

UNISCREEN

UNIVERSAL SCREEN SUPPLIES LIMITED

ISSUE NO. 38 - AUTUMN 2006

NEWSLETTER

DID YOU KNOW THAT COMPANIES OF FIVE OR LESS EMPLOYEES MAKE UP 87% OF BUSINESSES IN NEW ZEALAND?

We often think that it is the big companies that are the drivers in any particular industry – when, in fact, it is the grass roots companies, that underpin our business structure. In this issue we focus on some of these smaller companies to illustrate that growth is not the preserve of big city companies, but is flourishing in provincial areas.

When I asked a large multinational company, who purchase a variety of screenprinted product, what their criteria was from a supplier, they told me: "All we ask, is for well printed products, for a fair price, delivered on time."

Screenprinters throughout New Zealand are experiencing growth in their business, and reinvesting in technology will ensure they remain competitive.

All it takes is – dedication - perseverance - high standards - and a solid business plan.

We feature four companies from four geographically different parts of the country, who have shown those values in their respective businesses. They are successful in their controlled growth and we congratulate them, and companies like them.

ADRIAN BENNETT
MANAGING DIRECTOR
UNISCREEN GROUP

Rutland – changing the way we look at ink

RUTLAND INKS ARE KNOWN TO SCREENPRINTERS WORLDWIDE.

But just how big the company is was driven home to Uniscreen Technical Representative, Grant Wilson, during the first day of his recent visit to the company's North Carolina HQ.

"As I pulled up outside the warehouse, there were 6-8 Kenworth semi-trailers backed up to be loaded," says Grant. "And that's only one of their distribution centres."

Blown away by the size of the operation, Grant saw it was matched by Rutland's commitment to innovation.

"They use a phrase 'changing the way we look at ink' which sums up their approach," he says. "They are using their technical expertise to show what ink can do for you and how it can make you money."

Leaders in specialist products, Rutland's technical team are constantly developing new products.

Grant saw high-performing, water-based inks in development which he believes will be ideal for the needs of environmentally-conscious New Zealand screenprinters.

Also of interest was a breakthrough with a non-formaldehyde discharge ink.

However, what perhaps impressed Grant the most during his intensive two-day stay was



The US visit has helped Grant Wilson (left) build closer ties with the Rutland team.

the Rutland team's 'belief' in their company's products.

"It's no wonder they have such a strong lead in the international market," he says. "All their products are intensively tested and proven in market conditions before release. And their technical support is unbelievable."

A good example of that, says Grant, is the company's recently released Skylar White ink. The bright white has good opacity and bleed resistance and is totally user friendly. "It really is an ink that you can open, stir and use," says Grant.

Plus, the technical knowledge Grant received from Rutland means he now has the ability to adapt the ink to suit every application.

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



Bill keeps coming back for more

BILL ARMITT HAS MADE A LOT OF PURCHASES FROM UNISCREEN SINCE BUYING A TEXTILE DRYER WHEN HE FOUNDED HOT PRINTZ SCREENPRINTING LTD IN WHANGAREI IN 1991.

The list includes M&R Saturn and Gauntlet printers, an M&R Chameleon hand-printing carousel, a Natgraph exposure system, a Roland wide-format digital printer, a Svecia for printing coreflute signs, and (coming soon) an M&R gas dryer.

"Uniscreen are good to deal with," says Bill, who has been in the industry 20 years.

"They have a good follow-up service. We have a good, friendly relationship."

Hot Printz 's workload comprises textiles, merchandising, flat sheet, small signage and wide-format digital.

The company has 11 staff, four of whom are in administration and the other seven in pre-press and production, including one on nightshift.

Bill says his workload is 'pretty solid' and that of the Northland region 'robust' and 'consistent'.

One pleasing feature is the co-operation that exists between local companies.

"We work in a lot with local printers. They

subcontract out work for screenprinting and signage," he says.

"Between 50 and 60 per cent of our work is from sources where we don't deal with the public, including agencies and promotional companies.

"Our customers are from a wide area, from Nelson to Kaitaia to Gisborne and everywhere in between, though most are from Wellsford to Kaitaia."

Hot Printz has the distinction of employing the 2005 NZ Screenprinting Apprentice of the Year, Ian Townsend, who will receive his prize at the Pride in Print awards in Auckland, in June.

"We're pretty proud of that. Ian's been with me for a few years and he's a talented guy," Bill says.

"It's a good achievement, both for the company and him personally."

Bill is also proud that his staff tend to stay with Hot Printz. One has completed 11 years, two more are on seven and eight, and another two have been with the company for five years.

Such stability is important, he says, adding:

"We're in this for the long haul. I'm optimistic about growing and maintaining our market share."

Bob celebrates ow

WHEN BOB WALCH WAS INTERVIEWED FOR THIS ARTICLE HE HAD OWNED PROCESS SIGNS IN NAPIER FOR EXACTLY SEVEN YEARS AND WAS LOOKING FORWARD TO A CELEBRATORY DINNER THAT EVENING WITH HIS LOYAL STAFF.

Bob will reach another milestone in July when he plans to retire and let his staff take over the day-to-day operation of the business, which was founded in 1981 and which he was able to buy with the help of a \$22,000 no-interest loan from two company owners with whom he has played bridge.

Process Signs carries out screenprinting virtually across the board - self-adhesive, coreflute, T-shirts, umbrellas, and industrial signs. According to Bob, screenprinting is booming in Hawke's Bay and his company is helping to grow the way.

"It's hectic - there are so many things to do every day," he says. "You find yourself hardly able to do one task before having to move on to the next, whether it's ordering T-shirts or customer service by calling in."

Process Signs has six staff: four floor workers, an office administrator, and Bob, who admits to being a hands-on boss.



*Karl Quinn,
Nicholas Forsythe
and Peter Quinn*

SCREEN ART IN CENTRAL NEW PLYMOUTH IS TARANAKI'S OLDEST AND LARGEST SCREENPRINTING COMPANY.

The business was founded more than 35 years ago by Peter Quinn, who these days allows himself a couple afternoons off a

Busy Sportsman an 'awesome' ma

week to play golf. He can afford to be relaxed about doing so because about a decade ago his son Karl took over as manager, having joined the company from school 11 years earlier. In addition to this continuity of leadership, Screen Art owes some of its long-term success to a willingness to regularly update its machinery.

One of the company's best acquisitions was the six-colour M&R Sportsman it bought from Uniscreen about 18 months ago. It also buys screens, inks, emulsions and solvents from Uniscreen, whom Karl regards as very up to date and always enthusiastic about introducing new machines and supplies.

He describes the Sportsman as "awesome" and adds: "It's a very valuable asset to our business. It wasn't too busy for a bit in winter when there wasn't so much garment printing, but for the six months of summer it's been going every day.

"The quality of printing is what really stands out, and it's easy to set up."

Karl says

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UNISCREEN - YOUR LONG-TERM PARTNER - RE



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Bob says the signage side of his business has expanded 'twentyfold' since Chris Baker joined the staff as head signwriter four and a half years ago.

"He's brilliant. We do interpretive, mask and spray signage from North Cape to Stewart Island, with the Department of Conservation and local authorities among our customers." The company's healthy workload is also underpinned by a strong commitment to investment in machinery, which Bob believes is unmatched by any other similar business between Hamilton and Wellington.

Process Signs has two Thieme printers. One is a 1m x 750mm machine that Bob bought in 1994, while running a previous business, and which prints 30 x 40-inch images. The other is a Thieme 3000 series 1200 x 900mm four-poster, bought second-hand in 1999.

In addition, during Bob's tenure, the company has invested in a new guillotine, a new UV unit from Uniscreen, a sheet metal guillotine and a platen.

"Uniscreen are very good to deal with. They offer a lot of technical back-up and an efficient, friendly service," Bob says.

...chine, says Karl

...s the Sportsman's reliability of performance gives him ...mind and his staff enjoy using the machine. ...one everything we needed it to. I can see it gaining ...d more work for us, and eventually it would be nice to ...o of them."

...replaced his flatbed printer and wants to follow suit ...hand-printing carousel, which is used for orders of 50 or

...art's comprehensive screenprinting service includes T-...her garments and fabrics, flatbed printing and corflute

...s he and his staff of five plus one part-timer are always ...flat out, and that there appears to be enough work to ...ery screenprinter in his region busy.

...e quite a few really good clients that weekly bring us ...e says.

Your face is Mark's fortune

THREE YEARS AGO CHRISTCHURCH SCREENPRINTER MARK STEPHENS AND HIS WIFE JANE INTRODUCED A NOVEL SERVICE THAT HAS PROVED TO BE A MONEY-SPINNER - TEMPORARY FACIAL TATTOOS.

It wasn't long before the number done reached 10,000...then 60,000...and to date more than 300,000.

"It involves exactly the same basic concepts you use on any other products," Mark says.

His Screen Concepts company did facial tattoos for a chain of sports retail stores during the last Rugby World Cup, for a truck expo at Mystery Creek, and (working through Sony) for bands.

Mark says he saw a niche in the market with facial tattoos but did not anticipate how successful they would be. He expects increased competition but is determined to capture more of this work than he already has.

Sixty per cent of Screen Concepts' remaining workload consists of textiles - printing on T-shirts through to transfers onto sales and conference material. The other 40 per cent is flat-sheet work, from bumper stickers to metalwork componentry.

Mark Stephens entered screenprinting in the early 1990s when he joined a Rangiora company. He eventually took it over and in 1996 he merged with another company to form Screen Concepts.

He and Jane have since bought out the two partners produced by the merger and currently have a staff of eight. Jane is in charge of administration and accounts, there is one graphic designer, and the remainder are in production.



Mark Stephens.

Mark says both his profits and turnover are up and he and Jane have invested in new technology and systems (including film-making), Plastisol inks from Uniscreen, and general plant maintenance. They replaced their bromide camera four years ago with a new system introduced to them by Uniscreen. All their filmwork is now downloaded direct from the computer - saving time and money. Mark says screenprinting in Canterbury is fairly buoyant. Long-established businesses are stable and therefore better positioned than smaller, more recent companies. However, long-established can also mean conservative, "whereas we are fairly flexible, are light on our feet and can change direction quickly". He sees suppliers as crucial to Screen Concepts' future and says: "We are only as good as the support and the information they give us. We have good relationships with people like Uniscreen and we rely on them to assist in the direction we plan on taking."

PRESENTS THE FOLLOWING LEADING BRANDS



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274.3831

M&R's new Sidewinder about to hit town

A HOT NEW TEXTILE PRINTING MACHINE, THE M&R SIDEWINDER IS ABOUT TO HIT THE NEW ZEALAND MARKET.



The 'little brother' to M&R's highly-regarded Chameleon, the Sidewinder has just been released in the US, where Uniscreen Technical Representative, Grant Wilson, had the opportunity to see it in action on his recent visit to M&R's Chicago plant.

Touted as 'the world's best entry-level manual press, at an exceptional price', Grant says he was keen to ensure that the push to cut costs hadn't affected the quality of the machine. And it definitely hasn't he reports.

"I felt it was very well built. To me, it's still a great machine." According to Grant, the Sidewinder will appeal particularly to small businesses and those wishing to expand their production capacity while incurring modest capital costs.

Uniscreen was awaiting delivery of their first shipment of Sidewinders as this issue went to press.

FOR SALE

Phone:

Ross Clarke **021 922-493**

ITEM	DESCRIPTION	CONDITION	LOCATION
■ FOSFAN MULTICURE 1200	Air Radiant T-Shirt dryer	Very Good	Auckland
■ SVECIA UV DRYER	SUVDCP 1600mm wide	Very Good	Auckland
■ SVECIA STACKER	Sheet size 1600 x 1200	Very Good	Auckland
■ THIEME 1000S	Print size 2400 x 1250	Very Good	Auckland
■ 50 LEAF RACK	1200 x 1000	New	Auckland
■ UNISCREEN FLASHCURES	400 watt or 650 watt	New	Auckland/Christchurch
■ UNIPRINT MACHINES	Print size 600 x 400	New/Used	Auckland
■ SVECIA MINIMATIC	Print size 400 x 300	Very Good	Auckland
■ DYNACHEM UV DRYER	700mm Belt 3 lamp	Very Good	Auckland
■ THIEME SQUEEGIE CUTTER	2600mm	New	Auckland
■ M&R FREE STANDING QUARTZ	Flashcure	New	Auckland
■ M&R RENO FLASH	IR Heat	New	Auckland
■ UNIVERSAL 6 COLOUR	4 Station Carousels	New	Auckland
■ UNIVERSAL 4 COLOUR	Bench Top Carousel	New	Auckland/Christchurch
■ UNIVERSAL EXPOSURE UNIT	Self Contained 1 Kw	New	Auckland
■ SIAS SIMPLEX	Print size 1100 x 750	Immaculate	Auckland

UNISCREEN

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