

Dietzgen CAD Inkjet Media: Higher Performance, Higher Profits vs. HP

The Hewlett-Packard brand name appears on more than 80% of the large-format inkjet printers used for CAD printing in the United States. HP has reached this dominant position by developing and marketing great products for this market over the last decade. But is HP media the right choice for you or your end-users today?

In many cases, Dietzgen CAD inkjet media out-performs comparable HP products for a considerably lower price, allowing you to increase profits, improve a customer's printing performance, and protect yourself against ever-expanding competition.

Dietzgen has developed a quick-switch guide that offers head-to-head information on six key CAD products in the Hewlett-Packard media line. We think you'll be surprised at how clear Dietzgen's advantages are against these products – and how much more money you can make selling them! For more information, go to www.Dietzgen.com.



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Chris Moore Awarded "Vendor of the Year"

We at Dietzgen are very proud to report that Chris Moore, our Account Manager for the Southeast, was selected as "Vendor of the Year" by the Southeastern Reprographics Association, part of the International Reprographics Association. The award was presented as part of the 2005 SRA Convention in November in Asheville, North Carolina.

Chris was chosen by the SRA due to his many years of contribution to the industry and the association. The past-president of the SRA, Forrest Kenley II explains that Chris stands out because of "the time he puts in to the association. He promotes it with his customers and with other vendors. And vendor participation is very important to us. The better the vendor participation, the more successful the organization and the convention."

Chris was taken by complete surprise when he heard his name called. "I was shocked and humbled. They told me how much they appreciated my support of the organization. So on a personal level, it was gratifying. But on a business level it was too! The recognition has brought me some new business, which I really appreciate," he explains.

According to Chris, the Association has served as a platform for networking, but also given him an opportunity to gain insight into the kinds of challenges that reprographic business owners face. This knowledge enables Dietzgen to tailor its product offerings more precisely. As an example, "when I learned how different the needs are of the ultimate customers in the color market, it spurred us to offer a series of price points and quality features in our color line to better suit each type of enduser."

Chris' constant desire to make the organization better is what the SRA values in Chris. One of the innovations which Chris suggested to the SRA was a Vendor Presentation breakfast, where each vendor has an opportunity to explain his or her company's product or service. "The industry has changed so much as companies evolve and people leave, so the stability of our vendors is very important. Dietzgen is a stable vendor. Plus Chris has been around a long time and plays a significant role in promoting the organization and making it better," Forrest says.

We congratulate Chris on his selection as "Vendor of the Year" for the Southeastern Reprographic Association!!

quick links

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Catch More Biz on the Web with Net Effect

net-effect™

Dietzgen offers a complete library of product photos, compatibility guides, cross-reference materials, logos, data sheets, product catalogs, and graphics that you can use to build your large-format media business on the internet. In some cases, we can even offer advice on products to feature on your site, or ways to effectively use Dietzgen marketing tools to enhance your web presence.

It's all part of a new program called Net Effect designed to make it easier for you to sell Dietzgen and Magellan products using the power of the internet. For more information, go to www.Dietzgen.com.

U.S. Digital Printing Paper Market Continues to Tighten

The supply of digital printing papers will continue to tighten through spring as the major North American paper mills continue to restructure and take capacity off line either permanently or for scheduled maintenance. As a result, we've seen absolutely no flexibility in the recent 8% increase in mill prices for uncoated bond, and have even been informed by some suppliers that they won't be able to supply bond paper above our current ordering volumes for 2-4 months.

"The uncoated paper market has changed dramatically in the past couple of months," says Dick Thomas, Vice-President, Fine Papers of Weyerhaeuser Company, an international forest products company and one of North America's largest paper producers. "Demand has been steady, but what's happened is that a number of mills have closed due to high energy and chemical costs. Customers who were buying from these mills are scrambling to find alternate sources."

Digital printing papers – including large-format – are part of the Uncoated Free-Sheet market segment, which shrank 1% in 2005. This segment also includes grades used for newspapers, magazines and direct mail – business that have been hit hard by expansion of the internet. Along with rising energy costs and expansion of markets overseas, this dip in demand has caused mills to adjust capacity and make other changes to improve their profits.

"All of this has created a situation in which mill backlogs have moved out, and availability of product has become a real concern. Additionally, the second quarter is typically the time period in which mills conduct their annual maintenance, so this may impact availability as well," says Thomas.

Nashua's primary commitment to customers is to have a steady source of high-quality paper available when they need it, and we routinely take steps to ensure we have product available in even the tightest markets. Today, we can easily accommodate even a substantial increase in demand for large-format bond despite market conditions. We will continue to bring you regular updates on the paper industry throughout the year, and welcome your questions regarding the grades we use.

Dietzgen Introduces New Océ 3165 Compatible Toner

The eerie similarity between Océ's toners for its 3165 production printer and 9800/TDS800 large-format printer is one of the worst-kept secrets in the repro market. The fact that 3165 toner is usually sold for about half as much as 9800 toner also makes it of keen interest to many shops.

At last, Dietzgen is introducing a fully guaranteed, compatible toner for Océ 3165 printers with a net price below \$100 a case. This toner is produced domestically, and has been rigorously field-tested to ensure you receive consistently excellent performance and yield. For more information, contact your Dietzgen representative or call our Customer Service team at 800-473-1270.



Sihl Offers New Coated and Uncoated Solvent Media



In the last six months, Sihl USA has introduced new, high-performance lines of coated and uncoated media for solvent ink jet printers. Then new Sihl Solvit™ and SureSolv™ lines are now available from Dietzgen at special savings.

Solvent-based inks essentially "etch" into the surface of an untreated substrate such as vinyl or fabric. The latest (and somewhat misleadingly named) "eco-solvent" inks are less aggressive which makes them reliant, at times, on a coated printing surface. None of the solvent or eco-solvent inks will bite into hard polymers (like PET) without coating. Customer wishing to use paper-based media should also choose coated products if they want good color pop, manageable dot-gain, and a satin or glossy surface.

Sihl's Solvit™ line of coated media for solvent and eco-solvent printers features media requiring a coating for optimum print performance. Solvit™ features products such as TriSolv 200gm and 135gm satin paper, PhotoSOL™ 8mil gloss photo paper, PolySOL™ polyester woven fire retardant satin banner, Optilux Backlit Film, and SyntiSOL™ PP satin film. The last two are also available with a low tack adhesive back. For more information on Solvit™ products available from Dietzgen click here.

Sihl's SureSolv™ line of uncoated media is compatible with traditional solvent printers and eco-solvent printers. SureSolv™ includes SureStick™ Adhesive Back Gloss, Matte, and Clear Vinyl, SureBet™ 10oz, 13oz, and 15oz Vinyl Scrim, SureView™ Fabric Mesh, and SureTex™ 8mil and 12mil Polyester Banner Textile Fabric. For more information on SureSolv™ products available from Dietzgen, go to www.Dietzgen.com.

Blueline Consolidation: Goodbye to BE and BS

As of Monday, April 3, 2006, Dietzgen will streamline its diazo media offering by discontinuing two of its five blueline papers. We will discontinue our "Standard" speed, 241BS, and point customers to our "Rapid" speed, 241BR, as a replacement. Like our Standard speed paper, Rapid speed produces a purple/blue image. It is designed to run at a speed setting of 115, where our Standard speed paper was designed to run at 85.

We will also discontinue our Medium speed paper, 241BE, and point customers to our Fast speed, 241BF (175 speed setting instead of 155), as a replacement. Both of these papers produce blue images.

These changes are in response to the Repro market's continuing shift away from diazo to digital large-format printing. For more information, please contact your Dietzgen representative or call our Customer Service team at (800) 473-1270.