Ashlar-Vellum Channel Partner Newsletter
May 2014

HOW Design Live

Michael Collins and Robert Bou attended the HOW Design conference in Boston earlier this month. This annual gathering of graphic design professionals is the largest in the world, showcasing tools for better, more successful design. The Dieline Conference within the show was specifically for packaging designers and where AlphaCorr and our Rules, SteelRules and DieLine Genius products had a chance to shine.

"The show helped us to learn more about the needs of occasional packaging designers and how they differ from those who create packaging and point-of-purchase display designs everyday," commented Robert Bou. "Most of the attendees were from graphics design rather than the structural design side of the business. We learned a lot about how to position both the DLG Online and Adobe editions."

Mike Collins flirts with a conference hall performer in the AlphaCorr booth at HOW Design Live.

New Success Story

A new success story is in the works featuring Steven Reiss and his use of Xenon and 3D printing to help Mark Robinson develop canine wheelchairs for disabled dogs. Look for the story on our website and in next month's Design Explorer user newsletter.

May Sale

The Ashlar-Vellum May Sale showed moderate success in incenting those to buy who were reluctant to part with their cash. Some customers, however, continue to order without requesting the sales discount.

IGES for Graphite v9

IGES import and export are being added back in to Graphite v9 SP1 anticipated in July. The IGES code from Vellum 2.7 has been modernized and ported forward to Graphite v9.

Way back last century, when our then Japanese distributor, Famotik, and their programming company, Armonicos, provided development on Vellum 3.0 and 4.0 they took our 2.7 source code and added surfaces to the IGES import and export. In the 2010 lawsuit, the Japanese judge, in an effort to allow their countrymen to save face, ruled that since Ashlar could not prove that the wire transfer payment, sent specifically for IGES, had actually been received by Armonicos, the IGES code updates for Vellum 3.0 and 4.0 must be removed from Graphite.

The updated IGES import for Graphite v9 will import and export wireframe and text. Since Graphite no longer does surfaces this is not an issue. Any surfaces within an IGES file imported into Graphite are simply ignored.
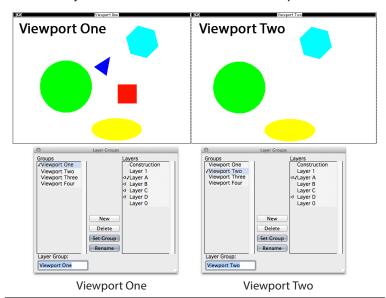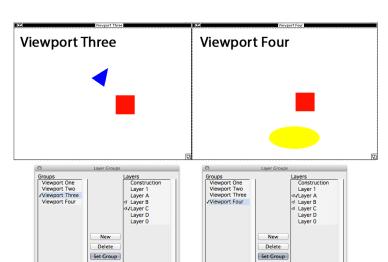
Summary Success Stories

Ashlar-Vellum will be renewing our Proven Success email campaign through the summer months to support awareness and sales. One of our latest success stories will be used each week for aspirational marketing to encourage new sales and as validation for longtime users. Look for the stories in your inbox usually on Tuesdays from June through August.

Custom Artisan Furniture
▸ Click to View Story

New Layer PowerPack for Graphite v9

We're developing a new accessory for Graphite v9 called the Layer PowerPack. Anticipated in July, version 1 of his nifty add-on will sell for $95 and provide:

- More than 256 layers.
- Layer control within different view ports.

Viewport One

Viewport Two

Viewport Three

Viewport Four