



FIRST PAGE

- ▶ SELECT INKS
- ▶ STAFF SPOTLIGHT



SECOND PAGE

- ▶ EMBOSsing VS. VARNISH
- ▶ SERVICE CLOSER TO HOME
- ▶ FAQ—POWER ISSUES
- ▶ ORDER PARTS ONLINE



FINAL PAGE

- ▶ CUSTOMER STORY,
- ▶ MASTER CRAFT LABEL

Printing in *focus*

DSI Group, LLC partners with Select Inks of South Africa

DSI Group, the United States' exclusive provider of label machine parts, service and sales has partnered with Select Inks of South Africa. Select Inks is a specialized manufacturer of UV curing and waterbased inks for the self adhesive label printing industry.

As a partner, DSI Group distributes Select Ink's range of cold foil adhesives in North America. Peter Thomas is the founder of Select Inks and has individually trained the company's 30 staff members. "We offer top quality products and excellent service to our customers," said Thomas. "We have a home grown team committed to maintaining industry focus and keeping up with technology."

Since 1996, Select Inks has "carved a niche" for itself in the field of silk screen printing inks.

Their cold foil adhesive is a recognized industry leader in the South African Market and competes with bigger name companies such as XSYS, Siegwerke, and Sun Chemicals.

In recent years, Select Inks has turned their focus over to UV Printing methods. UV printing makes for extremely short curing times which

leads higher scratch and chemical resistance and quality of print.

Select Inks imports only the finest inks from multinational suppliers. Products include:

- UV curable inks for letterpress
- Inks for offset lithograph and waterless offset
- Inks for rotary and flatbed screen printing
- UV curing adhesives for coldfoiling and lamination applications
- Waterbased inks for narrow web flexograph products

Select Inks also offers product service. According to Thomas, service is "tailored" to suit local customers and their needs.

Quick Facts about Select Inks:

- Some customers include Roto-label, Ferroprint and Universal Group
- They run "in plant kitchens" in two major label printing plants
- Equipped with the latest in computerized color matching technology
- Select Graphics was formed in 2000 to act as an importer and distributor of jet plate-making equipment



Staff Spotlight — Rob Arpin

Rob is the marketing consultant for DSI Group. Rob has experience in program management, news writing, public relations and elementary teaching.

Rob's main duties include newsletter writing, web copy, press releases, marketing strategy for DSI Group.

Rob is responsible for the planning and writing of the DSI group newsletter as well as writing client

case studies like the ones featured in the newsletters. Rob looks forward to learning more about the label making industry and DSI Group's valued clients. To find out more about these services or to submit a story or company information, contact Rob by email at: marketingcommunications@dsi-mktg.com

Embossing vs. Varnish

There are many different ways to obtain flat bed embossed labels, but the most widely used are blind embossing and 2 stage embossing tooling. For the best result, both methods require a male and female die, (forcer & counter forcer).

In blind embossing, the material is embossed using only force this gives a raised effect to the label and in turn makes it more visually stimulating. The effect is further enhanced if combined with hot stamping foil. This method has the advantage of achieving large blocks of foil easily and embossing with relatively inexpensive tooling. The disadvantage is the registration between foiling and embossing has to be very accurate and this can be difficult depending on the stretch of the material.

The second method that makes a much stronger impact on the labels is the 2 stage embossing. Using this method allows the label to be hot foiled and embossed at the same time. This has the ability to bring even the simplest label to life. 2 stage embossing uses one die to achieve both foiling and embossing making register between the two a non issue. However, it is sometimes more difficult to obtain full coverage of foil without some 'make-ready' and the die needs to be of a higher quality than blind embossing.

Finally, there is a way to obtain the 'embossed effect' that is using silk-screen printing technology and a tactile ink. The best results are using flat bed silkscreen units as these are able to lay down thicker deposits of ink than their rotary counterparts. The advantage of this system is that it is less expensive to manufacture a screen than an embossing die. The ink is reasonably inexpensive and once the tactile ink has dried, it is permanent and will not crush down in the application process the way traditional embossing can. The disadvantage is the cost of the equipment to silk-screen print and the speed of production.

All in all, each method has its merits but there is no doubt that any method of embossing certainly raises the prominence and brilliance of a label.



COMMITMENT TO ACCOUNT SUPPORT

DSI Group has expanded customer support service with the addition of Melissa Carney to our Connecticut based staff.

Melissa has been brought on board to further enhance and expedite customer relations efforts. She handles all aspects of customer spare parts inventory, invoicing and account support.

"With Melissa on staff, clients will benefit from even faster response times and more reactive and individualized support to customer needs," said Peter Taylor, DSI Group technical sales and support.

FAQs :: Power Problems

By, **Peter Taylor, DSI Group Technical Sales**

In the last few weeks I have been inundated with calls for companies who appear to be suddenly for no apparent reason having a problem with the web draw system on their Newfoil.

One caller went so far as to replace the stepper motor due to the web draw not turning.

All other elements of the machine operated as normal including the unwind and rewinds along with the print heads. It was only the web draw that would not operate. A strange problem but

removing the back of the control panel the D900, (CD35 on the older machines) showed the high voltage warning light was lit.

There can be a few reasons for this but the one that has manifested itself time after time is the voltage to the machine has increased, usually a new power supply modifications on the input from the power company.

The solution is simple and that is to test the input voltage to the machine. Once this is established, each machine is fitted with a transformer, (situated in the base on the machine on the right

hand side). Make sure the machine is isolated from the power supply.

Remove the lid of the transformer box (2 screws), and then move the brown 'curly' cable to the correct input voltage; (these are normally 200, 210, 220, 230 or 240). Once the cable is connected, replace the transformer lid and power up the machine.

Remember, more is not always better, especially when you are getting a free upgrade from your power company.

BUY PARTS ONLINE, COMING May 1st

As spring approaches, we will begin to offer parts and accessories online via an ecommerce site at www.dsi-grp.com. You will be able to order Newfoil parts using PayPal and major credit cards. With our new online system, you can utilize a searchable database to find the parts you need quickly. Look for possible inclusion of SMAG, Iwasaki, Austik and Select Inks Cold Foil Adhesives in the coming months. We will also offer alternative products including non-OEM parts and accessories available at a lower cost. Quality of non-OEM products is assured and stems from Peter Taylor's 18 years of experience sourcing and servicing equipment and parts. As always, you can contact us via phone or email for assistance.





CUSTOMER STORY

Master Craft Label

Newfoil products propel small business

Master Craft Labels is an experienced label production company in Minnesota. When Jeff Erickson, bought Master Craft ten years ago, the company was already using a Newfoil product. Based on the quality and reliability of their 3000 and Newfoil's becoming the industry's "machine of choice," Erickson was not hesitant to turn to Newfoil when he was in the market for new machines. As they continue to develop in North America and world wide on a variety of projects, Newfoil remains the cornerstone of their business.

Although Erickson was assured of product quality from the start, he was leery about getting service for a product manufactured in Europe.

"Initially I found out that Newfoil was manufactured in England and I was concerned because of the distance of service. It became a non issue because they have been very responsive in product support whether it be product information, technical assistance or getting us parts we need."

According to Erickson, response time has never been a problem in terms of shipping parts or product assistance. "Service is quick and effective," said Erickson. "He'll arrive, do a quick assessment and by the time he leaves everything will be working smoothly."

He enjoys the same responsiveness with parts. "Parts are sent out the day we request them which allows us to have the machine up and running again the next day. DSI Group is great about responsiveness and has a fairly extensive inventory which is convenient."

Currently, Master Craft Label uses their Newfoil machines in collaboration with assorted flexographing processes and thermal transfer printers. Using Newfoil machines for label and tag production, Master Craft is able to handle reregistering, embossing and special diecutting prototype work. "With our Newfoils, we find that we have better registration and diecutting control which ultimately enables us to pursue higher quality applications.

Master Craft produces a wide variety of different products, product labels, nameplates, face plates and decorative labels for a wide variety of industries. In 2006, Time Magazine called on Master Craft to help produce the Mylar cover for their "Person of the Year" Issue.

The high quality of the machines and dependability of service allows Erickson's business to continue to produce a diverse variety of brilliant labels.

Master Craft Labels provides various levels of support to meet the label production goals of clients. They work in unison with clients from concept to finished product in whatever capacity the project requires. Their qualified and diverse team of designers and press production operators handles jobs of all sizes. Master Craft provides a "one stop shop" for customer's printing needs and looks to maintain cost efficiency and quality in the process.

Quick Facts

Customer: Master Craft Label

Products: Newfoil Machines Limited
Hot Stamping Equipment: Two 5500s,
5000, 3000, 2000

The need: High quality machine to handle label and tag production along with responsive and reliable service.

Key Benefit: High quality of the machines and dependability of service.

Quick Fact: In 2006, Time Magazine called on Master Craft to help produce the mylar cover for their "Person of the Year" Issue.

Customer Acclaim: DSI group has been very responsive in product support whether it be product information, technical assistance or getting us parts we need.

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