

# UNISCREEN

UNIVERSAL SCREEN SUPPLIES LIMITED

ISSUE NO. 42 - SPRING 2007

NEWSLETTER

## WHAT GOES UP MUST COME DOWN!

It's an often-quoted expression, but is it really true? We saw the NZ dollar hit highs barely eight weeks ago against all major currencies only to drop back two months ago, to rebound in the last week. So who's right? All we know is that there hasn't been a better time to invest in new machinery to increase your productivity and profitability. Most of us closed out the first six months of the financial year last week. The next six months is ahead of us - have you planned for it? You know planning is vital to your business. A plan is needed for increased sales and growth and these need to be shared with your key people, so they become part of your strategy. Plan for tomorrow and re-plan if it's not working. This is not budgeting - it is PLANNING! As I was once told...If you don't know where you are going, you are bound to get there!

The SGIA show is on this month (October 24 - 27) in Orlando, Florida, USA. This is a must-see show which will feature new releases of what were merely concepts only a year ago. And you need to know how and why these will benefit and/or impact on your business. Believe me when I say this SGIA show will be a very valuable show for garment and textile printers to attend. I'll finish with a simple message: Know your business; Know your market; Know your strengths: and don't say NO to opportunities.

ADRIAN BENNETT  
MANAGING DIRECTOR  
UNISCREEN GROUP

## M&R Diamondback dazzles Christchurch printer

TONY JORDAN, KNOWN TO EVERYONE AS T J, IS LOOKING FORWARD TO HAVING SOME FREE TIME THIS SUMMER, THANKS TO A SMART BUSINESS DECISION.

In previous summers the owner of Christchurch screen-printing company Two Dudes has sometimes had to work seven days a week. But he vows it won't happen this year. T J has bought an M&R

Diamondback automatic screen printer from Uniscreen, which he reckons will process his usual volume of work in a shorter time and help keep his working week down to five days.

"I bought the Diamondback because I just wanted to make life a bit easier," he says.

And is that happening? "Yes it is. It's taken a bit of the pressure off. It works a lot quicker and gets a better result.

"I love it. It's an easy machine to operate. I've never worked on one before, or any automatic, so I was starting from scratch."

Apart from when the Diamondback was installed, T J hasn't had to call on Uniscreen for help with the machine.

"I absolutely love it," he repeats.

This is serious enthusiasm from someone who entered the industry casually about a dozen years ago after screen printing T-shirts to raise money for a rugby league team he was managing.

T J and a friend light-heartedly set up the home-based Two Dudes, and even after the friend quickly fell by the wayside the self-taught T J continued to regard the business as a hobby. After some five years his

growing list of customers encouraged him to take his work more seriously, and in 2005 he took a major step forward when he bought an eight-colour Chameleon manual carousel. It was a bigger machine than most home-based businesses would have acquired. And now T



T J 'absolutely loves' his new M&R Diamondback automatic.

J has made a further significant advance with his purchase of the Diamondback. T J's textile printing is focused mainly on company uniforms and promotional wear, plus a bit of sports gear.

He says business is increasing all the time and he is about to employ an assistant 'to help take the pressure off a wee bit more'. Needless to say, he is confident about the future - though he has no intention of moving into commercial premises.

"Working from home is good. I've just extended the garage to fit this new machine in," he says. "It's a six-car garage, but there are no cars in it - it's full of screen printing machinery."

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



## From humble beginnings Lynora's business blossoms

IN THE YEAR SINCE LYNORA HATI MOVED HER ROTORUA SCREEN PRINTING OPERATION FROM HER GARAGE INTO PREMISES SHE HAD PURCHASED IN A BUSY STREET, HER CUSTOMER BASE HAS DOUBLED.

Lynora says her success is founded on three factors: "Respect for the people who come through your door, perseverance, and being humble.

"You always knock on wood because you can't believe you've come from your garage to where you're sitting now.

"It comes down to appreciating that it's support from your customers that's allowed your business to grow."

Lynora has worked for a number of screen printing companies in the Rotorua area in her 15 years in the industry. In early 2004 she was made redundant from her part-time job, but by retaining a second part-time job as a postie she was able to set up her own screen printing business at home.

After six months she still had only \$50 in the bank, but never lost faith in her ability to succeed.

"You slowly take baby steps and hope your business goes with you. I'm quite proud of where I've got to."

She's proud also of being Maori (her hapu is Te Whanau a Apanui and Whakatohea) and of having many Maori among her customers.

Lynora produces screen-printed garments, largely for schools and sports teams, and high-visibility gear for the forestry industry; has a five-year contract to supply clothing for the Kurangaituku netball tournament – which is held annually in Rotorua over three weekends and is the largest event of its kind in Australasia – and for the past two years has provided custom-made playing strips for Bay of Plenty touch rugby teams from under-9s through to masters.

Lynora also has her own Maori design, dress-shirt label, L Wear Classic. Her designer is Francis Hamon, grandson of artist Rei Hamon.

To handle her growing volume of work, she recently bought an M&R Sidewinder printer and Reno Flashcure unit, and is awaiting delivery of a Nuarc 3140 exposure unit.

She regards these acquisitions as a huge step forward for her company and describes the high level of technical support she has received from Uniscreen as 'refreshing'.

In January Lynora will add a second full-time employee to her present staff of one full-timer, one part-timer and a contract sewer. Small wonder she can't stop marvelling at her good fortune.



*Lynora Hati...proud of her rapid progress since moving from her garage into business premises.*

"This has all happened from humble beginnings. At the time I didn't realise how being made redundant would impact on my future, and how it was a little blessing in disguise."

## When is the right time to automate?

THERE IS NO 'MAGIC FORMULA' FOR A SCREEN PRINTER TO MAKE THE STEP UP FROM MANUAL TO AN AUTOMATIC PRESS, BUT IT'S NOT AS TOUGH A DECISION AS YOU MIGHT THINK.

For most screen printers, the time to automate usually comes when one manual machine is not enough to handle the workload.

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



## Pride in Print gold medal blows Wayne away

WHEN COLOURWORKS TEXTILE PRINTERS PRODUCED 25 WORLD OF WEARABLEART BANNERS BY DYE SUBLIMATION, THEY THOUGHT OF THE JOB SIMPLY AS ANOTHER SHORT, HIGH-QUALITY RUN.

Some time later, when one of the silk-like banners was hanging in the Mt Maunganui company's factory as part of a partition, they noticed how attractive it looked with the light shining through it. This realisation coincided with the arrival of an entry form for the 2007 Pride in Print awards.

"It was our first entry in Pride in Print," ColourWorks director Wayne Heyworth recalls.

"We didn't really know what the criteria were. We struggled to find a category to put it in."

The company entered the 1800mm x 900mm banner in the 'digital print, large format' category – and won the gold medal.

"I was absolutely ecstatic...blown away," admits Wayne, who had flown to Christchurch to attend the awards.

Wayne and his co-directors, wife Wendy and son John, were quick to capitalise on their unexpected success. They issued a press release and recorded their

achievement on their website, stationery and vehicles, and in the main signage on their building.

ColourWorks, founded in 1976 as a cottage-industry screen-printing business, was bought by Wayne and Wendy five years ago and today has a staff of 12 plus two part-timers. John joined the company some three years ago, at about the time it started using dye sublimation.

Despite the Pride in Print gold medal, Wayne says they're still learning about dye sublimation. "I don't think anybody's an expert on it. We're just scratching the surface."

The World of WearableArt banner was printed on a Roland SJ640 and the company has a smaller digital machine, a Versa Camm. Wayne believes technological advances will lead to even better results



John (left) and Wayne Heyworth with ColourWorks' Pride In Print award-winning banner and their gold medal.

from the dye sublimation process.

ColourWorks screen prints onto garments and supplies a range of digitally printed flags, banners and portable display systems. Business is so buoyant that the company recently took over the factory next door, more than doubling its production space.

Wayne says ColourWorks will be on the lookout for another high-quality job to enter in next year's Pride in Print awards. But even if nothing suitable eventuates, it won't diminish the thrill of this year's win – the biggest and best part of which was announcing it to his 'dedicated' staff.

"It was their award. It wasn't mine. And they were absolutely thrilled," he says.

At that stage in the development of your business, an entry-level automatic can dramatically increase your output, giving you the ability to take on large and last-minute jobs.

Automatics also minimise labour costs and they largely eliminate the tedium and hard physical effort involved in hand-pulling squeegees.

What's more, in a business where the owner does much of the printing, an automatic's high-speed production can free up time to work with existing clients - and seek out new ones.

So, what keeps manual press operators

from buying an automatic?

In many cases, price is the issue. But there's now a new machine on the market which has broken the price barrier between manual press operators and their first automatics.

It's M&R's Diamondback which relies on simplicity of design, strong standard-feature sets, highly-efficient manufacturing processes, and volume production, to bring the benefits of an automatic press within your reach.

Those benefits include:

- Quality and consistency: An automatic press lets you control squeegee angle

• continued on page 4



M&R's Diamondback sets a new standard in affordable entry-level automatic textile printing, making it the ideal press for those looking for their first automatic press.

PRESENTS THE FOLLOWING LEADING BRANDS

**Taiyo**  
SONY  
CHEMICALS

**ZENTNER**

PARAGON INKS  
UV SPECIALISTS

MONTI ANTONIO

**CYTEC**

# Kiwi screenprinters investing in growth

• continued from page 3

and pressure, as well as off-contact. A manual press doesn't. And even the most highly-skilled manual-press operator can't achieve the quality and consistency available from an automatic press.

- Ease of operation: You don't need to pull or push the squeegee since the automatic press does it for you.
- Speed and productivity: Manual presses can average 300-400 pieces per day. Automatics can average 3000 to 5000 pieces a day.

**So here's the bottom line:**

- The cost of an automatic press is generally no more than that of hiring an additional employee to print on the new manual.
- The return, however, is much greater: 3 to 8 times more production with an automatic press.

For more information on how the remarkable M&R Diamondback can kick-start your business growth, call Uniscreen today.



Vitran II



M & R Chameleon



Nuarc Screen Exposure System

Uniscreen clients nationwide are taking advantage of the strength of the NZ\$ to invest in new technology and boost their competitive advantage. Sales in recent months have included:



M & R Sidewinder



Thieme 3000



Natgraph Freestanding UV Dryer

## FOR SALE

**Phone:**

**Ross Clarke 021 922-493**

ITEM	DESCRIPTION	CONDITION	LOCATION
■ SVECIA UV DRYER	SUVDPCP 1600mm wide	Very Good	Auckland
■ SVECIA STACKER	Sheet size 1600 x 1200	Very Good	Auckland
■ UNISCREEN DRAPE BACK	Frame size 210cm x 175cm	Very Good	Auckland
■ UNISCREEN FLASHCURES	400 watt or 650 watt	New	Auckland/Christchurch
■ UNIPRINT MACHINES	Print size 600 x 400	New/Used	Auckland
■ M&R FREE STANDING QUARTZ	Flashcure	New	Auckland
■ UNIVERSAL 4 COLOUR	Bench Top Carousel	New	Auckland/Christchurch
■ SVECIA SM	Sheet size 750 x 550	Excellent	Auckland
■ MEDIA RACKS	12 Rolls	New	Auckland
■ M&R SIDEWINDER	6 Colour 4 Station	New	Auckland
■ M&R TURNABOUT	Ink Mixer	New	Auckland
■ M&R FIRST LIGHT	All in one exposure light	New	Auckland
■ THIEME 3000S	Print size 240cm x 125cm	Very good	Auckland
■ THIEME 3040	Print size 160cm x 120cm	Excellent	Auckland
■ DYE SUBLIMATION HEAT PRESS DRUM TYPE	110cm wide	Excellent	Auckland



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