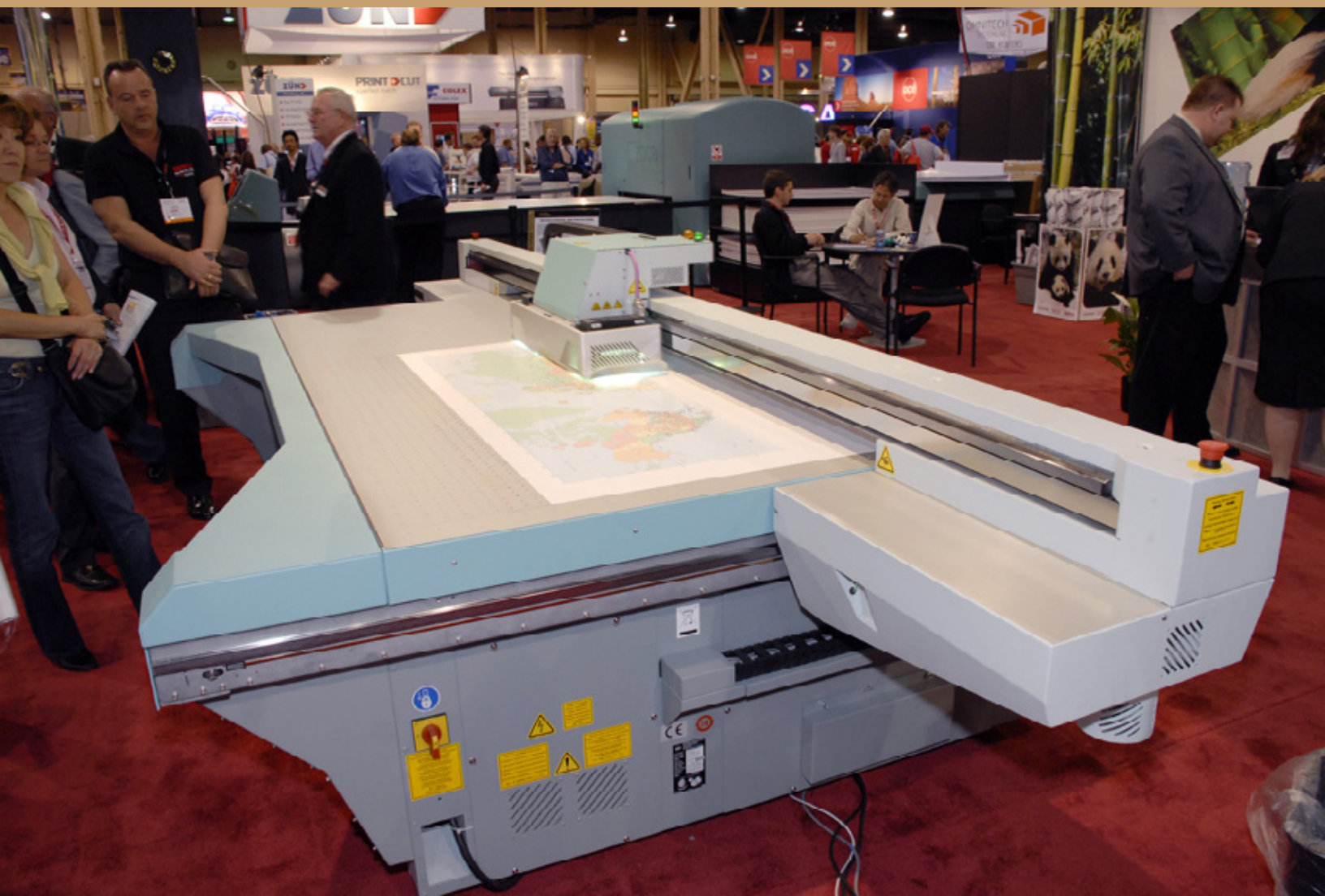


# **Consulting Services**

## **for questions on UV-Curable Inkjet Printers**



# Consulting Services for questions on UV-Curable Inkjet Printers

**Bring Dr. Nicholas Hellmuth directly to your office**

Dr. Hellmuth is available for consulting on wide-format UV-curable inkjet printers. He consults internationally and can discuss UV printers in English, German or Spanish. Professor Hellmuth also understands basic Italian, Portuguese, and a bit of French, though he speaks only the first three languages.

Consulting is available to

- **end-users,**
  - screen printing companies
  - photo labs
  - giclee, décor companies
  - specialty decoration companies
  - franchise printshops
  - printshops of all other sizes and types (signage, packaging, photos, etc)
  - museums, state or national parks, universities, libraries, archives
  - any company that needs help for printing or decoration
- **manufacturers**
  - of UV-cured printers,
  - solvent printer manufacturers,
  - RIP companies,
  - Media, substrate, or printing materials companies
- **and for distributors, resellers, and related companies.**

## Consulting for end users

Consulting includes (you select which aspects you wish; you can also add other topics)

- selection of which printer(s) are optimal for your company's specific needs
- blunt reality check of pros and cons of UV-cured flatbed printers vs solvent explain UV-curing inks, colorants, media, paper, substrates in a non-technical easy-to-understand manner
- provide a follow-up list of key contacts within the industry, pertinent individuals in ink chemistry, media/substrates, printer technology, business-plans and strategy
- discussion of color management options, training, follow-up, software, color measurement tools
- help you understand white ink: does it really work? Do clients actually ask for white ink? And most important: which printers' white ink works, and which printer models' white ink is dubious. Knowing about UV-cured spot varnish is even more critical.



*Nicholas inspects the cleaning process of a Zund 250 Combi at Zund demo room visit in Switzerland.*

- what about tech support of one company compared with another?
- what are the differences among UV printers made in China, made in Taiwan, or made in Korea compared with printers from Japan, US/Canada, or Europe? Dr Hellmuth has visited UV printer factories in Europe, Israel, China, Korea, across the US, and in Canada.
- which UV Printers are potential health hazards or workplace hazards (what if one of your operators sues because the brand of UV printer you bought had known safety issues?) We can't prevent your workers from suing you, but we can sure alert you to what they can sue you for, and which printers have the most hazards up front.
- frank discussion of the financial stability of each manufacturer (which companies may not survive long enough to provide tech support)
- we answer questions that are absolutely crucial, for example, what will be the resale value of one brand as compared to resale value of another brand and model of UV printer. Knowing this information alone can repay the entire cost of having Dr Hellmuth as a consultant come to your company.
- analysis of market potential for the market(s) you seek to enter.
- suggestions of applications of UV-cured printers that bring higher profit; innovative applications that may perhaps be new to you.
- Suggested marketing strategy to overcome increased competition
- rational discussion of the reality of UV cured inks with flatbed printers for thick and/or rigid materials. Do these printers really function as advertised? We relate horror story of an early-adaptor, a sign shop which paid over \$200,000 for a UV cured flatbed and found out he was maybe really just paying to be a beta tester so the manufacturer could improve the next generation of printer.

**We work under NDA or your company's form of confidentiality agreement.**

### **Cost:**

If you are about to spend \$80,000, \$150,000, \$350,000, \$450,000 or more on a UV printer, the cost of consulting is about the same as one full set of UV ink (UV ink is usually sold in several-liter bottles).

## **Consulting Option #1**

Dr. Hellmuth arrives the evening prior to the consultation. You receive one full day of consultation (9 am to 4 or 5 pm depending on distance to the departing airport) and Dr. Hellmuth departs that evening.

Based on the nature of consultation required, the first day will cost between \$2300 and \$3200 with each additional day at \$1500. Reasonable follow-up calls and emails are included; however (at no cost). If additional research or travel is required appropriate costs will be negotiated.

## **Consulting Option #2**

Dr Hellmuth arrives in your city the night before to settle in. Consulting begins in the morning anytime from breakfast onward. Can continue into a working and/or social evening meal. FLAAR consultant returns back to university the following day (because red-eye flights into Toledo are not readily available). Hence there are two overnights but maximized time for consulting and getting to know each other during the entire day of meetings.

Based on the nature of consultation required, this option will cost between \$2600 and \$3500 (because of the extra time we are in your city, but your solution may need this extra time).

Reasonable follow-up calls and emails for two weeks are included at no extra charge; however, if additional research or travel is requested that will be negotiated.



### Consulting Option #3

Dr. Hellmuth arrives the morning of the consultation. You will receive as many hours of consultation as is possible based on arrival time. Dr. Hellmuth departs that evening.

Based on the nature of consultation required, this option will cost between \$2000 and \$2300. Reasonable follow-up calls and emails are included for two weeks at no extra charge.

### Option #4 - Color Management

Dr. Hellmuth and one additional color management specialist will arrive the evening prior to the consultation. You will receive three full days with Dr. Hellmuth and the color management specialist. Included in this consultation is hands-on training session (for one, two, or three individuals) with the specialist in color management, information on RIP software, and information on UV-flatbed printers which compliments and enhances the training.

Dr. Hellmuth works regularly with three color management specialists, each of whom have degrees from excellent universities and two of whom are multi-lingual. Details are available upon request. Selection depends on your preferences and which specialist is available at the time and place they are needed. Cost varies based on nature and depth of consultation and training required.

### Option #5 - Visit an industry trade show with Dr. Hellmuth

You and your company team personally visit pertinent trade show with Nicholas Hellmuth as your personal instructor and guide to all the UV printers that you wish to have crucial information about. You will definitely get more attention when you walk into a booth with the FLAAR Director.

Dr. Hellmuth will spend two to three hours with you at an industry trade show (anywhere in the world). This option includes a "walk through" of the booths and exhibits and a follow-up dinner (if time and schedule allows) that evening to discuss your options and any questions you might have. During the walk-through Dr. Hellmuth will "translate" dealer and manufacturer statements and his expertise will result in your visit to the booths to be at a level of service that is generally reserved for the digital imaging elite.

The two hour option costs \$1200; the three hour option costs \$1500. Any additional hour is \$300. Dinner does not engender any charge for extra time; this time is included in the original fee; you cover only the cost of the meal). If the trade show is one annually attended by FLAAR, no travel or hotel costs are assessed. If the trade show is not usually attended by FLAAR than you cover the travel expenses outlined for regular consulting.

Reasonable follow-up calls and emails for two weeks are included at no extra charge; however, if additional research or travel is requested that cost can be discussed.



*Dr. Hellmuth is well known at trade shows for his wide knowledge on the ever-changing world of printers and related technologies.*

**For Options 1, 2, 3, 4, or 5, you can select as many FLAAR Reports as you wish and they are available at no additional cost (once you pay the consulting fee). In other words, since FLAAR is non-profit, once you pay for consulting, you get the reports free (up to a total that equals the consulting fee).**

**If you already bought FLAAR Reports in the past, you can deduct that amount off the consulting fee (and get still more FLAAR Reports at no extra cost).**

## Option #6 - Budget Consultation

If you purchase \$500 of FLAAR Reports you can ask for 30 minutes of consulting via telephone or e-mail at no additional cost. Once you make your purchase, and have received and read the reports, ask [FrontDesk@FLAAR.org](mailto:FrontDesk@FLAAR.org) for how best to contact Dr Hellmuth.



## Monthly Retainer

Your business may be better served by keeping in contact via a monthly retainer, so you get all FLAAR Reports free (as soon as they come out, they are sent to you, as if you had a subscription). You would also have access to Dr Hellmuth at any and all trade shows that he is visiting around the world, plus you can telephone for advice at any time.

A monthly retainer can be anywhere between \$320 for individuals and small companies to \$1500 to \$3500 a month for a large multi-national company. The retainer would depend on the services expected.

## Additional Included Benefits

Dr Hellmuth will answer questions about other subjects (if you wish):

- Scanners and scanner software
- Giclee (the entire workflow)
- Fine art photography: 35mm, medium format, or large format (your choice)
- Solvent and eco-solvent ink printers
- Digital photography of all sizes and shapes
- Basics relative to variable-data short-run digital printers (HP-Indigo, Xerox iGen3, Kodak/Heidelberg NexPress, Xeikon)

*We understand that each company that comes to us wants to find a solution to their problems. But in some cases, the factual answer is that today's technology is not yet able to do such-and-such. Here you have an honest conclusion that can possibly spare your company having spent lots of money on a solution (that was promised) but which in fact may not provide what you really need.*

## You receive significant documentation based on years of dedicated research by FLAAR

Not many other consultants have the experience first-hand of inspecting the factories of the leading manufacturers of UV printers: in Switzerland, UK, Czech Republic (Grapo), across the USA and Canada, Israel, even in Korea and China (Teckwin and one of the factories for Infiniti).

FLAAR has experience from UV-curable inkjet printer demo room testing as well as discussions with the ink chemists and diverse staff in the world headquarters of these flatbed printer manufacturers.

This level of access for you, on your own, is not only a challenge, it would take months or organize, weeks to accomplish (and cost thousands of dollars in airfare).

When you bring Nicholas Hellmuth to your printshop or offices, you receive all this information and documentation.



*Nicholas inspecting a Grapo Manta at Grapo factory visit, 2006*



*Nicholas inspecting the inside structure of an Inca Columbia Turbo at Inca factory visit, 2007*



*SUN factory, 2006. Dr Hellmuth could learn about page-array technology*



*Nicholas inspects a 720UV at Raster factory, 2005*



## You can obtain from FLAAR information that will help your company

Another advantage of hiring FLAAR as a consultant is that Dr Hellmuth has visited, inspected, and interviewed owners of dozens of different UV-curable flatbed, hybrid, combo, and roll-to-roll UV printers. What you learn from an experienced end-user sure is a different story than you are told in a trade show booth.

We have inspected UV and solvent printers in screen printing shops, photo labs, franchise print shops, sign shops, small family run businesses and large international printshops in Italy, Malta, Greece, Portugal, Canada, Guatemala, and across the USA.

When you hire FLAAR as a consultant, you get all this information available to you.



*Nicholas inspecting a ColorSpan 72UV at SFC print shop, 2006*



*Nicholas and sign shop owners. Among others, they had three Gandinnovations UV printers. Lisbon, Portugal 2006*



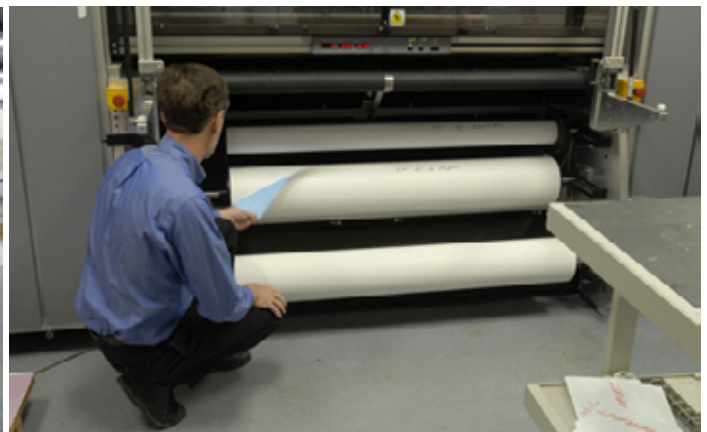
*Nicholas and sign shop owner. Behind, a Dupont 22UV 2007*



*Nicholas inspected a Zund 215 UV at a sign shop visit, 2007*



*Nicholas at Tsiteros, a print company in Greece, to study a Luscher JetPrint 3530 UV printer. Site-visit 2006*



*Nicholas inspects a Durst 160 UV at SFC Graphics site-visit, 2006*

## Additional Included Benefits for Options 1, 2, 3, and 4

You can have updates of any of the FLAAR UV-reports that become available during six months after any full-scale consulting (any full-day consulting or trade show walk through).

## How to Contact FLAAR

If you wish to hire Professor Hellmuth as a consultant or expert witness to come to your company, and/or his staff, consulting is arranged through Patricia Lopez, [CustomerSupport@FLAAR.org](mailto:CustomerSupport@FLAAR.org) or via phone: 419-823-9218.

This fax number is only for opening up a professional consulting appointment either with Dr Hellmuth coming to your company.

This fax number is:

- \* not to circumvent the Inquiry-Survey Form
- \* not to ask miscellaneous questions
- \* not to get other information such as the basic reports

FLAAR serves as consultant for Fortune 500 companies as well as companies who wish to reach that level.

Because about 100,000 people every month read the FLAAR reviews in 42 countries in three languages on our dozen web sites it is not possible to respond to fax inquiries except to discuss possible consulting.

If you are an individual, a small business, as well as a large company, we reply to the Inquiry-Survey Form usually within 48 hours, so by e-mail via the form on the web site is the way you should reach us. There is no cost for the e-mail service; there is no cost for the entry level FLAAR reports. Upper level reports are available as theme-related bundles by credit card from [www.wide-format-printers.NET](http://www.wide-format-printers.NET). If you have a consulting relationship with FLAAR, you get all the reports as part of our services (at no extra charge).

Please understand that due to the size of the readership it is not realistic to handle initial inquiries by telephone unless we have a working relationship with your company initiated by your fax followed by a day of initial consulting at your place or at a trade show.

***If you are not receiving consulting information from FLAAR, you might want to ask what you are missing, and how you might make up for lost time by arranging a consulting appointment for Nicholas Hellmuth to visit your office***

**Most recently updated August 2007**

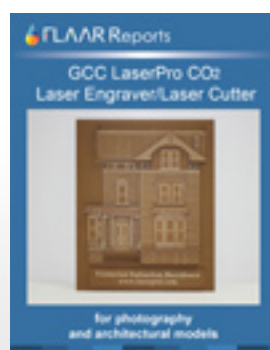
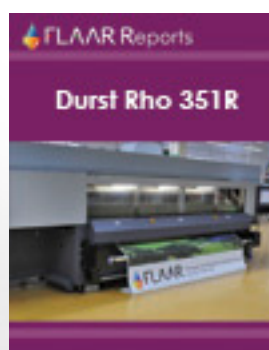
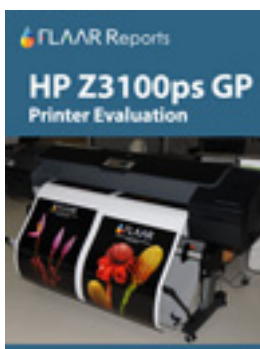
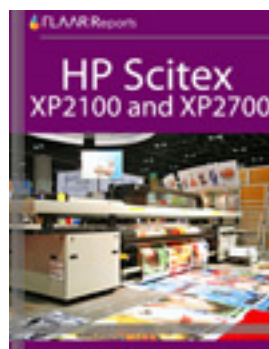
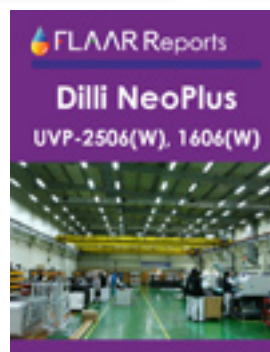
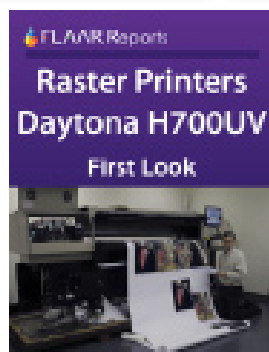
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Free Sample Publications

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