

THE 7 WORST FEARS THAT PREVENT MOST SCREEN PRINTERS FROM GOING AUTO



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As a company comprised of professional screen printers, we know you want to maximize your business's potential. In order to do that, you need a different approach to the work.

The problem is that there are several daunting obstacles that often prevent us from taking the necessary steps to overcome these fears.

We believe the power of automation can and should begin on day one.

We understand that these fears are well-founded, which is why we've created two turnkey solutions to give you the best and simplest ways to forge through to those greener pastures without the worries and hurdles.

Here are the **7 Worst Fears that Prevent Most Screen Printers from jumping into automation** and why each of them no longer has to stand in the way of you reaching and surpassing your biggest goals.



FEAR 1

Lack of Space & the Additional Expense of More Space

Of all the potential obstacles to overcome in our business, limited space is often where many feel the need to surrender diving into automation for that ever-elusive “one day.”

Between finite physical space and budgetary considerations associated with adding space to work with, sometimes there is even another factor where adding space is simply impossible for your location for a number of reasons.

Real estate footprint and added space expenses may have reasonably prevented screen printers like you from unleashing the power of automation, but not anymore...



THE SOLUTION

Maximize the Current Space You're Already In -- Your 2-Car Garage!

The FIT will FIT in Your 2-Car Garage

With an 11.3' footprint, the ROQ FIT is the smallest automatic press in the world and boasts a turnkey solution to 4-5X your operation capacity.

>>> 4 color / 8 station max

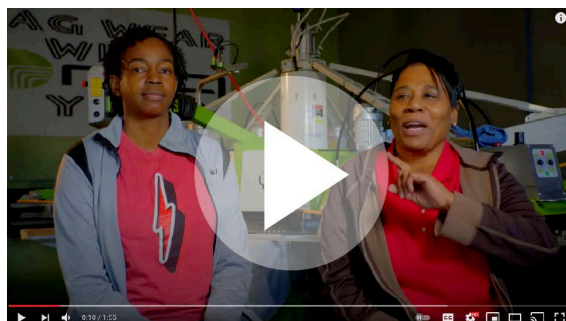
The YOU (up to a P10 setup) will FIT in Your 2-Car Garage

Slightly bigger than the FIT, the ROQ YOU opens the door for expandable automation that grows and grows with your operation.

>>>20 color / 22 station max



THE SUCCESS STORY



-Bag Wear Screen Printing



FEAR 2

I Can't Afford It...

As with any business, there are certain unavoidable costs associated with launching and maintaining a healthy and sustainable production.

It's true that automatics cost more than manuals. We have found that affordability worry is often a knee-jerk reaction, but an understandable one.

When we help our partners break down the return on investment and help them to see how much their labor costs go down and their profit goes up, it becomes crystal-clear that taking the step to automation makes total sense.

Sticker shock can be debilitating without understanding the value of what's underneath the exterior. It's time to pop the hood...



THE SOLUTION

Making the Transition from Manual to Auto yields some pretty eye-opening returns. [Follow this link to calculate your manual vs. automated savings to see reveal your ROI.](#)

Financing is often a tricky and confusing game, but not with ROQ.US through our partnership with CIT. Boost your output over 500 garments per hour for as low as \$580/month!

Don't let deceiving financing concerns stand in your way any longer. [Fill out your free no-obligation application](#) to find out what automated solutions are already within your grasp right now & #PressOnward!

APPLY TODAY!



THE SUCCESS STORY

“When we were thinking of going automatic we had gotten an estimate from [ROQ.US Channel Manager] Brian Richards. Around the same time, our friend Joe, who worked at ROQ, was visiting family close to our shop and came by for a visit.

We showed him the estimate and he gave us an interesting suggestion. You see, Joe is really good at watching the pocket book. So, we looked over the estimate for our ROQ and we came up with an educated guess that our payments would be around \$1,000 per month. So, what we did from that point on was put that \$1,000 into our monthly expenses at the suggestion of Joe to see if we could perform with that payment for 6-12 months before we pulled the trigger. So, we did it for about 6 months and decided we could afford it and went forward with purchasing the press.

I think it was a great decision to test the waters without the risk initially, getting the press has been a game changer and we couldn't be happier.”

Kevin of *Calimucho Screen Printing.*

@calimucho_sanpedro





FEAR 3

I Don't Want To Risk My Credit...

We hear you and fully appreciate this concern. Establishing and maintaining good credit history with your financial institutions is a major deal in opening the door to more opportunities and keeping the door open.

Yes, credit is a big deal, but it isn't as tricky as it often seems. And fortunately, you don't have to go it alone.



THE SOLUTION

Embrace a Negligible Risk Mindset

Spending wisely is one of the best ways to celebrate your accomplishments and your demonstration sends a clear message about your intentions to grow.

ROQ presses hold impeccable resale value. Our [Classifieds that ROQ program](#) enables you to resell your equipment if/when desired. Unlike a reseller program for cars and other vehicles, ROQ automatics make you money during your journey.

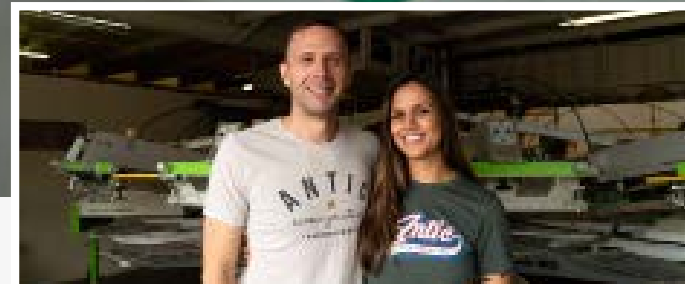
We are happy to work with you and our financial partner to establish the best options for you together. After year 2, the risk is drastically reduced.

[Applying for financing](#) to uncover your current options has a negligible effect on your overall credit.

***"Only those who will risk going too far can possibly find out how far one can go."** -T.S. Eliot*



THE SUCCESS STORY



"The only thing constant is change, and for our company, we decided to change our business model in 2020.

The new structure involved downsizing from two ROQ automatics and a commercial lease in a high traffic zip code in Austin, TX, to a building we owned outside the city limits and one ROQ auto. To accomplish this we needed to sell both our current ROQs, buy a new ROQ and minimize downtime as much as possible during the moves. With the help of Classifieds that ROQ, it worked!

I initially paid for a classified ad in DigitList and received some interest, but mostly from tire kickers... Then I reached out to ROQ and told them about our plan, and luckily for us, they were in the process of launching the ROQ Classifieds. It wasn't an immediate sale, as can be expected with large transactions,

@magneticmerch

but the ROQ sales team was there to assist and reassure our buyer, and ultimately helped close the deal. I'm happy that I invested in quality equipment that retained its value and allowed our business to evolve as our needs and priorities changed.

Lastly, regarding our equipment and a little plug for the NEXT press. The first machines we owned were a ROQ YOU M P08/6 and a ROQ YOU XL P16/12. The machine we upgraded to was a ROQ NEXT XL P10/8. As a part-time operator of all of these machines, the NEXT press is an excellent machine! The chain drive and user interface solve most of the issues I had with the YOU machines and definitely make set up and operation faster.

I'm a satisfied ROQ customer and proud business owner of Magnetic Merch." **-Isaac B. of Magnetic Merch**



FEAR 4

The All-Encompassing Fear of Failure

While painful feelings like disappointment, frustration, and confusion sometimes come up, the most common type of fear of failure, is usually a fear of a sense of shame.

The paralyzing notion of shame stops us all in our tracks before we ever have any real chance to even begin.

4.

Whether worrying about what others may think of you, or worrying about your skills to pursue your passion, you and your business goals assuredly will never take off if you allow this fear to continue to get in the way of your best destiny.



THE SOLUTION

Embrace the “failing forward” mindset by taking the plunge with ROQ.US’s commitment to our partners.

We’re here for ongoing training, top-tier service, and providing you with the best resources to streamline your business journey. In other words, we’re to partner with people like you to reach business success, not strictly to sell award-winning and the best-in-tech equipment.

Growth is only possible when we get out of our comfort zone and take the leap of faith. With a manual, you might need to sub out high-color work because you either can’t take on that job because the set ups are too expensive for your customer or because your manual simply isn’t capable of doing the job.

With an auto, you instantly get into the business of saying **“YES”** to your clients no matter how big the job is because your turn-around time is incredibly fast and your set ups are even faster.

Learn Your Automation Ready Score

Find liberation in every step forward.

When there’s that moment of ‘Wow, I’m not really sure I can do this,’ and you push through those moments, that’s when you have a breakthrough.”
– Marissa Mayer, president and CEO of Yahoo!



THE SUCCESS STORY



Denise & Steve Mangini of Primal Tee Shop -- faced their fears after a year and a half, they’re now ROQ’ing!

@primalteeshop

“Overhead was a large concern. We wanted to relocate and build a larger customer base prior to making the purchase.

Fairly soon, we grew sick of not pursuing goals and dreams. We wanted to free up nights and weekends not printing. We both worked full time jobs during the day and we were printing from 5pm-1am after the standard shift plus weekends and holidays. But we found a deal that couldn’t be passed up on the ROQ and decided to purchase the press then move to a new location.

The press motivated the construction and we moved to the new site much quicker. Steve was able to quit his full-time day job and commit to the business full-time. Denise was able to quit her full-time job as well and be full-time in the business. We gained more visibility in the business community bringing in more business without having to work as hard to get it. Clients take our business more seriously now. Our lifestyle has improved a ton. We can take breaks when we want and really choose when we want to be working.”

~Denise & Steve Mangini of ***Primal Tee Shop***



FEAR 5

Fear of the Time & Cost of the Learning Curve // I'm Too Busy

Your schedule is already full slaying dragons left and right. The last thing you likely have is a random window of that mythical "free time" we all daydream about.

Even when you do find that R&R time, feeling the pressure of having to learn a new machine and workflow can be daunting for any of us. Education is often a pricey and ongoing pursuit.



THE SOLUTION

ROQ offers the most seamless transitions possible because we have a deep and on-going understanding of the obstacles you face. Our automatic presses are intuitively designed from a manual foundation so the switch already feels natural.

With an auto workflow, you're empowered to hire less experienced staff because the machines take care of all the heavy lifting.

Your certified ROQ.US Technicians are an unmatched service team who is there for you from day one of the installation process and are always on hand for guidance and maintenance at any point throughout your printing journey.

With increased productivity, that means that you don't have to work 8, 10, 12 hour days to get the jobs done. You get to spend more time either with friends and family or working on growing your business instead of being chained to it.

Sometimes, it's deciding if there is enough work coming in to justify taking the next step, but once

you stop pulling a squeegee 40+ hours a week, then you free up a ton of time to work on marketing your company and finding new [ROQ] star clients.

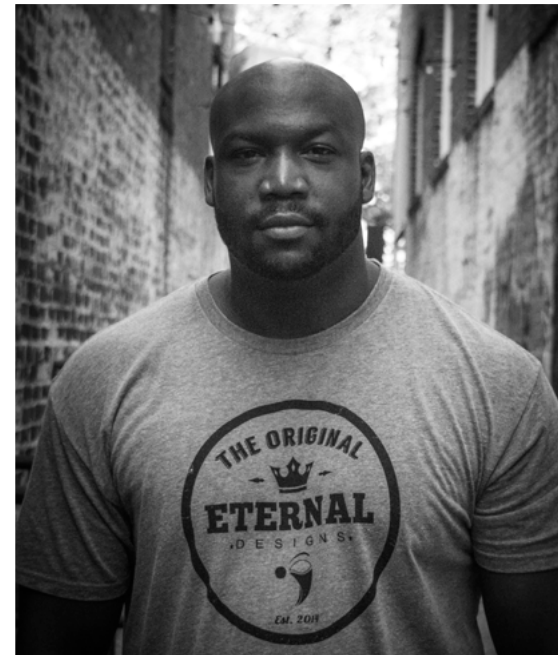
A lot of the time, the work will find you once you have the ability to take it on and turn it around quickly. In other words, the word gets out!

If and when any issues arise, your dedicated ROQ. US Tech Team will take care of you while you take care of your business so that nothing throttles your production.

"The hallmark of successful people is that they are always stretching themselves to learn new things."
-Carol S. Dweck



THE SUCCESS STORY



"Before moving from a manual to an auto, I did a lot of research to find the best machine that fit and met all of the requirements while offering us the best option for growth in the future. After settling on ROQ, the process of transiting over was made easy from the initial paperwork, delivery of equipment, install, and training. There was never a time where I felt I would fall through the cracks or be left up the creek without a paddle.

After about 5 hours of training, I felt comfortable operating the press almost immediately. I would say I felt truly confident running the press after about a week. And I felt like a real pro after about a month. The user interface and simple machine buttons & knobs made the process easy to get the hang of.

Begin the journey with the end in mind. Focus on how automation can improve your shop and how it could help speed up your workflow and as a result, save you more time."

-Nick Burton of *Eternal Designs*
@eternaldesigns.co



"Going from manual to my ROQ auto was the best decision I've ever made. I was a bit hesitant at first for a number of reasons... cost, manageability, etc. but it was a very smooth transition. With the training provided, we were able to get going right away and didn't miss a beat.

With the training provided, we caught on pretty quickly and learned a lot in the 3 day training. We felt we had a full handle within a week!

DO IT! It is a game changer and it will change your business. The growth we've seen is unbelievable. Once you have a ROQ, you will never go back."

-Victoria Jones of *Inbound Ink*
@inboundink



FEAR 6

Overwhelmed by My Options & Afraid of Getting into a Sales Trap

Never before has there been so many awesome options to choose from for your automated printing empire's arsenal.

Nearly every manufacturer has significantly upped their game over the past decade, and it can be overwhelming to the point of preventing you from moving forward with any clear direction out of the fear of making the "wrong" choice for your unique needs.

No one enjoys or appreciates getting caught in a perpetual loop of incessant sales emails and calls. Us included -- we ain't about that life on either side of the phone!



THE SOLUTION

ROQ.US is the Right Path for Your Brand, Company, Configuration, & Press

The ROQ press fleet streamlines the most time-consuming aspects of screen printing and drastically reduces environmental impact while turbocharging overall production at significantly lower cost.

With ROQ.US, you're stationed to join the ranks of the fastest-moving, most versatile, and ultimate competitive garment printing market in the galaxy.

When you build on sand, you drift away with the tide. When you build your house on the ROQ, you propel from a solid foundation of integrity coupled with dependable automation for years to come.

Trade Shows are usually the easiest places to get overwhelmed. We know it's hard when you're walking around seeing 8+ manufacturers under one roof -- how do you make the best decision?

ROQ.US seeks to be your reliable Partner in business -- in both the short term and long haul for growth. Maybe you're ready today, maybe you'll be in a better position in a few years. Regardless of your current situation, and independent from any kind of timeline, we're here for you at every step of the way.

Through our discovery process, if we learn that for whatever reason it's not the best match for current circumstances, we'll be the first to be upfront about it, but we'll be on standby to help you #PressOnward either way assisting you reach that next level, wherever that next level may be!

Ask yourself these 4 important questions to determine when ROQ belongs in your business journey. If you answer "Yes" to any of these questions, the ROQ automated life is calling you!

- 1) Are you someone who values a sense of community?
- 2) Are you someone who likes to be on the forefront of technology?
- 3) Are you interested in future-proofing your business?
- 4) Are you focused on detail, ROI, and where every dollar is going in your business?



THE SUCCESS STORY

Print Theory -- do we do "cheap" or do the longer term solution?
(Cont. Next Page)...

@printtheoryco



“We started as a small print company on a basic 4-2 manual table-top press and we did really well and grew so fast, but we got to the point where we were exhausted all the time.”

We realized that we were either going to have to hire somebody and pay them \$3,000.00 per month or we were going to buy an asset and we’re going to pay only \$1,500 per month to own something of value at the end of it. Even though buying the press was daunting at first, it was more cost-effective to buy an auto than it was to hire people to work on antiquated equipment because we had quickly cycled out of the manual press we started with, and the idea of going to a larger manual was just not efficient.

It was a huge cost savings to go with an auto. Our bodies were so physically strained and exhausted from the manual. The ROQ was such a better option for us as business owners.

One of the things that drew us to ROQ over other brands was the fact that ROQ is a better product overall. We felt that for many reasons -- because it is lighter in weight, it didn’t need to be bolted to the floor, it isn’t shaking all the time. Anything with moving parts, you don’t want it shaking. My dad had a career in packing and agriculture and he always told me, ‘A machine that is smooth and still is going



to last you far longer because it’s not rattling the life out of the equipment.”

For us, we looked at *M&R*, but the fact that it needed to be bolted to the floor... they pride themselves on being American-made, which I can admire, but the ROQ is just a superior product. We loved the detail that can be achieved with ROQ. One thing that threw us over the edge was when I asked our personal finance guy, who was a fairly impartial third party, ‘What’s the difference between a ROQ or a *Workhorse*?’ And he was like, ‘Honestly, that’s like trying to compare a *Bentley* to a *Ford*.

ROQ is just a different category from the rest. If you want to pump out two-color prints all day on a *Workhorse*, go for it. Run it into the ground. It’ll do exactly what its title is -- it’ll be a *workhorse*. But if you want to do high-detailed luxe printing, you buy a ROQ.’ And that was the perspective he got from helping companies finance all brands of printing equipment.



PRINT THEORY

SCREEN PRINTING & EMBROIDERY

I think the biggest challenge that most small-sized printers face is how difficult it could be to upgrade all the infrastructure of the equipment they have to accommodate an automatic press later on. I would encourage them to move to a commercial space before they upgrade if they can, but it’s not necessary by any means.

We upgraded to our ROQ in our home garage and we paid an enormous amount on electricity, but the thing is, that once you get that auto press, it will blow up your revenue. That’s exactly what happened for us. **The first year with our ROQ, we literally grew six figures in income.** It makes a serious impression on people. You’re no longer seen as a hobbyist who likes to print.

You instantly become known as ‘these rad print people down the road.

They have this awesome machine in their garage!’ And others listen to that.

The ROQ entirely changed the perception of how people in our community viewed us and it blew up our revenue. We had to move out of our garage in less than a year. We seriously only printed manually for only one year, then bought the ROQ automatic.

People have this notion that the auto is a risky and big, big investment, but when you look at how much revenue we grew almost overnight, it was truly the right decision. I think, honestly, the only time to hold off from buying a ROQ is if you’ve never printed shirts.

But after you learn the basics of printing, buy it. Buy it as soon as you can.”

~ Sarah Murrieta of *Print Theory*





FEAR 7

Fear of Losing // Disappointing your Staff

One of the best ways to steady your compass to success is to build and reinforce a committed team you can depend on to address the inevitable peaks and valleys you'll encounter throughout your business journey.

Maintaining a can-do attitude and dedicated spirit among your staff can often prove to be a make-or-break point for many businesses' long-term success rate.

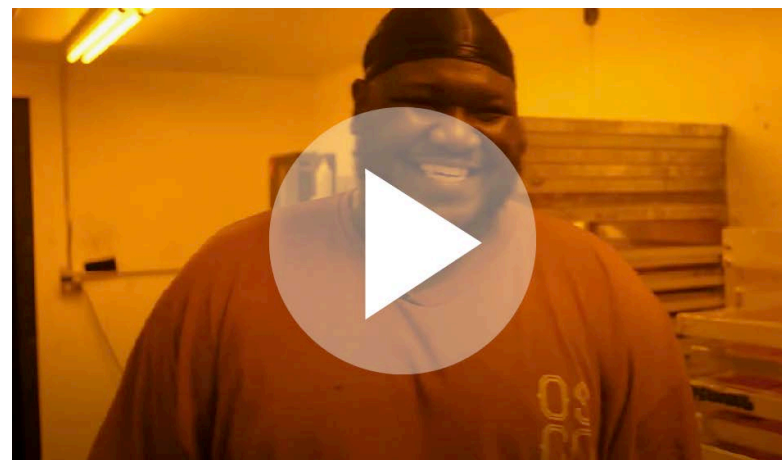


THE SOLUTION

Beyond providing your team with fulfilling work to perform, one of the most impactful decisions you can make is to provide them with the best tools to perform their duties as efficiently and as effectively -- and as enthusiastically -- as possible.

Establish Team Buy-in

Encourage your staff to embrace change -- it's one of the most advantageous ways to be prepared for the future in any situation.



~*Oklahoma Shirt Company*



"I mean, that was definitely a big concern for us. We knew there was going to be a pretty big change and there was a lot of resistance to the change in the beginning."

~*Josh Merrell of Liquid Graphics*



THE SUCCESS STORY

A lot of our challenges really came from the mentality of our workforce at first.

Some of our staff have been screen printing for 15 to 30 years, and they are the experts on the machines, and we let them know that we we're going to retrain them.

A few struggled in the beginning with the differences from our previous machine manufacturer.

Machine-for-machine out of the box, they both print incredibly, but the switch instantly addressed previous issues we had with accuracy with pressure and the rubber on the pallets, and some of the things that you have to do to overcome some of the registration issues on those machines. .

... **(Continued on next page)**



The ROQs have held up substantially over time. They register with precision when our previous machine manufacturers couldn't.

The way those other systems are set up, they just wear and tear too easily and the bearing components just cannot hold registration.

Even if you re-calibrate them completely, it's just never the same. The mentality is to use pressure to overcome that, and with the ROQ machines, it was just the opposite.

I'm telling you none of our operators would switch back to an *M&R*. Our lead supervisor on our second shift went to work for another competitor and he's now telling them that he should switch to a ROQ workflow.

ROQ's Tech Team does an incredible job with the transition, it's true. All in all, I'd say that transition probably took us a good 3-6 months to really see all the benefits. From a setup standpoint, we saw the benefits right away. Within a few months, our operators really got

to see what they could do, and that's when we really began to shine.

We made the switch at the same time we acquired another screen printing company.

The combination of both shops had us at 24 machines, but the switch allowed us to reduce the entire operation from 24 machines to 15 ROQ machines.

After allocating three of those for sampling, we started running the same production capacity as the original 24 on just 12 ROQs. Not only are we outputting the same amount on that set-up, it enabled us to further increase our original capacity. I don't think we could have ever done it without the ROQ machines.

Once we went to ROQ, we weren't going back to our relationship with our previous manufacturer. It just isn't going to happen. I would never make that change back, even if they gave me free machines."

~Josh Merrell of Liquid Graphics

@liquidgraphicsinc

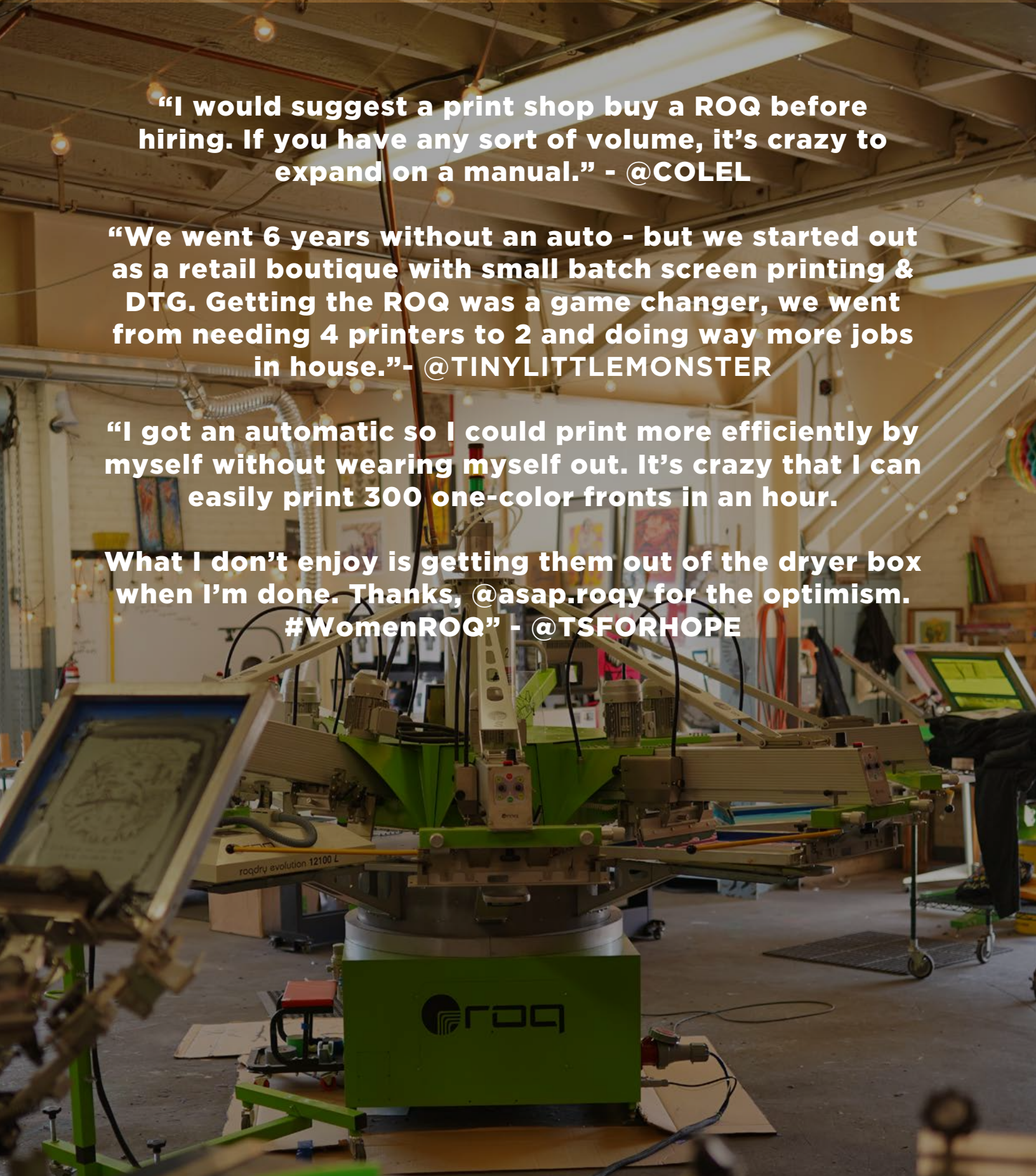


“I would suggest a print shop buy a ROQ before hiring. If you have any sort of volume, it’s crazy to expand on a manual.” - @COLEL

“We went 6 years without an auto - but we started out as a retail boutique with small batch screen printing & DTG. Getting the ROQ was a game changer, we went from needing 4 printers to 2 and doing way more jobs in house.”- @TINYLITTLEMONSTER

“I got an automatic so I could print more efficiently by myself without wearing myself out. It’s crazy that I can easily print 300 one-color fronts in an hour.

What I don’t enjoy is getting them out of the dryer box when I’m done. Thanks, @asap.roqy for the optimism. #WomenROQ” - @TSFORHOPE



Contact Your Automation Solutions Specialist
Today & Always, Worry-Free!

ROQUS
YOUR PARTNER IN PRINT