

Meet Dr. Nicholas Hellmuth at FESPA '09



Personal Consulting with FLAAR at FESPA Digital 2009

FESPA Digital '09 is an excellent opportunity to see the new UV-curable flatbed and roll-to-roll UV printers.

FESPA Digital 2009 in Amsterdam will also be the ideal time to learn about the new non-UV inks (that may take over from UV chemistry before DRUPA 2012).

Meet Dr. Nicholas Hellmuth at FESPA Digital '09 to learn about the printers, or XY cutters, RIP software, or inks (including solvent of all flavors, latex, and textile printers).

FESPA Digital is the single most important trade show in the first nine months after ISA 2009 (April 16-18, in Las Vegas).

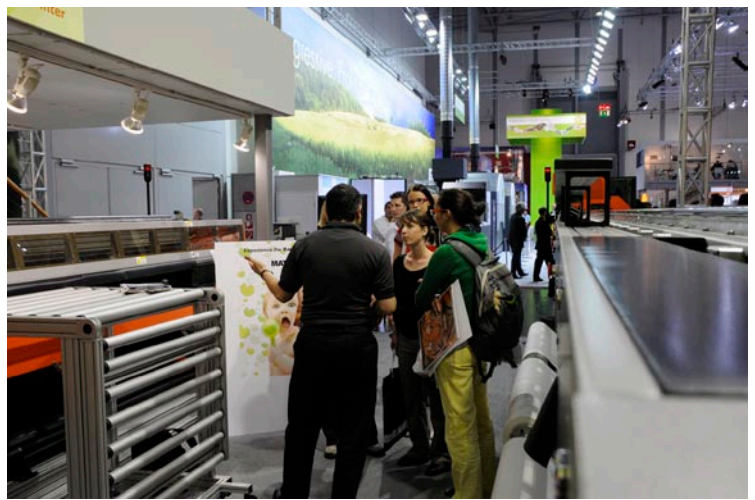
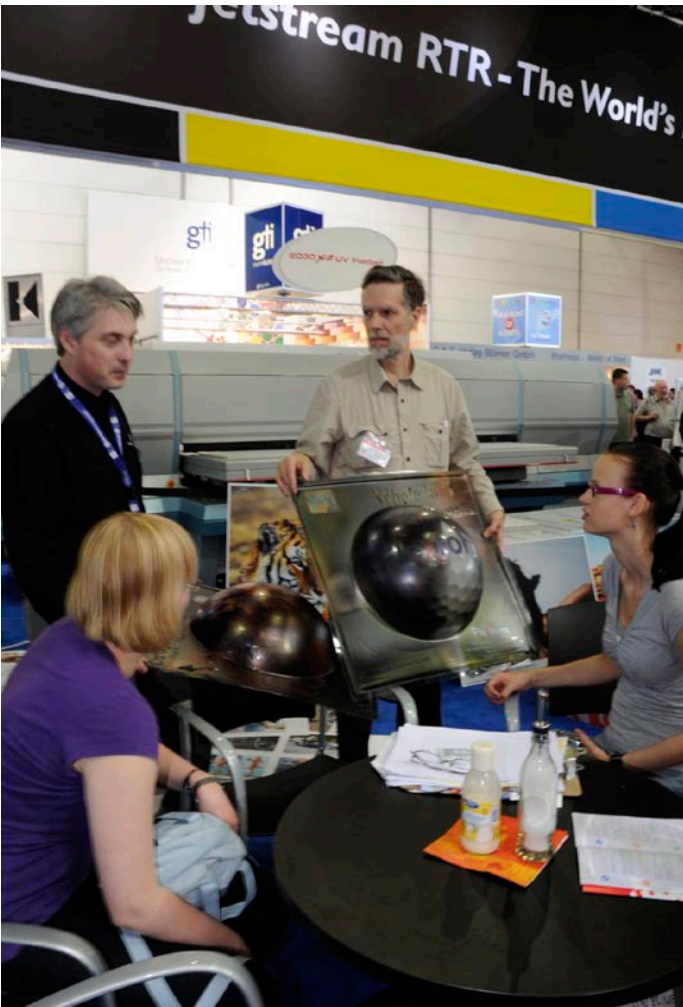
The dates of FESPA Digital are 12-14 May, 2009, Amsterdam. But Dr. Hellmuth is available the afternoon and evening before as well, 11 May. Dr. Hellmuth will also be at SGIA, and at least one or two of the VISCOM events in the autumn.

There are several options to meet Dr. Hellmuth at a trade show.

- Best time is for a breakfast meeting before the show opens; or dinner meeting after the show closes. Then there is peace and quiet to discuss things in detail.
- Or you can ask him to meet you to walk-the-floor, booth by booth (you select the printers or technologies you wish to learn about). You can be by yourself or have your management team with you.
- If your booth needs a "Booth Appearance" by Dr. Hellmuth, this can be scheduled.
- Sometimes companies also ask Nicholas to lecture or speak to their distributors and dealers, or to their management in closed-door sessions. Often under NDA.

We do this at almost every trade show. But please book in advance since there are only so many mornings he can have a breakfast meeting. Lunch meetings are also possible but before or after the trade show hall closes is best.





Here are some students from Ljubljana university that visited Drupa 2008 with Nicholas.

Cost:

If your company has a Subscription to FLAAR Reports, there is no charge.

If your company has a research project continuing with FLAAR in 2009 there is no charge.

If your company has purchased a significant number of FLAAR Reports in 2009 (at least \$3100), there is no charge for the meeting at FESPA (you can buy these reports on www.wide-format-printers.NET; if you prefer to pay by bank wire transfer, ask Accounting@FLAAR.org to send an invoice for the FLAAR Reports that you wish to purchase). We usually allow 25% of purchase of FLAAR Reports to be applied towards a consulting fee, if during the same calendar year as the desired consulting meeting.

If you wish to consult with Nicholas but have no prior interaction with FLAAR you are invited to contact FrontDesk@FLAAR.org and ask for an appointment to consult in Amsterdam during the days of FESPA Digital 2009. Cost is \$1200 for a breakfast meeting, \$1200 for a meeting after the trade show hall closes (and not-including dinner); \$1500 for a dinner meeting (since then you get more hours).

Plus we can visit with you to inspect any printer, other product, software, or whatever during the show hours, and provide you an evaluation on the spot. This can be under NDA if you or your company prefers. You will be invoiced and you can wire transfer or send a check to cover the cost. You can have as many of your team as you wish or it can be directly with you. Cost is \$1500 for meeting+direct evaluation of the products or companies or services on your short list. Two to three hours is generally enough time to take care of most consulting and discussion needs by visiting key booths and being introduced to key people by Dr Hellmuth.

If, in addition to a meeting during FESPA Digital '09, you also need Nicholas to visit your company, anywhere in the world, you can also request this optional additional service at normal rates (but you can deduct the cost of the meeting at FESPA, which is about half the cost of meeting you at your office somewhere else in the world).

If you do not have time for a full meeting, but wish to ask a few questions, you can book in advance for a short meeting to ask about what new or recent printer, software, substrate, application, or process your company should be considering. Dr Hellmuth can review with you your Short List and can suggest pros and cons of each of your choices as well as suggest other options. There is a flat fee of \$500 for printshop owners, managers, or printer operators. The best time is near closing time so there will also be time to

discuss things when the trade show doors are closed. In this case there is no need for a long dinner meeting later on.

If you are a printer manufacturer, ink, component (LED lighting, ink system, transport belts, etc), media, substrate, RIP, lamination or comparable hardware or software manufacturer, the basic fee is the \$1200 (outside the exhibit, before the hall opens or immediately after the hall closes; there are plenty of places to meet outside or in your hotel lobby); with the \$1500 for a longer dinner meeting.

Meeting inside the hall, "walking the aisles" is also possible but must be booked specifically. We prefer to do this the first morning of the first day. Price is \$1500, for two to three hours.

You will be invoiced and you can wire transfer or send a check to cover the cost.

Dr Hellmuth speaks and fully understands German and Spanish (in addition to English), and can understand Italian, fair amount of French, and limited Portuguese.

And even if you are not able to make an appointment, we hope you visit FESPA Digital 2009 in Amsterdam and enjoy all the hardware, software, media, substrates that is exhibited at the booths at this crucial international trade show. FLAAR highly recommends that you visit FESPA trade show.

Their web site is www.FespaDigital.com



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
- 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 explain UV-curing inks, colorants, media, paper, substrates in a non-technical easy-to-understand manner
- reality of the differences among eco-solvent, mild or lite solvent, bio-solvent, and full solvent inkjet printers
- Tips on what inks will replace UV and solvent both. What about latex ink?
- 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 if no printer available today meets your needs: is it realistic to commission a special 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.
- 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.
- 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, 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.
- 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.

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

Consulting is for owners, managers, partners of:

- screen printing companies
- offset printing companies
- packaging, either prototyping, short runs, or production
- photo labs
- giclee, décor companies
- specialty decoration companies
- franchise printshops for signage
- quick print, reprographic printing
- printshops of all other sizes and types (for all markets and applications)
- in-plant and in-house printing departments
- museums, state or national parks, universities, libraries, archives
- any company that needs help for scanning, printing or decoration
- investors, investment banking firms, international business consulting firms

Consulting for Manufacturers

If you manufacture, distribute, or sell

- UV-cured inkjet printers

- Component manufacturers for printers
 - Lamps for UV printers (LED or mercury arc)
 - Printheads for UV printers
 - Pumps, transport belts, electronics or other components
- Solvent or eco-solvent, mild/lite-solvent, inkjet printers
- Bio-solvent or any “green” inks
- Latex or other innovative inks
- special water-based or alcohol-based inks “that print on everything”
- Textile inks, printable fabrics, or printers for textiles
- dye-sublimation: inks, printers, and heat press transfer equipment
- Integrator for printer design, engineering or manufacturing
- Speciality products related to printing or graphics, industrial or otherwise
- Media, materials or inks
- thermal transfer printers
- laminating equipment and laminating materials manufacturers
- RIP software or color management tools or software
- specialized chemistries or technologies with applications to graphics
- scanners, digital camera manufacturers
- 3D scanning, imaging, or 3D reproduction or raised-relief simulation technologies

Then Dr Nicholas Hellmuth is available as a consultant before, during, or after trade shows such as FESPA 2009.

Dr Hellmuth can consult in English, Spanish, and German and can understand Italian, basic French and some Portuguese. We have consulted for companies in Korea, Taiwan, Mainland China, Holland, Germany, Czech Republic, Slovenia, Turkey, Canada, and across the US.

Consulting topics for manufacturers

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

- OEM relationships (how to decide which manufacturers in Europe, Canada, US, Japan, China, Korea, or Taiwan to interact with).
- OEM manufacturing: how to avoid potential disastrous partners
- what are the differences among UV, solvent, or textile 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, Korea, across the US, and in Canada.

- blunt reality check of pros and cons of UV-cured flatbed printers vs solvent
- reality of the differences among eco-solvent, mild or lite solvent, bio-solvent, and full solvent inkjet printers
- Tips on which inks will replace UV and solvent both: is latex ink of HP realistic?
- If you have a new product (perhaps a component of a printer, an LED system, a one-pass printhead technology, etc) we can provide a reality check on which companies are likely to want to use your product, and can alert you to what hurdles you will face.
- FLAAR explains pros and cons in today's rapidly changing world of
 - o dedicated flatbed (with or without roll-fed option)
 - o dedicated roll to roll
 - o combo (with moving transport belt)
 - o hybrid (grit and pinch rollers, platen that is fixed (does not move))
 - o dual structure (flatbed with roll-fed on one side or in front or back)

Nicholas Hellmuth can provide a follow-up list of key contacts within the industry, pertinent individuals in ink chemistry, media/substrates, printer technology, business-plans and strategy

- help you understand white ink and/or spot varnish: does it really work? Do clients actually ask for white ink or varnish?
- What is the rate of change, of technology, of inks, or substrates/materials?
- How fast do we need to move now to get our inkjet product to market and be profitable before dynamic digital signage wipes out inkjet printing all together?
- which aspects of UV and solvent printers are potential health hazards or workplace hazards that need to be resolved before trying to sell your products in Europe or North America?
- analysis of market potential for the market(s) you seek to enter.
- Market overview with market position of competing printers
- List of features needed to improve competitive position of your product
- Information on unique applications which can help create more demand for your solution
- Suggested marketing strategy to overcome increased competition
- Opportunities, dead-ends, challenges, pitfalls: how to not only survive but prosper.

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These are some of the most
Recent FLAAR Reports (2007-2009)

You can find these and more reports at: www.wide-format-printers.NET

Introduction to UV Curable Inkjet Flatbed Printers

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| <p>Anatomy of a UV-Curable Printer</p> | <p>Bibliography on UV-Cured Inkjet Printers</p> | <p>Classifications of more than 60 UV-Cured Printers</p> | <p>How to Buy a UV-Cured Inkjet Flatbed Printer</p> | <p>UV Glossary (Primarily Flatbed Printers)</p> |
| <p>Brief History of the Development of UV-Cured Inkjet Printing</p> | <p>How does a UV-Curable Printer differ from a Solvent or Eco-Solvent Inkjet Printer?</p> | <p>UV Lamps for flatbed Inkjet Printers</p> | <p>Introduction to UV-Cured Inks including Cationic UV Ink</p> | <p>Tips, Info, Help, Documentation on Piezo Printheads Used in UV-Cured Inkjet Printers</p> |

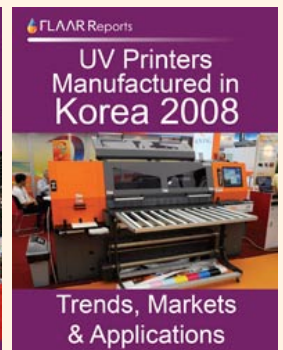
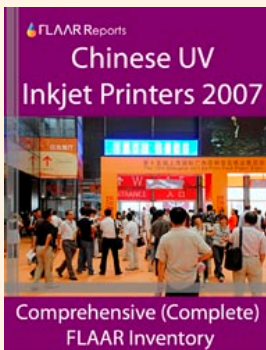
Comments on UV Inkjet Printers at Major Trade Shows 2007-2009

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| <p>Trends in UV Flatbed Printers documented at DRUPA 2008</p> | <p>UV Printers Launches and Exhibits of UV Printers at DRUPA 2008</p> | <p>UV Printers Trends 2008 SGIA '08 PART I</p> | <p>Flatbed & Roll-to-Roll UV Printers SGIA '08 Part II</p> |
| <p>Chinese-Made UV Flatbed Printers Shanghai '08 Trade Show</p> | <p>UV Printer TRENDS VISCOM ITALY '08</p> | <p>Trends in UV printers at VISCOM Germany 08</p> | |

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UV Printers Manufactured in China, Korea and Taiwan



Most recent UV Printers

