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# Laser FOCUS

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## WEB UPDATES

- **Sample Club: Highball Glasses** Laser engraving glass has always been exceptionally popular. [www.epiloglaser.com/sc\\_high\\_ball.htm](http://www.epiloglaser.com/sc_high_ball.htm)
- **Technical Library: Laser resolution and how it affects engraving** Laser resolution determines the depth, darkness and quality of your image when engraving. [www.epiloglaser.com/tl\\_resolution.htm](http://www.epiloglaser.com/tl_resolution.htm)
- **Sample Club: Laser Engraved Garden Tile** This personalized multi-colored garden tile makes an excellent gift. [www.epiloglaser.com/sc\\_garden\\_tile.htm](http://www.epiloglaser.com/sc_garden_tile.htm)

## Long time Epilog awards customer Just Rewards adds FiberMark to expand business

Just Rewards is a premier source for personalized recognition items, as well as awards and gifts laser engraved on crystal, marble, glass, stone, acrylics and wood. Owners Jim and Roberta Landis started Just Rewards in 1999 following Jim's early retirement from the pharmaceutical industry. The couple was motivated by the fact that traditionally, significant achievement or contribution was recognized with awards that were perceived to have poor quality and craftsmanship. The two wrote their business plan with the intention of providing high quality, high perceived value recognition tools for business leaders.

Jim and Roberta have been happy Epilog customers since 1998, when they purchased their first Radius. "We scoured the market, mostly via the Internet, and soon discovered that Epilog was the leader in the CO2 laser market," Jim said. "After narrowing the field to a few players, we then contacted the respective dealers and began interacting with them. It was soon apparent that our Epilog dealer, Steve Jacques, was head and shoulders above the competition in terms of knowledge, communication skills, and professionalism."

**The Challenge:** It wasn't until 2006 the couple found themselves in need of a unique type of machinery. Jim and Roberta performed a test within the small-scale manufacturing market and discovered manufacturers responded very well to Just Rewards' high-quality products and commitment to customer service. And while the business already incorporated CO2 lasers from Epilog, "it soon became apparent that a short wavelength laser would be a better way to laser mark metal parts and sub-assemblies, as opposed to thermo-bonded marks using hazardous chemical coatings," Jim said. Though at that time, Jim tells us, the

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When engraved using a FiberMark, black engineered acrylic turns a sharp, white color.



short-wavelength laser engraving systems on the market did not resonate with the couples' vision for their business.

**The Solution:** Jim and Roberta found themselves in Denver on vacation and, having already purchased a CO2 engraving system from Epilog, they stopped by the facility. Bob Henry gave them a factory tour and a preview of a first-generation FiberMark, the industry's first flying-optic fiber laser system. Jim tells us, "The ease of operation, beam on-the-fly technology, practicality, and competitive price made our decision to buy an easy one."

In the awards and recognition industry, where CO2 engraving and cutting systems are most frequently utilized, Jim says, "The FiberMark has become vital to our operation and we use it to laser mark stainless steel, aluminum (both anodized and bare) tool steels, black oxide coated steels, and black acrylic.

With the exception of some anodized aluminum, many of the materials used in his day-to-day business can only be directly marked with the short wavelength machines. The FiberMark has been the solution for a quick and permanent mark on these metals.

**The Results:** Adding the FiberMark to their shop helped meet the high-quality metal marking demands common to the manufacturing industry, but also added to the company's award engraving capabilities. "The FiberMark has facilitated our successful entry into the small manufacturing segment and, coupled with our new Legend 36EXT, makes us a full-service laser marking firm," Jim said.

## Sample Club: Engraved Faux Leather CD Case

Because of its durability and affordable price point, synthetic leather is an excellent material for engraving. Here we engrave a stackable faux-leather CD case organizer with a music-themed quote on the front and design on the back.

This project consists of only a few steps. We begin by placing the CD organizer in the engraver. Given the shape of the object, we'll want to move our home position to make the project a little easier. Turn on the Red Dot Pointer and move the home position to the top left corner of the area we'll be engraving. Once you've relocated the home position, it's time to engrave the front of the organizer.

To ensure the text engraves exactly where you want it, draw a vector box around the text and send only the vector job to the laser. Run it with the lid open and the Red Dot Pointer on to see exactly where the text will appear. Using a 75-watt Helix, we ran this project at 100% speed and 50% power.

Once the front is done, it's time to engrave the design on the back. Reset the home position to the upper left hand corner of the machine and place the organizer in the system. If you're concerned about placement, you can always draw a vector box around the design and send only the vector job to the laser - make sure to run the job with the lid open and the Red Dot Pointer on so you can accurately determine where the design will appear. Send the job to the laser and that's it! You've just created a custom stackable CD organizer perfect for any music lover!

**For online instructions, materials and files visit [www.epiloglaser.com/sc\\_cd\\_case.htm](http://www.epiloglaser.com/sc_cd_case.htm)**



## Laser Bits Clinic Schedule

### Atlanta, GA

Jackson & Associates

When: July 24, 25

Location: Marriott Century Center 2000 Century Blvd. NE Atlanta, Georgia 30345 404-325-0000

email: [scott@engravingsolutions.com](mailto:scott@engravingsolutions.com)

### Union City, CA

Advanced Cutting and Engraving Systems

Location: TBD

Date: June 12, 13

email: [craig@aceslasers.com](mailto:craig@aceslasers.com)

### Boston, MA

Northeast Engravers Supply

Location: TBD

Date: August 21, 22

email: [jjjuicetea@aol.com](mailto:jjjuicetea@aol.com)

### Minneapolis, MN

Midwest Woodworking Solutions

Location: TBD

Date: September 18, 19

email: [info@midwestwoodworkingsolutions.com](mailto:info@midwestwoodworkingsolutions.com)

### Pittsburgh, PA

Class Act Engraving

Location: TBD

Date: October 23, 24

email: [jeff@classact.net](mailto:jeff@classact.net)

### Seattle, WA

Advanced Marking Solutions

Location: TBD

Date: November 6, 7

email: [mark@advancedmarkingsolutions.com](mailto:mark@advancedmarkingsolutions.com)

**For a full list of clinics and up and coming events visit [www.epiloglaser.com/educational\\_clinics.htm](http://www.epiloglaser.com/educational_clinics.htm)**

## Introducing the Zing 24 Laser Engraving System

The Zing Laser line just got a little bigger. When Epilog launched the Zing 16 last year, customers said they loved the high-quality, low-cost system, but they wanted a larger table to better fit industry-standard 24" x 12" materials. They also told us they wanted higher wattages for cutting through thicker materials. With the addition of the new Zing 24, customers can get everything they're looking for – a high-quality, compact machine capable of meeting all their engraving and cutting needs!



We recently unveiled the Zing 24 at the ARA International Awards Market in Las Vegas. The equipment received rave reviews as it offers the perfect combination of size and power, ideal for engravers looking to purchase their first system or those looking to add to their current laser lineup.

"The Zing 24 raises the bar for entry-level laser engraving equipment," said Mike Dean, director of sales and marketing for Epilog Laser. "The industry-standard size engraving table, along with more wattage options and best-in-class engraving quality makes the Zing 24 the new choice for those entering the engraving market or businesses needing to increase their current output."

Many at the show took advantage of hands-on demonstrations of the new system and were wowed with the engraving quality and ease of use.

As with Epilog's entire product line, top-notch performance and quality results are of the highest importance. The Zing 24 utilizes Epilog's Radiance™ Optics technology, and allows up to 1000 dpi engraving. The Zing 24 also features Epilog's exclusive Laser Dashboard™ that allows users to print directly from many of the Windows® based software programs they already use.

"We designed the Zing 24 with the power and features to provide real profits for our customers' businesses," Dean said. "This laser will truly perform."

The Zing 24, like all of Epilog's systems, is designed, manufactured, engineered and serviced in the USA.

○ ENGRAVING | ● CUTTING | ○ MARKING

For more technical articles and sample downloads, visit our web site at [www.epiloglaser.com](http://www.epiloglaser.com)

## New Epilog Website - Sleek Look and More Resources!

If you haven't checked out the Epilog website recently, you're in for a great surprise!

We've completely updated our look and made it easier for you to find everything you're looking for - from free sample files to technical articles to Epilog news - there's a wealth of information at your finger tips!

Want to see our systems in action? Check out our new Laser Gallery that features a variety of videos and photos of our most popular projects and system features!

Looking for free engraving files for download? Check out our improved Sample Club - we've made it easier to find the projects you're looking for. Search the "recently added" files or sort by material type. From wood to acrylic and far beyond, we've got an extensive array of engraving and cutting projects to choose from!

The new Technical Library lets you browse by topic area or recently added files. Have a topic you'd like to see addressed? Send it in and we'll consider it for an up coming Tech Library article!

Don't forget to check out our new Resources page as well - here you'll find links to the most popular areas on our site, plus engraving service providers, material providers, software resources and more!

Take a few minutes to look around the site - we're sure you'll find all the resources you're looking for and then some.



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