

Meet Dr. Nicholas Hellmuth at

# Viscom Milano



November 2009

# Personal Consulting with FLAAR at VISCOM Milano 2009

VISCOM Milano will be a good place to meet Dr Nicholas Hellmuth, in person.

This trade show will also be the ideal time to learn about the new non-UV inks (that may replace UV chemistry before DRUPA 2012). Many printshop owners ask us if now is the time to consider HP latex ink (Dr Hellmuth had already been trained in latex ink in Israel and in Barcelona, already before the ink was even 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 billion-dollar multi-national conglomerate (not any of the companies you know of).

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



*“Should you consider an HP latex printer? Get an objective independent assessment from Dr Nicholas M. Hellmuth”*



*ESKO Kongsberg booth at VISCOM Italy '08*

## 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 meeting. Lunch meetings are also possible but before or after the trade show hall closes is best.

### Cost:

If your company has purchased a significant number of FLAAR Reports in 2009 (at least \$4800), there is no charge for a brief meeting at VISCOM Milano '09 in the morning or evening if these slots are not already booked. You can buy these reports on [www.wide-format-printers.NET](http://www.wide-format-printers.NET); if you prefer to pay by bank wire transfer, ask [Accounting@FLAAR.org](mailto: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](mailto:FrontDesk@FLAAR.org) and ask for an appointment to consult during the Milano trade show in 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 any specific exhibit booth 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 can have as many of your team as you wish or it can be directly with you. Cost is \$2100 for meeting for breakfast or dinner + 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.



Nicholas at SGIA 08, visiting different companies' booths.

Two hours (at breakfast and/or dinner hours) combined with two hours out on the trade show floor, booth by booth 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. Total would be 4 hours (plus we offer follow-up for three months after this to answer your questions via Skype, e-mail or telephone).

In addition to a meeting during a year 2009 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.

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 \$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.

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

Meeting inside the hall, "walking the aisles" is also possible for manufacturers but must be booked specifically. We prefer to do this the first morning of the first day. 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 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 either SGIA or Print '09, 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 FESPA Amsterdam 2009 with some consulting clients.*

### **Option: Head Start (get consulting today, in advance of VISCOM Milano).**

Companies and individuals have asked if they can ask questions now, already, before the autumn 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).

If in addition to speaking with FLAAR 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 \$500 for two hours (after you have covered the cost of the initial discussions per your category, listed below).

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

- \$4100 for Patent attorneys, Expert Witness information, investments, buy-outs, opening or closing a division, etc.
- \$3500 for manufacturers in Asia

*"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),
- \$3100 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
- \$3000 for franchise headquarters, with many separate franchise operators
- \$2700 for distributors or resellers
- \$2600 for PP or any atypical material to print on, including atypical or hard-to-handle packaging materials (other than paper and board).
- \$2500 for speciality applications: glass, ceramic tiles, architectural materials, by a factory or producer or distributor,
- \$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, etc.
- \$2000 for questions about textile printers, textile inks, workflow, etc.
- \$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.

Plus, you get most FLAAR Reports at 50% discount (TRENDS reports are not discounted, sorry).

## Appendix A:

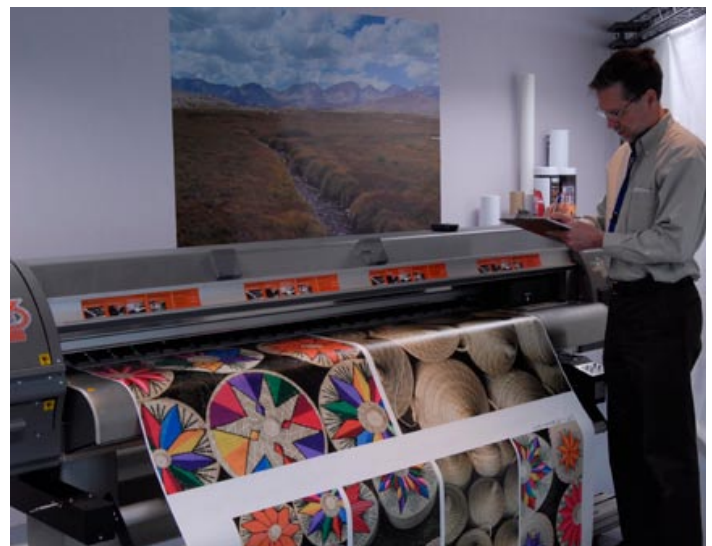
### Suggested topics during Consulting for end-users

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
- 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
- Information on water-based ink options compared with solvent and UV.
- Tips on what inks will replace UV and solvent both. What about latex ink? And for latex ink, what about after-market 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 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 (robatic) 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?



*Our consulting services are based on years of research and training in different equipment. Here Nicholas Hellmuth evaluating a Yuhon Kimberly VU 1800 textile printer at SGIA 08.*



*Dr. Hellmuth evaluating a mild-solvent printer at MUTOH, a Belgian printer manufacturer.*

- 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.*

## **Appendix B: Consulting for Manufacturers and distributors**

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
- UV inks, either free-radical or cationic
- Integrator for printer design, engineering or manufacturing
- Specialty 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.

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
- 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 make ink (any kind), how can you get OEM printer manufacturers interested in accepting your ink?
- 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
  - 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?
- 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.



**Nicholas Hellmuth discussing textile quality and applications with staff at Yuhan-Kimberly headquarters, a Korean manufacturer of inkjet textile printers.**

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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](http://www.wide-format-printers.NET)

Introduction to UV Curable Inkjet Flatbed Printers

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

Most recent UV Printers

<p><b>Roll to Roll UV Printers for Billboards &amp; Banners</b></p>	<p><b>Roland LED-UV Curing &amp; Varnish</b></p>	<p><b>Entry-Level Hybrid UV Roll-to-Roll</b></p>	<p><b>HP Scitex FB6100</b></p> <p>Formerly NUR Tempo UV Flatbed</p>	<p><b>Flatbed UV Printer</b></p>
<p><b>Gandinnovations Jeti 3348 UV JetSpeed</b></p>	<p><b>VersaUV Print&amp;Cut LEC-300</b></p>	<p><b>LED Curing Mimaki UJV-160</b></p>	<p><b>Teckwin TeckStorm</b></p>	

Textile Printing **TRENDS**: FLAAR Reports

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

<p><b>Trends</b> in UV Flatbed Printers documented at <b>DRUPA 2008</b></p>	<p><b>UV Printers Trends 2008</b> <b>SGIA '08 PART I</b></p>	<p>Flatbed &amp; Roll-to-Roll UV Printers <b>SGIA '08 Part II</b></p>	<p>Chinese-Made UV Flatbed Printers <b>Shanghai '08 Trade Show</b></p>	<p>UV Printer <b>TRENDS</b> <b>VISCOM ITALY '08</b></p>
<p><b>Trends</b> in UV printers at <b>VISCOM Germany 08</b></p>	<p><b>TRENDS, Part II: Markets &amp; Technologies</b> UV-cured printers at <b>ISA 2009</b></p>	<p><b>TRENDS, Part I: Analysis One by One of the UV-cured printers</b> <b>ISA '09</b></p>	<p>UV Market <b>TRENDS</b> Observable at <b>FESPA Digital Europe 2009</b></p>	<p><b>TRENDS in 2009</b> Analysis One by One of the UV-cured printers at <b>FESPA Digital Europe</b></p>
<p><b>TRENDS</b> of UV-Cured Wide-Format Printers <b>Shanghai '09</b></p>	<p><b>UV COMBO FLATBEDS</b> <b>Shanghai 2009</b></p>	<p><b>TRENDS IN HYBRID STRUCTURE UV PRINTERS</b> <b>Shanghai 2009</b></p>	<p>UV Roll-to-roll Observable at <b>Shanghai 2009</b></p>	<p>UV Flatbed Printers at <b>APPPEXPO, Shanghai '09</b></p>

UV Printers Manufactured in China, Korea and Taiwan

<p>Chinese UV Inkjet Printers <b>2009</b> Comprehensive FLAAR Inventory</p>	<p>Chinese UV Inkjet Printers <b>2008</b> Comprehensive (Complete) FLAAR Inventory</p>	<p>UV Printers Manufactured in <b>Korea 2009</b> Trends, Markets &amp; Applications</p>	<p>UV Printers Manufactured in <b>KOREA 2008</b></p>	<p>List of UV Printers Manufactured in <b>Taiwan 2009</b></p>
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