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# THE PEDALER'S PAGE

BREWER SALES NEWSLETTER/TIP SHEET

FEBRUARY 2000

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## Viva Las Vegas!

FEBRUARY 22-25, 2000

It's time for our annual trek to the *City of Lights*! Look for a Brewer Sales representative in the Epilog and Xenetech booths when you get there. Stop by the **Epilog** booth to see the new *Legend* machine (more information in this newsletter). I bet you'll be impressed!

Come by the **Xenetech** booth to check out the latest version of the *Xenetech Graphic Workstation* software (more information on newly added features in this newsletter).

Daddy is teaming up with Pat Holley to do *LaserQuest 2000*. If you didn't catch that seminar in Tennessee or New Jersey ... and if you own a laser ... you'll want to hear the tips & suggestions they have for getting the most out of your laser engraver. The seminar is on Tuesday, Feb. 22, from 10:00 am - 12:00 pm.

Xenetech owners: you probably have received the red postcard from Baton Rouge telling you about the Intermediate User Clinic on that same day. If you need more information or if you need to register for the clinic, contact Xenetech directly at 225-752-0225.

There will be several other very informative seminars by the industry's leading speakers. For a complete schedule or to register for the show, contact ARA directly at 800-344-2148.

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## Brewer Sales News

HAPPY ANNIVERSARY!

During the year 2000, we are celebrating our 30th year in the awards/recognition industry! (That is, we're celebrating *daddy's* 30th year in the industry — I was only a *baby* when he started selling components to "trophy shops").

Over the years, Brewer Sales has represented many manufacturers in our industry. I won't list them all — I'd be afraid I might leave someone out!

Dodge Trophy is the company responsible for moving our family to the great state of Texas in 1973. For the last 27 years, daddy's territory has been Texas and surrounding states.

Brewer Sales started making the transition from components to equipment in 1982 when daddy started selling H-Square computerized engravers. Brewer Sales has been selling the **Epilog** line of laser engravers since 1991 and the **Xenetech** line of rotary engravers since 1992. We're proud to be associated with both of these fine companies!

In 1999, Brewer Sales enjoyed its best year ever and the year 2000 is off to a great start! Thank you for your part in making last year successful — and keep us in mind when you're ready to purchase engraving equipment this year!

### NEW BUILDING

We purchased a building in July of 1999. Until then, we had been running Brewer Sales in a corner (a very *small* corner!) of my mom's retail location. We're now able to spread out and make room for more equipment and for a more comfortable work space for everyone but daddy. His "work space" is still his white Dodge van!

The next time you're in Arlington, we'd love to have you stop by! More than likely, both of the guys (Daddy & Randy) will be gone ... the machines may be gone with them too. I'll be here, though, and I'd be happy to give you the nickel tour!

### RANDY'S UPCOMING NUPTIALS

When you see Randy in Vegas, be sure to pass along your best marriage advice. He's marrying his college sweetheart, Marci, this July — that is, if an installation or a demo doesn't come up on that day (*just kidding, Marci!*)

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## Eddy's Logos

FOR YOUR XENETECH ENGRAVER

For those of you who have been reading the Pedaler's Page for many months, you may recall that Eddy Maddux has 3700 logos available for Xenetech engraving systems. All 3700 are now available on CD for \$260 (includes a complete catalog!)

Go to his web site to order the collection ... or you can pick up 60 FREE sample logos! <http://www.feist.com/~maddux> For those of you who don't have InterNet capabilities at this time, call Eddy at 316-686-4002.

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# Laser Engraving on Crystal

EPILOG CUSTOMER SHARES HIS EXPERTISE

**A**n Epilog customer called me a couple of months ago and told me that he was "covered up" with crystal orders. He couldn't engrave fast enough to fill all the orders. You're probably very familiar with the feeling that you can't engrave fast enough to fill all your orders ... but could you imagine having that much crystal work?! Many of us are too nervous to tackle even one crystal job!

Here are step-by-step instructions from someone who does it all the time. Give it a shot!

1. Epilog 25- or 30-watt settings: Power=100, Speed=20.
2. Instead of newspaper, use tissue paper (wrapping paper tissue). Cut 4" x 4" squares of tissue paper, wet it and place one layer of paper on the glass.
3. Engrave!

By using the settings above & the wet tissue paper, he produces very attractive work without the flaking and chipping you've seen on some glass engraving. (Note: I faxed the above information to a new Epilog owner [Jackie in San Antonio] and she did a beautiful job on some Waterford Crystal!)

On another note, Rex has rigged his rotary glass attachment to accommodate glasses with handles. He has graciously agreed to send the pattern with photos & instructions to anyone who wants it! His email address is [applerex@aol.com](mailto:applerex@aol.com).

*Rex Swanson, Edmond, OK*

*Thanks, Rex, for sharing this valuable information!*

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## Industry Questions & Answers

**I** received an answer to question #2 in the November '99 issue. Performance Awards in Colorado Springs has a NOTICE sign hanging up in their showroom. They also give printed NOTICE cards to their customers that read as follows:

"NOTICE: Due to the inherent characteristics of engraving or etching, we cannot accept responsibility for items brought in for customizing or personalization. These items will be accepted ONLY at the risk of the customer."

I know many engravers (my mother's retail business included) refuse to take engraving orders over the phone. Performance Awards does a nice job of putting that in writing too:

"NOTICE To Our Valued Customers: Please be aware that we will take every precaution to accomplish your engraving or

etching correctly and to your satisfaction. However, we can not accept responsibility for errors due to illegible or misread handwriting, or misunderstanding of orders placed by phone. Typed or computer generated copy either faxed or brought in provides a worthwhile measure of safety."

*Thank you, Mr. Talley, for your willingness to share!*

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### Questions:

1. **"Has anyone discovered a good way to collect large past due accounts without alienating a good customer?"**
2. **I'd still like to get "pricing" answers to our customers who continue to ask for help (see November issue). Any ideas out there?**

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# Oops!

### MY APOLOGIES

**I**'m a strong believer in having your work checked and double-checked and triple-checked before you have it printed & mailed to your entire list! I broke my own rule and rushed our last issue to the printer. If daddy had read it first, he would have pointed out that I had placed "Tom" in Wichita Falls last November (in the *Name Your Computer* article). Tom, his wife, Ginny, and their R2, D2 and Me2 machines work in Rockwall, TX. (Thanks, Richard, for bringing that to my attention).

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## Congratulations!

**L**es Seamster, a Xenotech owner in Branson, MO, recently won the *Best of Show Award* at the 1999 War Eagle Art Show. "It was an honor", Les said when daddy asked him about the award.

Les was recently interviewed by the Home & Garden Network. They're planning to put him on the Carol Duvall Show (viewed by over 37 million people)! Xenotech and Brewer Sales are proud to have such a famous customer!

Les does exquisite work! The next time you're on the InterNet, check out his web site at <http://www.silverhighlights.com>

# Features Review

## DADDY REVIEWS RECENTLY ADDED FEATURES

The current release of Xenetech software is **5.42**. Three "patch" disks may be downloaded from <http://www.xenetech.com/html/52.htm> to get you up to date. You need to have 5.00 (at least) installed on your system in order to update to the latest version. If you have any version lower than 5.00, call Xenetech or Brewer Sales to get the 5.22 CD-ROM then install the 5.42 (or whatever is on the web site when you download) "patch" disks.

The following is only a brief description of some of the more significant additions. For other additions and details of how to use these new features, see online help under **Xenetech | What's New For This Release...**

### RELEASE 5.38:

New "Trim" tool added to Color Menu (available only if you have the *Drawing Tools* package). This tool is designed to trim two intersecting lines at their point of intersection. **Color | Trim**

**"Mouse Pointer as Crosshair"** as a choice in the **Misc | Setup** dialog. This turns pointer into a set of crosshairs that extends to the entire size of the plate. Great for visually aligning components and using the rulers to position objects.

A checkbox labeled **"Add Multiplate Offset Index to Plate Size"** has been added to **Misc | Setup** dialog. This will determine whether individual boxes are cut out or "normal" lines down the center of the Multiplate Offset.

A new checkbox labeled **"Top Of Text Toward Inside of Dial"** in the **Misc | Generate Dial** dialog

We can now change a logo like we do a font. That is, with logo selected, click the Logo icon and select a replacement logo.

Another "autolayout" feature has been added. First, note that the Percent Fill field is now saved as part of your preferences. I recommend setting it around 45% and then saving preferences. Now after entering a "Number of Lines" in the Workspace dialog, the default letter size will be "appropriate". Longtime Xenetech users will probably seldom use this. Domiteaux, Dahlgren and New Hermes have a similar method of "autolayout", though, and I feel sure that this will be used by people making the transition from those systems to the Xenetech. The whole purpose is to "start off" the layout with a letter height at least *approximately* correct.

Three new selections have been added to the **File | To Engraver** dialog. **"Etcher"**, **"Dispenser"**, **"Z Indexer"**. These represent new equipment options which may be purchased for use on larger Xenetechs (1313 and up).

### RELEASE 5.31:

**"Display System Parameters on D/L"** to **Misc | Setup** dialog. If this new feature is "checked", then a new dialog will open upon job download showing all "non-standard" settings (reverse, multipass, etc.)

### RELEASE 5.30:

An extended font set may now be used to support Chinese, Japanese and Korean True Type fonts.

Job Comments text area expanded to up to 508 bytes

### RELEASE 5.28:

A reverse plate indicator has been added in the **Print** dialog.

### RELEASE 5.26:

3D engraving added: you must have *Drawing Tools* to utilize this feature.

**Font | Fit Text To Path** A gigantic addition that has gone unnoticed by most!

**Arrange | Align Center & Middle** now one step instead of the previous two steps required.

**Edit | Resort Plate from Top to Bottom** After certain operations, the engraving order becomes inefficient. This function re-orders all objects from upper/left to lower/right.

### RELEASE 5.22:

Two additional types of **round cornered boxes** have been added to *Drawing Tools*. Either right 'click' on the round cornered box tool, or left 'click' and hold for more than a 1/2 second. A pop-down menu will appear, allowing you to choose from:

- Standard Round Cornered Box
- Inside Round Cornered Box
- Large Inside Round Cornered Box.

**Freezing objects on the screen.** This feature will allow you to "lock" or "freeze" objects on your plate in position, so that they cannot be moved, re-sized, etc. by accident. This feature is extremely handy for borders, corners, etc., and still being able to F8 to balance. It is also great for combining with **Do Not Engrave** to create a "template" for irregular shapes (acrylic Icebergs, for instance).

*Thanks, Daddy!*

# The New Epilog

REVOLUTIONARY TECHNOLOGY, LEGENDARY PERFORMANCE

The new Epilog *Legend* will be unveiled at the Las Vegas ARA Int'l Trade Show (as alluded to earlier in this newsletter). The *Legend* is based on the *Radius* technology with several significant changes:

**Engraving Speed:** A new bearing design allows better engraving quality and speeds of up to 80 inches per second.

**Control Panel Display:** In addition to the standard display information, you can preview a graphic image and see the file name of the selected job. Pull-down menus depict jobs stored, laser settings, laser status and service options.

**Engraving Area:** 32" x 20" with a table size of 36" x 21" and a maximum material thickness of 9".

**Modularity:** All subassemblies are modular and easily removed and installed. Everything is connected with plugs and quick-disconnect cables.

Stop by the Epilog booth in Vegas for a demo. For more information in the meantime, call Brewer Sales at 817-460-8122 or log on to Epilog's web site at <http://www.epiloglaser.com>

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## Watch for this ...

MAY 2000

Did you realize just how great the Corel Tip was that Harold Hanusch gave us in the August '99 *Pedaler's Page*? In case you missed it, watch your mailbox for a more in-depth discussion in the May issue. If you can't wait, email me and I'll send you a "sneak preview"!