

**WORLDWIDE
REPORT**
MAY, 2016

NEW!: QXO™ DIRECT EMULSION

QXO direct emulsion is a ready-to-use, SBQ-photopolymer textile emulsion formulated for imprinted sportswear printing. It resists plastisol inks—including newer, more aggressive, post-phthalate plastisols—and most washup solvents, making it easy to reclaim in automatic equipment or by hand. It is formulated with a “special technology” that reduces light scattering—the major cause of loss of resolution. With **QXO**, it is possible to use less costly white mesh without the closing-up of fine lines and details. **QXO** is ultra-fast-exposing and is especially efficient with fixed or scanning LED units, as well as with fluorescent. It is especially efficient with fixed or scanning LED units, as well as with fluorescent tubes or other low-intensity light sources, or in shops that need high stencil making throughput. **QXO** has high viscosity (6,000-8,000 centipoise) that improves control when coating screens by hand. Its high solids content (44-46%) results in better mesh bridging—especially on coarse mesh—good edge definition, and fast drying. **QXO** stencils are durable, will not become tacky under high humidity conditions, and have excellent wet strength and exposure latitude. **QXO** reduces stencil-making time—in coating (because of its high viscosity), drying (due to its high solids content), and exposure (due to its high photo-sensitivity).



Features	Benefits
Orange color reduces light scattering	<ul style="list-style-type: none"> •Improves resolution and definition •Saves mesh costs: use white instead of more-costly dyed mesh
Ultra-fast exposing	<ul style="list-style-type: none"> •Exposure-efficient with fixed or scanning LED units •Fast stencil throughput for high volume shops •Assures thorough exposure, even with weak light sources •Dependable polymerization assures durability and ink resistance •Excellent wet strength, exposure latitude, and durability
High (44-46%) solids content	<ul style="list-style-type: none"> •Dries quickly; better mesh bridging; lower Rz value yields sharper printed edges
High (6,000-8,000 centipoise) viscosity	<ul style="list-style-type: none"> •Easier to control during coating, even on coarse mesh
Excellent solvent resistance	<ul style="list-style-type: none"> •Resists aggressive post-phthalate plastisols and most washup solvents



NEW!: BLUE™ DIRECT EMULSION

BLUE is a pre-sensitized, extremely-fast-exposing SBQ-photopolymer direct emulsion formulated for imprinted sportswear printing. It resists plastisol inks—including newer, more aggressive, post-phthalate plastisols—and most wash-up solvents, making it exceptionally easy to reclaim in automatic equipment or by hand. **BLUE** is especially efficient with fixed or scanning LED units, as well as with fluorescent tubes or other low-intensity light sources, or in shops that need high stencil making throughput. **BLUE** has high viscosity (6,000-8,000 centipoise) that improves control when coating screens by hand. It affords exceptional EOM (emulsion over mesh thickness) build per coat, better mesh bridging—especially on coarse mesh—good edge definition, and fast drying. **BLUE** stencils are durable, will not become tacky under high humidity conditions, have excellent wet strength, and are easy to wash out.

Features	Benefits
Ultra-fast exposing	<ul style="list-style-type: none">•Exposure-efficient with fixed or scanning LED units•Fast stencil throughput for high volume shops•Assures thorough exposure, even with weak light sources•Dependable polymerization assures durability and ink resistance•Excellent wet strength
High (6,000-8,000 centipoise) viscosity	<ul style="list-style-type: none">•Exceptional thickness build per coat•Easier to control during coating, even on coarse mesh
Excellent solvent resistance	<ul style="list-style-type: none">•Resists plastisols (including aggressive post-phthalates) and washup solvents
Easy washout	<ul style="list-style-type: none">•Ideal for automatic washout equipment
Shelf life	<ul style="list-style-type: none">•One year, unopened, at 21° C. (70° F.)



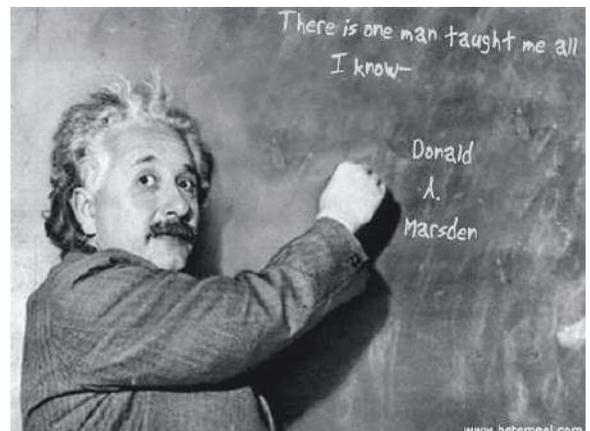
FROM THE EDITOR: 3,000 SHADES OF GRAY

I've done a lot of writing for Ulano during the last forty plus years. That has included Technical Data Sheets, Product Fact Sheets, copy for catalogs and the website, commercial and technical notices, letters to distributors, mailing pieces, ad copy, and many general articles for our newsletters.

I have particularly enjoyed the challenge of writing Product Fact Sheets (PFSs) for new product releases. These announce our new products, discuss why they are innovative, summarize and order their attributes, and discuss their *features* and resultant *benefits*. In other words, the Product Fact Sheets organize and articulate the sales arguments that will be used by Ulano's Territory Sales Managers and, we hope, by you and your sales staffs in introducing and promoting our newest products to screen printers.

The most difficult writing for me has always been the Technical Data Sheets (TDSs). We've picked up complaints that they're too lengthy, or too difficult to read, or that they should include illustrations. The TDSs are a kind of balancing act, recalling an adage of Albert Einstein: "Everything should be made as simple as possible—but not simpler." I believe that TDSs should document the use of Ulano products so that an end user who reads the TDS carefully and follows it faithfully, step by step, will enjoy perfect and dependable results. The TDSs must find the right "level of diction." They must not over-simplify; they must encompass all the information that is necessary but not be over-complicated or rely on jargon; they must avoid buzz words and not confuse or obfuscate.

Most screen printers are intelligent, independent-minded, and entrepreneurial in spirit. They are alert to condescension, over-familiarity, or casualness in excess. They like to be addressed as smart fellow businessmen—as colleagues in our diverse and global industry. And so they are!



AN UPDATE RE. ULANO'S COMPLIANCE WITH THE GLOBALLY HARMONIZED SYSTEM REQUIREMENTS

Under the new Globally Harmonized System of Classification and Labeling of Chemicals (GHS), you are entitled to ready access to Safety Data Sheets (SDSs) for all Ulano products. SDSs list the names of individual product components and the CAS (Chemical Abstracts Service) numbers of all ingredients.

Last year, we began to post SDSs on our website in a dozen languages, but as we added to the number of available SDSs, we found it necessary to restructure the website for greater convenience and easier access in the future. In order to accomplish this, in February we temporarily removed SDSs from the website.

During this interim, if you need a particular SDS, please contact Ulano-Brooklyn (preferably by E-mail) and we will send you the SDSs post-haste. We should mention that, meanwhile, we continue to maintain a complete set of easily-accessible MSDSs (Material Safety Data Sheets) on the website.

We regret any inconvenience this temporary website upgrade may cause.

EZ-FLO CONTAINER RESTRICTED TO PRE-SENSITIZED EMULSIONS (SBQS OR ULANO'S EPIC-CURES)

Although the "collar" of the **EZ-Flo Container** can be removed to simplify the addition and stirring-in of dissolved diazo to diazo-sensitized and diazo-dual-cure emulsions, we have decided to package these emulsions in our familiar red buckets.

We learned that some customers were having trouble with the removal of the collar for the addition of diazo, and with the re-attachment of the collar after mixing. The red buckets geometrically speaking, are wide conic sections—and the perfect design for emulsions to which sensitizer must be added.

Ulano's Trade Show Schedule

ISS	Nashville	May 19-21
FESPA Mexico 2016	Mexico City	August 18-20
FESPA Africa 2016	Johannesburg	September 7-9
ISS	Orlando	September 8-10
SGIA Expo'16	Las Vegas	September 14-16
ISS	Fort Worth	October 6-8
CSGIA-FESPA China	Guangzhou	November 21-23
FESPA Eurasia 2016	Istanbul	December 8-11

Ulano representatives will be available and pleased to meet with you at all of the trade shows listed.



FROM THE DESK OF GARY GAYTON: THE WORLD'S—AND ULANO'S--WORST PASSWORDS

The February 1st issue of *Time* magazine carried an article about Internet security. "The easiest way to jeopardize your online security? Picking one of 2015's most popular passwords, as determined by the software firm SplashData, based in Los Gatos, Calif. Among them: 123456, PASSWORD, QWERTY, BASEBALL, MASTER, MONKEY, LETMEIN, PRINCESS, STARWARS.

These all-too-obvious passwords got me thinking about what would make the worst (that is, the most obvious) Ulano-specific passwords. The most obvious password for *moi* would, of course, concern *moi*: GMAN. Al Guercio might select UNCLEAR or GUERCIO, or perhaps NUMEROUNO. He's also partial to BUY-FILM, which he actually uses on his automobile license plate. Our ORANGE emulsion has been such a runaway success that ORANGE would have to be up there near the top of any obvious Ulano passwords.

Here are some other passwords that we'd better not use: BROOKLYNBRIDGE, EZ-50ORANGE, PLATINUM, CDFLEXAR, CDFVISION, USEFILM, LIKEFILM, FILMPROFITS, WALKAWAYHAZEREMOVER, MAGICMESHPREP, COMPATIBLE-CHEMISTRY, FILMCOMPANY, BORNINBROOKLYN, or ULANO.

Now that I think about it, I'm not sure just where or how Ulano's data system uses *general* passwords. Each employee who has an E-mail address/E-mail account has an *individual* password. (If I tell you mine, I'll have to kill myself.) And the worth-a-look Ulano website doesn't require a password, just an address:

www.ulano.com .

I think of passwords as the gate keepers of an increasingly encrypted world. I'm not entirely sure what I mean by that, but it sounds quite pithy, so to speak. And pithy makes me thirsty—for knowledge, of course. And one of the things I would *really* like to know is where I was headed when I started to write this column. I must have had something in mind, but whatever it was has flown out the window and was last seen en route to Azusa and Cumamonga, California.

Wishing you the same--and do have a look at all the resources available to you at www.ulano.com . You won't need a password.



AT THE HELM: BROOKLYN REDUX

This *UWR* issue's "spine picture," showing new construction within a few blocks of Ulano's headquarters, provides only a *hint* of the enormous

building boom going on all over Brooklyn, already the largest of New York City's five "boroughs" or sections. The restoration of Brooklyn's brownstone row houses has translated into the swift gentrification of neighborhood after neighborhood, and most of the new construction is residential. Given its relationship of rapidly-increasing median housing prices against more-slowly-rising median income, Brooklyn was recently designated as one of the least affordable places to live in the United States! (Manhattan housing is far more costly—but Manhattan salaries and income are very high.) Because of the rapid increase in value of land in Brooklyn, it has become increasingly attractive for Brooklyn's remaining manufacturers to sell out, move out, or outsource.

Ulano has been "a Brooklyn company" for almost 85 years. Our location has influenced us—most importantly because Brooklyn's incredibly polyglot

diversity, from which we have drawn most of our employees over the years, has conditioned us for business on a global stage. Of our two senior chemists, one is from Pakistan and the other from Russia. Our plant manager was born in Italy. Our chief of film conversion was born in the Philippines. We have employees from Cameroon, Puerto Rico, the Dominican Republic, Trinidad—and even from Brooklyn itself!

Being a company formed in and by Brooklyn has, by extension, conditioned Ulano to be a global company. That has been long imprinted in our corporate DNA. It is a defining part of our corporate culture.

CONTACTING ULANO

Please send any questions or comments by mail to the attention of: Donald Marsden
Ulano Worldwide Report
110 Third Avenue, Brooklyn, NY 11217
or by E-mail: marsdend@ulano.com The *UWR* is our principal means of communication with you. The best communication is always reciprocal.

Ulano Corporate Headquarters

President Alfred L. Guercio
wehearyou@ulano.com

General Manager Ethel Grasso

Vice President of North American Sales
Gary Gayton

Customer Service Manager Tania Piriz

110 Third Avenue
Brooklyn, New York 11217 USA
phone: +718-237-4700
fax: +718-802-1119
U.S. MSDS line: +703-527-3887
www.ulano.com

Ulano International Representative Office and Technical Training Center

Director of Int'l. Sales Romano Kirschbaumer
Mgr. Applications & Training Jorge Ellert

Rütistrasse 17
CH-8952 Schlieren, Switzerland
phone: +41 44 755 44 77
fax: +41 44 773 16 06
mobile: +41 79 378 75 87 (Mr. Kirschbaumer)
European MSDS line: +41 44 755 44 70
ulanoeurope@ulano.com

Technical Sales Manager
Dirk Oelschläger
phone: +49 69 823 77 996
fax: +49 69 823 77 325
mobile: +49 162 26 30 622
oelschlaegerd@ulano.com

Singapore Correspondence Address

Sales Director (East Asia) Kenneth Koh

16 New Industrial Road #05-07
Singapore 536204
phone: +65 6451 7505
fax: +65 6252 3414
mobile: +65 9738 5093 (Mr. Koh)
sales.asia@ulano.com.sg

Sales Manager (Greater China)
Jackson Yu
phone/fax: +86 21 6436 4989
mobile: +86 135 0168 4712
yuj@ulano.com

Domestic/ NAFTA Territory Sales Managers

Richard Carrillo
Ulano West
mobile: 1-619-571-4220
carrillor@ulano.com

Gerry Charde
Ulano Northeast
mobile: 1-315-663-8508
chardeg@ulano.com

Donna Lantz
Ulano Southeast
mobile: 1-727-534-1018
lantz@ulano.com

Kim Mills
Ulano North Central
mobile: 1-317-679-2357
millsk@ulano.com

Ken Seronko
Ulano Midwest
mobile: 1-847-971-6994
seronkok@ulano.com

Brian Giddens
Ulano Southwest
mobile: 1-940-465-1440
giddensb@ulano.com

Carlos Tecuanhuey
Ulano Mexico and Central America
+52-222-261-3836
US mobile: 1-630-401-3253
mobile: +5212-22-262-4162
direct connect: 42*15**421856
tecuanhueyc@ulano.com

