

Welcome!

AutoText / AutoNumber with OMEGA and the EDGE

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Today's Agenda

- 30 minute webinar
- Basic Decal Production
- Autonumber Decals (add sequential numbers to repeats)
- Autotext decals (add "mail merge" data to repeats)
- Barcodes
- Registration Tools
 - Overlap strokes
 - Choke Spread (improved in OMEGA 3.0)
 - Regfixer.exe (OMEGA 3.0)
- Label and Decal Materials
- Selling Labels and Decals
- I will send post-Webinar Follow-up email and information

Where to Find OMEGA 3.0 Information

- On the 3.0 DVD:
 - What's New in 3.0 PDF files
 - F1 Help
 - PDF manuals on the DVD
 - template files and sample files
 - ▶ c:\jobs\samples\templates*.GCA
 - ▶ C:\jobs\samples
- On the Web:
 - <http://www.gspinc.com/default.asp?contentID=48>
 - ▶ <http://www.gspinc.com/default.asp?contentID=48#LIT>
 - <http://www.gspinc.com/omega>
 - ▶ PDF files, charts, videos
- I will send a follow-up email with the web address of a recording of this webinar

Making Labels and Decals in OMEGA

- Basic Decal Production
 - Set up text, graphics, colors, cut lines
 - Composer>Tools>Repeats/Merge
 - Can use vector text or small text
 - If all repeats are the same, create repeats in GSPLOT. Faster Rendering, smaller files.
- Autonumber Decals (add sequential numbers to repeats)
 - Add "#1" to the decal
 - Select the decal
 - Tools>Repeats/Merge>Set REPEATS in the REPEATS TAB, then Set AutoNumber settings in the AutoNumber tab
- Autotext decals (add "mail merge" data to repeats)
 - Add "&1" to the decals, plus create a .TXT data file with the variable data, 1 piece of data per line.
 - At the top of the .TXT file, put the number of different types or FIELDS. For example, put 1 at the top of the file if only using names. Put 2 if using FIRST NAME and LAST NAME. Put 3 if first name, last name, hometown
 - Select the decal
 - Tools>Repeats/Merge>Set REPEATS in the REPEATS TAB, then use the TEXT MERGE Tab to choose the .TXT file
- Barcodes
 - OMEGA 3.0
 - Don't forget the Service Pack!
 - Contact dana.goodale@gspinc.com to get the service pack
- Registration Tools
 - Overlap strokes
 - Choke Spread (improved in OMEGA 3.0)
 - Regfixer.exe (OMEGA 3.0)

EDGE Ready Label and Decal Materials

- Label and Decal materials
- Other Specialty Materials
- Any Materials you need?

Label Stock

- 1 & 2 mil Coated Polyester Film
- 6 Different Face Films:
 - White,
 - Clear,
 - Matte Silver,
 - Brushed Gold
 - Brushed Silver
 - Shiny Silver Security
- Clear Adhesive
- Use with Spot Black, Spot Color, Metallic, Medal GerberColor Foils
- UL Approved Decals
- Applications: Labels, Decals & Nameplates



Static Cling

- 7.5 Mil White & Clear Film. Highly plasticized.
- Interior Use or short term exterior
- No Adhesive, Paper Liner
- Use backing Spot White and Spot color GerberColor Foils
- Sizes: 15”
- Applications: Window Decorations



Removable (White and Clear)

- InstaChange
 - White film, matte finish
 - Gray Pigmented Adhesive
 - 2 year removability
 - Applications: Removable Signs, Graphics & Vehicle Markings
- ImageCal "R"
 - 4 mil White & Clear Film
 - Clear Adhesive
 - Removable for up to 6 months
 - Applications: Temporary graphics
- Use with Spot Color and CMYK GerberColor Foils



Glow: 3M Luminous and GerberGlow

- 3M Luminous

- 13 mil “glow-in-the-dark” vinyl
- Glows for up to 6 hours
- Applications: Day/Night Safety & ID markings
- Meets or exceeds ASTM 2072, 2073 and International Maritime Organization A.752 (18) luminosity standards, and other safety standards

- GerberGlow

- 2.5 mil Novelty grade “glow-in-the-dark” vinyl
- Glows for up to 30 minutes
- Applications: Promotional/Novelty Graphics

- Use with Spot Color and White GerberColor Foils



LexEdge II, Clear, Outdoor

- 10 mil Coated GE Lexan (Polycarbonate)
- Multiple matte and clear finishes
- No adhesive on any of these
- All have a slip sheet coating
- Use with White, Spot Color, Transparent GerberColor Foils
- Applications:
 - Membrane switch overlays,
 - dial faces, gasoline pump graphics & more



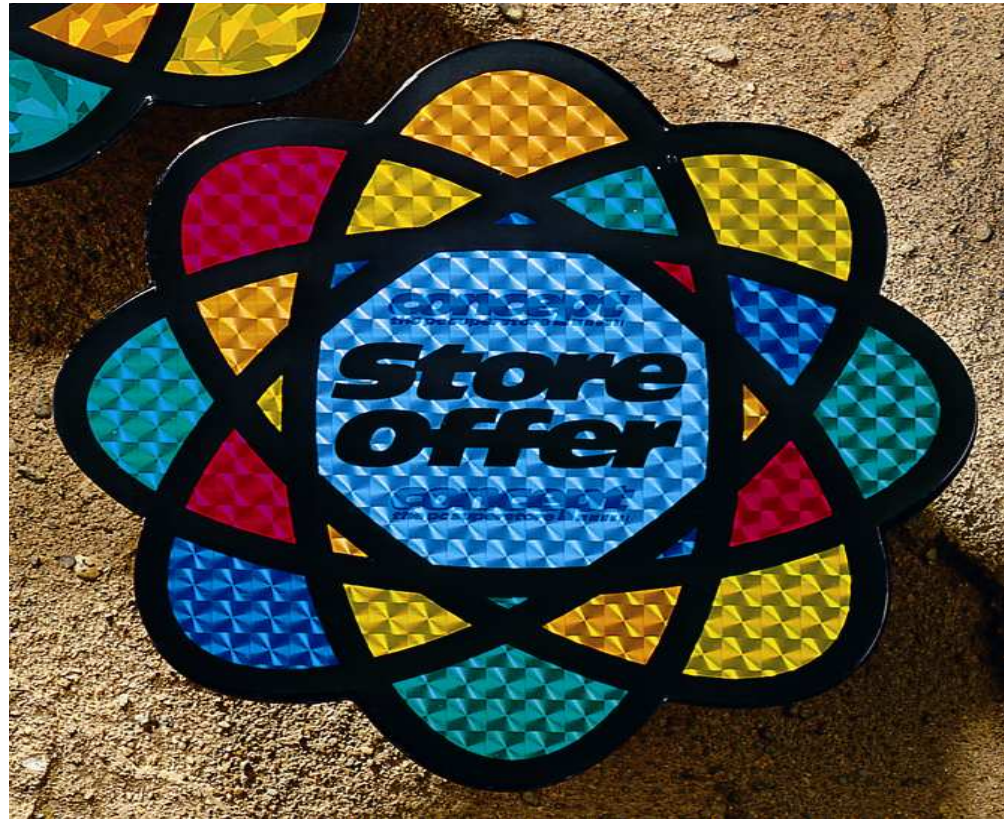
GerberMag and Automag

- 15 mil and 24 mil White magnetic sheeting
- Custom Formulated for GSP
- No adhesive
- Score cut
- Use with Spot Color and CMYK GerberColor Foils
- Applications: Vehicles and Ad Specialty Magnetic



Gerber Holographix

- 3.6 mil Holographic film
- 3 patterns
- Use with Transparent and CMYK GerberColor Foils
- Applications: Specialty Graphics



Selling Labels and Decals

- Show and Tell
 - Make some basic examples
 - Put them up in your lobby, carry them with you
 - Show different materials
 - Simple and fancy
 - Features and benefits: Short run, customized information, custom cut
- Gerber Brochures (order from you distributor)
 - Perfect Labels and Decals on Demand
 - P75277A
 - \$8.75 per 25 pack
- <http://www.gspinc.com/default.asp?contentID=48#LIT>
- Cross Sell
 - Ask a banner customer if they need any labels and decals
 - Ask a vehicle graphics customer if they need labels and decals



Adobe Acrobat
7.0 Document



...CALL US TODAY

...AND QUALITY HEAD TURNING IMAGES...

PERFECT LABELS & DECALS ON DEMAND...

You want results - and fast...
You want to take your concept, your identity or promotion and know that the image you've worked so hard to develop will be visually strengthened - and turned into reality. And you know that the only one you trust this with is a graphics professional with standards as high as yours. Our company has the expertise to ask the right questions and understand your individual needs. Our state-of-the-art GERBER EDGE® digital printing equipment and highly trained staff will provide results sure to meet - or exceed - your expectations.

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Questions?

• **THANK YOU!**

What is the EDGE?

- Thermal transfer printer
- Outdoor durable output
- Dozens of materials
- More than 70 true spot colors,
 - opaque easy white printing,
 - Pantone simulations,
 - GerberColor Spectratone
- Print and cut system for front/kiss cuts and liner-side finishing die-cuts
- Customized short-run screen-print emulation output without traditional setup/make-ready

What is Gerber OMEGA

- Design and output software that maximizes the EDGE features
 - Fabulous vector creation and editing software
 - Easy spot color assignment and output
 - Automatic color management
 - EDGE-optimized halftones
 - Easy print-to-cut
 - Design features add value to graphics