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NATION'S #1 SCREEN PRINT SUPPLIER



FAILURE IS A TEACHER; A HARSH ONE, BUT THE BEST. – THOMAS J. WATSON SR.

Self-help books are a breed of their own. Some are interesting, some not so much. When a person has passion but no interest in the book telling them how to make it, is that failure? For the author.

Many people are self-taught. Little knowledge of their craft other than what they have interpreted. This can produce wonderful works of art. Or it can leave the creator falling flat. Everyone learns differently and some need a hands-on view of what needs to be done.

Printing requires certain finesse. “Place moderate pressure” does not necessarily translate. A body builder could press, leaving a goopy image and vice versa.

THE FUNDRAISER BUILDS INTO BUSINESS

Ryan Moor and his band mates learned everything about printing backwards. They made it work, though. Setting out to make shirts for the band, Ryan bought a self-

help book on screen printing. Moor soon realized he didn’t enjoy reading it and the diagrams could only show him so much.

The lack of training did not stop the requests. Other bands soon started asking for printed shirts. Soon others wanted to learn how to print for themselves. The band began selling very basic equipment to meet the demand for the self-printers.

They soon found themselves making the presses out of wood they sold and shipped kits to customers on eBay and locally

to other bands. “We sold them... to raise money for tours,” says Ryan Moor.

Ryonet officially became a business in 2004 when the guys built their own website, www.silkscreeningsupplys.com, from software





bought online. From the start the priority was to hire industry professionals. “Hiring someone who has been training for 20 to 30 years enabled us to learn the correct way to do things and we pass that along to our customers,” Moor comments.

BEYOND PRODUCTS

The staff makes each customer’s needs top priority. Ryonet is determined to offer products at the right price, education to use those products, and the customer service to back it all up.

Customers feel they are in good hands. The company knows that if customers are not successful, Ryonet is not successful. Anyone,

customer or not, can call and ask advice.

“You can call us any time,” says Moor. “We’re open 11 hours a day. We’re open on Saturdays.” No matter if a caller is printing for a large corporation or if they have purchased a \$150 hobby kit, Ryonet will treat everyone with the same high level of service.

“Our experienced staff typically can, in a couple of minutes, tell the caller what to do and get them back on their feet and producing the job effectively,” states Moor.

Ryonet products are high quality and price competitive, meeting the demand for more affordable, reliable printing. Customers ap-

preciate the help they get from the company they trust.

EDUCATION: THE BEST SUPPORT OF ALL

Ryonet’s hands-on screen printing academies are located throughout the United States. The goal is to make increasing customer’s printing skills easy. Ninety percent of Ryonet’s training is provided at no charge or credited to the customer when they purchase a package.

“Our company has always been focused on providing the top level customer service from the very beginning,” says Moor, “and making sure the customers not only get the equipment but know how to use it.”



Moor, from experience, speaks of the benefits to learning the right techniques first. “The first 5 or 6 years of my experience was completely wrong. The last 6 years I’ve been learning from industry professionals and becoming industry professional. It’s been a completely different experience.”

Moor continues, “One of the things that we tell customers in our training courses is learning how to do things the right way and taking someone’s experience and condensing to the terminology and training so the beginner can understand, [creates] much more

fun in success than trying to go on your own.”

Ryonet’s philosophy has helped many customers. Simon Anaya decided to start a screen printing business about a year and a half ago. “With the purchase of my initial packet Ryonet offered a 2 day training class, including many tutorial DVD’s,” says Anaya. “This alone was my lifesaver, without which I probably still wouldn’t know what to do today. They just make it so easy for the beginner and for the pros as well.”

“I have to say the biggest impact I have had from Ryonet is

Ryan himself.” Anaya continues, “It seems that everyone who achieves success is no longer approachable, but this is not at all the case with Ryan Moor... If something goes wrong, you can literally have a direct connection with [Ryonet’s President]. To see that he surrounds himself [with] his customers and has taken so much time and dedication to create all the learning videos is very impressive... Thank you so much Ryonet and Ryan. Without them I wouldn’t even be in business today.”