
THE PEDALER'S PAGE

*A Quarterly Newsletter for Epilog & Xenotech Owners brought to you by Brewer Sales
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Laser Clinic Kudos

The first *Texas LaserBits Clinic* in Dallas (earlier this summer) was a huge success! The clinic was completely sold out (*and then some!*) with 53 attendees from 29 companies.

We've received several of the evaluation forms back in the mail. Every one of the forms gave Mike Fruciano (clinic instructor & president of LaserBits, Inc.) high marks on his presentation and *every* attendee indicated that they would recommend the clinic to others.

As of press time, there are plenty of seats left in Galveston

but we expect those to fill up quickly! Call or email today to get your registration form.

Our regular *Pedaler's Page* readers have plenty of info in our past newsletters re: this clinic. If you're new to our mailing list (or if your dog ate your last newsletter), let me know and I'll forward more detailed information.

This clinic is for anyone who owns *any* type of laser and for anyone who is considering the purchase of a laser. Clinic cost is \$75.

Price Survey

Some of our most frequently asked questions pertain to pricing. If you have questions re: pricing, you might want to take a look at the new ARA (Awards & Recognition Assoc.) Operating Ratio & Price Survey Report.

According to ARA, the objective of the 2002 survey was to measure the financial performance of various types of companies and gather historical pricing data for a variety of products.

The Operating Ratio portion of the report includes demographic information, revenue and expense breakouts as well as sales & marketing techniques used by the respondents. The Price Survey portion includes historical pricing on plaques, medallions, trophies, acrylic, glass/crystal and nametags.

The report is available for purchase from ARA at \$49.95 (members) and \$250 (non-members). Questions about this report should be directed to ARA Membership Services (800)344-2148 or www.ara.org.

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- ☞ *Getting a New PC?*
- ☞ *Last-minute TTAS Info*

Websites

www.brewersales.com
www.epiloglaser.com
www.xenotech.com
www.corel.com
www.engraversjournal.com
www.ara.org
www.nbm.com
www.graphicspro.org
forums.delphiforums.com/engrave

The History of Epilog Laser

According to "The Pedaler"

In honor of Epilog's 15th anniversary (and because I had so much fun studying up on the History of the TTA Show for our last issue!), I talked daddy into jotting down his version of the history of our favorite Rocky Mountain laser engraving manufacturer!

I've combined his recollections with a few details from some Epilog Laser "old-timers":

While selling AutoMarks in the early '70s, I often told people that before long, we would have a computer that controlled the pantograph.

In 1984, I started telling people that lasers would be the next "thing" in our industry following pantograph, AutoMark, sublimation, computer engraver.

As soon as Melco came out with one, I bought a demo and started trying to sell it. *The only good thing about that laser was that they gave me my money back when it was determined it would never do what Melco said it would!*

When I saw the Epilog (Eclipse) for the first time (at the 1991 ARA Atlantic City show), I recognized that it had overcome the problems and limitations of the Melco and I *begged* the Epilog "top brass" to let me start selling it!



Mike "Mr. Epilog" Dean's recollection of that event:

"Epilog was in the basement room of the ARA Atlantic City Show. Tom Garnier and I were manning the booth. Roy asked me if we could talk after the show.

"I met him in the lobby of the casino in the hotel where the show was and he asked if we were looking for distribution. We talked for awhile and over the next few days, I called some of the references that he gave me. Shortly after that, Brewer Sales became Epilog's first real distributor."

Back to The Pedaler:

I quickly learned that Epilog was an extremely loyal company and I found them to be *very* good listeners (take a look under Epilog Laser FAST FACTS to see many of the advances Epilog made in direct response to customer input).

What do I say now when people ask me – "What's the next big thing?" I have to say, "I have no idea!"

EPILOG LASER FAST FACTS

Number of Employees

1988: **2**

2003: **38**

Number of Distributors

1991: **1**

2003: **70** (worldwide)

Number of Models offered

1991: **1** (25 watt Eclipse)

2003: **16** (3 different models in several different wattages!)

Epilog Laser was the first ...

- to offer an open-architecture laser engraver capable of being run by *any* Windows-based software program
- to create rubber stamp software for laser engraving
- to introduce a rotary engraving attachment
- to offer a motorized table
- to offer auto-focus
- to offer a (small format) 100-watt laser engraver
- and *ONLY* company to win the prestigious ARA "Best New Technology" Award three years in a row

PhotoGrav

PhotoGrav has recently released a Spanish version of their photo engraving software.

The Spanish version is \$445 while the English version remains \$395.

We have scores of laser professionals who use this software to make photo laser engraving much easier!

"What can PhotoGrav do that I can't do with PhotoPaint?" Nothing. However, it can make the job much easier and much less time-consuming. If you're

doing even a few photos a month with your laser engraver, you owe it to yourself to try this software.

PhotoGrav continues to offer a 30-day money-back guarantee. If you don't think the software is worth what you paid for it, you get your money back. No questions asked – unless you'd like to offer some feedback!

If you order the software online (rather than calling us), please list Brewer Sales as your PhotoGrav distributor so we can make a few bucks off the deal!

Corel 11 Service Pack

Corel 11 users will want to log on to the Corel website to check out Service Pack #1:

www.corel.com

Select **Downloads**

Select **Updates**

Select CorelDRAW Graphics

Suite 11 Service Pack 1

(Windows)

Corel will remind you of this but in case you're one of those folks who downloads without reading all the details first – you'll need to re-boot your

system & close down as many applications as possible before installing this Patch.

On this web page, you'll also find an explanation of many of the fixes this patch provides. Since there are *some* risks involved in the patch (a tiny percentage report post-patch problems), we recommend reading the list of fixes first. If you are not having any of the problems rectified, then we don't consider this patch a "must have."

Brewer Snippets

EPILOG Driver Update

Got internet access? Got Epilog? We highly recommend that you sign up on the Driver Notification List!

www.epiloglaser.com | **Downloads** | Select your model | Enter your email address – now you'll automatically be notified any time there is an updated driver available for your specific system!

XENETECH USA History

You probably already guessed it ... but watch for the history of Xenotech in the next issue of the *Pedaler's Page*!

SPEEDING up Corel 11

www.unleashed.com

Under **Tips & Tricks:**

List of All Tutorials

Under **Tutorials by Foster D.**

Coburn:

Speeding Up CorelDRAW 11 & Windows XP

... OR link is

<http://www.unleash.com/articles/draw11speed/index.asp>

Dude - You're getting a Dell?! *(Can I say that without Dell suing me?)*

Considering the purchase of a new PC? If your engraving system or laser engraving system has served you for more than two years, we **HIGHLY** recommend that you check with your manufacturer or your local distributor to see what conflicts might arise between the newer PCs and your "legacy" firmware/drivers/etc.

Last Chance!

By the time you read this, our annual Texas Trophy & Award Show will be less than two weeks away! I'll cram as much info in this space as possible but if you need more info, feel free to call or email – hurry, though!

Show Schedule

Thursday, August 7, 2003

6:30 am **Golf Outing/Scramble**

Call **Jack Ellis** (800)433-0965 for more info

Friday, August 8, 2003

9:00 am - 5:00 pm **Exhibits Open**

6:30 pm **Party on the Patio**

Saturday, August 9, 2003

9:30 am - 4:00 pm **Exhibits Open**

5:30-8:30 pm **Xenotech Users' Clinic - No charge**

Sunday, August 10, 2003

9:00 am - 5:00 pm **LaserBits Clinic** – \$75/person

Call or email **Brewer Sales** to sign up for either clinic

Hotel Info

All TTAS events (and the clinics hosted by Brewer Sales) will be held at the *Moody Gardens Hotel & Resort* in Galveston. Address: Seven Hope Blvd., Galveston, TX 77554

Reservations: Phone (800)582-4673 (mention the Texas Trophy & Award Show for the \$155 rate).

Web: www.moodygardens.com

Directions: From I-45 South, exit 61st St. Right on 61st St. and again on Seawall Blvd. Right on 81st St. to Jones Rd. Left on Hope Blvd. to Moody Gardens.

For Additional Info

LaserBits Clinic & Xenotech Clinic – Call or email Jeanette at (817)460-8122 ext. 201 or jeanette@brewersales.com



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