

Another year has come and gone. As we enter the 32<sup>nd</sup> year publishing EJ we're very proud to continue to produce new and exciting articles as well as revisiting time-honored traditional engraving topics. The 31<sup>st</sup> year presented a number of exciting articles that broke ground into new markets including the Department of Defense's UID marking, the thrill of ULS's new VersaLASER's HPDFO Lens (May 06) and Trotec's cutting edge Hybrid combination CO<sub>2</sub> and YAG laser (April 06). Several other articles were particularly memorable including Jackie Zack's "Rotary Engraving: Applications, Advancements and Allure" (Feb/Mar 06 Equipment Advisory) and Steve Spence's "Engraving Materials Checklist" (Jun/Jul 06 Materials & Supplies Advisory). Have a look through Volume 31's Index of Articles and make certain you've read the articles relevant to you and your business as we look forward to presenting you with another year of Recognition and Identification news.

# INDEX of ARTICLES

## VOLUME 30:

### JULY 2005 - JUNE 2006

## JULY 2005

### UID—A New Market Is Opening Up: Part 3

By J. Stephen Spence

UID, Symbology, barcodes—what are their differences, what do they have in common and how does this all impact on the DoD's new Direct Part Identification program? Let's find out.



### Back To Basics—Dealing With Visual Imbalances Part 3: Character Imbalances

Your choice of copy placement and balance can add a formal or informal tone to your awards, signs, nameplates or badges. This three-part series takes you through the basics of composition and design.

### Holy Amazing Apparel, BATMAN

By Kristin Huff

Sublimation can answer your need for custom, 4-color and short run apparel requests. Are you ready to "POW" "SWISH" "WOW" 'em?

### Celebrating 30 Years! The Engravers Journal

By Kristin Huff

This issue begins the 31<sup>st</sup> year of **The Engravers Journal**. EJ has been sharing its insight into the engraving world for 30 great years. Learn about how it all began!

### 8 Ways To Invest Excess Profits

By J. Tol Broome, Jr.

With the economy picking up, many retailers are finding themselves with excess income. Here are eight ways to invest your excess profits.

### Color Photographs Using CorelDRAW: Part 4

By Mike Clarke

Everyone in the photo looks perfect, but unfortunately, it's too light or maybe too dark. Learn how to take that poorly lit or overexposed photo and make it so much better.

### Product Spotlight: Badges & Findings

## AUGUST 2005

### UID—A New Market Is Opening Up: Part 4

By J. Stephen Spence

It's time to "de-mystify" UID codes by looking at the software available to create Data Matrix Codes.



### Color Photographs Using CorelDRAW: Part 5

By Mike Clarke

Everyone in the photo looks perfect; unfortunately, it's too light or maybe too dark. Learn more about how to take that poorly lit or overexposed photo and make it much better.

### The State Of The Awards Industry

By Jackie Zack

The state of the Awards Industry is an important issue affecting all R & I businesses. Keep current with this 2005 look at the State of the Awards Industry.

### Successful Sublimation Step-By-Step: Mugs, Steins & Coffee Cups

By Johnson Plastics Educational Resources Dept.

Directly from Johnson Plastics' Sublimation Instruction Manual we present Successful Sublimation: Step-by-Step—Sublimating Mugs, Steins and Coffee Cups.

### Back To Basics: Rotary Engraving Problems & Easy Solutions

Learn how to correct or avoid common engraving problems in this easy-to-follow problem/solution approach.

### Extending Credit The Right Way

By J. Tol Broome, Jr.

Use this credit sales model to manage your credit risk and keep your accounts receivable current.

### Index Of Articles Volume 30: July 2003-June 2004

Take another look at Volume 30 of EJ's editorial content with our compilation of articles. Use it to see the articles you missed or as a quick reference guide.

### Product Spotlight: Medals & Medallions

## Challenges That Take You Back, Way Back

By Dale Gruver

You never know when that challenging job will take you back to your pantograph days. Follow this adventure of how five pilot control wheel grips for an E2C aircraft were engraved.



## 2005 Buyer's Guide For Laser Engraving Machines

By Jackie Zack

If you're in the market for a laser engraving machine, don't miss this guide to the major systems available today.

## Back To Basics: Rotating Cutters: A Beginner's Guide

There's a lot to know about these essential engraving tools if you want to achieve the best quality engraving.

## Working With Color Photos in CorelDRAW: Part 6 The Unsharp Mask

By Mike Clarke

In this pièce de résistance, the final article in the CorelDRAW Color Photo series, you will learn about the amazing sharpening tool called the Unsharp Mask.

## UID—A New Market Is Opening Up: Part 5 Formatting The Data

By Carl Sewell

It's time to "de-code" UID symbols by looking at how the data is formatted in a Data Matrix symbol to make it "globally unique."

## How To Maximize Your After-Tax Dollars And Improve Your Bottom Line

By Bill Lynott

Save thousands on your 2005 income taxes by doing some simple planning now!

## Product Spotlight: Acrylic Products

## Hot Keys & CorelDRAW

By Mike Clarke

Learn how to speed up your workflow using Hot Keys in all of your CorelDRAW projects.



## Gifts Galore

By Jackie Zack

Are you ready for the holiday season? Find out what's new in holiday merchandise and tips for having a successful holiday season!

## Back To Basics: Five Recipes For Award Layouts

There are no secrets here. Just several ways to design a blue ribbon-winning award.

## UID—A New Market Is Opening Up: Part 6 Marking Systems For Government UID Part Marking & Labels

By J. Stephen Spence

The DoD has named acceptable marking systems for their UID Data Matrix requirements. We will offer you an overview of each of these systems, systems that you might already have and their viability in this exciting new market, including rotary, CO<sub>2</sub> and dot peen marking.

## A Cut Above—Engraving & Embroidery, Inc.

By Lisa Bakewell

Take a peek behind the scenes of A Cut Above Engraving & Embroidery, Inc. a thriving engraving and embroidery operation.

## The Art Of Subsurface Crystal Engraving

By Jackie Zack

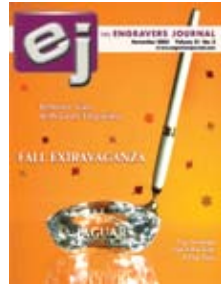
Subsurface Laser Engraving: Combining art with technology—this exciting technology is making its presence known in the marketplace in a big and beautiful way.

## Product Spotlight: Signage & ID Products

## Laser Engraving Glass

By J. Stephen Spence

The ins and outs and round abouts of lasering on glass.



## UID—A New Market Is Opening Up: Part 7 Acceptable Marking Systems For Government UID Direct Part Marking & Labels

By J. Stephen Spence

The DoD has named acceptable marking systems for their UID Data Matrix requirements. We offer you an overview of each of these systems (rubber stamps, tags, electro-chemical, etching, decalcomania, etc.) and their viability in this exciting new market.

## Fall Extravaganza

Catch up on what's FUN for FALL! EJ's Fall Extravaganza event showcases exciting products from your favorite suppliers.

## Using CorelDRAW's Macro and VB Functionality

By Mike Clarke

An amazing way to automate mundane, everyday tasks is by creating and/or using Visual Basics macros to speed up your work. Learn how in this month's CorelDRAW tutorial.

## Back To Basics: Shearing Metal Plates

Here are some time-proven tips for fabricating metal plates with a tabletop shear.

## Eight Income Tax Mistakes To Avoid

By J. Tol Broome, Jr.

Keep your 2005 taxes on track. Here are eight errors you can avoid to help keep the tax man at bay.

## Product Spotlight: Glass, Crystal & Sandcarving

## Niche Engraving Markets

By J. Stephen Spence

Niche engraving markets have proven themselves to be a very profitable arena. We invite you to investigate a new group of niche markets. Take a look.



## Perfect Laser Sublimation

By Richard Hilton

Some simple tests for your laser printer and heat press will enable you to create crisp laser sublimated graphics.



## UID—A New Market Is Opening Up Part 8: A Marketing Strategy

By J. Stephen Spence

Your interest in the UID market has been piqued. Now you're wondering how to begin. UID—A Marketing Strategy will take you through the step-by-step process.

## Back To Basics—Cleaning Techniques Part 1: Coated Metals

This series provides tips for cleaning awards and gifts. Part 1 looks at the techniques used on coated metals.

## Using CorelDRAW's Symbol Command

By Mike Clarke

Don't overlook the Symbol command like I did. Follow along as I learn the amazing value of this command for repetitive setups.

## Product Spotlight: Corporate Awards & Promotional Products

## UID—A New Market Is Opening Up Part 9: Marketing, Part II: Finding Customers

By J. Stephen Spence

Your interest in the UID market has been piqued. Now you're wondering where to locate government contractors that need your services. Here are several great options.



## A Look At Sublimatable Italian Charms

By J. Stephen Spence

Italian Charm Bracelets are all the rage. Join in on this new sensation by adding a very personal touch with full color sublimation.

## Marketing Desktop Merchandise

By Jackie Zack

Desktop merchandise is a staple in the Recognition and Identification industry. Tap into the corporate market with a solid selection of products.

## Niche Engraving Markets: Part 2

By J. Stephen Spence

Niche markets have proven to be a very profitable arena. We invite you to investigate a new group of niche markets. Take a look.

## Back To Basics—Cleaning Techniques Part 2: Uncoated Metals

Part 2 of this series addresses the methods for cleaning and polishing uncoated metals.

## Lessons To Be Learned—Oversized Panels

By Dale Gruver

Every once in a while a job causes untold havoc. Here's one of those jobs that went really wrong.

## A New Way To Lower Your Healthcare Costs

By William J. Lynott

What you need to know about health savings accounts.

## Product Spotlight: What's New In 2006

## CorelDRAW And LaserLIGHTS

By Mike Clarke

CorelDRAW is perfect for customizing medallions. Let's take Corel and LaserLIGHTS and make some custom medallions.



## Metal Nameplates: The Products & The Market

By Jackie Zack

Etched plates, metal photos and cast plaques present a growing marketplace. Offering these items is as simple as picking up the phone.

## Back To Basics Cleaning Techniques Part 3: Wood

This article, Part 3 in a series on cleaning awards and gifts, discusses techniques that are appropriate for wood.

## Making The Sale: Bypassing Corporate Headquarters

By Erin Hill

It's David vs. Goliath in the independent retailer's quest to win the business of the local affiliates of national organizations.

## How To Prepare Your Business For A Natural Disaster And Why You Must

By William J. Lynott

Natural disasters are unpredictable. These tips will help you build a disaster and recovery plan.

## Product Spotlight: Recognition Awards & Plaques

## EQUIPMENT ADVISORY

### Rotary Engraving Applications, Advancements & Allure

By Jackie Zack

The age-old question "Is it rotary or is it laser, which is right for me?" is resolved.



### Rotary Engraving Photo Expo

A plethora of rotary engraved products and applications.

### 2006 EJ Equipment Advisory

We've pre-scouted the Vegas show. Have a sneak peek at the assortment of products in store for you.

### What's In The Future For Laser Engraving

By J. Stephen Spence

Steve Spence takes a look into his crystal ball and predicts where the world of laser engraving equipment will take us over the next five years.

### Laser Engraving Photo Expo

An abundance of laser engraved products and applications.

## CorelDRAW X3 Review

By Mike Clarke

R & I industry requests have been incorporated into the latest version of CorelDRAW. Read all about them!



## It's Crystal Clear Glass + Crystal = Profits

By Jackie Zack

The difference between glass and crystal is like night and day. Learn the differences and the best ways to engrave them.

## The Laser Shop Creating A Two-Part Acrylic Award

By Mike Fruciano

The Laser Shop presents a step-by-step tutorial of how to engrave and assemble a two-part acrylic award.

## Back To Basics—Extraordinary Cutters

Increase the variety of cutters kept in your shop to increase your work capacity. Don't limit yourself. Explore, experiment and experience extraordinary cutters!

## The American Society of Business Publication Editors (ASBPE) Annual Awards of Excellence Competition

By Lisa Bakewell

Take a behind the scenes look at a high value corporate award program.

## Product Spotlight: Blanks, Materials & Supplies

## A Look At Trotec's FineMarkerHybrid Laser

By J. Stephen Spence

Trotec's Hybrid Laser combines YAG and CO<sub>2</sub> laser technology into one amazing machine. Review its features and benefits and see if this is the machine for you.



## CorelDRAW X3: CorelTRACE

By Mike Clarke

CorelTRACE, once a stand-alone program is now included in CorelDRAW X3 Suite and offers bitmap to vector tracing capabilities. Here's the scoop.

## Spring Into Engravable Gifts

By Jackie Zack

Why not spring into the engravable gifts market with these exciting, time-tested ideas?

## Back to Basics—Thermobending

Discover a quick, easy and inexpensive way to create custom products.

## The Laser Shop Metal Marketing With A CO<sub>2</sub> Laser

By Mike Fruciano

Metal marking is an up-and-coming market segment. There are many little niches out there that can add a little weight to your bottom line.

## How To Criticize Without Criticizing

By McLeod Cushing

A happy workplace is a productive workplace. Good management skills are paramount in developing a well-oiled office environment.

## Product Spotlight: Time Pieces

## Product Review Of The VersaLASER V-300 & The New High Power Density Focusing Optics Lens

By *J. Stephen Spence*

ULS has introduced High Power Density Focusing Optics for the VersaLASER. Find out what the VersaLASER, with its high tech lens, can do for you and your shop.



## What's New In Sign Design From Function To Fabulous

By *Jackie Zack*

Learn how architectural signage and ancillary products like badges and nameplates use state-of-the-art digital technology to kick up their color and graphic drama.

## More On CorelDRAW X3

By *Mike Clarke*

CorelDRAW X3 offers a number of new commands. Take a look at the Hints Docker, Boundary command, Fillet, Scallop and Chamfer, Step and Repeat command and Sizing by Inch.

## Back to Basics—The Art Of Humor In Awards

Tasteful humor can add a sizzle to any award presentation. The challenge is to add humor with style. Here are some appropriate ways to manage humor in your awards.

## Looking At Sublimation—An Old Technology That Is Still On The Cutting Edge

By *J. Stephen Spence*

The dos and don'ts of purchasing good quality, long-lasting computers, printers and scanners to use exclusively for sublimation.

## Time For A Checkup

By *J. Tol Broome, Jr.*

An annual physical is recommended for you and for your business. Make your appointment for a business checkup.

## CorelDRAW X3: Arcing Text & Clone Command

By *Mike Clarke*

Travel through X3's new arcing text tutorials and onto a review of the reintroduced Clone command.

## Where The Money Is . . . In Laser Engraving

By *J. Stephen Spence*

Your new laser is unpacked and ready to go. It's time to start making it pay for itself. Kick start it with moneymaking lasering jobs.

## Back To Basics—Rotary Engraving Acrylic

Acrylic makes beautiful awards, gifts and more. Here are some suggestions for rotary engraving it.

## Are You Worthy? Here's What It Takes To Maintain A Good Credit Rating

By *J. Tol Broome, Jr.*

Sneak inside a banker's brain and you'll find exactly what you need to do to get that bank loan you've been considering.

## ej's Illustrated Awards Glossary Part 1: A-C

## 7 Easy Ways To Simplify Your Life & Boost Your Profits In 2006

By *Bill Lynott*

These seven simple steps will help 2006 be a more profitable and less stressful year for you.

## Engraving Goes Collegiate & International

By *Michael Dubber*

A love of engraving drove two men to develop a state-of-the-art engraving training facility and a new Engraving Arts degree at Emporia State University.



## MATERIALS & SUPPLIES ADVISORY

### 2006 EJ Materials & Supplies Advisory

Learn about Materials & Supplies from the manufacturers and their distributors.

### 2006 EJ Value-Added Services Advisory

Value-Added Services are an important part of selecting your suppliers. See what they have to offer.

### Engraving Materials Checklist

By *J. Stephen Spence*

EJ delivers a comprehensive materials compendium. Learn about materials, their manufacturers and whether these materials engrave best using rotary or laser engravers.

### Materials & Supplies Photo Expo

Check out our display of finished products made with many of the materials presented in the 2006 Materials & Supplies Advisory.

