



## A Banner Christmas

We are excited to announce the roll out of a great marketing piece just in time for Christmas! All stores will be receiving a new Laser Program banner and stand to help call out your machine and the capabilities. The banner will act as a "silent salesperson" by explaining the process for P. Graham Dunn Personalized Gifts "On the Spot"! We recommend that you place the banner next to the machine. Signage should arrive by early to mid-November.

[Click here for banner stand assembly instructions](#)

## Holiday Helpers

Our Technical Support team is available to assist you **Monday-Friday 9:00 a.m.-5:00 p.m. EST**. When placing a call to P. Graham Dunn's tech support, please **dial local and Canada (330) 828-2105 or long distance (800) 828-5260**. Select **option 5** for Technical Support. If we are unavailable, please leave a message and a member of our team will contact you on the next business day.



In an effort to better serve you during peak business, we will also be available on **SATURDAYS from November 26- December 31** from the hours of **9:00 a.m.-5:00 p.m. EST!**

## Getting Technical

### **Machine Maintenance:**

Maintaining your machine is key to minimizing down time. It's time to prep your machine for the upcoming season!

[Click here to download the Machine Maintenance Checklist](#)  
[Click here to view Video Demonstration for Cleaning Your Machine](#)

We have updated our process for tech calls. Our goal is to get you up and running the same day as you experience a technical issue, however some instances may require a part and/or a service call from Gravograph. Please do not contact Gravograph directly! All calls

should be filtered through PGD technical support first to diagnose the issue. If it is determined that Gravograph is needed, PGD will contact Gravograph to begin a service ticket. Gravograph will then contact you within one business day to set up a service call. Gravograph has up to three business days to service your machine. If parts are needed, service lead times may be longer. We appreciate your patience!

### **File Maintenance:**

It's important to update your files regularly. This will ensure that you always have files ready for any newly introduced product, and will also make sure that any updates or corrections to old files are applied to your system. We recommend updating your files at least once a month.

[Click here to download Instructions for Updating Laser Files](#)  
[Click here to download Instructions for Updating Fonts](#)



**Increasing Operating Efficiency  
is Key to Profit**

### **Get organized:**

- Make sure that all jigs are put away immediately after use so they can be easily found and reused. It also helps to maintain the clean appearance of your machine.

- Be sure all stock is put in its proper place, so product can be easily found.

### **Service multiple requests while the machine is running:**

- Imagine there are three customers and the first customer orders something with a run time of 7 minutes. Instead of waiting around for 7 minutes, the operator can open up a couple more sessions of Gravostyle and set up the next two jobs or more in advance. That way when the first job is done, the next is mere seconds away. This is extremely important during peak hours and peak seasons.

### **Pre-engage products with longer run times:**

- Some files may take many minutes to run and all but the name and date is unchanged. Go ahead and run a blank or two in advance. Upon selling that design, just select the personalized portion and run the file. Your run time will be dramatically reduced.

## **New Products to Jumpstart Sales**

We are excited to announce the launch of new products just in time for Black Friday! Be on the lookout for a second sample mailing coming your way soon!



**The following SKU's are available to ship:**

<u>Item Number</u>	<u>Description</u>	<u>UPC</u>
ZADT30	KEYCHAIN W/CHARM PRPL	656200108239
ZADT31	KEYCHAIN W/CHARM TEAL	656200108246
ZADT32	KEYCHAIN W/CHARM BLUE	656200108253
ZADT33	KEYCHAIN W/CHARM RED	656200108260
ZADT34	KEYCHAIN W/CHARM GRN	656200108277
ZSIL01	Alder Nativity silhouette	656200108826
ZORN11	Ornament	656200108840
ZORN12	Ornament	656200108857
ZORN13	Ornament	656200108864
ZCFW10	Alder Nativity Ornament	656200108833
ZAOA30	L - Love	656200108888
ZAOA31	H - Home	656200108895

**The following SKU's are shipping early-mid November:**

<u>Item Number</u>	<u>Description</u>	<u>UPC</u>
ZPIL01	Pill Box-Teal	656200108345
ZPIL02	Pill Box-Red	656200108352
ZPIL03	Pill Box-Blue	656200108369
ZPIL04	Pill Box-Purple	656200108376
POPIL/F2	LOADED PILL BOX DISPLAY	656200109229
ZSCB01	Silicone Wristband-BLUE	656200108116
ZSCB02	Silicone Wristband-RED	656200108123
ZSCB03	Silicone Wristband- TEAL	656200108130
ZSCB04	Silicone Wristband-PURPLE	656200108147
ZSCB05	Silicone Wristband-ORANGE	656200108154
ZSCB06	Silicone Wristband-Brown	656200108161
POPSCB/F2	LOADED WRISTBAND DISPLAY	656200109366
ZSIL02	Nativity Silhouette	656200111888
ZPLC05	Flag Print Cross	656200108871

While we make every effort to be sure all items are in stock, the ZMCC's Money Clips will be unavailable until February 2012. Thank you for your patience.



## Retiring SKU's

We are saying goodbye to some of the lowest performers. The following SKU's are being discontinued and will be available through **December 30, 2011 or while supplies last!** Stock up on your favorites with a **25% discount** with minimum purchase per SKU.

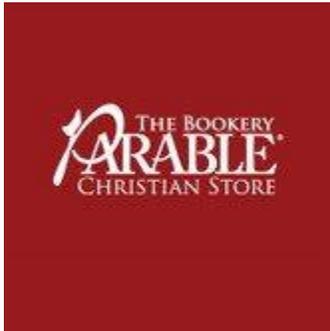
Remember that layouts are always available in your laser files, even when product is discontinued! Keep your corresponding scan sheets with UPC's until your inventory levels are depleted.

[Click here for the Complete List of Discontinued Items](#)  
[Click here to Download Special Offers on Retiring Z SKU's for 2011](#)  
[Click Here to Download Order Form](#)

## A Warm Welcome!

Welcome to *Joe Hoerr and staff of Hoerr's Berean* who recently joined the Laser program! So glad to have you as part of our team!





## Dealer Spotlight

Congratulations to *Mark and Heather Stofer* and the entire team of *The Bookery Parable Christian Store in Mansfield, Ohio* for being selected "Dealer of the Month" for November!

The Bookery staff makes promoting the laser program a focus. "When a customer comes into the store looking for a gift, the laser center is the first place we take them" explains Heather Stofer. "We show them the laser machine and product so they know what laser engraving is all about. We often use the red light to show the customer how the machine works. "

The Bookery also makes employee training a priority. "We have all new employees shadow another operator when they first start. Then they move to working on standard layouts only by simply changing the name or date. As the new operator gets better, they graduate to working on more advanced or custom pieces. As their confidence builds, the operator truly enjoys working on the laser machine" says Heather.

The customer service and merchandising standards at The Bookery are impeccable! The staff creates merchandise shopping categories by occasion through cross merchandising products. "When a customer enters the store, the staff greets and asks open ended questions. As we learn more about the customers' needs we are able to take the customer to a specific area of the store. This makes it easier for our customers to find the perfect gift and for us to add on to the sale. We have samples throughout the store in addition to the laser area, so we can always promote the lasered products" explain Heather.

Congratulations Mark, Heather and team! Keep up the excellent

work! *YOU INSPIRE US!*

Click below to view photos of The Bookery Parable Christian Store:

[Photo 1](#)

[Photo 2](#)

[Photo 3](#)

[Photo 4](#)

[Photo 5](#)

Got a bright idea? What are you doing to drive your business? Do you have a star on your team making your program a success? We want to hear from you! Get the recognition you deserve by being featured in our Dealer Spotlight! Send in your story, photos of your staff, displays and store front to [debbie@pgrahamdunn.com](mailto:debbie@pgrahamdunn.com). Our Dealer Spotlight features will be selected by the PGD sales reps and home office!

Remember to visit the Laser website on a regular basis at [www.pgrahamdunn.com/laser](http://www.pgrahamdunn.com/laser) for the latest updates!

[Debbie@PGrahamDunn.com](mailto:Debbie@PGrahamDunn.com)  
[www.PGrahamDunn.com/Laser](http://www.PGrahamDunn.com/Laser)

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