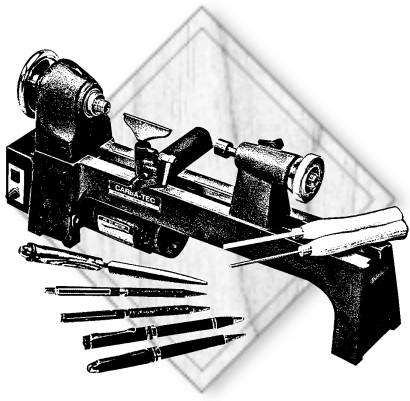


THE PenCrafter

FALL 1999

www.pennstateind.com

ISSUE 3



More crafting tips and new items from PSI!

Welcome to the third issue of "The PenCrafter" newsletter. We want to thank everyone for their submissions to the "Best Tip of the Issue" contest - the winning submissions are printed inside. Remember, if we publish your tip or solution to a pesky problem we'll send you a \$25 gift certificate!

This issue's featured kit is a new 24 kt gold plated yo-yo kit with a precision ball bearing mechanism that will spin circles around many yo-yo's on the market today!

Look inside for the latest addition to our extensive line of turning materials: *PSI SCULPT* - a revolutionary 2-part epoxy substance that makes unique and attractive pen crafts with or without a lathe!

Check out the many new items in the latest Penn State Industries catalog - pen kits, turning materials, dust collectors and products that keep your work area organized and tidy. As the holiday season approaches look to Penn State Industries to help you craft the gifts that will be remembered for a lifetime.

Please send your feedback to:

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**Penn State
Industries**

The PSI PenCrafter kit of the month...

The Ball Bearing Yo-Yo Kit

After extensive research and testing, the designers at Penn State Industries have perfected a 24 kt. gold plated yo-yo kit (#PKYOYO). At the heart of this yo-yo is a precision Teflon-sealed ball bearing, that makes your hand-made yo-yo perform as well or better than the best yo-yos on the market today. Make a beautiful, one-of-a-kind yo-yo from exotic wood or acrylic.

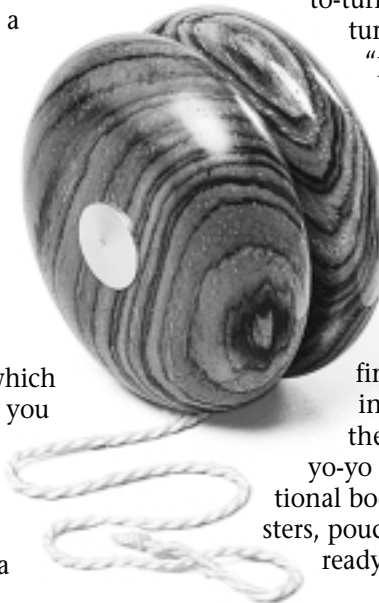
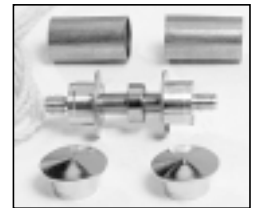
To turn a yo-yo, use our standard 7mm mandrel and any 10mm bushing set. Or you can use PSI's mandrel kit (#PKYOMANKIT), which includes everything you need to mount yo-yo blanks for turning. Included are the "Shortie" mandrel (#PKYOMAN), a 10mm drill bit, and bushings.

Make yo-yo halves from any good exotic hardwood like cocobolo (#PKY01), or padauk, (#PKY03). More challenging is acrylic Aquapearl, (#PKY106, 107, 108) or the new PSI Sculpt (#POXY1), a colorful epoxy clay that you blend and mix yourself. The important thing to remember is to keep your yo-yo halves between 2" and 2.25" in diameter and to strive for identical yo-yo halves in both size and weight. This will assure balance

and extended spin time.

If you are a beginner or want to make many yo-yo's quickly, PSI offers ready-

to-turn blanks (#PKY2) that feature two rounded maple "pucks" that can be easily turned into a yo-yo profile, or a complete kit (#PKYOSET) that includes maple yo-yo halves that are pre-drilled and pre-turned. Simply press the parts together. Both products need to be sanded and finished by painting, staining or waxing. Check out the Penn State Catalog for yo-yo accessories like instructional books, videos, yo-yo holsters, pouches and more. You'll be ready to yo in no time!



I N S I D E

Pen marketing with color product brochures PAGE 2

Spotlight on innovative new pen crafting materials PAGE 3

Questions and answers plus helpful tips PAGE 4

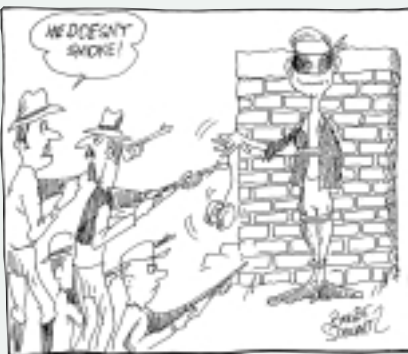
SAVE! Yo-Yo Starter Set back page special! PAGE 4

Market pens with your own full color brochure

If you are anticipating marketing pens in volume, you will probably be asked for a business card, samples and a catalog. Catalog? How can a small crafter possibly afford to print a full color catalog? The answer is: **you don't have to.** PSI has done it for you by creating a handsome, 4-page "Sales Brochure", that includes all of PSI's popular pen-crafting kits!

Image is important in selling pens and these Sales Brochures will give you the edge you need. This inexpensive marketing tool (less than 20 cents ea.), will increase your sales by allowing customers to browse through the catalog and then pass it on to family and friends. You can easily identify yourself by affixing a label or business card to the front cover.

The catalogs (#PKSALES), are packaged in quantities of 50 and you can even create your own custom price list with the optional Excel spreadsheet template (#PKPRICE). A free sample of the PSI Sales Brochure (#FREESALES), is available for the asking.



How to get started in...

The Pencrafting Business

If you want to make and sell pen-crafts and you have no equipment whatsoever, you can set yourself up in this rewarding pastime for less than \$600.00. That's a pretty good deal considering what it costs for many business start-ups and franchises. If you already have a lathe and some shop equipment, the investment is even less.

Here's what you will need to get started:

- 1. A Good Lathe.** Full size will work, but the best is a mini-lathe like the versatile Carba-Tec 3XL (#CML3XL), featuring a 3-year warranty.
- 2. A Penmaking Mandrel** (#PKM-EL). All penkits use brass tube(s) that are

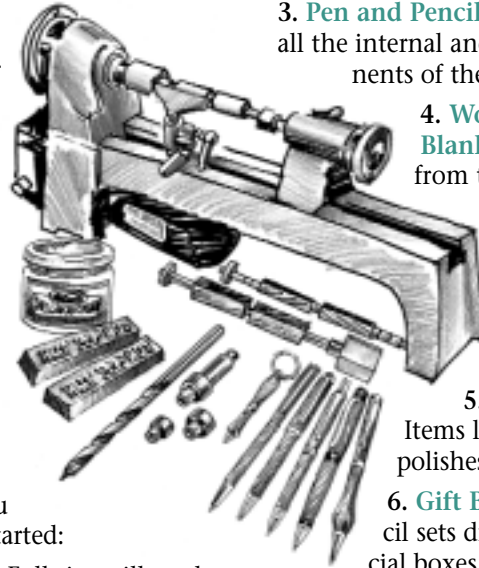
glued into wood or acrylic blanks, then turned on a precision mandrel, (rod).

3. Pen and Pencil Kits. Included are all the internal and external components of the writing instrument.

4. Wood or Acrylic Pen Blanks. The brass tubes from the kits are glued inside drilled blanks, then turned down to the pen/pencil profile on the mandrel.

5. Finishing Supplies. Items like glue, sandpaper, polishes and waxes.

6. Gift Boxes. Pen and pencil sets display better in special boxes.



OPTIONAL EQUIPMENT:

- 7. A Dust Collection System.** Keep the air and work area free of dust.
- 8. Duplicator.** For making duplicate pen and pencil profiles in quantity.

The quickest way to pencrafting success is to...

Promote, Market, and Schmooze

Building a successful pencrafting business means never taking off your marketing hat. Here are just a few ways to promote yourself:

- 1. Build a list of customers.** Use a guest book, contest sign-up, or free newsletter to compile a list of prospects names and addresses.
- 2. Build a list of customers' friends.** Ask customers if they would like their friends added to your free mailing list.
- 3. Always have a hand-out ready.** Make sure you always have business cards, brochures and show schedules with you to give away.

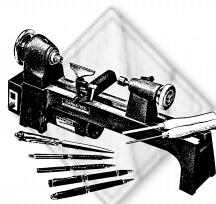
4. Use your handmade pens... at every opportunity. Remember everyone is a potential customer.

5. Stay in touch. Contact your customers on a consistent basis through post cards, a newsletter, brochures, a catalog, or email.

6. Easy access. Make it convenient for customers to contact you. Use phone, fax (local and 800 #'s), mail and email.

7. Pens on the web. Try to have a web page to display your products. It is the most cost effective way to advertise.

More on Internet Marketing next issue.



PSI Sculpt- a revolutionary new project material.

Now you don't even need a lathe to enjoy the fine art of pencrafting! We've responded to the numerous requests from people fascinated with the beauty and originality of our pencrafting kits and developed something totally unique, PSI SCULPT. This two-part epoxy clay can be sculpted and formed when soft, then carved or machined after drying. PSI SCULPT doesn't look like wood, but by using our assortment of 12 vibrant colors combined with your creativity, you can produce pencrafts that look like, marble, Corian, camouflage, or a rainbow of unique blends.

PSI SCULPT is easy to use. Simply mix, then wrap the mixture around the

pen kit's tubes. No drilling or glue is required. Once the material hardens, you can turn it on a lathe. When formed by hand, simply assemble the pen.

PSI SCULPT is available in a 12-color Combo Pak, (#POXY1) or bundled with popular PSI pencrafting kits: A Mini sampler Pak (#POXY2), features 4 colors of PSI SCULPT and 6 pencrafts, while

(#POXY3), a MAXI-Sampler Pak contains 12 vibrant colors of PSI SCULPT and 18 pencrafts!



What Kind Of Wood Is This?

"AQUAPEARL" ACRYLIC

This month's turning medium isn't a wood at all, but a man-made acrylic called Aquapearl. The response to this striking new material has been so great that we felt we had to address its turning properties in this newsletter. Aquapearl has a rich pearlescent quality and can be finished to a high luster. When assembled with the gold plated components in our pen kits, the custom Penn State Industries mixtures are strikingly elegant. The pens are comparable to the most expensive looking pens in the world.



Aquapearl pen blanks are available in 12 rich styles. They come pre-formed 5/8" in diameter and pre-drilled with a 7mm hole (styles #AQP01 through #AQP12). Pre-turned yo-yo blanks are 2-1/4" round, (#PKY108, 107, 106). The pen blanks can be re-drilled with larger bits to adapt to other penkits, but special care is required when drilling. Use shallow plunges and pause a moment each time you retract the bit so the blank remains cool.

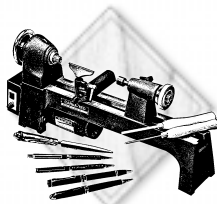
Aquapearl is specially designed for easy turning. Use a sharp tool for best results. Again, remember to "keep cool" when turning or finishing this material. Slow down the speed of your lathe and take small shavings to prevent chipping and cracking.

Sand with various grits of wet sandpaper to 600 grit, (#SS600-10). Finish with power Wool (#PKWOOL) and Ultra Gloss Plastic Polish, (#PKULTRA). The rich look of Aquapearl is well worth the effort, and your pencrafts will become a cherished keepsake.



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PENN STATE INDUSTRIES

Q&A

Do you have a question? Please write or email us at Penn State Industries.

Question: No matter how careful I am when sanding, I still end up with rounded edges (shoulders), when making a tenon for the center band of a pen. How can I keep them sharp and straight?

Answer: Making tenons with sharp 90° angles is always a challenge. If all else fails it is possible to finish sanding the pen barrels before creating the tenon, saving that task for last.

Question: When I turn blanks sometimes part of the brass tube is exposed. Also, even though the finished barrel is the right diameter, the pen does not look fitted when pressed together. What's wrong?

Answer: Your mandrel is probably warped. View the finished barrel from the end, (like a telescope). If the circumference of the wood is slightly oval in shape, then the mandrel has bowed and should be replaced.

Question: I notice that when I use light colored wood blanks I get dark

rings on the pen barrels. Why is this happening?

Answer: There are two things that might be the cause of your problem. 1) Excess speed. Slow down the revolutions of your lathe because light woods are usually softer and tend to burn from the friction of turning and sanding. 2) Improper sanding. Striking the bushings will transfer dark steel particles into the pores of the wood.

Question: I've heard of mixing dust or shavings with glue to fill and repair minor chips on a turned barrel. How do you repair a patterned material like Dymondwood or Aquapearl acrylic?

Answer: When faults are many and too deep to eliminate by further sanding, flood the entire barrel with gap-filling cyanoacrylate glue, spreading the coating evenly with a piece of polyurethane packing material. Sand and re-glue any remaining imperfections. Finish the pen barrel as usual.

Question: I try to be careful, but I always get glue on my hands and work area when I glue brass tubes into the blanks. Is there anything available that will make this step less messy?

Answer: Yes, a new arrival in the PSI catalog. (#PKTINT) is a tapered Pen Tube Insertion Tool that keeps your fingers clean and safe from residual glue.



NEWSLETTER SPECIAL!

24 KARAT GOLD PLATED

Ball Bearing Yo-Yo Kits

OFFER EXPIRES 12/1/99



The Yo-Yo Starter Set Includes:

6 Yo-Yo Kits • A Yo-Yo Mandrel
Yo-Yo Bushings • 10mm Drill Bit
6 Sets Of Exotic Wood Blanks

STARTER SET

Save \$8.00 • Value \$66.95

\$58⁹⁵

ORDER ITEM #P-YOYOSS

**ORDER TOLL FREE:
1-800-377-7297**

PEN CRAFTING TIPS

We have two winners this issue - David Noe and Jack Ettinger! Both have submitted winning pen turning tips and will receive a \$25.00 Penn State Industries catalog gift certificate for sending them to our attention.

David's advice is as follows:

You've cut a tenon and the diameter is much smaller than the metal band that must be glued on. To fix this, collect some shavings or dust from your turning and mix with a thick epoxy. Coat the tenon and let dry. Repeat until the band slides on snugly, then

glue the band into place. The same procedure can be followed using newspaper. Cut strips and glue carefully until the proper circumference of the tenon has been restored.

Jack's tip is: To prevent blanks from shattering while turning, sand the brass tubes before gluing to create an even stronger bond between the tubes and the wood.

Let's hear from you next issue. Share your ideas and win a \$25 gift certificate! You can email your woodworking tips to psind@pennstateind.com.