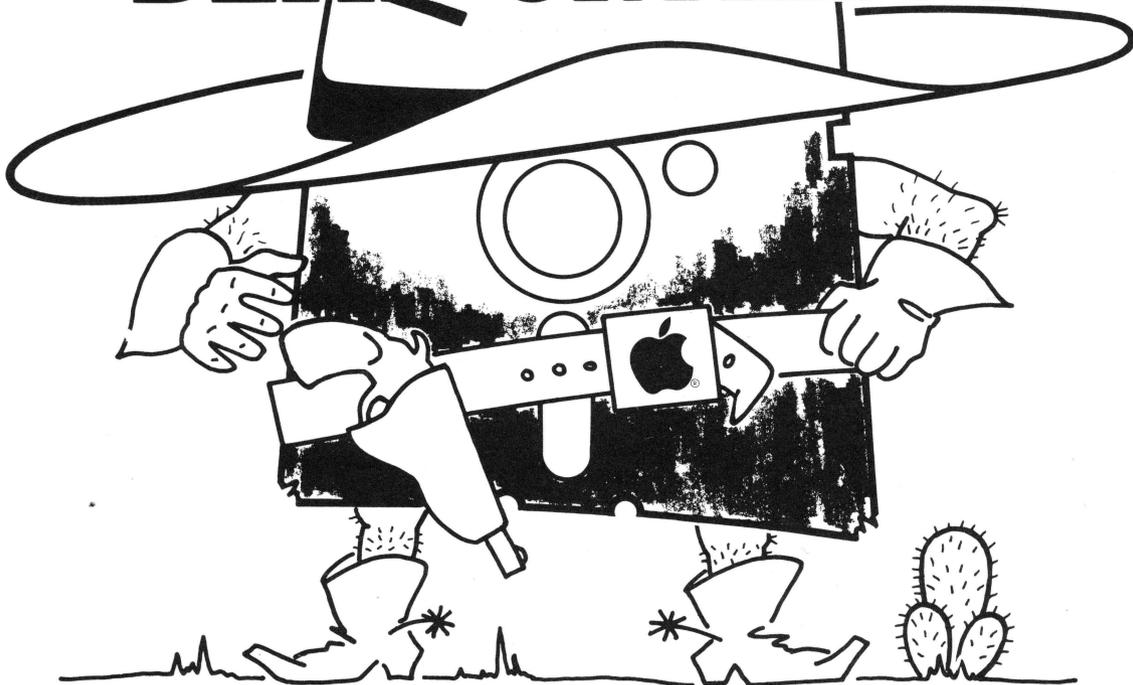




WANTED
~~DEAD OR ALIVE~~



\$4,240 REWARD

DEMOS FOR APPLE III



(SEE DETAILS ON PAGES 8 & 9)



Coping With the Kids!

Just as you had decided that the problem is unsolvable and that you will always be besieged with that army of little game players, help is at hand.

Sarkis Kouzoujian and Bill Fishette of Computerland in Los Altos, California have come up with a genius of an idea.

It all works somewhat on the concept of the library card.

When kids come into this store, they are given the following letter to take home. The letter invites parents to stop by the store and obtain a card for their child's use. With the membership card in hand, the bearer is entitled to fifteen minute visits.

Not only does this system cope with the kids, but it also brings Mom and Dad into the store once a month. Hats off to this innovative brainstorm!

June 21, 1980

Dear Parent:

Your child has expressed an interest in working with the personal computers that we have available for demonstration at Computerland. We welcome our younger customers because of their fresh ideas, enthusiasm and creativity. Unfortunately, there are times when a few children become a lot of children for the number of computers that are available. As their enthusiasm increases, it becomes disruptive to our customers and the children are asked to leave. To the child that has just arrived, this is not fair. Often he will justifiably complain (after all, he or she just got there) but will still be asked to leave.

We want to be fair to our younger customers and would like your support and assistance. Enclosed is a sample of a card which will give our customers under the age of eighteen 15 minutes of computer time per day, per month.

The card is free!!

CONDITIONS OF USE

- Parent must visit Computerland and obtain a new card for use by his/her children.
- Machine time must be available for use and is subject to interruption.
- Ticket must be punched by store personnel before machine time will be made available.
- Machine access is limited to one 15-minute period per day.

However, we don't want to be indiscriminate in giving them away. Therefore, we are asking that parents stop by our store, meet the staff and pick up a card for their child. When the card is out of time (or lost) you are welcome to return and pick up another one. The only restrictions are that you pick up only one card per child per visit and that the cards are invalid on Saturdays. Thank you for your assistance.

Sincerely, Bill Fishette

Apple Leasing Wants to Thank the Hundreds of Apple Dealers That Have Taken the Apple Leasing Program and Are So Effectively Using It!

We felt our program was on target to fill the needs of the Apple dealers and the acceptance and response to date by you shows us that we must have been right.

You are making excellent use of our toll-free line to our vital information point (VIP) service. We are averaging over 1,000 calls per month for information and prescreen credit requests. We are happy to report that we have been able to respond to most of your credit requests within 48 to 72 hours. This helps you in pre-qualifying your customers before signing the lease and helps us in being able to quickly process your leases when we receive them in our Chicago offices.

Your effective use of our phone-in programs and the efforts of our lease approval staff enabled us to issue over \$550,000 of purchase orders and checks to Apple dealers in the month of December alone! We are currently issuing payment to the dealers within 48 hours of approval of your lease transactions.

Those using Apple Leasing seem to be doing an excellent job of building their average sale through the low monthly cost concept. The average lease in the month of December was for an equipment cost of \$5,408.

As a result of your excellent response to our leasing program, we have added additional personnel to service your needs more effectively. In the month of January, Pauline Gaines will be joining Claudette Rowe in the Apple VIP capacity. We are also increasing our staff by an additional Credit Manager and additional lease approval personnel to make sure that we continue to offer you the responsive service you need.

Thanks very much for your support of our program. We are all looking forward to serving you and growing to meet your needs in 1981.

10	11	12	13	14	15	16	17	18	19	20	21	22	
9	Computerland[®]											23	
8	of											24	
7	Los Altos											25	
6												26	
5	Name _____											27	
4	Telephone _____											28	
3	4546 El Camino Real • Los Altos, Ca. • 941-8154											29	
2												30	
1	J	F	M	A	M	J	J	A	S	O	N	D	31

Industrial/Scientific Applications To Soar in the 1980's

According to a recent *Business Week* article and a report by *Creative Strategies* in *Consumer Electronics*, the Industrial and Scientific non-home market for personal computers will grow to twice the dollar level of the home market.

Specifically, the 1981 non-home market is predicted to exceed one billion dollars, compared to 90 million for the home market.

Apple plans to be the leader in this fast-growing market segment with the widest choices of IEEE-488 instrument controllers, clock timers, data communications and high level languages.

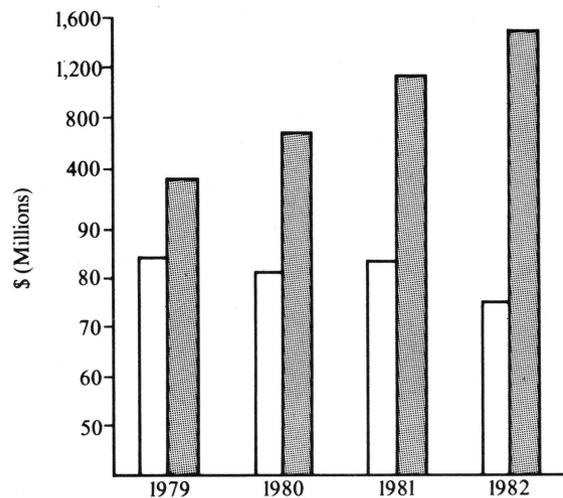
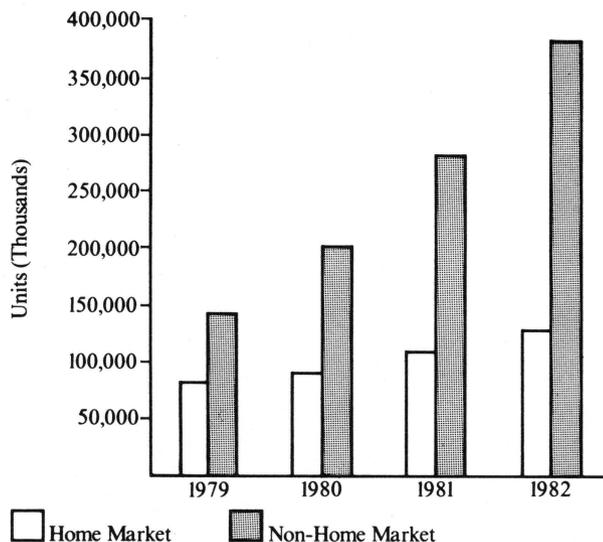
A dealer handout package is planned for distribution at Apple Expo this spring in support of Industrial/Scientific sales.

Quoting *Business Week* in Apple's terms, one could say that the quickest way to improve industrial efficiency in the 1980's is to have an Apple at home AND an Apple in the lab or office.

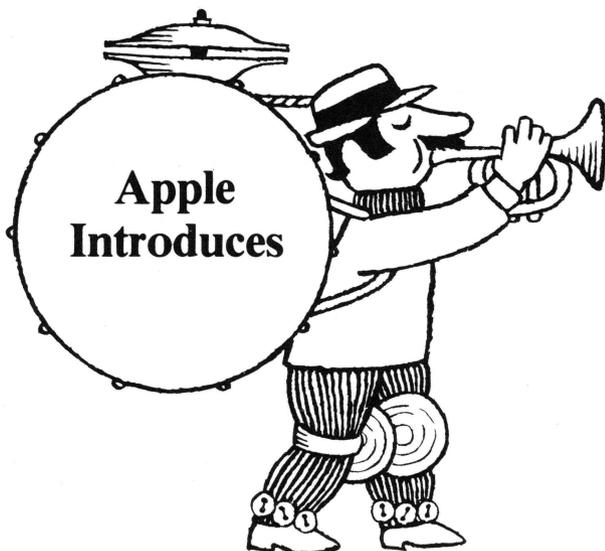
Bill Broderick

Sales Manager-Industrial/Scientific OEM

Home and Non-Home Market for Personal Computers— Systems Selling at Less Than \$15,000



Source: Creative Strategies International



Rick Rautzhan

Rick Rautzhan is Apple's Sales Representative for the Mid-Atlantic Region. This means that Rick will become well known to those of you in eastern Pennsylvania, southern New Jersey and all of Delaware. He was previously the Manager of The Computer Source, an Apple dealer, where he had extensive experience with large scale hardware and software.

John Zeisler

John Zeisler is the sales representative in the Northeast. That means that dealers in Maine, Vermont, New Hampshire, Massachusetts, Rhode Island and Connecticut will be getting to know him. His background was with Advent Corporation, a manufacturer of audio and video products.

Bill Broderick

Bill Broderick has just come on board in Cupertino as Sales Manager-Industrial/O.E.M. Bill has progressed from President of Western Data Sciences to Product Manager at Intel, to U.S. Sales Manager of Microprocessor Development at Tektronix. Now, Apple will be employing Bill's expertise with exciting, new challenges.

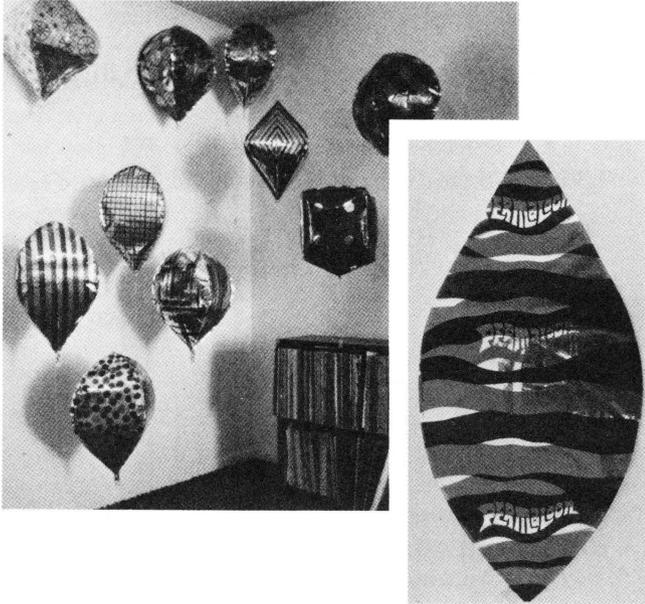
Jack Griffin

Jack Griffin joined Apple in September as European Sales Manager. He first moved overseas in 1973 with Hewlett-Packard working in marketing and sales. He resided in Boeblingen, Germany (near Stuttgart), in Grenoble, France and most recently, in Geneva, Switzerland. Jack looks forward to the challenge in Europe of helping Apple achieve a leadership position. This will require making Apple hardware and software "speak" as many as fourteen languages. He ambitiously states that the European sales goal for 1981 is to triple 1980 sales and double the number of dealers.



APPL'ICATIONS

Apple Keeps This Texas Company In Shapes



Dr. Gerald Hurst has a PHD in chemistry from Cambridge, but his business began just like Apple's: in a garage. He and his friend Les Barton spent hours using an Apple to design balloons.

Hurst says he has always been fascinated by toys of all kinds, especially balloons, and he is not alone. Permaloon will sell twenty million balloons this year which testifies unequivocally to the fact that a love for balloons is no small thing.

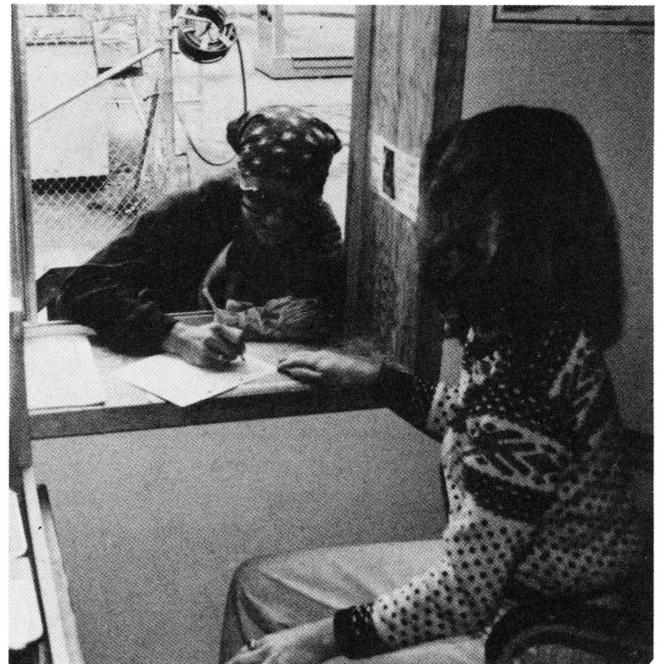
The Apple at Permaloon generates video displays of inflated helium balloon silhouettes in various aspects. The shapes may be varied widely in curvature, length, width and tail angle. When a desirable shape has been designed, the Apple predicts the volume, surface area, envelope weight, net lift, quantity of material required and buoyant lifetime for any size balloon. Apple then prints out a precise X, Y plot from which the flat balloon gores are plotted and the sealing bars and the die cutters are designed. The assembled balloons are inflated and, lo and behold, they have the inflated shapes and performance characteristics predicted.

Using the proper materials, it is possible to make balloons which stay up for a year or more and are thus great as a toy or for advertising.

So, the next time you see a mylar, two-gore flying saucer or heart-shaped object bobbing about from a string, take another look. You are most probably witnessing an Apple-generated shape!

Linda Lyon

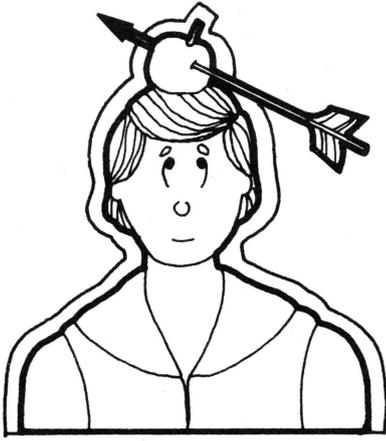
Garbage: Most People Don't Know What to Make of It, But . . . With the Help of An Apple, El Cerrito, California Does!



In 1971 the city of El Cerrito, inspired by a dedicated man named Joel Witherell, began a recycling program. It started out as a one-Saturday-per-month drop-off center operated by volunteers. It is now a full-time operation and the largest community recycling center in the country. Last summer they reached their volume goal of 500 tons of material a month.

The exciting part for us is that this experimental program is all run by an Apple! An Apple II interfaced with a printer makes the payout process accurate and simple.

First, the aluminum cans, newspapers, cardboard, glass bottles, reuseable wine bottles, tin cans and scrap aluminum are weighed through a central control center which actuates an electronic hopper scale. Weights are automatically transmitted to the Apple where the check is printed. Information on that check is stored in the computer data bank for ready recall of end-of-day statistics.



William Tells!

Dear William,

I am interested in finding out which televisions Apple recommends. Some do not work.

Boob-tube Bob

Dear Bob,

Certain television manufacturers were rather short-sighted in designing some of their newer top-end models. It seems they didn't design sync generation and scan line counting circuits to work with our video output. The sets that we know are *incompatible* are: Quasar, GTE Sylvania (new-top line models) and General Electric (new top-line models). There may be others so the thing to look for is this: the absence of a vertical hold control.

The following sets are known to have been designed with foresight and will work *compatibly* with the Apple: Sony, Sanyo, Panasonic and RCA. But, the best procedure is to set up and test your customer's television on the Apple and see if it works. You may want to keep a list of those sets that work best and those that don't work.

Dear William,

I've heard rumors that there will be some sort of Apple road show this spring. True or false?

Facts-searching Sam

Dear Sam,

True! It will be called Apple Expo '81 and you will be hearing more and more about this exciting happening.

Dear William,

Some of my Apple III's seem to have some intermittent problems and occasionally generate system or other errors. Any suggestions?

Frustrated Fred in Florida

Dear Fred,

This problem is most probably caused by connectors or ICs being jostled loose during shipment. The information necessary to solve this problem is documented in Apple Service Bulletin #23.

Dear William,

How can I print using an Apple III?

Awaiting word in Walla Walla

Dear Waiting,

There are two options built into the Apple III. They are the Silentype printer which plugs into port A, and an RS-232 printer which plugs into port C through a modem eliminator cable (see dealer mailing).

The Silentype printer CANNOT be used in emulation mode and the RS-232 acts like it is a communications board plugged into slot 7.

To use either printer through Business BASIC, initialize the printer by typing open #1,"silentype" or open #1,#.printer".

Then, to print, type: PRINT #1;"text" or to output, type: OUTPUT #1:LIST or CATALOG or other BASIC command.

Dear William,

I have been wondering and wondering how the Apple III might work with a modem. Will it?

Alice in Wonderland

Dear Alice,

Right now it doesn't. We are working on an SOS driver that will allow the Apple III to use the RS-232 port for talking to a modem or other bi-directional devices. It will be available later this year.

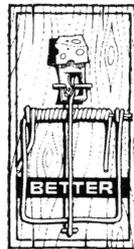
Dear William,

Could you tell me something about UL approval?

Short and sweet, Sid

Dear Sid,

That's easy! Apple IIs with serial numbers >60000 are UL approved.

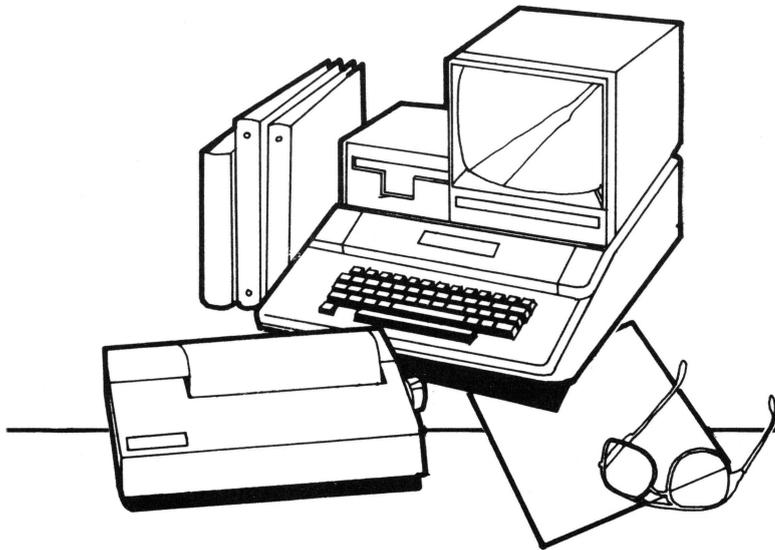


APPLICATIONS

Scott Starkweather gave his time to putting this program together for El Cerrito's E.C. Ology (as it is called). Scott was then involved with Mini-Tech Systems of Oakland. He is now working for Pickett Sales, Apple sales representatives for northern California.

Plans are now in progress to relocate the center to a facility capable of handling a 3,000 ton per month program. It will require even greater sophistication to handle such a large volume. If anyone would like to volunteer their services for some additional programming that will be desperately needed to meet the new goals, please call Joel Witherell, (415) 234-7445. It is certainly an exciting and worthwhile challenge!

Linda Lyon



Apples in Business

How Many Sales Are You Missing?

A recent letter from a dissatisfied customer prompted me to make a contribution to this column. There are increasing numbers of customers writing or calling to tell us about our dealers' inability to answer questions and "close the sales."

In 1977 when the company was started, life was relatively simple for the computer dealer. There wasn't very much software to demonstrate and explain. The customer base was "computer smart" so they asked questions that the "computer smart" computer store owner/manager/salesman could answer. The customer was buying hot hardware to do all of the things hobby enthusiasts do with hobby products.

The HO Gauge train hobbyist builds roadways to run their miniature railroads. Stamp collectors sort, file and look at their collectibles through a magnifying glass for blemishes that may be worth more money. Car enthusiasts keep adding new widgets that make the car prettier or faster or more economical. Similarly, the computer enthusiast spent time evaluating different machines and combinations of peripherals that would do the things he wanted to do. He could sort out the important facts he needed from the specification sheets or from the computer store owner/manager/salesman that *loved* to talk computerese to someone that understood his jargon and shared his same interest.

Then, along came Apple, a company that wanted to make some money by providing the solutions to problems. This provided a new profit opportunity for the computer store. **HOWEVER**, it had its' drawbacks. The people that wanted to buy the solution were interested in only that—**THE SOLUTION!** They didn't want to know how to build a watch, only what time it was. This left the computer store owner/manager/salesman a little miffed as well as confused because he had to take the time to tell someone what a computer could do for them and that was a challenge as well as time consuming. In some cases the customer was told to "stop bothering" the computer store owner/manager/salesman. In other instances, inexperienced and inexperienced people were hired to handle the irritating customers. "Salesmanship" in a computer store remained unclear and undefined.

Business continues to be good because local and national advertising campaigns by the vendors have generated a lot of

interest in personal computers. During 1978, 1979 and 1980, the trendsetters purchased computers in spite of the shortcomings of the computer retailer, vendor literature and support software. They made do with what was available to solve their problems and persevered through all of the obstacles.

Our files are filled with hundreds of letters such as the following excerpt:

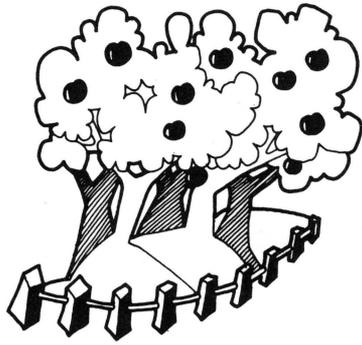
"In concluding, I would like to mention that in our search for computers we did not find any store personnel very helpful and we went to several stores in three different cities . . . and we are having the same problem with getting help in buying programs. Why don't you open up some Apple computer stores that really help customers? (I should add that our difficulty was not completely because of our inexperience. At the time we were looking, my husband and I had just completed a home computer course at Canada College. Our son, presently a high school junior, had taken two courses in computers at the Lawrence Hall of Science. We had many good questions, I believe, but no one seemed interested in helping that much. (I get better attention buying a pair of \$25 shoes or gas at a gas station.) And there are other friends of ours who have looked at computers too and have had the same experience. The ads on the radio and in newspapers and magazines are good . . . but, there is little follow-up in the stores we've been in. . . ."

This is a sad testimonial to an exciting, newly-emerging industry.

We have enjoyed fantastic success but the competition is lining up to take the business away from us, **THE PIONEERS**. The likes of IBM, DEC, WANG, JAPAN INC, TANDY, LANIER, etc., are going to come out with their guns blazing. Notice how many of those companies are going to let you handle their lines. Then notice how much support you are going to get in software, service, literature, training and advertising, if you do.

Is there a message here? I think so and I hope you will think about it. Next month I'll explore some solutions that I think might help us both.

Gene Carter



**OUTSIDE
THE
ORCHARD**

Voltage Surge and Transient Suppressor

Word comes from Dave Dickey at Cuesta Systems, Inc. that they have a product which suppresses power-line over-voltage surges and high-frequency transients BEFORE they can cause phantom interruptions or catastrophic failures to your Apple. The SUPPRESSOR is simply plugged into an AC voltage outlet on the same utility power circuit as the computer equipment being protected. An indicator on the front of the plug-size unit normally glows amber but changes to red or green if the utility AC voltage is so distorted that the electrical service needs attention. A testimonial to the effectiveness of the SUPPRESSOR is offered by Ken Chapman of The Computer Warehouse, our Apple dealer in Bakersfield, California. After solving over-voltage problems at three industrial installation sites, Ken has decided to include a SUPPRESSOR with each business system they sell.

Cuesta Systems is a young company specializing in power conditioning and conversion equipment for micro-computer systems. With a factory retail price of \$29.95, Apple dealers get a 30% discount on factory-direct orders. They are located at 3440 Roberto Court, San Luis Obispo, California 93401.

Excellent Books To Keep On Hand

INTRODUCTION TO PASCAL by Rodney Zaks

This book is a step-by-step guide to UCSD and STANDARD PASCALS and may meet the need for a PASCAL tutorial. It is written for beginners (even those with no programming experience), yet includes complex concepts for experienced programmers. It has a logical format and extensive appendixes and should be a useful reference tool. For more information contact: Leslie Bouffard, SYBEX, INC., 2344 Sixth Street, Berkeley, California 94710, (415) 848-8233.

PERSONAL COMPUTERS SERVING PEOPLE by Robert Lavine

This one is a beginner's guide to what personal computers can do with descriptions of applications, some simple programs, and lots of ideas on hardware and software capabilities. It's particularly slanted toward the handicapped who tend to need more from computer hardware than most people do. It is available from Hawkins and Associates, Inc., 804 D Street, N.E., Washington, D.C. 20002.



SERVICE CENTER

Webster defines GROWTH as "the process of development" and EXPLOSION as "a sudden outburst, increase, etc." To state that the Apple Service Organization has experienced a sharp growth curve during the past 5 months would be the understatement of the year. It's been more like an explosion than anything else!

Apple went from one Level II Service Center located in Sunnyvale, California, to three centers within a period of three months. The additional locations are in Carrollton, Texas and Charlotte, North Carolina. Planning was initiated for more centers to be located in Irvine, California, Westboro, Massachusetts, Toronto, Canada, and Ziest the Netherlands. The opening of those additional Service Centers is scheduled during the following 60 days. New centers beyond those listed are now in the planning stage and should come on-line sometime during mid-1981.

These Level II's are in direct response to the unprecedented demand of the Apple product lines sold through Apple's extensive dealer network. As the dealer Level I network grows, so will Apple's Level II network.

The basic philosophy of putting the service where it is needed most, (near the consumer), was the driving force behind the Level I service program. The driving force behind the Level II program is basically the same. Put it where it is needed, near the dealers! This allows for a shorter turnaround time for repairs and parts orders. It provides ready access to a reservoir of Technical Support geographically dispersed in the same time zones or close to it.

This is just another indication of Apple's total dedication to supporting the product of which we are so very proud. The Service Organization is growing to meet the wants and needs of the users and dealers. Apple has been the pioneer in the service of personal computers and will continue to play that role during the months and years to come.

What is the next pioneering role that Apple service will play within the industry? That is up to you and the customers! Let me hear your requirements and thoughts on service. Write to me.

Walt O'Dowd
Field Service Manager

ANNOUNCING THE APPLE III DEMO BOUNTY HUNTERS CONTEST ANY AND ALL APPLE III DEMONSTRATION SOFTWARE



We're huntin' down ten of the most colorful, graphical, attention-gettin, ear-catchin, APPLE-sellin demo programs ever to hold a customer at sales-point. Fear not, programs will be apprehended soon! Sworn to coding them are the most enthusiastic bounty hunters ever to ride a keyboard: APPLE DEALERS and their deputized employees.

The Top bounty for the Very Best Over-All Demo: A Complete Apple III System Including the Information Analyst Package!!!

ADDITIONAL REWARDS

- (2) APPLE II PLUS with 48K
- (2) APPLE II GRAPHICS TABLETS
- (2) SILENTYPE II PRINTERS
- (3) PASCAL LANGUAGE SYSTEMS
- (1) MODEM IIB WITH INTERFACE
- OR CASH PRIZE

TEN MOST WANTED LIST

1. MOST LIKELY TO PROVOKE SALES
2. MOST COMPLETE DEMO
3. BEST USE OF ALL APPLE III FEATURES
4. MOST ORIGINAL THEME
5. BEST USE OF GRAPHICS
6. BEST USE OF SOUND
7. BEST USE OF CUSTOMER INTERACTION
8. MOST ENTERTAINING
9. MOST INFORMATIVE
10. BEST ATTENTION GETTER

OFFICIAL ENTRY FORM APPLE III DEMO WRITERS CONTEST

NAME: _____

DEALERSHIP _____

ADDRESS: _____

CITY/STATE: _____

PHONE: _____

PROGRAM NAME: _____

Is this a: ROUTINE or PROGRAM?

Is it written in: BASIC or MACHINE LANGUAGE

Enclose a copy of the program, instructions, and this form and send to:

**Sales Department/Demo Contest
Apple Computer, Inc.
10443 Bandy Drive
Cupertino, CA 95014**

No entries postmarked after August 31, 1981 will be accepted.

All authorized Apple dealers and their employees are

eligible. Any entry may be chosen for more than one category and prizes of comparable value may be substituted for those suggested. In addition, every entry will receive a BOUNTY HUNTER'S CERTIFICATE and a small Apple reward for entering.

All entries become the property of Apple Computer, Inc. If the demo or a portion of the demo is used in an Apple promotion, the name of the author will remain as a remark statement in the code. We will not be able to return demos submitted.

CONTEST RULES

Any ORIGINAL program or routine may be submitted and should conform to the following rules:

It must be able to run on an Apple III with 96K with a single disk drive, written in Apple III Business BASIC or as an invokable module. It must include documentation explaining in detail how the program is used. It must be contained on a bootable diskette.

BASIC PROGRAMS:

- Save under the name 'HELLO'.

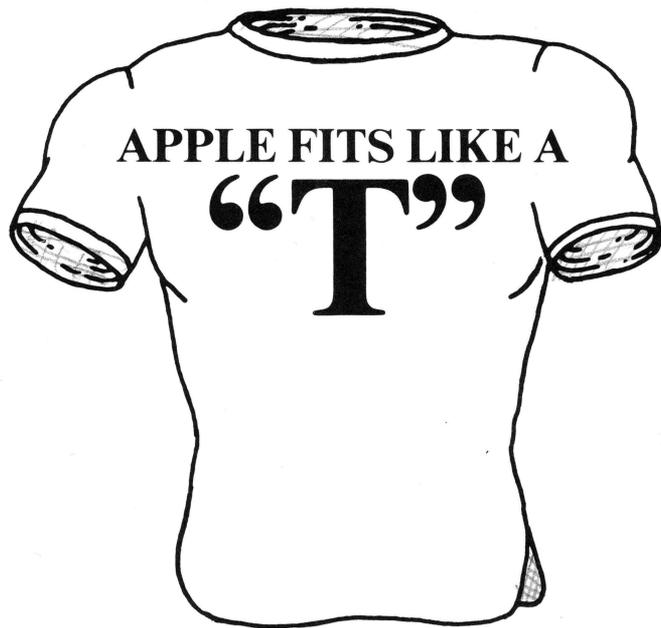
INVOKABLE MODULES:

- Include a source listing.
- Include a sample Basic 'HELLO' program which demonstrates it's use.

For complete demo programs it would be appreciated if the following conventions are also followed.

- While the demo is running the following keys should have these effects:
 - <SPACE> - Insert a pause
 - <RETURN> - Continue (or skip to next screen)
 - <ESCAPE> - Go to menu (if appropriate)
(using the ON KBD command can be very helpful)
- There should be a means of turning sound on and off (the 'S' key for example).
- If possible, there should be a way of controlling the demo's pace.
- Menus should have numbered items less than 10 and use the GET statement.
- The 'QUIT' option should always appear last on the menu
- Everything should "time out" to avoid having the demo freeze.
- Demos should be more market than product oriented and should emphasize benefits more than features.

We Get Letters



Dear Apple,

We bought an Apple computer six months ago as a learning tool for our thirteen-year-old son. At the time, we thought he could learn to program his own simple games. However, after only one month of intensive study from the tutorial manual which came with the computer, our son began creating programs for our business. We are now paying him by the hour for his programming time. He is earning all his spending money by programming for us.

We are discovering that the applications for our business are infinite. Our business consists of a T-shirt shop, a T-shirt party operation, and a silk-screening department. The most valuable program for the T-shirt shop to date is the Transfer List. We have approximately one thousand transfer designs in stock. They are listed by number and by category on the computer. We keep a print-out of these two lists at the counter at the store. Duplicates of these lists are carried to the T-shirt parties. The Transfer List is up-dated weekly. This report is especially useful for: 1) locating transfers which the customer has requested by category, 2) for verifying the existence of misfiled transfers, and 3) for avoiding over-selling at parties. This report also gives supplier information, quantity on hand, purchase dates and wholesale value. The current accumulated wholesale value of the entire transfer inventory is constantly available for reference.

The daily sales for the T-shirt shop are also kept on the computer. In addition to the gross sales and sales tax, the sales are broken down into shirts, bags, caps, letters, transfers, gift wrap, etc. This has been very helpful in budgeting merchandise purchases for each type of item.

We have found the most difficult task related to the parties to be compiling the orders from each customer. We offer approximately thirty styles of shirts from ten suppliers. Our Purchase Tally Sheet program assembles the varied individual orders from the party order forms. The computer sorts each item by supplier, style, size and color, which is a very time-

consuming task by hand. The computer then prints-out the items to be ordered by supplier. After checking our stock for the items, we merely call each supplier on the list and place the order. In the future, we expect to combine all our ordering for the T-shirt shop, the parties and the silk-screening on one list.

We have found two very useful applications for the silk-screen department. The first is the list of silk-screen stencils which are ready for printing. Our 150 silk-screens are sorted alphabetically by type of customer, by date the stencil was put on the screen and by the last time used, with notes as to conditions of screen and size mesh. With this information at our fingertips, we are able to immediately tell our customer whether reorder prices apply to the next order. (We have found manual recordkeeping to be far too time consuming for this purpose.) When it becomes necessary to recycle old screens to apply stencils for new designs, sorting by the date the stencil was made is an invaluable aid in choosing the oldest or inactive screens to erase.

Making changes in our silk-screen price list has been a major project. Due to the time involved in changing sixteen columns of prices, a total of 160 prices, our price list was changed only twice a year. With the computer, we are now able to enter only one figure for a change in our print fee or one figure when the wholesale price of a garment changes, and presto!!! Entire columns are corrected and the new price list is printed in as many copies as needed. After being in business for ten years, it seems utterly incredible to suddenly be able to keep up-to-the-minute with rising costs!

Our most recent purchase is the General Ledger program. At the present time we are paying a computer service bureau \$100.00 per month to post our invoices and receipts and provide reports at the end of the month. Now we will be able to do this efficiently on our own computer while having better control over the entries which are made. The greatest advantage of being able to make our own entries is the ability to do it daily. In the past, our end-of-the-month records have been delivered to us three months after the closing date. Now, we expect our records to be up-to-the-minute!

Our total investment has been \$5,000. This is far more than we had intended to spend. However, we were able to purchase each component one-by-one. The computer was our first purchase. We spent three months discovering its capabilities while it was connected to our tape recorder and to our color TV. For family use and for minimal business use, this set-up was well worth the investment. As we became confident in our abilities to handle more advanced applications on the machine, we purchased two disc drives and a printer. We spent a few weeks becoming familiar with each component before purchasing the next one.

The benefits to our business are already becoming evident. The benefits to our family, and especially to our 13-year-old son, have been phenomenal!

Sincerely,

Adela Parada
Cal-Fabric Printers
Pinole, California