity for 6 figure income for the right sales professional. Confidential replies to cdavis6730@aol.com

A technology leader in the reprographics industry, with multiple locations in the Southeast, is seeking candidates with a proven track record for the following positions: **Management and Sales**. Complete benefit package included. Send resume to: IRgA Box PA, 401 N. Michigan Ave. Suite 2200, Chicago, IL 60611 or email info@irga.com with subject: Positions Available - Box PA

**MBC Precision Imaging**, dealers for HP, Xerox, Océ and Ricoh wide format equipment, is seeking an experienced **Field Service Manager** to work from our Columbia, Maryland headquarters. Position requires five + years field service management experience with mechanical equipment and software, exceptional communications skills, and talent with new technologies. Duties include supervising staff, training end-users, performing field service and equipment installations, providing troubleshooting assistance, and monitoring parts stock. We offer a competitive salary, company car and health, dental and retirement plan with matching funds. Please email your resume to jhazzard@mbcpi.com.

**State of Alabama-Sales Manager:** Large, growing reprographics company looking for motivated **sales manager** to lead a current sales staff of six. Maintaining existing accounts and expanding into document management, EDMS, color and FM's are the company's main objectives. Need qualified leader with reprographics background, track record and experience. A thorough knowledge of the AEC, construction market (project management and bid management a plus) and imaging services a major benefit. Customer service skills an absolute must. Must mentor, train and be an effective closer. Excellent benefits, 401K, major medical, disability insurance, car allowance, paid vacation, base salary plus commission on results. Respond in confidence to jdavis@algraphics.com.

Leading Midwest Reprographics firm is seeking a highly qualified **Chief Executive Officer** with in depth experience to assist with the expansion of this company in its Kansas City market area. A strong track record in the industry will yield an attractive salary plus incentive based compensation. Full compliment of benefits and relocation costs would be included. If interested, please send your resume to: IRgA Box PA2, 401 North Michigan Avenue, Suite 2200, Chicago, IL 60611 or email info@irga.com with subject: Positions Available – Box PA2.

Reprographics firm, located in Missouri, is seeking an experienced **Field Service Manager** to lead a small team of 5 field service technicians. Candidate must have working experience with Océ, Kip, Ricoh, and HP wide format devices. A proven track record in the field service arena will establish an attractive salary. Full compliment of benefits and relocation costs may be included. If interested, please send your resume to: IRgA Box PA3 , 401 North Michigan Avenue, Suite 2200, Chicago, IL 60611 or email info@irga.com with subject: Positions Available – Box PA3.

**REPROGRAPHICS PRODUCTION MANAGER**, Pacific Northwest - Position will manage 55 employees in multiple branch locations. Qualifications: must have previous production management experience in the reprographics industry; excellent people management skills; hands-on experience with the following processes: large & small format B&W and Color duplication; Scanning; Photo; Diazo; Mounting/Laminating; plan service center software; ability to work one Saturday a month. Salary \$40,000 - \$80,000 (negotiable); relocation assistance available. Please submit resumes to: recruiter@nwinTEGRATORS.com; 503-667-4719.

**Operator /Océ 9800. Georgia Blue Quality Reprographics** in Atlanta Georgia is looking for skilled, experienced Océ 9800 operators. Knowledge of ReproDesk is a must. Experience with Power Logic Controllers, PowerPrint and PLP would be a plus. We have 4 locations in Metro Atlanta. Contact Jim Culp at: jculp@gablue.com.



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Midwest blueprint firm interested in **acquisitions or investments** from 50% to 100% in blueprint and related companies with sales of \$3 million to \$6 million. Looking for mostly financial and strategic planning involvement in ventures. Will pay cash/annuity for operationally strong firms in any financial condition. Contact Brett Scully, Lakeside Blueprint, at 216/281-1234; e-mail: [bscully@eblueprint.com](mailto:bscully@eblueprint.com).

National Reprographics Inc. is looking for **acquisitions** within the reprographic and digital color industries. Interested in well-managed firms of any size located in larger metropolitan markets. Contact Doug Magid at [doug@nrinet.com](mailto:doug@nrinet.com) or (212) 366-7063.

# A View from the Inside Looking Out



Steve Bova, CAE  
Executive Director

This issue of *REPRO REPORT* is a bonus circulation issue being sent to IRgA member companies and prospective members as part of a strategy to develop membership in the association. Hopefully, those of you whose companies are not currently IRgA members will consider joining. Whether your company is or is not a member, allow me to demonstrate some of the many advantages of playing an active role in your industry association.

Today, because businesses are leaner, there is less time to devote to activities outside of the day-to-day requirements. This is bad. As more time is devoted to tending to the urgent needs, one loses a macro or strategic view of one's business and the future. In other words, it becomes easy to fall out of the loop.

*The IRgA is not an exclusive club.  
It is open to all industry  
reprographers and vendors.  
If you're on the outside looking  
in, come on in!*

Membership in the association lapses, you miss an annual convention, *REPRO REPORT* comes on occasion as a promotion instead on a regular basis. Before you know it, you're on the outside looking in.

When you decide to get back in, you find that things have changed—dramatically. For example, the IRgA convention used to be viewed as an opportunity to write off a family vacation, walk the trade show floor

and network with other owners. The event has evolved into a business meeting with emphasis on education and networking. The trade show continues to offer the latest and greatest in products and services, and there are still plenty of social opportunities for the family, if desired. The dynamics have changed, but the value of participation has not.

## Get in the Game!

Lack of time is often cited as a reason to not participate in association activities. However, I argue that non-participation is more about priorities than about time. You make time for what is important. Sometimes, however, what is important is not what is urgent. Why are attending your regional and national association meetings, and getting involved in the association, so important and essential? Here are a few not so obvious reasons to consider:

### Ego

As competitive entrepreneurs and business leaders, there is a natural tendency to want to be viewed as an industry leader—or at least as an above-average participant. Our competitive spirit makes us want to be in the game rather than sit on the sidelines. How can you be a player if you don't even show up to the game?

### Keep Your Competitors Close

One comment often overheard by reprographers is they don't want to share their trade secrets for fear that their competitors will gain an advantage. C'mon! There are many smart people in our industry and nobody has the silver bullet answer to certain business success under all conditions. When attending industry events, you are not revealing customer lists, but rather sharing industry trends, talking about equipment or services, learning about who to trust—and who not to trust. You learn who is a player. Those who are not present miss a lot

of important information and perhaps sacrifice opportunity. There is a price for non-participation.

### Education

Some reprographers and vendors with several years of experience might not see the value of attending educational sessions. As experienced owners, you are aware that business is a moving target. The industry is always changing and one never stops learning. If you have extensive knowledge, perhaps it's time to step to the other side of the podium and give back to your industry.

One day early in my career, as a publisher of an association magazine, I was busy at my desk working frantically to meet a deadline. The CEO came into my office and asked why I wasn't in the meeting of association publishers being held in our conference room. I responded that I needed to meet my target deadline. The CEO quickly corrected me, saying that the target can move a few hours without notice, but it is very noticeable that I was not in the meeting of top association publishers. My organization was not represented at the table.

The advice, or gift, I received that day is it is better to be on the inside looking out than to be on the outside looking in.

It's not surprising that the most successful reprographers and vendors are the ones on the inside looking out. The IRgA is not an exclusive club. It is open to all industry reprographers and vendors. If you're on the outside looking in, come on in! If you're standing on the sideline, be a player! Get in the game! ●

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*Steve Bova, CAE, is executive director of the International Reprographic Association. He may be reached at 800/833-4742 or sbova@irga.com.*

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