

# UNISCREEN

UNIVERSAL SCREEN SUPPLIES LIMITED

## NEWSLETTER

ISSUE NO. 45 - SPRING 2008

### Time to challenge the negatives

**SPRING - WHAT A GREAT TIME OF YEAR! NEW GARDEN GROWTH EVERYWHERE, DAYLIGHT HOURS EXTENDING, BLOSSOMS BURSTING FORTH ON THE TREES, AND WE ALL FEEL MORE ALIVE AND OPTIMISTIC AS A RESULT – WINTER IS OVER.**

Take that optimism into your businesses – challenge the negatives, push aside those darker days. Have a spring clean.

There is an old saying...“It's always darkest before the dawn.”

We are going through a period of slower sales, tight liquidity, poor collections and increased costs, but it does not last. As the saying goes...that's before the dawn, but as dawn breaks with it comes a new day, new opportunities, and the promise of better times.

Be positive, give your customers ideas that may help their business, ask what more you can do for them.

But above all, share with them your optimism.

Oh yes...and while you are at it... vote to change the government on November 8th.

**ADRIAN BENNETT  
MANAGING DIRECTOR  
UNISCREEN GROUP**

## Looking for answers? *Uniscreen is here to help*

**IF YOU'RE LOOKING FOR ANSWERS IN TODAY'S CHALLENGING ECONOMIC CLIMATE, UNISCREEN CAN HELP.**

Key partners of the New Zealand screenprinting industry for more than two decades, the company has a range of options to increase your profitability and reduce your costs.

Featured in this newsletter, Uniscreen's 'answers' include:

- New technology that will dramatically reduce your setup time

– and equally dramatically increase your productivity;

- KIWO's new Polycol Crossover emulsion – offering screen printers the best of both worlds; and
- The opportunity to save good money on your screen frames.

Plus, in this issue you'll also find inspirational articles on two very different screenprinters who have identified new opportunities in the marketplace.

## Amazing setup time



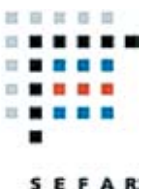
*Ross Clarke of Uniscreen with M&R equipment in the company's showroom.*

**THE 'UNBELIEVABLE' SETUP TIMES BEING ACHIEVED IN UNISCREEN'S NEW WORKING SHOWROOM HAVE AMAZED SCREEN PRINTERS FROM AROUND THE COUNTRY.**

In announcing the establishment of the new facility in the last issue of this newsletter, Uniscreen Director Ross Clark said the company was prepared to 'put it money where its mouth is' to demonstrate the positive impact of market-leading M&R equipment on screen printers' businesses.

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**UNISCREEN - YOUR LONG-TERM PARTNER - REPRESENTS THE FOLLOWING LEADING BRANDS**



IN MANY WAYS, SCREENPRINT COMPANY OWNERS BRYAN AND BETTY BESWICK AND GRANT AND GAIL WHITE COULDN'T BE MORE DIFFERENT.

THE BESWICKS, WHO OPERATE SHADOW SCREENPRINT OUT OF LOWER HUTT, HAVE BEEN IN THE INDUSTRY FOR MORE THAN 20 YEARS.

WHILE THE WHITES, OF TAURANGA, BOUGHT LOGOTECH JUST SIX MONTHS AGO.

BUT WHERE IT COUNTS, THE COUPLES ARE DEFINITELY ON THE SAME PAGE.

DESPITE THE CURRENT ECONOMIC CLIMATE, BOTH SHARE REAL CONFIDENCE IN THE FUTURE OF THE SCREENPRINTING INDUSTRY AND THEY HAVE BEEN PREPARED TO INVEST IN NEW EQUIPMENT TO ENABLE THEM TO TAKE ADVANTAGE OF OPPORTUNITIES THEY HAVE SEEN IN THE MARKET.

HERE ARE THEIR STORIES:

# There's opportunity all around for screenprinters

**NEW ZEALANDERS' GROWING AWARENESS OF THE NEED TO PROTECT OUR ENVIRONMENT IS CHANGING THE WAY WE LIVE.**

For example, more and more people are shunning supermarket plastic bags and are instead using their own eco-friendly tote bags.

And for one switched-on screenprinting company, Shadow Screenprint, that change offered opportunity.

Owners Bryan and Betty Beswick have created a niche screenprinting the tote bags.

But as Bryan – who has been a screenprinter for much of his working life – soon found out, taking advantage of the opportunity meant he'd have to make other changes too.

He had been drying his screenprinting with a home-built drier which just wasn't capable of achieving the results he wanted on the tote bags.

"The old drier just wasn't doing the job," he says, so made the decision to purchase an M&R Eco-Max D Drier from Uniscreen.

And he can't believe the difference the new drier has made. The M&R drier's combination of heat and air makes sure the ink is well and truly keyed on.

It's easy to operate too:

"Just switch it on, dial in the temperature and the belt speed and the job just pops out the other end," says Bryan. "It couldn't be easier."

## The M&R machines on show in Uniscreen's new showroom include:

### M&R DIAMONDBACK

Designed to reduce your labour costs and dramatically increase your productivity, M&R's Diamondback R Series is an entry-level automatic textile press at the right price.

With no compromise on the robust build standards on which M&R has made its name, the Diamondback is available in six and eight colour models.

### M&R FUSION

Easy to operate, M&R's economical Fusion is designed for years of dependable performance. Available in a range of sizes, the dryer's features include thermal insulation to prevent heat 'migrating' into the workplace



– and ensure more heat stays in the dryer, reducing energy costs.

### NUARC MSP 3140 CTS

NuArc's MSP 3140 CTS is a dual purpose computer-to-screen exposure system, offering exceptional results, it is simple to operate. In fact, the entire exposure process – from vacuum drawdown (on conventional screens) through to screen exposure and vacuum release – is accomplished with a single keystroke.



to work together seamlessly with NuArc's exposure units and M&R's manual and automatic presses to provide faster setup, improved quality, increased profitability and enhanced profitability.

### M&R SIDEWINDER

Claimed to be 'the world's best entry-level manual press, at an exceptional price' M&R's Sidewinder features rugged construction and innovative design. Its proven design features include: multiple-bearing upper and lower carousel plates; a precise micro-registration system; machined counter shaft; and a three-point pallet leveling system.

### M&R INFRARED FLASH CURE UNITS

Reno Flash is M&R's most economic flash cure unit for automatic presses. Tabasco Flash is M&R's most economic, dependable flash cure unit for manual presses.

### M&R TRI-LOC AND DOUBLE TRI-LOC

M&R's revolutionary Rapid Registration Systems offer turnaround times which are in a class of their own. Products like Tri-Loc and Double Tri-Loc are designed

**UNISCREEN - YOUR LONG-TERM PARTNER - RE**



# New owners aim to 'make it easy' for clients

## IMAGINE BUYING A BUSINESS IN AN INDUSTRY THAT'S NEW TO YOU AT ABOUT THE TIME THE COUNTRY'S ECONOMY TAKES A DIVE?

Not exactly a recipe for success, you might think.

But don't tell Tauranga couple Grant and Gail White, who in April this year took over Logotech - a well-established screen printing and embroidery company with a staff of 10.

Quick to admit they knew little about the screen printing industry when they bought Logotech, Grant and Gail did have extensive experience running businesses and they could see potential in a more proactive marketing approach. And it's that expertise they have called on as they have set about transforming their new company.

"In today's competitive marketplace customers are spoilt for choice," says Grant. "In most cases there's any number of suppliers who can do a good job at a reasonable price.

"So we believe it's vital for a business to have a point of difference - something that attracts and keeps customers coming back for more."

In Logotech's case that point of difference is their commitment to 'make it easy' for their customers to do business with them.

To achieve that aim they have invested in new equipment, phone and computer systems and a new web site.

One of the features of the web site is a portal which enables multi-site clients to easily price and place orders.

"For example, one of our clients has 90 different sites - so having the portal simplifies the ordering process for them," says Grant.

This means that instead of having to pass orders through to head office, with all the back and forward that usually goes on, each of those sites can place their own orders knowing that they're getting the benefit of their company rates.

Another key area where Grant and Gail wanted to 'make it easy' for their customers was in delivering on their promises.

"We realised very early on that we needed to reinvest in equipment. We've got good staff who were trying very hard to produce the quality our clients expect - but that wasn't easy when one of our existing machines was literally held together with bungee cords."

So the couple set about researching what was available and soon came down to a choice between an M&R Sidewinder and another machine that was slightly cheaper.

Eventually it was a positive reference from an experienced screenprinter - who had used both machines in his business - that tipped them towards the better value the M&R Sidewinder offered.

Delighted with the work coming off the machine - as are his staff - Grant says Uniscreen has also added to its versatility by custom-building smaller pallets enabling them to produce a wider range of products.



Grant White, of Logotech, with their new M&R Sidewinder.

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And he was particularly keen to showcase the machinery's ability to dramatically reduce setup times.

Uniscreen did that by taking the 15-minute challenge - that is setting up a job in just 15 minutes.

As the screenprinters who have visited the new showroom can attest, the Uniscreen team not only passed the 15 minute challenge - they blew it out of the water with a complete setup in a smidge over 10 minutes.

"When we first came up with the 15 minute challenge, people said it couldn't be done," says Ross. "But they weren't counting on the impact of M&R's integrated systems."

While many more printers now understand the benefits, he says there are still a number of printers who could transform their businesses with the introduction of an automatic machine rather than persisting with labour-intensive manual methods.

As the 15 minute challenge proved, the biggest impact is in set-up time.

"Most manual printers spend 60 per cent of their time in set-up and only 40 per cent in actual production," explains Ross.

"Stepping up to an automatic will dramatically increase their productivity by reducing set-up time to just 20 per cent - leaving 80 per cent for actual production time."

To see for yourself how automation can benefit your business, ring Uniscreen today to arrange a showroom demonstration.

PRESENTS THE FOLLOWING LEADING BRANDS

**Taiyo**  
SONY  
CHEMICALS

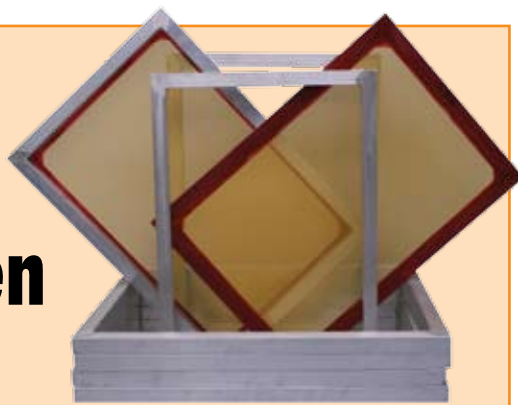
 ZENTNER

PARAGON INKS  
UV SPECIALISTS

 MONTI ANTONIO

**CYTEC**

# Save money on screen frames



IF YOU'RE LOOKING TO SAVE MONEY WHILE MAINTAINING QUALITY UNISCREEN'S NEW RANGE OF ALUMINIUM FRAMES (PICTURED ABOVE) ARE WORTH A CLOSE LOOK.

Available in a range of sizes, the frames - which come pre-meshed in bundles of 10 - offer a number of benefits over traditional wooden screen frames.

Not only are they significantly cheaper but the frames are also lighter, making them extremely easy to handle.

Strong and durable to maintain dimensional stability, the aluminium frames, of course, are non-absorbent which makes them easier to reclaim to clean condition.

The 840mm x 585 mm frames are available in bundles of 10 only. However, any combination of meshed frames is allowed at the following rates:

43 mesh, \$60; 48 mesh, \$60; 54 mesh, \$60; 59S mesh, \$64; 61 mesh, \$64; 68 mesh, \$64; 77 mesh, \$66; 90 mesh, \$66; 100 mesh, \$68; 110 mesh, \$68; 120 mesh, \$68; 140 mesh, \$75. All prices quoted are exclusive of GST.

To place your order phone Uniscreen today.

# Polycol Crossover – best of both worlds

DESCRIBED AS 'AN UNCONVENTIONAL TWIST ON TEXTILE GRADE SBQ EMULSIONS', KIWO'S NEW POLYCOL CROSSOVER, OFFERS SCREEN PRINTERS THE BEST OF BOTH WORLDS.

Up until now, screen printers have used SBQ emulsions to provide fast exposure times and a long pot life. However, such textile emulsions have no solvent resistance - therefore they tend to 'lock in' stencils, which causes difficulties in reclaiming.

So, when very high resolution, good exposure latitude, no solvent 'lock in' problems and easy reclaiming are required, many screen printers switch to a diazo-polymer 'dual cure' emulsion.

Now, KIWO Polycol provides all those benefits in one pot.

A pre-sensitised SBQ-photopolymer emulsion for printing with plastisol, solvent and UV-curable ink systems, Polycol Crossover has high viscosity which provides good coatability on all common mesh counts used for garment printing.

"The first thing you'll notice about Polycol Crossover is how quickly your image appears when developing," says Wayne Trow, of Uniscreen.

"Next, you'll be impressed by its superior resolution and mesh bridging. And when you've finished printing, the emulsion reclaims fast and easy."

## FOR SALE

Phone: **Ross Clarke 021 922-493**

ITEM	DESCRIPTION	CONDITION	LOCATION
■ ARGON ULTRAMATIC	650 x 500 Print	Excellent	Auckland
■ ARGON COMPACT	1520 x 1200 Print	Good	Auckland
■ UNISCREEN DRAPE BACK	Frame size 210cm x 175cm	Good	Auckland
■ UNISCREEN FLASHCURES	400 watt or 650 watt	New	Auckland/Christchurch
■ UNIPRINT MACHINES	Print size 600 x 400	New/Used	Auckland
■ SIAS VERTO MOVEX	Print size 1600 x1200	Very Good	Auckland
■ UNIVERSAL 4 COLOUR	Bench Top Carousel	New	Auckland/Christchurch
■ SIAS SIMPLEX	Print 1020 x 760	Very Good	Auckland
■ MEDIA RACKS	12 Rolls	New	Auckland
■ M&R TURNABOUT	Ink Mixer	New	Auckland
■ COLOUR DRY UV	2 Lamp /IR	Good	Auckland
■ METALNOX HEAT PRESS	1000 x 800	Very Good	Auckland
■ 50 LEAF RACKS	All sizes	Good	Auckland
■ THEME 1000S	2400 x 1250	Very Good	Auckland

**NO REASONABLE OFFER REFUSED**

# UNISCREEN

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