



e@volve

Printex Monthly News Bulletin

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TIPS OF THE MONTH

Forgiveness and letting go are steps on our road back to happiness.

~ Tina Dayton

Success and money can contribute to happiness, but happiness itself is another thing altogether. Words like 'family', 'friends', 'love' and 'laughter' have a lot more to do with happiness than words like 'gross', 'capital' and 'revenue'. Money is a by-product of bigger, more meaningful goals such as passion, fun and wisdom. Have fun, do good, and the money will come.

~ Richard Branson

ARE YOU A LEADER OR A FOLLOWER?

Today's effective leader needs to be:

- ◆ A good communicator and provide feedback
- ◆ Honest, trustworthy, ethical and fair
- ◆ Understanding and a good listener
- ◆ Compassionate, empathic and caring
- ◆ Knowledgeable, competent and able to multi-task

Sound like a big ask? Not really, it's just what today's employees expect – a good relationship with the boss is central to staying with an organisation and why the old adage "people go where they're wanted but only stay where they're appreciated" has never been more relevant.

Against each of the five important attributes of a leader, on a scale of 1-5, how do you rate yourself?

From LMA's L.E.AD. ~ survey book "Today's workplace – Present realities...Future realities", 2013



What Does It Mean to Be A GOOD LEADER?

Some Thoughts for Getting There

No brand, no matter how good the products, services, or messaging it represents, can ultimately succeed in the absence of good management leadership.

Two primary schools of thought about leaders seem to prevail. One is that leaders are born, not made; that they are anointed from on high, or somehow are genetically programmed to go to the head of the line to lead the rest of us.

The other school of thought says that through instruction and mentoring, leadership skills can be taught, if not to everyone, at least to many people.

The bottom line is that those who find themselves in leadership positions, regardless of whether or not leadership was bestowed on them as a natural birthright or they came upon it as an acquired skill—or simply by accident—must manifest certain leadership skills if they hope to succeed.

And the most essential leadership skill I can think of is the importance of creating healthy environments in which the people a leader is responsible for leading can feel safe, creative, productive, and appreciated.

The fact is that no one exists in a vacuum. We are all acted on by—and react to—the environments in which we live, play, and work. These environments may either be conducive to our living, playing, and working our best—or not.

It follows, therefore, that one of the responsibilities of a good leader is to ensure that the people he or she leads are responding to the best possible environments that the leader can create.

Put organizational goals in perspective. Hyper-focusing on organization goals most often results in that old fallback position that the end justifies the means. This leadership model almost always leads to a management structure and corporate culture that erroneously perceives workers as dispensable tools for achieving business objectives instead of the indispensable employees they truly are for helping achieve overall organizational objectives.

Leadership is a contact sport. Good leaders don't hole themselves up in ivory towers. Neither do they lead by being in front of their people. Good leaders lead by working beside their people, letting them know the valuable role each plays in achieving the company's mission and that "we're all working together as a team to achieve our common goals."

Don't confuse charisma with leadership. There are many charismatic personalities who have an innate ability to draw people to them but have nowhere to lead them. You can fool people only so long with a pretty face or glib talk. Instead, start by asking: "Where am I capable of taking this organization? How do I propose getting there? Is that place the right destination for this organization? If so, am I creating the kind of workplace environment that will get us there?"

Don't confuse power with leadership. Just because you can tell people what to do doesn't mean you're leading them. It could mean that they are doing what you tell them to do out of fear of reprisal, which is a push-pull mechanism that may work in the short term but over the long haul inevitably leads to a dispirited, lifeless, and often disgruntled and unproductive workforce.

Thank you is the most undervalued expression in the English language. Many leaders view kindness as a weakness, even in themselves. They think that thanking others for what they have done is somehow beneath them.

On the contrary, thank you is an essential expression of gratitude when it comes to acknowledging someone for what they've done. It bespeaks respect for the person as well as the value you place on what they've accomplished. A sincere, heart-felt thank you is a small investment that can return huge dividends for those who lead—as well as those who are being led.

Larry Checco, Checco Communications

Introduction of

NAZDAR



Nazdar is a world leading manufacturer and supplier to the specialty graphics industries.

Nazdar has three divisions:

- ◆ Nazdar Ink Technologies
- ◆ Nazdar SourceOne
- ◆ Nazdar Consulting Services

From its humble 1922 beginnings in the back of a small store in Chicago, Nazdar has grown into one of the major international manufacturers and distributors of screen, wide-format inkjet, and narrow-web printing inks. Through commitment to product innovation and company acquisitions, Nazdar's ink manufacturing division, Nazdar Ink Technologies, has remained in the forefront of the Specialty Graphic Inks & Coatings industry, and now supplies ink worldwide through its extensive international distribution and licensed manufacturing partners. Learn more...

Nazdar is also a leader in equipment, ink and supply distribution and operates 14 Nazdar SourceOne locations in North and Central America. We partner with the printing industries top manufacturers to keep Graphic and Textile printers running with a selection of products and technical service that keeps traditional and digital presses operational. Our friendly customer service staff and digital technical support team mean you will find all the services to maintain your printing business at one place. Learn more...

Nazdar's commitment to understanding ink technologies, color control, and optimization of the print processes has resulted in the development of its Nazdar Consulting Services (NCS) division. NCS helps

print providers worldwide maximize their print quality and profits, through training and first-hand process analysis. Learn more...

Nazdar's mission is superior service for our customers. Our objective is to go beyond just filling an order — we're here to provide solutions that help our customers improve their products and processes. Fulfilling that mission requires a commitment to innovation that involves every area of our operations and our corporate behavior. It means we continue to invest in our strengths; our employees, quality, distribution, R&D, and our business partnerships. We believe that these strengths, together with the consistent practice of our Five Operating Principles, ensure our success in serving our customers.

91 Years of Inks and Coatings Innovation

Focused on Your Digital Inkjet, Screen Printing and Flexographic Ink Needs

Nazdar® manufactures the most comprehensive selection of UV, water-base, and solvent-based wide-format digital, screen printing, and flexographic inks obtainable from a single source. Nazdar® inks are primarily used by printers in the Point of Purchase

(POP), Banner, Container, Industrial, Metal, Nameplate - Membrane Switch, Roll Label, Sign, and Textile decorating markets.

Nazdar® digital printing inks can be used in a wide selection of digital inkjet printing presses like Roland™, NUR™, Scitex™, Mutoh™, Océ™, Mimaki™ and Gandi™, Hewlett-Packard, Epson®, Agfa™, Teckwin™ and other notable wide-format digital printers. Whether printing indoor or outdoor applications on paper, plastics, textiles, metal, glass, or containers and packaging, there's a Nazdar ink that's right for every job.

Nazdar accepts responsibility as a corporate citizen and acknowledges our obligation to help improve the quality of the environment, society, and community of which we are a part. We are committed to formulate all our products with environmental advantages in mind, including more energy efficient UV curing inks that are V-Pyrol® free and heavy metal free solvent based inks designed to have lower VOCs and easy reclamation. Nazdar also provides extensive regulatory compliance training to industry associations and printers. Nazdar's Shawnee facility QMS has received ISO 9001:2000 certification.

Digital Inkjet Inks

Why Nazdar Inkjet Inks?

Nazdar inks are often significantly less expensive than the original equipment manufacturers' (OEM) ink, while providing the exact same color and print performance. Although there are many 3rd party ink manufacturers supplying products to the market, very few have the credentials that Nazdar brings to the table.

Annually, Nazdar manufactures and sells hundreds of thousands of cartridges and liters of inkjet inks around the world. Hundreds of printers convert their OEM inks to Nazdar inks annually for the cost savings and support. Nazdar has been a respected specialty graphic printing ink manufacturer for nearly 100 years. Nazdar has produced solvent inks for nearly 100 years, Ultra-Violet curing inks for 40 years, and inkjet inks (Lyson) for 30 years. Because of these facts, Nazdar is trusted by several OEM and distributor companies to manufacture their inks.

All Nazdar products are stringently tested internally and via beta sites, prior to release. These products have the best warranty in the business, covering the entire ink train should their inks be proven to have damaged an approved/compatible printer. Nazdar manufacturing's Quality Assurance program is ISO approved. While Nazdar UV and Grand Format Solvent inks require an ink conversion technician, their wide format solvent inks are plug and play when converting from the OEM inks. It's as simple as swapping out the OEM cartridges with Nazdar ink as they run out. No profile changes are required, as Nazdar Wide Format inks are an exact color and performance match to the OEM inks. Should any questions arise during the ink change-over, Nazdar has highly trained technicians to provide answers via phone or online.



Nazdar Guarantee

Nazdar Digital Inks come with a warranty. We guarantee exceptional product performance when used correctly, or we will repair or pay for the repair of your equipment. View limited warranty for details.

News From **abifor**

**Abifor got the ECO PASSPORT from TESTEX
(Swiss Textile Testing & Certification)**

on Thermoplastic hot melt powders:

- ◆ CO-PA powder series: Abifor 500 series
- ◆ CO-PES powder series: Abifor 2000 series
- ◆ HDPE powder series: Abifor 1300/x-series

News From **SERICOL**

Still continuing its Commitment & Struggle, Fujifilm Sericol Introduces following New Products in the YC Series to further facilitate the Valued Customers.

1 YC-418 High Density Base:

This is a high density paste which will expand on heating. The ideal formulation would be 25% of YC-418 and 75% of the YC colors. For high build effect use a Phat film of 200 to 400 microns, mesh 43 to 77T and print 4Strokes flash cure for 5 rounds. this will give the required build. for more build you can give more strokes.

2 YC-382 Matting Base:

If there is an issue of Tack in any particular color then you can add this matting base around 15 to 20 % in the ink.

3 YC-430 Overprint:

This is an overprint ; you can use on colors, Mesh to be used is 90T to 140T 1 stroke. This overprint will not change the color of the ink printed under and also it will not impart any gloss to the print. The advantage of the overprint is that you get excellent wet/ dry rub test, wash fastness improves and also prevents any color transfer in washing .

The curing parameter will remain the same as YC for all the above products; i.e., 155 to 160 deg Celsius for 3 minutes.

News From **Cresa**

**New formaldehyde free
product for 'discharge'.**

After multiple requests from the market, PRINT COREX, SL launches a new product called CRESADESC BF-ECO for 'discharge', totally formaldehyde free, without the need of washing, and capable of providing a result of high discharge, with good color yielding and handle. It is available in Clear & White Paste.

As it is a completely new development, some of our customers have qualified this fact as a great discovery.

New Activity of



By
the Grace of Allah,
Printex launches its
Designer Kurtas & Shalwar
Kameez under the name of **SKETCH**
at Koh-e-Noor 1, Jaranwala Road,
Faisalabad.

Introducing the Silicon Inks of ECOSIL -
Powered by Dow Corning in Pakistan.
These Silicon inks are used for Direct
Printing, Flocking and also for Heat
Transfer Labels.

Working on Introducing the
NAZDAR Digital Sublimation
Inks in the Pakistan
Market.

PRINTEX

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