

The TyrrellTech Times

Volume 120

June 2018

ColorPainter Printers from Oki- Open Houses!



No More Screen Printing!

Stop Making Traffic Signs the Hard Way...

Get New Direction

With the ColorPainter M-64s Traffic Printer from Oki

Print Traffic Signs on Reflective with a 10 Year Performance Guarantee

Meets ASTM standard and MUTCD compliant



TyrrellTech
Digital Printing Systems



See it in Action...

Wednesday, June 20, 2018, 10-3

Visit one of Two Locations-
9045 Maier Road, Suite A, Laurel, MD
2815 Directors Row, Suite 600, Orlando, FL

RSVP to info@tyrrelltech.com

Let TyrrellTech Outfit Your Print Shop...

If you have been watching our new video series, you might know about our 'business packages.' In keeping with our claim that 'Nobody Makes It Easier,' we want to find easy ways for people to outfit their production space with the right combination of equipment at the right price. So, we pieced together three tried and true combinations of printers, laminating equipment and starter media and ink sets. Call your local rep today to start figuring out which package might be best for you-- The Starter, The Mover or The Producer. We can put it together, help you through the process of getting your monthly payment in place, get the equipment in your space, and set you up for success. We want to give your shop the right recipe to be profitable and productive.

Call to learn more-- 888-865-0300.

Top 3 Business Starter Packages

The Starter

as low as \$369/month

The Producer

as low as \$999/month

The Mover

as low as \$689/month

| | |
|--------------------------------------|------|
| Summer Training..... | Pg 2 |
| Mimaki & Roland Printer Promos..... | Pg 2 |
| To Lease or To Buy- Editorial..... | Pg 3 |
| The Wizardry of Laser Engraving..... | Pg 4 |

Roland VG-640 Promotion

Roland VG-640



Buy Before June 30, 2018,

save
\$1100!

TyrrellTech
Digital Printing Systems
info@tyrrelltech.com
888-865-0300

Rolanc

Seal Laminator Special!

On Special Promotion for a Limited Time

Seal 62 Base

Check out this 62" wide heat assist laminator from Seal, a long time trusted name in the world of laminator manufacturing.

MSRP- \$12,148
Promo Price \$9,718.40

Offer expires July 5, 2018... Act Now!



20% Savings!

"Only those who risk going too far can possibly find out how far they can go."

-T.S. Eliot

888-865-0300
tyrrelltech.com
9045 Maier Road, Suite A, Laurel, MD 20723
200 Route 31 North, Suite 109, Flemington, NJ 08822
2400 W. Copans Road, Unit 8, Pompano Beach, FL 33069
2815 Directors Row, Suite 600, Orlando, FL 32809

TyrrellTech Training Tuesdays

Digital Printing Systems

RSVP to Reserve Your Seat: 888-865-0300 or info@tyrrelltech.com



Laser Engraving- Oh, the Possibilities!

A laser engraver can make custom plaques, models, and specialty and promo items, all with a custom element and a high end finished look. Learn more...
Tuesday, June 12, 10 am - 12 pm



Marketing Tricks to Help You Win More Customers

Your business does what it does well, but how to get you new clients, provide value, and make more money in new ways? Learn more about social media, constant e-contact and what matters most.
Tuesday, June 19, 10 am - 12 pm



Sublimation Applications

The world of dye sublimation is growing-- from small to large apparel shops, trade show and exhibit companies, and even those specializing in sublimating images to rigid substrates like tile and coasters. Learn all about it!
Tuesday, June 26, 10 am - 12 pm



Adobe Illustrator Basics

Adobe Illustrator is a powerful tool in this industry. Spend time learning some basic navigation of the software to give you an introduction to Adobe.
Tuesday, July 10, 10 am - 12 pm

Training currently at these locations:

- 9045 Maier Road, Suite A, Laurel, MD 20723
- 200 Route 31 North, Suite 109, Flemington, NJ 08822
- 2400 W. Copans Road, Unit 8, Pompano Beach, FL 33069
- 2815 Directors Row, Suite 600, Orlando, FL 32809



Specialty Materials ThermoFlex Turbo--

Heat Press FAST!

ThermoFlex® Turbo is a universal product, adhering to multiple fabrics, including cotton, polyester, cotton/polyester blends, and nylon. This product is durable, weeds easily, and has a soft hand and strong grip. It discourages dye-migration since it has a low heat (270 deg.) and has a quick press time (5 sec.). This also eliminates press marks! It has a pressure-sensitive carrier, which enables easy weeding and re-positioning. Available in 12 sizes, 24 colors.

| | |
|--------------|----------|
| 15" x 5yds. | \$40.00 |
| 15" x 10yds. | \$78.00 |
| 15" x 15yds. | \$116.00 |
| 15" x 20yds. | \$152.00 |
| 15" x 30yds. | \$220.00 |
| 15" x 50yds. | \$340.00 |
| 20" x 5yds. | \$53.00 |
| 20" x 10yds. | \$104.00 |
| 20" x 15yds. | \$154.00 |
| 20" x 20yds. | \$200.00 |
| 20" x 30yds. | \$290.00 |
| 20" x 50yds. | \$455.00 |



FLEXI SOFTWARE NEWS

End of Life: Last Chance To Upgrade for Flexi 10.5 and older Users

An announcement from SAI International:

In the world of technology everything eventually becomes outdated and obsolete. This is true for hardware, as well as, software. Sign making software is no exception. As the digital infrastructure gets upgraded, support for old software, such as Flexi 10.5 and older just goes away.

It's time to upgrade your old Flexi software and keep your business moving forward. There's a simple solution. You can choose to upgrade your Flexi 10.5 and older license to the new cloud-based version which is Flexi 12 or Flexi Subscription

Act Now and Save – Offer Good Until June 30, 2018
Upgrade to Flexi 12 Traditional License for 25% off
Or Get a Flexi Subscription for Only \$49.95/month

Upgrade paths and technical support for Flexi 10.5 and older will end on June 30, 2018. After this date, you will need to purchase a completely new software package. Don't get left behind, upgrade now. Call TyrrellTech at 888-865-0300!



PRINTER NEWS

New Low Prices from Mimaki™

Roll Fed Printer/Cutters-

| | |
|-----------------------|----------|
| CJV150-75 | \$10,995 |
| CJV150-107 | \$11,995 |
| CJV150-130 | \$14,995 |
| CJV150-160 | \$16,995 |
| CJV300-130 | \$17,995 |
| CJV300-160 | \$20,995 |
| CJV300-130 + bulk ink | \$19,995 |
| CJV300-160 + bulk ink | \$22,995 |



Mimaki™ Spring Promotions

Printer/cutters
UCJV300-160
\$27,995
\$3000 mail in rebate w/ competitive trade in- must send printhead & motherboard



TyrrellTech
Digital Printing Systems
888-865-0300
tyrrelltech.com



UV UV Printers
JUF-3042 MkII EX
Save \$5,000
Sale Price- \$24,995



UV Flatbed

JFX200-2513 Save \$3,000 Sale Price- \$74,995
JFX200-2531 Save \$15,000 Sale Price- \$109,995
JFX500-2131 Save \$20,000 Sale Price- \$129,995



UV Roll fed
UJV55-320
Save \$9,000!
Sale Price- \$69,995 & Free extended second year warranty



Microfactory Bundles

UCJV150-160 bundle \$25,000
UCJV150-160, LA-160W lamintator, 4 rolls Mimaki Vision PVC Mimaki Vision, 4 rolls 310 Laminate, set of LUS-170 inks \$32,000
UCJV300-160 bundle \$32,000
UCJV300-160, LA-160W lamintator, 4 rolls Mimaki Vision PVC Mimaki Vision, 4 rolls 310 Laminate, set of LUS-170 inks

Miami Specials Expire June 27, 2018
Prices do not include ink, installation, training, shipping

Roland Promotions:

Roland sublimation

Sublimation RT-640



save
\$3000

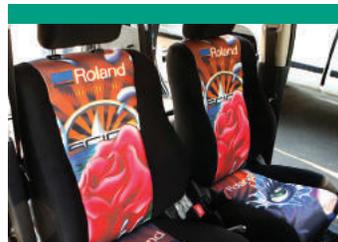
TyrrellTech
Digital Printing Systems

High Speed XT-640



save
\$4000

Promo Prices expire June 30, 2018



info@tyrrelltech.com 888-865-0300

June Editorial- Equipment Purchasing Lease Purchase vs. Buying with Cash



Twenty two years ago, I started Tyrrelltech, Inc. in my house. Three and a half years later, in 2001, I moved out of the house and into a commercial space. I quickly learned a huge part of the nature of my business is such that it requires a lot of capital for purchasing the equipment needed in my demo room. This was the only way to make sales. In those 22 years, I feel that I have been fairly successful, which in turn has given me the expertise to pass on some good advice that was once given to me.

I chose to write this because I believe our customers will see the benefits of learning from my personal experiences of growing a business. My business started from nothing to now having four locations in three different states. I also believe this will be of great value to our customers who are trying to make the best decision for their business when they are purchasing equipment and managing cash flow. Managing cash flow can often make or break a business.

The big question is this: Do I purchase my equipment outright or do I do a lease purchase type of program?

Companies that need equipment typically use one of two scenarios for purchasing. Either the company has the money to pay in full for the equipment or they need to do a lease purchase because they do not have the money to pay in full for the equipment. I want to be clear in my use of the term 'lease purchase'—this is not a lease intended to forfeit the hardware at the end of the term, but rather, a lease where, at the end of the term, you retain the hardware that you have paid for and you own it. The second scenario—the lease purchase—is easy. If a company doesn't have the cash to purchase the hardware outright, a lease may be their best and only option. This article will concentrate more on the second scenario.

"Cash is King." Once you have spent it, it's gone! The benefits and flexibility of having your own cash available for growth or emergencies absolutely outweighs the cost of any interest paid on a lease. I would only recommend purchasing outright if you have very large cash reserves.

Just because you have enough cash to pay for large equipment purchases doesn't mean it is the best choice for your business. I have watched many of our customers take advantage of leasing to build their business, and for those customers, I have seen that growth happen much faster and greater than other businesses I have seen many people that believe in paying in full, and I understand the thinking. But, I would rather see a company take the money they were going to use to pay in full for equipment, put it in a separate bank account and draw off of that account to make the monthly payments. This is another way of "keeping your money" for the unexpected repair, additional supplies needed, emergencies or unforeseen events and you could be earning interest on that money in the bank to help offset the interest you are paying on your lease.

The Pros of paying in full:

- It keeps your overhead cost down because you do not have a monthly payment.
- You do not pay interest.

The Cons of paying in full:

- Once you've spent the cash, it is gone and unavailable for other supply type purchases or for unexpected repairs or emergencies.
- Eliminates or depletes cash reserves.
- In bad times, you may have nowhere to go if you need cash.

The Pros of Leasing:

- Quick approval- a lease approval can be obtained in several hours. A bank loan usually takes 30 days or more.
- A lease company will work with a "startup business" as long as they have good credit or a mortgage, whereas a bank typically will require 3 years of tax returns and personal financial statements and other paperwork you may have to pay a CPA to prepare.
- Leasing offers two options for expensing the payments or the total purchase.*see below
- Leasing allows you to keep cash available for future growth, for supplies, or for emergencies.
- We now have lease options that allow you to buy out the loan early (as early as after a year) without paying any remaining interest—this is similar to a bank loan.
- Leasing offers flexible deferred payment plans. For example, something you could pay \$1 per month for the first 3 or 6 months. This example would give you a "ramp up period" to learn the equipment and get sales moving before your regular payments kick in.
- Leasing affords you the ability to purchase several pieces of equipment, rather than just paying in full for one. This will allow you to offer more products and different products making your company more diversified, more competitive, and more of a one stop shop.
- Leasing establishes credit which will help your business in the future.
- A 10% lease buyout option will not show on your credit report as a debt. What that means is if you need a loan in the future for anything else the bank or lease company will not see the monthly payment where as a dollar buyout goes on your credit report as a debt right away and could have a negative effect on obtaining a future lease or bank loan.

The Cons of Leasing:

- You will pay interest over the term.
- You will have a monthly payment.
- Higher interest rate than what the bank offers, but much easier and faster approval, hours compared to 30 days or more.

The long and short of it is this: We are here to help our customers, to counsel our customers, and to try to give them options as they grow their business. To partner with your company and see you become productive and profitable is the ultimate win for everyone. If my experience and time in the trenches can help, I am happy to do that. Nothing about running and owning a business is easy, that's for sure. So, please, connect with myself or one of my salespeople and we can help you weigh the pros and cons of your specific situation to be sure that you get where you need to go!

- Craig Tyrrell

*Two Tax options:

True Lease: With this lease structure the monthly lease payments may be deducted as an expense item for income tax purposes over the life of the lease.

Capital Lease: With a Capital Lease, the equipment cost may be deducted from taxable income in the year the equipment was purchased via the Tax Law Section 179. The government basically pays for 33% of your purchase.

ENGRAVER CORNER

A Peek Behind the Wizard's Curtain

I want to take a moment to share with you what we do for our clients. In configuring a system for clients, we do a lot of testing of lasers on client supplied materials. This ensures that you are getting a system to handle today's needs, as well as next year's needs. So this month I was inundated with a lot of different types of materials, some of these might not apply to the sign industry, but I am sharing to show you the process we perform for 99% of our clients.

Delrin® - Successfully cut and embossed Delrin® up to 1/4" thick on our demo equipment. BUT the client needed to see it on 1/2" material - so we sent it to the Universal Laser System Material Lab and successfully cut the material.



Stainless Steel - Direct marking on metal with a CO2 laser. We directly marked 3D shapes and cylinder shapes (using a rotary attachment) parts used in the electronics industry. This was done with the patented HPDFO lens. Marking can also be done using a ceramic based compound and a regular lens kit.



Laser Cut Letters - A quality laser system immediately opens up a new revenue center for your sign business by allowing you to do more than just make a sign with letters. Custom shapes, logos, borders are all done the same way. You will be able to incorporate more materials into your sign production. Make signs with plastics, aluminum, wood, cloth, leather and more. A Universal Laser System delivers the most consistent beam so you benefit from the best cutting process out there.



No tooling or post processing needed, your cut acrylic letters are ready for sign installation. The system will also drill out the holes for standoffs. TyrrellTech is here to help you explore the many different ways to build one of kind signs and we all know, one of a kind sets you apart.

Flame Polished Edge - It's even cooler than it sounds. To correctly and effectively cut thick acrylic, one needs control of the laser beam (Pulse control or continuous wave) for consistent cutting through the material. It also requires a system designed for

with correct air flow, both exhaust and gas assist. Universal Lasers are designed to deliver both and not break the bank. Laser cut letters require no tooling. There is no post processing finishing to get that clear, smooth edge. They will process the plastics with masking sheets and/or adhesive tapes. In short, when you are done lasering, your letters are ready to be installed. Think about the time saving on that.

UNIVERSAL
LASER SYSTEMS INC



When You Need To Go Big:

The ILS laser Systems

Work area of 24" x 48"; the ILS 12 system easily handles:

Full Sheet ADA Signage

Cutting of acrylic letters up to 48" tall

Cuts through 1/2" + acrylics

Dual Tube Technology - Up to 150 Watts of power, Run One or Run Both Tubes

Z Height - 12", yes 12"

Collimator

Air-Cooled Laser Source High Reliability, Excellent Power Stability provide consistent power for predictably excellent processing results.

Options:

Pass Through Class IV Mode - Open the sides

Camera Registration

Rotary Attachment

Traveling Exhaust

HPDFO™ Produce unmatched resolution

Achieve high levels of detail and tighter tolerances

Directly mark metals with a CO2 laser

This Month's Special - Big Deals on the ILS System.

Contact us today for a consultation.

888-865-0300

lasers@tyrrelltech.com

-John Brogan

Call TyrrellTech for Bits & Stock!

Where would I be able to get my hands on some engraving or laser stock? What about these engraving or routing bits that have worn out that I need replaced? Look no further! TyrrellTech can help. We always want to be your full service solution. So, call us... we can help! We can get you the bits and stock you need! 888-865-0300 or info@tyrrelltech.com

TyrrellTech has June Birthdays to celebrate!

Jeffrey Weisenberger- FL Printer & Laser Service- June 5

Tony McElroy- MD Sales & Service- June 14

Gerald Adiaku- MD Warehouse & Customer Service- June 16

Bill Inman- IT Support- June 19

Lexi Sandlin- MD Customer Service Extraordinaire- June 27

