

# Consulting Services wide-format inkjet printers:

UV-cured, latex, solvent (all flavors)  
& all future ink printers too (Sepiax, etc)  
RIP Software & printable Substrates  
plus Laminators & Coaters  
& 3D Imaging



Nicholas Hellmuth

# Consulting Services

## wide-format inkjet printers:

Dr. Hellmuth is available for consulting on wide-format inkjet printers of all sizes and shapes and all ink chemistries. He consults internationally and can discuss UV, solvent, eco-solvent, latex, textile, water-based printers, RIP software, substrates, inks, etc. in English, German or Spanish. Professor Hellmuth also understands basic Italian, some Portuguese, and a bit of French, though he speaks only the first three languages.

Clients are also asking us about lenticular and 3D printing or 3D visualization.

FLAAR is completely different than commercial companies. We provide realistic market analysis and first-hand factual knowledge as you would expect of a senior research professor. FLAAR is a guest in the world headquarters, R&D facilities, factories, and distributors of many of the leading brands of UV, solvent, and textile printer manufacturers, ink manufacturers, and RIP software companies.

Since over one million people a year from over 62 countries read the FLAAR web sites, we have a world-wide perspective and receive hourly input from printshop owners, printshop managers and corporate decision makers.

**UV-cured, latex, solvent (all flavors) & all future ink printers too (Sepiax, etc)**

**RIP Software & printable Substrates plus Laminators & Coaters & 3D Imaging**





Nicholas at Grapo-Integra booth, ISASign Expo 2011



Nicholas with Grapo staff at ISA 2011.

## Consulting is available to

### End-users,

- screen printing companies who want to add digital
- photo labs, both commercial photography and fine art photography
- giclee, décor companies
- specialty decoration companies (interior design)
- franchise signage printshops: SignsNow, Fast-Signs, etc.
- packaging printing (both production and proofing of packaging)
- printing on fabrics and textiles
- printing on glass, mirrors, ceramic tiles, wood, stone
- printing on industrial materials (computer cases, cell phones, metals, etc.).
- printing on all traditional substrates, including backlit
- printshops of all other sizes and types (signage, proofing, photos, etc)
- printing decals (large or small), labels
- reprographic printers who want to survive in the digital world
- offset, flexo or gravure printers who wish to add digital (inkjet) presses
- museums, state or national parks, universities, libraries, archives
- any company that needs help for printing or decoration

### Manufacturers, distributors, resellers

- of UV-cured printers,
- solvent printers (eco-solvent, mild/lite-solvent, full solvent, bio-solvent),
- water-based printer manufacturers
- latex ink printers; resin ink printers
- dye-sublimation printers and heat press calendering systems
- textile printers
- printer components: any kind of component inside or outside a printer
- printhead manufacturers or master distributors
- other aspects of inkjet workflow (more than just the printer)
- industrial printing
- LED and other forms of UV-curing
- thermal transfer printers
- RIP companies,
- media, substrate, or printing materials companies
- ink: OEM, after-market: UV, textile, all solvent, latex, resin; new inks too
- laminating equipment manufacturers
- liquid coating, top coating equipment and liquids
- 3D printers, rapid-prototypers, and additive manufacturing

FLAAR provides knowledge, information, and networking to start-ups as well as to established companies. Dr Hellmuth has been consultant to many Fortune 500 companies as well as to one-man or family businesses of several employees. We enjoy assisting small companies to grow into more successful competitors.

Nicholas Hellmuth has a BA from Harvard, an MA from Brown University (Rhode Island), a PhD from Karl-Franzens Universitaet (Graz, Austria) and several honorary positions thereafter at Yale University. His expertise covers the complete workflow including digitizing the image that will subsequently be printed; he was trainer for the cultural heritage institute, University of Malta, on the island of Malta, as but one example; he was consultant through the Japa-

nese Ministry of Education for Japan's National Museum of Ethnology, Osaka, Japan already at the dawn of digital imaging and digital printing over a decade ago.

Most of his current consulting projects are on UV-curable inkjet, mild-solvent, eco-solvent, textile printing, giclee, décor, fine art photography, lamination (and all liquid coating including top coating) and generally today are under NDA, so we do not list the companies that come to us for expertise, but they include Fortune 500 companies, many of the leading wide-format printer manufacturers, ink, RIP software, and component manufacturers (LED curing lamps for example). FLAAR also consults for individuals and start-ups.

## Consulting for printer manufacturers

FLAAR provides consulting on what kinds of wide-format printers (and inks) have the best chance of success in the marketplace.

We know marketing information in a way that commercial competitors can never equal (it's easy, FLAAR is a non-profit educational institute, so we provide the true facts of life, not exaggerated statistics).

And, Dr Hellmuth has lived and worked in Latin America, Europe, and the US, as well as has lived in Japan, so he has experience in most major world areas. Plus FLAAR knows many of the major distributors in Africa, Middle East, Europe, Eastern Europe, Latin America, and naturally in the US (because Nicholas is often a VIP guest or invited lecturer at the major international trade shows in these regions, so he understands the world of wide-format printing). If you need distributors for your products, now you know who can assist you.

Also we know the entire workflow: digitization (scanning and digital photography), color management, RIPs, printing, and finishing.



## Consulting for Ink, Media & Substrate companies

We have consulted for ink manufacturers and chemical companies and have visited the ink labs of leading UV-curable printer manufacturers also.

FLAAR has also been consultant for companies making the ingredients for ink.

## Consulting for RIP software and Color Management

FLAAR has visited the world headquarters of three of the RIP manufacturers and is often asked to be trainer or consultant on RIPs and color management, including workflow. We work together with multi-lingual trainers in Europe and naturally in English elsewhere.

## Consulting for distributors and resellers

We are increasingly asked by distributors which printer brands they should consider distributing (in Europe, Latin America and Asia especially). Since Dr Hellmuth attends all three of the main printer, ink, media, and cutter expos in China, he is a perfect partner to assist you to improve your knowledge of what is available in China (and Korea and Taiwan).

FLAAR can also assist you at FESPA, VISCOM, Reklama Moscow in Europe, and ISA, SGIA, and Graphics of the Americas in USA, plus expos in Mexico and Brazil.

We also provide consulting for manufacturers wish to understand which distributors might consider their products.

## Networking

We can put you in touch with the key people within most corporations in the arena of wide-format inkjet (and inks and RIP software, etc). Or we can provide you the name, title, and tips so that you can make the contact yourself.



Nicholas and Maria Renee Ayau taking notes in the booth of ROLLSROLLER at FESPA Hamburg 2011.

## Consulting for end-users (print shops owners and managers)

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
- which printheads are best when you are comparing printers
- which is best: dedicated flatbed, combo (moving transport belt), hybrid
- What about a used printer? Some brands are good; other models could be a disaster
- Suggestions for which printers are NOT appropriate for your needs or your budget.
- Blunt reality check of pros and cons of UV-cured flatbed printers vs solvent vs latex ink: explain UV-curing inks, colorants, media, paper, substrates in a non-technical easy-to-understand manner
- Tips on what inks will replace UV and solvent both. What about latex ink? And for latex ink, what about after-market latex ink?
- Discussion of whether Sepiax or other of the new inks (which we will identify to you) how they compare with latex and better than UV-cured inks, for your needs.
- What new inks are even better than latex and resin inks? Will these new inks make UV-cured and HP latex inks obsolete? How quickly?
- Which inks are really eco-friendly and green? Which other inks use Greenwashing and are not truly eco-friendly?
- Which media and substrates are eco-friendly? 90% of the advertising on media and substrates is misleading and verges on unethical (at best is simply not truthful).
- Reality of the differences among eco-solvent, mild or lite solvent, bio-solvent, and full solvent inkjet printers
- Information on water-based ink options compared with solvent and UV.
- Which is best for textiles: dye sublimation via calendaring, direct dye sublimation, or direct printing on fabrics without sublimation?
- For packaging (prototyping, proofing or production), what are the options?
- What printers are best for printing on metals, or other comparable specialized materials.
- What printers are available for industrial applications, including in-line manufacturing? What are pros and cons of airbrush vs inkjet? And if inkjet, which ink? Which process? Which kind of (robotic) printer?
- What if no printer available today meets your needs: is it realistic to commission a special custom-made printer specifically for your own needs?
- Printers for CAD or GIS? (Dr Hellmuth's background is in architecture)
- Printers, inks, and media for giclee, décor, and fine art photography.
- Lenticular printing; lenticular software
- 3D printing (yes, creating images in full raised relief).
- 3D visualization; general introduction to where to start looking
- 3D scanners and scanning; hardware and software referrals.
- 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
- Discussion of RIP software: options, alternatives, which brands do well; which brands lack support in some countries.
- Discussion of benefits of using MIS software
- What other products do you need: liquid laminator, UV-coater
- What are differences between an XY-contour cutter and a CNC router and a laser cutter?
- 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.
- What about tech support of one company compared with another?
- What are the differences among UV and solvent 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 and solvent printer factories in Europe, Israel, China, Taiwan, Korea, across the US, and in Canada.
- Which UV and solvent printers are potential health hazards or workplace hazards (what if one of your operators sues because the brand of 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 might be the resale value of one brand as compared to resale value of another brand and model of 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.
- Which printers (and which printable materials) can be used for making furniture (out of recyclable materials too).
- What about variable data printing? Which printers accept this?
- Suggested marketing strategy to overcome increased competition
- Rational discussion of the reality of flatbed printers for thick and/or rigid materials (comparing UV vs solvent flatbeds). 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.

Notice that we provide frank and direct answers; in some cases what you, or your company are trying to do may not be realistic given the present technology and chemistry. So hiring FLAAR as a consultant may save you considering money by being helpful in letting you know that what you seek to do may not be feasible, at least not today.

One trick that manufacturers tend not to warn you about, is which of their printers are stuck in beta stage. They want you to be a beta tester (they want you to be a guinea pig).

For example, two big-name major brand manufactures, one at SGIA 2007 and one more recently, showed impressive printers: but both were a sham. One was only a concept car, and was not really intended for production. NEITHER PRINTER WAS EVER MANUFACTURED IN SERIES!

What if you had made a down-payment on either one of these printers?

Perhaps now you can see why it is crucial to ask FLAAR for assistance.

And: at SGIA 2009: one of the nicest printers at the show was only a prototype: there is no assembly line actually producing them. And at the same SGIA 2009, two other printers, shown with much pomp, are actually discontinued models (the company is shutting down and I do not mean Gandinnovations, I mean another one).

During 2012 manufacturers exhibited printers which, other than the concept-car at the expo, these printers did not yet exist!

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

## **Consulting on Mergers and Acquisitions**

We tend to know background information that can be an asset if your company ought to be considering acquiring other technologies or companies. We know the players in the industry because FLAAR has been a part of the industry for years.

We are familiar with industry trends (up and down) but not from artificial statistics. We know daily reality in the wide-format, lamination, scanner, and digital photography industries because we are end-users ourselves as well as consultants for both users and manufacturers.

FLAAR is familiar with end-user preferences and manufacturing marketing and sales realities. So we can assist your company plan on what direction(s) to move, how quickly you need to act (before your competitors do it for you), and what technologies are available today and will be available tomorrow.

## **Consulting for investors, investment banking firms, international business consulting firms**

Beginning in 2008 there has been an increase in investment firms and major-brand business consulting firms who have come to FLAAR to request information on the digital printing industry.

We are asked about which companies to buy, which to sell, which to invest in; and which to avoid. It is also crucial to understand the value (good and bad) of a brand name. The value of a brand name is not the same as its profit and loss statistics. The value of a brand name can disintegrate quickly; a profitable company can have an iffy brand value; a company that is not profitable may actually have a really good reputation (and if acquired could prosper under new management).

## Cost:

If you are about to spend \$40,000, \$150,000, or more on a printer, the cost of consulting is about the same as one full set of UV ink (ink is usually sold in several-liter bottles for grand format printers, so if in 3-liters per bottle; x 6 inks = \$3600 for a new set of ink). So a personal meeting, or discussion via Skype or conference call, with Dr Nicholas Hellmuth is a good investment at a reasonable cost.

“a day of consulting” obviously depends on flight schedule. When consulting is done via conference call, Skype, and/or e-mail then “one day” is six to eight hours, including the time we need to handle preparing for the discussion and any follow-up research.



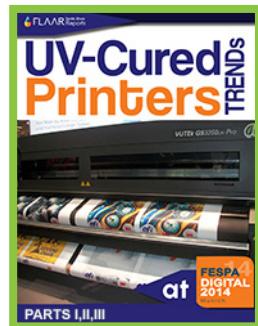
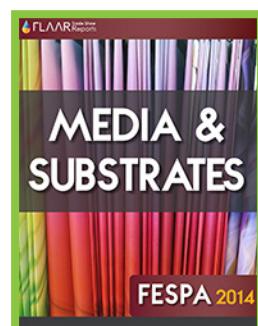
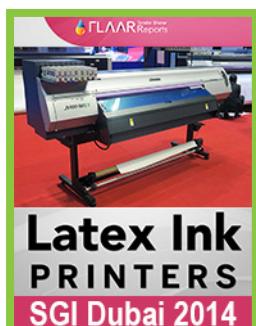
There is no need that the “day” be actually just one calendar day. If by Skype, phone, or e-mail, the “day” can be several hours per meeting or per e-mail exchange and can extend over a 3-month period. Once your “day”’s worth of hours is used, a “second day” fee is \$1500. Obviously a second day is not required. You can limit yourself to a single initial day.

If by hour we do this only after the first “day”. Per-hour fee is \$300 after the first day has been finished.

In most cases it is recommended to do the consulting at your offices, anywhere in the world. But increasingly we provide consulting by telephone, e-mail or Skype.

## Consulting on UV Printers can include FLAAR Reports, if desired

If you sign up for any consulting arrangement at \$2300 or above, we will provide a diverse range of FLAAR Reports at no additional cost.



If you select a consulting category of \$3200 or above, you can ask for TRENDS level reports at 50% discount.

Here are samples of some of the reports you can select from.


## 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 fee for a printshop or other end-user is between \$2300 and \$5200 with each additional day at \$1500. Reasonable follow-up calls and emails for two weeks are included (at no cost). If additional research or travel is required appropriate costs will be negotiated. Price depends on what kind of a company you are, the nature and complexity of your question(s), and naturally the value of our comments to your project.



The \$5200 price implies one day consulting then with follow-up for three months with no extra fee. This price is for patent attorneys, Expert Witness information, investments, buy-outs, opening or closing a division, etc.

The lower \$2300 price is for sign shops, individuals, etc. Middle range prices, \$3200, are for screen printing, offset printing, packaging (flexo): how to add and implement wide-format digital printers. \$4500 is for complex issues where FLAAR will begin with “one day” and then continue over a three-month period with follow-up.

## 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 home office the following day. 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 \$3700 (because of the extra time we are in your city, but your solution may need this extra time). Typical fee is about \$3200 in US, but may be \$2600 for a small company with relatively straight forward needs.

Visits to foreign destinations obviously require more travel time hence the \$3700 rate.

Rates for Expert Witness, investments, buy-outs, etc are comparable to those for an attorney for Consulting Option 1.

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. This is a realistic schedule only for cities that are easily accessible with short flights.

Based on the nature of consultation required, this option will cost between \$2100 and \$2700. Reasonable follow-up calls and e-mails are included for two weeks at no extra charge.

Rates for Expert Witness, investments, buy-outs, etc are comparable to those for Consulting Option 1 but a bit less because we fly in and out the same day. At the standard rates, follow-up calls, Skype, and e-mails are included for up to three months (at no extra fee).

## Option #4 – Visit an industry trade show with Dr. Hellmuth

You and your company team can visit pertinent trade show with Nicholas Hellmuth as your personal instructor and guide to all the UV, textile, latex, Sepiax (resin) or other kinds of printers, lamination, inks, or media that you wish to have crucial information about. You will definitely get more attention when you walk into a booth with the FLAAR Director.

Cost is listed in the separate PDF on consulting at trade shows. For a show as large as FESPA, ISA or SGIA we recommend minimum of three hours. For VISCOM or small regional shows two hours would be okay, but you need three hours for the larger shows.

For Options 1, 2, 3, 4, or 5, you can select as many FLAAR Reports as you wish and they are available to you at 50% discount (once you pay the consulting fee). In other words, since FLAAR is non-profit, once you pay for consulting, you get the reports at half cost for a three month period.

If you already bought FLAAR Reports in the current calendar year, you can deduct 30% of that amount off the consulting fee (and get still more FLAAR Reports at 50% cost after the consulting).

Plus, all UV-cured reports are at no cost.

And all textile ink, textile printer reports are at no cost.



## Option #5 – Hourly consulting (total up to 8 hours worth)

More and more corporations, printshops and individuals are asking if they can have consulting, but over a period of several months, and not necessarily flying Dr Hellmuth to their distant location. So we are adding a new option: retainer over a 3-month period. You can Skype, telephone, or e-mail your questions and we will respond over a 3-month period (up to “one day’s” value of hours). Research naturally involves our hours also; complex topics are more research than a simple topic. But normally there are no additional costs.

The rates below are also our base-rate for answers for your initial questions. Often a company has one or two basic questions, but our ability to answer is based on 11 years of experience and/or the roughly 300,000+ kilometers that Dr Hellmuth travels each year to inspect ink labs, test materials, visit printer factories and do site-visit case studies in screen printing, offset printing, giclee, photo labs, franchise sign shops, etc.

So Dr Hellmuth is available for three months to answer your questions. Price is

- \$4200 for Patent attorneys, Expert Witness information.
- \$4200 for equity investment firms, or any banking, investment, research and marketing company working with buying, selling, arranging new distributors, setting up new relationships, or corporate reorganizations, or deciding whether to close a company or division, etc.
- \$3500 for manufacturers in Asia (since it takes several days back and forth)

“Manufacturer” means for printers (UV, latex, solvent, textile, new alternative inks), for inks (OEM, new ink chemistries), printable materials (media, substrates), or major components or accessories. Consulting from FLAAR provides realistic information on trends (not puffed up statistics).

- \$3300 for manufacturers in Europe
- \$3200 for manufacturers in US and Canada (manufacturers is broadly defined, of ink, printers, materials, components, seeking OEM partners or simply information on pros, cons, trends, etc),
- \$3000 for franchise headquarters, with many separate franchise operators
- \$2800 for 3D printing, including faux 3D (on flat material, but far more than lenticular printing (can also include all other kinds of printing in case you also need textiles, latex, UV, resin, epoxy-ink, or any other services in addition; all at the \$2800 cost). Can also include discussion of 3D scanners.
- \$2700 for distributors or resellers (especially to assist in increasing knowledge of which brands in China, Taiwan, or Korea are most reliable).
- \$2600 for PP, PE or any atypical material to print on, including atypical or hard-to-handle packaging materials (other than paper and board).
- \$2500 for specialty applications: glass, ceramic tiles, rubber, metal, architectural materials, by a factory or producer or distributor, or printshop, or in-house,

- \$2500 for textile printing, textile selection, textile printers to a corporation wishing to get into this field (if you are a manufacturer, or distributor, however, you must select your appropriate tariff).
- \$2400 for significant issues, substantial assistance, long-term needs; especially for companies (printing companies, any application: signage, textiles) that need full-service over a several month period.
- \$2300 for screen printing, offset printing, packaging (flexo replacement) or any substantial digital printing company. In other words, for any large company that prints signage.
- \$2200 for printshops such as sign shops, giclee, décor, photo labs, etc.
- \$2100 for architects, interior decorators, artists: wood, glass, tiles, metal, wallpaper, wall coverings, murals, etc.
- \$2000 for questions about textile printers, textile inks, workflow, etc. for an individual (if a corporation; rate is \$2500 since it is more we have to cover).
- \$1500 for FastSigns, SignsNow or other individual franchise sign or franchise reprographic shops
- \$1200 for individuals, start-ups (home business, retirement business, second-business).

Please be realistic: if you are a start-up for a major endeavor, then you need to select the rates for your size company and the importance of your questions. The \$1200 rate is for the proverbial “one man shop.” If you are already an established company, if you already have a corporate building or office, and have more than two employees, then the \$1200 rate is not appropriate for you.

There are over 45 manufacturers of UV printers and more than 101 different models available. Dr Hellmuth has been to the factories where most of these printers are actually made, and in many cases has tested the pertinent models.

For textile printers also, he has been to many of the demo rooms of the key companies involved. Plus he has been to the ink companies who make advanced textile inks.

Same for water-based inks, all flavors of solvent inks, new Sepiax ink, and the even newer alternative innovative inks that FLAAR will identify this month. We have visited the key new ink technology R&D labs; FLAAR is one of the few resources in the world that knows the after-market third-party latex ink; we know the difference between many of the third-party solvent and UV inks (both the chemistry of their ink and the “chemistry” of their owners and managers).

It is a rough shock to find a perhaps acceptable product but the owners and managers have an attitude or manner of doing business that is not friendly.

Same for RIP and cutter and other products: FLAAR has visited many of the key companies, in person, and knows the company behind the product. Plus we get feedback from the over 428,000 people who read our web site on wide-format printers.

Plus, you get most FLAAR Reports at 50% discount (TRENDS reports are rarely discounted, unless you order a whole set).

## Option #6 – 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 several 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 #7 - Budget Consultation (for printshops and other end-users)

If you purchase \$600 of FLAAR Reports you can ask for 30 minutes of consulting via telephone, Skype, or e-mail at no additional cost. Once you make your purchase, and have received and read the reports, ask [CustomerSupport@FLAAR.org](mailto:CustomerSupport@FLAAR.org) for how best to contact Dr Hellmuth. This rate is available only to end-users (printshop owners and managers or printer operators). If you are a manufacturer or distributor, please ask for the consulting PDF for manufacturers, distributors. If you are an investor, banker, or comparable, please ask for the PDF for this kind of consulting.

If you have not bought \$600 worth of FLAAR Reports, simply send a check or wire the \$600 for the consulting, and you can ask for the free reports any time within the next month.

If you need more than 30 minutes of questions-and-answers, then it is really more realistic to request one-day of consulting, since this way you can ask your questions day after day, week after week, until you have used up your “day”. It is like having Nicholas Hellmuth on a retainer, available to answer the phone whenever you have a question, month after month.



## Training via PowerPoint to a Corporate Marketing Team

Increasingly companies are asking Dr Hellmuth to give a presentation to their marketing team, sales team, executives, or other groups within their company who are responsible for learning about trends within the industry.

This is, in effect, a consulting visit, since it involves question-and-answer sessions, both during the lecture and afterwards. So this is billed as consulting+lecture but the rate is the same as consulting (there is no extra charge for PowerPoint or lecture format unless you require a very specific topic that requires customized research):

- \$3200 in North America,
- \$3500 for Europe (because of the days it takes to fly back-and-forth),
- \$3700 for Asia (because it takes extra days to fly back-and-forth),

If the lecture that your management, marketing, sales, or engineers need is a specialized topic for which we do not already have a presentation already available and updated, there is a flat \$1000 presentation preparation fee in addition to the consulting/lecture fee, since we will have to spend time preparing a special presentation.

## Lecture Options

Dr Nicholas Hellmuth is available to provide lectures, seminars, workshops or training on UV, solvent, latex, giclee, décor, fine art photography, scanning, digital photography, etc.

He has lectured in Athens, Belgrade, Dubai, Istanbul, Sarajevo, Seoul, Amsterdam, Novosibirsk, Ljubljana, Zagreb and other locations in recent years. In previous years Dr Hellmuth has lectured in Japan, Zurich, Mexico, Guatemala, and across the US and Canada.

While Dr Hellmuth is in your city or country as consultant, you can have him also give lectures or PowerPoint presentations either,

- to your staff,
- and/or, you can have Hellmuth provide lectures for potential clients in your area.



*Nicholas lecturing at Graphics of the Americas 2012*

Nicholas is also available to be present as VIP guest or speaker at your InHouse or Open House events.

If the visit is carefully timed to be immediately before or immediately after a trade show, you can also contract Dr Hellmuth to

- offer consulting to clients who visit your booth (we call this a “booth appearance”)
- offer a private lecture in your booth.

- offer a private lecture in a private room back in the hotel, or in the trade show building but outside the booth area.
- offer a private lecture to your clients in any other suitable location.
- offer a private lecture to your distributors, dealers or other partners.

Ask ([ReaderService@FLAAR.org](mailto:ReaderService@FLAAR.org)) for the lecture brochures in full color PDF format.

If you wish to distribute hard copy to the participants at a lecture, there is a fee for hard copy usage (since, sorry, too often these copies get sent around to colleagues).

If you wish written follow-up report after the day of consulting, the fee depends on the depth you wish this report. It is more efficient to have everything provided verbally during the meetings at your offices, and by means of the FLAAR Reports, rather than asking for a private specialized report. But, a private specialized 1 to 3 page summary report can be prepared if you wish one at the standard report rate, which is \$1500 to \$2500 for a non-illustrated one; \$4500 for a full private report on a complete printer, laminator, cutter, etc with photographs.

Naturally these private reports are under NDA, are just for you, and are not available to anyone else.

## Budget Consultation for Manufacturer

If you are a manufacturer, distributor, or dealer, if you purchase \$4100 or more of FLAAR Reports within the same calendar year you can ask for several hours of free consulting via phone, Skype, or e-mail (or in person at a trade show).

If you are a manufacturer, then ask for the separate PDF on consulting services from FLAAR for manufacturers. Write [FrontDesk@FLAAR.org](mailto:FrontDesk@FLAAR.org).

If your questions require research, networking, contacts, checking things for you, then add \$300 per hour after the first day of consulting (to either end-user rate or manufacturer rate). But the budget consulting option is primarily for basic questions that we can answer on the spot. There is no hourly rate available until the first day or first consulting fee is finished.

## 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. A retainer is for a minimum six months (at \$320 per month) or a minimum of three months (at higher rates).

Retainer rates are also available for distributors and resellers.

## 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, eco-solvent, bio-solvent, latex 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.

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

You can ask for updates at no cost of any of the FLAAR UV-reports (that you have purchased recently) that become available during three months after any full-scale consulting (any full-day consulting or 3-hour trade show walk through).

## How to Contact FLAAR

If you wish to hire Nicholas Hellmuth as a consultant to come to your company, please send an e-mail to [ReaderService@FLAAR.org](mailto:ReaderService@FLAAR.org) and/or [CustomerSupport@FLAAR.org](mailto:CustomerSupport@FLAAR.org). You can also telephone the manager at US telephone number, 419 823-9218. You can also communicate with the administrative staff at FLAAR via Skype, [flaar\\_mesoamerica](#).

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

This e-mail and telephone 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. We also consult for individuals, start-ups, franchise organizations.

Because over one million people a year read the FLAAR reviews in 62 countries in three languages on our dozen web sites it is not possible to respond to miscellaneous inquiries except to discuss possible consulting. If you wish to interact with FLAAR there are two ways: consulting, or via the *Survey-Inquiry form*.

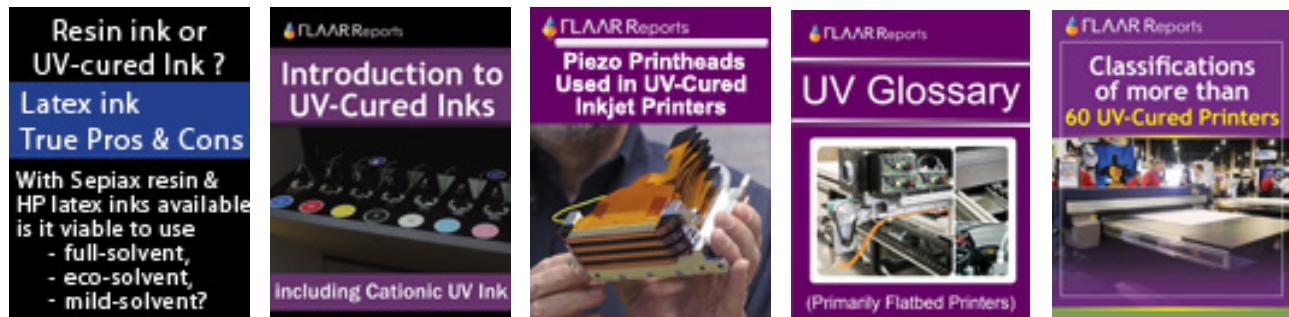
If you are an individual, a small business, as well as a large company, we reply to the Inquiry-Survey Form usually within 48 hours, so via the form on the web site is the way you should reach us. There is no cost for the e-mail service; there is no cost for the entry-level FLAAR reports. Upper level 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 discount).

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 e-mail 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.

If you are interested in UV-cured printers (any size, any brand, any model), we offer the following FLAAR Reports to get you started.

You can order any of these FLAAR Reports now, and apply 50% of what you spend on these FLAAR Reports towards your consulting fee.



If you are interested in UV-cured printers (any size, any brand, any model), we offer the following FLAAR Reports to get you started.

You can order any of these FLAAR Reports now, and apply 50% of what you spend on these FLAAR Reports towards your consulting fee.

Most recently updated August 15, 2014

Previously updated November 2007, June 2008, July 2008, February 2009, April 2009, May 2009, July 2009. Updated during 2010 and updated April 2011 and November 2011, January 2012, January 2013, December 2013.

## Increasingly people are asking for consulting services in China.

FLAAR also offers services in China, to assist you to understand better the inks, media, substrates and printers of China. We also offer services in Korea and Taiwan. Dr Hellmuth has lived in Japan six months and is also familiar with the world of wide-format inkjet in this part of the world too.

We have a separate PDF for services in China, so if you wish to attend a printer, ink, media, substrate or cutter trade show in China please obtain this additional PDF.



There is now an updated edition for year 2015; please go to [www.wide-format-printers.org](http://www.wide-format-printers.org) to get the new version, or if you want consulting, contact info @ FLAAR.org.