FLAAR Reports: Consulting

May 2011

Meet Dr. Hellmuth at

at FESPA Hamburg, or in Brazil or Mexico or at VISCOM in Europe or SGIA in New Orleans

FESPA Hamburg, VISCOM or SGIA 2011

Personal Consulting with FLAAR during 2011

Personal Consulting with FLAAR during 2011

All the autumn sign expos: France, Russia, Germany are an excellent opportunity to see the new UV-curable flatbed and roll-to-roll UV printers, textile printers, and to decide whether latex ink is functional for your needs.

This autumn at SGIA, or VISCOM Germany, Paris, Milano. Or the coming spring 2012 at FESPA Barcelona, D-PES (Dongguan, China) or Guangzhou China, are all places you can meet Dr Hellmuth in person.

Any of these trade shows will also be the ideal time to learn about the new resin water-based (non-UV inks) that are already replacing latex ink.

Many printshop owners ask FLAAR if now is the time to consider HP latex ink (Dr Hellmuth had already been trained in latex ink three times, even already before the ink was announced or released). But what if there are other impressive new wide-format inks: not latex, and not from HP ?

Nicholas was recently guest of an ink company in Austria that is funded by a million-dollar multi-national conglomerate (not any of the companies you know of). So what about Sepiax ink? How does this compare with HP latex ink? With UV-cured inks?

As you would expect, FLAAR has been at the Sepiax R&D department and has already undertaken tests in their demo room. Plus, we have interviewed people with experience in actually using these unusual and innovative inks. So if you are curious how these inks compare with UV-cured, now you know that FLAAR has experience in each ink type.

Earlier this year FLAAR was in the R&D departments of a large ink company with a water-based, pigmented ink for printing on wall-paper (so now no need for solvent odor on your wallcovering. And no need to use a nuclear furnace to cure wall covering for latex ink).

We have also been at the Jetbest ink factory in Taiwan, to see their remarkable new inks. So there is a lot of experience that Nicholas can provide you during a trade show.

Every year Dr. Nicholas visits almost the most important trade shows around the world, here you can see him at FESPA Germany last year. If you are interesting in a consulting with him, all coming trade shows are excellent opportunities.

And, what if there are new latex inks? Better than HP latex ink? Better color gamut and not needing a furnace to cure the ink? You might like to have a consulting session with FLAAR Reports to learn about the reality of the wide-format industry for 2011-2012.

And what about MEMJET? Is this a sham for print width more than a 2-inch label printer? Or do MEMS page-array print-heads really function outside a laboratory?

Meet Dr Nicholas Hellmuth at major trade shows in Autumn 2011 to learn about the printers, or XY cutters, RIP software, or inks (including solvent of all flavors, latex, and textile printers) or new eco-friendly substrates.

Also learn the truth about greenwashing (all the dubious and misleading claims about bio-inks and comparable nonsense).

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

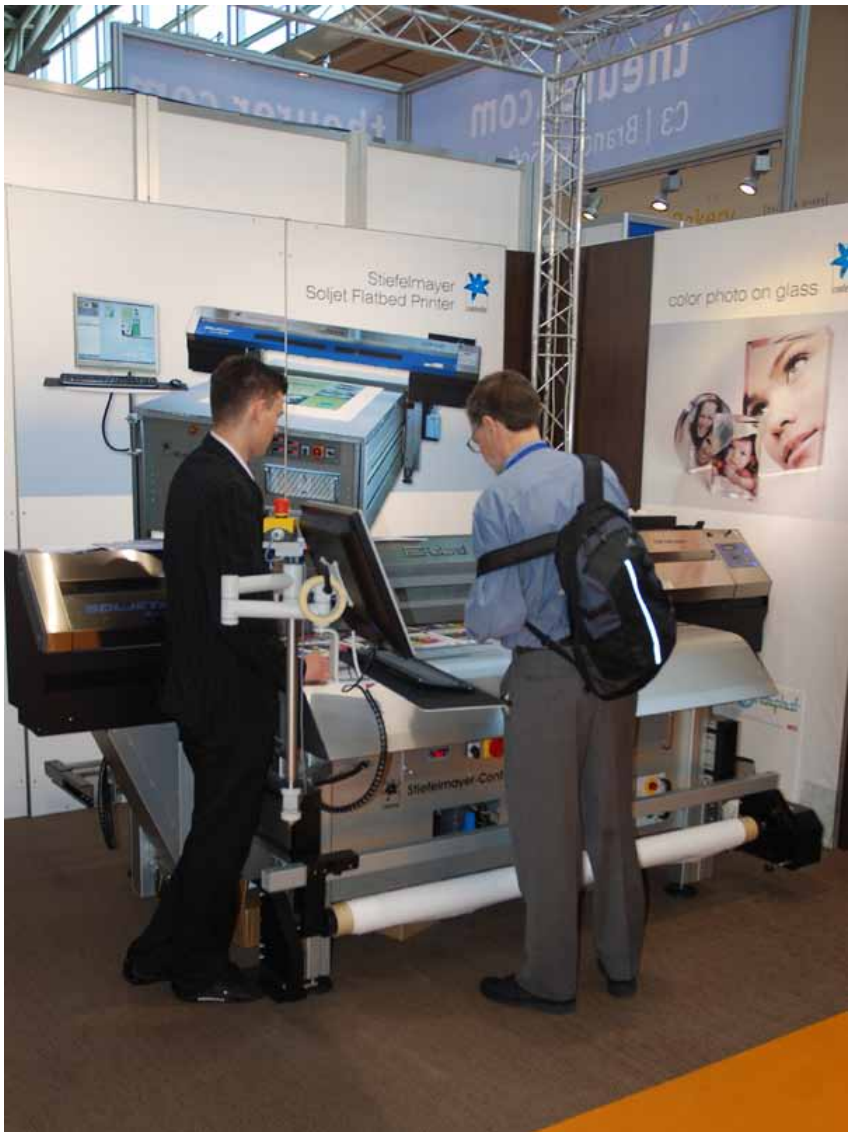
- Best time is for a breakfast meeting before the show opens; or dinner meeting after the show closes. Then there is peace and quiet to discuss things in detail.

- 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 you are a manufacturer, special services are available at trade shows

- 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 meet-



Nicholas at Stiefelmayer-Contento booth, FESPA 2010

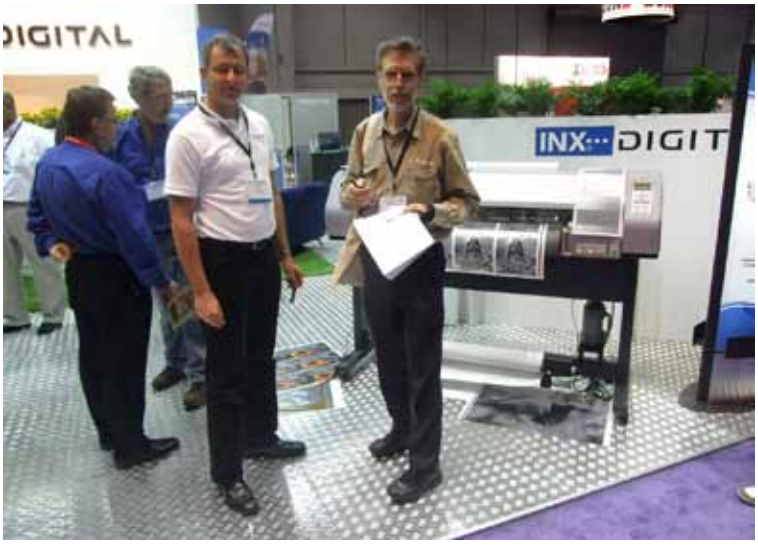
Inspect specific printers, substrates, new inks, coating or laminators, with Dr. Nicholas Hellmuth to discuss the pros and cons of each product, in-person.

Cost:

If your company has purchased a significant number of FLAAR Reports in 2011 (at least $4800), there is no charge for a brief meeting in the morning or evening if these slots are not already booked. 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. So if you have purchased $4800 of FLAAR Reports you get a regular breakfast session at no cost (other than breakfast). If less than that sum we can at least meet (at no cost) to discuss potential future consulting.

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 during these trade shows. 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 to discuss what you seek to learn about).

Nicholas lecturing at FESPA Mexico 2010.



Nicholas at ISA 10, visiting different companies booths.

If you wish to consult with FLAAR Reports before, during AND after a trade show, this can be arranged. Cost for a manufacturer is a flat fee of $3400 and includes walking the floor up to three hours, plus consulting before, and after, via Skype, telephone and e-mail over a period of three months.

We can also visit any specific exhibit booth(s) with you to inspect any printer, other product, software, CNC router, 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 can have as many of your team as you wish or it can be directly with you.

For an end-user (sign, giclee, décor, industrial printing company) consulting services are $2100 for meeting for direct evaluation (booth by booth inside the trade show halls) during trade show hours of the products or companies or services on your short list. Two to three hours out on the trade show floor (plus breakfast hour and/or dinner hours if you wish and if time is available in schedule) is generally enough time to take care of most consulting and discussion needs by visiting important booths and being introduced to key people by Dr Hellmuth.

In addition to Dr Hellmuth accompanying you in-person at the trade show, we also provide a wide range of FLAAR Reports to you in advance of the meeting. You can select any three out of the ones we show here. If you need more than three the additional titles are available at 50% discount.

There is no extra cost for the breakfast or dinner meeting other than the meal.

In addition to a meeting during a year 2011 trade show, if 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 apply 50% of the cost of the meeting at a trade show to reduce the cost of the 1-day visit.

Short meeting option

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, cutter, 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 $600 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 your questions are about HP latex ink, Sepiax ink, UV-cured printers, and/or textile printers, you can select any two of the FLAAR Reports shown in the first row at no extra cost; and any others you can order at 50% discount.

Nicholas at Klieverik booth, during VISCOM Paris 2010 trade show.

Dr. Nicholas Hellmuth atttends tradeshows all over the world, this year he will be attending tradeshows in Australia, Brazil, China, Portugal, Germany and U.S.A.

For manufacturers

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 $1600 (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 $2100 for a longer dinner meeting (two to four hours is normal for a business dinner meeting, since this can start as soon as the trade show doors close (5pm, 6pm or 7 pm).

For comparison, a regular consulting session at your company is $3200 in USA, $3400 in Europe, to $3700 in Asia (plus airfare and hotel), so it is more economical to meet at a trade show (plus you do not have to pay any airfare or hotel for Nicholas since he is already at the trade show).

Meeting inside the hall, "walking the aisles" is also possible for manufacturers but should preferably be booked in advance. We prefer to do this the first morning of the first day(s). Price is $2500, for two to three hours. You can add a dinner meeting or breakfast meeting (at no additional cost (other than the meal) if you want to meet before walking-the-floor or discuss everything in the evening after you inspected things in the booths earlier in the show.

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

Nicholas explaining pros and cons for end-users at Trans Tech booth, SGIA 2010.

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

If you are a manufacturer then the TRENDS reports are essential. You can select any three titles in the first row at no extra cost and can request any other titles at 50% discount.

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

And even if you are not able to make an appointment, we hope you visit GoA plus either ISA, SGIA and/or FESPA, 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 a trade show.

Nicholas at Drytac booth at ISA 2010.

If you wish to consult with FLAAR Reports before, during AND after a trade show, this can be arranged. Cost for a manufacturer is a flat fee of $3400 and includes walking the floor up to three hours, plus consulting before, and after, via Skype, telephone and e-mail over a period of three months.

Option: Head Start
(get consulting today, in advance of any trade show

Companies and individuals have asked if they can ask questions now, already, before the spring/summer trade show season. Then they want to follow-up in person at the trade show with FLAAR to assist them with their short-list.

More and more 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).

Then, at the trade show, you can meet Dr Hellmuth at the trade show location; best if just before the doors open in the morning and just after the closing bell in the evening (once you are in the hall you can remain and get your questions answered). A breakfast meeting or dinner meeting is available for a $300 surcharge (for the time, discussion, information, questions-and-answers; not including the meal). This is after the basic consulting fee has been paid: the list is below.
If in addition to speaking with FLAAR during breakfast or dinner at the trade show, you want to walk-the-floor with Dr Hellmuth, and enter pertinent booths with him to introduce you to key people in each company that is $600 for two hours (after you have covered the cost of the initial discussions per your category, listed below).

So Dr Hellmuth is available for up to three months to answer your questions (starting this week, well in advance of ISA, SGIA, VISCOM or FESPA). Price is

- $4100 for Patent attorneys, Expert Witness information, investments, buy-outs, opening or closing a division, etc.
- $3400 for manufacturers (manufacturers is broadly defined, of ink, printers, materials, components, seeking OEM partners or simply information),
- $3000 for master distributors or importers (of Chinese or other off-shore brands)
- $2500 for distributors or resellers, franchise owners
- $2300 for screen printing, offset printing, packaging (flexo replacement)
- $2100 for printshops such as sign shops, giclee, décor, photo labs, etc.
- $1500 for FastSigns, SignsNow or other franchise sign or franchise reprographic shops
- $1200 for individuals, start-ups (home business, retirement business, second-business)

Plus you can ask for 50% discount on any other FLAAR Reports

Appendix A:
Suggested topics during 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
  - 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.
- 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.
- 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.
- What are the chances that MEMJET MEMS heads function outside an R&D department?

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.

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

Appendix B:
Consulting for Manufacturers and distributors

If you manufacture, distribute, or sell

- UV-cured inkjet printers (flatbed, hybrid, combo, or roll-to-roll)
- Components for printers
  - Lamps for UV printers (LED or mercury arc)
  - Printheads for UV printers
  - Pumps, transport belts, electronics or other components
  - Other components
- XY-contour cutters, CNC routers
- Trimmers and cutters (either upright or desktop)
- Solvent or eco-solvent, mild/lite-solvent, inkjet printers
- Primers, pre-coating
- Inks or other jettable liquids or chemical components for inkjet inks
  - Bio-solvent or any "green" inks
  - Latex or other innovative inks, such as resin 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
- Software (firmware) for wide-format inkjet printers of any and all ink types
- RIP software or color management tools or software
- Specialty products related to printing or graphics, industrial or otherwise
- Media, materials, substrates, or components for printable materials
- specialized chemistries or technologies with applications to graphics
- scanners, digital camera manufacturers
- 3D scanning, imaging,
- 3D reproduction
  - doming (logos and comparable such as labels)
  - Substrate showing 3D effects
  - Thermo-formed or other 3D printing or effects
  - New innovative 3D "printing" technologies
- raised-relief simulation technologies and/or printable material that simulates 3D
- thermal transfer printers
- laminating equipment and laminating materials;
- top-coating, application equipment or liquids

Then Dr Nicholas Hellmuth is available as a consultant to come to your office. Or you can consult via Skype, telephone conference call, and/or e-mail.

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, distributors (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
- Partnering (for example, XY contour cutter joint marketing with flatbed UV printers)
- Partnering with investors: primarily making sure your product is marketable
- 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
- 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.
- Tips on which inks will replace UV and solvent both: is latex ink of HP realistic?
- Discussion of whether HP latex ink or Sepiax resin ink will become a leader in market share in 2011 and 2012
- Introduction to even newer inks that are better than HP latex in virtually all aspects. We have been inside the R&D department, labs, and demo rooms of these chemical and ink companies. When under NDA we can ask the ink company to contact you directly at their decision.
- Help to find unique inks for special materials
- Help to find a company that can design and manufacture a specialized custom-made printer for you: UV, solvent, or even newer more innovative inks.
- FLAAR explains pros and cons in today's rapidly changing world of
  - dedicated flatbed (with or without roll-fed option)
  - dedicated roll to roll
  - combo (with moving transport belt)
  - hybrid (grit and pinch rollers, platen that is fixed (does not move))
  - 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?
- Discussion of the market potential for the market(s) you seek to enter.
- Information on the potential for your specific product in today's real world.
- Market overview with market position of competing products.
- List of features needed to improve competitive position of your product

- If you seek to purchase the assets of a bankrupt company we can assist in letting you know which of their printer models are worth salvaging, and which are not worth salvaging. FLAAR can also politely suggest which management and executives of the deceased company were the cause for their downfall, and which of their management should be kept in the new joint venture with your new ownership. This is a delicate task that requires both sympathy for the poorly performing company but with a realistic understanding of how to turn it around into a new healthy enterprise.
- Assistance in design and structure of your corporate web site
    - Assistance in creating presence in social media (we have in-house on-staff who work with social media).
- Assistance in design of an effective trade show booth
- Corporate image enhancement for performance improvement at an exposition
- 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 survive and then prosper.

Here are examples of the TRENDS level of

FLAAR Reports for 2010-2011

There are also even more available from 2009 (some of which are still pertinent).

UV Printers Manufactured in China, Korea and Taiwan