

January 2016

Happy New Year!

We hope 2016 is off to a great start for everyone. We are looking forward to seeing many of you at our User Group Meeting in San Diego in March or at the many other events we will be attending this year. Please feel free to call us anytime with questions or enhancement ideas. We are here for you.



Print Shop Pro[®]
2016 User Group Meeting
March 20-22
San Diego, CA

It's only 58 days until our User Group Meeting!

We are excited about all the training, networking events and brainstorming sessions we have planned. This event is going to deliver incredible value to all of our PSP[®] users. All the activities we have planned are designed to benefit you and your organization.

- Discover tips, techniques and strategies for using PSP[®] that you can put into place as soon as you return to work.
- Hear best practices for deploying, implement and utilizing PSP[®] from current users.
- Take part in hands-on training sessions.
- Make suggestions for future enhancements.
- Discuss revenue generating ideas with other PSP[®] users.
- Network with other PSP[®] users.

Registration is open. Take advantage of our Early Bird Special.

[2016 User Group Registration](#)

San Diego County Office
of Education

The SDCOE provides services for 42



school districts, 119 charter schools and five community college districts in San Diego County. They support 780 schools and more than 500,000 Students including nearly 10,000 children in their Juvenile Court and Community Schools.

David Liss, Graphic Communications Manager of Media and Comm. Services, recently purchased a large format printer. He invited us over to take a look at his new addition and we were all quite impressed with what it could do. I asked David if he would answer a few questions for us about bringing this new piece of equipment on. Here is what he had to say.

1. Why did you choose to invest in a large format printer?

We were very limited when it came to producing wide format materials. We could produce materials up to 13"x19" in size on our equipment at the time, anything larger would have to be contracted out with a local vendor. We reviewed our expenditures and found that we were spending around \$24,000 per year on wide format products. At that cost it was easy to justify a purchase of a new system internally, even if it would handle only flexible media and not ridged media, which was about 15% of our volume. Once I started looking at systems I found a price range of around \$20 - \$25,000 for units that would meet our needs. I calculated that in a year or so the unit would pay for itself and give me on-site production and control of the entire design and production timeline and process. Having the equipment on site is critical when you have last minute rush orders. This means we don't have to wait on delivery drivers with our order.

2. Why did you choose the Ricoh (Pro L 4130 50" unit)?

We looked at a range of machines. We wanted a solvent based machine so that it would give a greater range of media to print on and handle both internal and external signage requests. We also wanted local service and support. I do that with all of our equipment. I want a tech on site within 4-6 hours to get me up and running if I have a problem. All of the other vendors and machines we reviewed had a wait time of 1-4 days, depending on where the tech had to come from, and that won't work when you have the same day turnaround on requests. The other major element was that this unit was a latex production unit with eight color printing using a white base that gave us a lot of options for printing on many types of media. It was also fast drying so it could be handled right after it was printed - then it could be trimmed and or mounted. Since we installed the unit in April we have only had (2) service calls for minor problems. And, we were up and running the same day and very pleased with the unit.

3. What types of things are you printing on?

The majority of requests are for simple signs 18"x24" or 24"x36" for training and workshops on regular bond mounted on foam core. We have also produced vinyl banners as well as maps. We have produced high end (Pop up displays) 33"x96" with stand for conferences and press conferences. We also did a vehicle wrap for the inside panels of a recreational vehicle that is used for our (on site) outdoor education program.

4. What are a couple of key things someone should consider when purchasing a wide format printer.

Local service and support for the machine. You want to be up and running not waiting on a tech. Also a large worktable 6' wide x 15' long with a built in cutting surface to be used for trimming and mounting finished products. A steel straight edge with measurements built in on the unit as well as clamps so one person could trim out the final banner while the clamps hold everything down. Also keep in mind that all wide format units generate a small amount, (one quart) a month based on usage, of hazardous waste (ink flushed from the printing head) and that needs to be handled and disposed of by a certified company.

We are pleased with our system and have cut our outside contracted expense by a least \$20,000 per year. We still contract out for ridged signage or anything that is larger than 50" wide but that is a small amount of our requests at this time. Having total control from design to production and being able to produce an order in 4 hours or less is great for business.

Discontinuing User Profiles & Contact Records for Inactive Users

Here is what to do when you have users who no longer work there or who have become inactive. (Note: If you have the LDAP module, those Users will lose access to Print Shop Pro® when your IT department de-activates them from the network.)



- Discontinue their User Profile:
 1. Go to **Administration > User Management**
 2. Under the **All Users** tab, locate the name of the User whose profile needs to be deactivated
 3. Uncheck the box under the **Active** column next to their name
 4. Left click the **Save Changes** button at the bottom of the screen
 5. The User Profile will now be "Discontinued" and will be accessible from the **Disabled Users** tab if you ever wish to re-activate them

- Discontinue the User's Contact Record:
 1. Go to **Website > Contacts**
 2. Search for the User's name and select it by left clicking on the link for their name
 3. You will then be taken to the **Contact Detail** page for this contact. Scroll down to the bottom
 4. Check the box marked **Discontinued**
 5. Left Click **Update** to save
 6. The Contact Record will now be "Discontinued"

QUESTION:

"Our customers upload too many files and it's clogging up our system. We would prefer that they not upload files, and if they have a special request they contact the print shop directly. Is there a way



to disable the feature that allows customers to attach files to their order?"

ANSWER:

You bet. This can be set in the Finish Size Defaults.

1. Go to **Website > Finish Sizes**
2. Select an **Order Category** and then go into the **Defaults** of the required **Finish Size**
3. In General Settings, look for the field marked **Maximum Number of File Uploads Per Order** and enter in a "0" in the field
4. Left click **Update** to save

Any orders placed with that **Finish Size** in that **Order Category** will no longer allow customers to upload file attachments.

CURRENT RELEASE VERSION - v12.1.1

Make sure you have the latest Print Shop Pro® version. The release date was December 15, 2015. Here are a couple of the new features:



New Feature: Run Time Estimates

If you look closely at the stock section of an Order Detail. You will now see a column called Run Time. PSP® will calculate the run time required for each stock based upon your configuration settings in the Equipment profile. To increase accuracy of Run Time estimates, go to **Website/Equipment** and edit each equipment profile. Be sure that the **Impressions per Hour (One Sided)** and the **Impressions per Hour (Two Sided)** fields are set accurately.

New Template Builder Features

For those templates that are configured to Manually Set Field Locations and Styling new features have been added.

1. Ever wish you could conveniently make a small change to a PDF for a template order? Print shop staff can now change the content in the template fields and regenerate the document. From the order detail page, just click on the **Template link** in the **Misc Section**. Then make your changes and click **Generate PDF**. If you approve of the document, click **Save to Order**. Your newly created PDF is now attached to the order.
2. Want to create a Print-ready version of your document imposed multiple up? From the order detail page, just click on the **Template link** in the Misc Section. Click the button labeled **Imposition** to see what Alternate layouts are available for the selected PDF. Select **Generate Imposition** to preview the Alternate layout version of the document. If you approve of the document, click **Save to Order** and your newly created PDF will be attached to the order.

Note: If you don't find the imposition you are looking for, just let us know and we will add it into PSP® for a future release.



PSP® Color Theme Module - 15% off!

Color schemes are critical to the branding of your organization. That particular blue, green or orange your organization uses was selected from hundreds of other shades and hues because it was the perfect choice. Employees, students and fans wear those colors with pride. Those colors appear on your logo, business cards, marketing materials and website.

PSP® Color Themes enables you to easily customize the colors, fonts and backgrounds of all customer-facing pages in PSP® to match the colors of your website. With access to your site we can do all the configuration for you. It's quick and easy. Call us today for a quote and take advantage of this month's special - 15% off.



The Forest Stewardship Council (FSC) is an independent, non-profit organization that protects forests for future generations. Based in Minneapolis, Minnesota, the mission of this membership-led organization is to promote environmentally sound, socially beneficial and economically prosperous management of the world's forests.

In version 12.1.1 there is a new tool available for those PSP® users who want to ensure that a certain percentage of their stocks meet FSC Certification Standards. PSP® now has the ability to designate certain stocks as FSC Certified in the stock profile. Then, detailed sales reports can be generated showing sales by date range of FSC Certified stocks only.

1. Go to **Website > Stocks > Stocks**
 2. Select the **Stock to Edit**
 3. Check the box labeled **FSC Certified**
 4. To view a report of stock sales of only stocks that are FSC Certified:
 1. Go to **Reports > Inventory Stock/Sales and Spoilage**
 2. Check the box labeled **Show FSC Certified Stocks Only** Click either **Summary by Stock, Detail by Stock, or Spoilage Detail by Equipment**. (These reports will show only sales of stocks that are marked as FSC Certified.)
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Upcoming 2016 Events:

Print Shop Pro® User Group Meeting

March 20-22, 2016

San Diego, CA

ACUP

April 10-14, 2016
Alberquerque, New Mexico

IPMA

June 20-24, 2016
Denver, Colorado

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