

PIASC WEEKLY UPDATE

Printing Industries Association, Inc. of *Southern California*

September 27, 2004

Quality

We all like to talk about our “quality” work and, in most cases, it’s very good. The problem is that too many firms can produce excellent quality and the clients have come to expect it as a given not as a valuable extra. If you doubt this, imagine the same job being given to ten printers with similar production capabilities and the same amount of time to finish the job. Then, assume that a sample from each run was put on a table for the client’s inspection. Do you think that they could identify which firm produced each piece? Do you think they could tell the difference?

We Can Handle It

Many printers spend a lot of time grousing about the myriad of software packages that clients use (or misuse). The fact is that if you can deal with the client’s mess and produce what he wants, you’re creating value and can get paid for it if you ask. Most people just want their project done—they don’t want to hear that they don’t know what they’re doing and they don’t want to be retrained.

Old Technology?

We all remember the predictions that the printed book would disappear replaced by e-books, audio tapes and the like. What happened? Just the reverse—the Books in Print database reports that last year the number of new printed book titles increased 19% to a record 175,000 coming from publishers capitalizing on the public’s interest in current events. Interestingly, the number of new fiction titles declined for the first time since 1991.

Trade Shows

Usually the last thing a printer thinks about is exhibiting at a trade show. But the fact is that if you have carved out a significant client concentration in a particular vertical market, you might find it very rewarding to have a presence at a trade show focused on that market (if nothing else, you’ll probably be the only printer there). If you make the decision to exhibit, make it productive by careful planning. Look good, even a small booth can look professional. Have on hand lots of examples of work that relates to the show’s audience. Mail invitations to the registered attendees to visit your booth at least two weeks in advance. Plan out who is

Join us for the
September 29th
Sales Club meeting on
“How Did They Do It”
THE GEORGE RICE STORY
see Page 3 for details



Hear it from the guy who made the rabbit run.

going to man the booth and what are they going to say. Then, promptly follow up on the leads and inquires the show generates.

Get Value!

You’re a member of PIASC, the largest affiliate of PIA/GATF which is the world’s largest graphic arts trade association serving almost 12,000 firms across the country. You pay dues (which are about 1/10 of 1% of sales or less) and you should get real value—make sure by doing these three steps:

1. Make sure that your key employees are on our mail and email lists so that they’ll receive all the latest information.
2. Invite a PIASC staff person to give an industry/association presentation at your next management meeting.
3. Network and establish relationships by signing up for an upcoming meeting especially our bi-monthly “Printers’ Breakfast Roundtables.”

If you have a question about the resources that are available to you, please call Member Service: Lina T. Lindgren at Ext. 213 (lina@piasc.org) or Socorro Garcia at Ext. 229 (socorro@piasc.org).

Thought for the Week

The real voyage of discovery consists not in seeing new landscapes but in having new eyes.

Experian Reports

When checking the credit worthiness of a potential client, do you always get the information you need to do an adequate review? If not, you may want to consider obtaining an Experian (formerly TRW) report to help fill in the gaps. PIASC has a contract to sell commercial reports to members. The full reports are \$25 and the one-page summary reports are \$15 each. Reports can be run on any firm in the United States (international reports are available but prices vary widely by country). These reports can be emailed to you in PDF format, usually in 90 minutes or less. For more information or to order a report, call Tom Stodola at Ext. 221 (tom@piasc.org).

Drug Testing

Employers in California frequently require potential employees to pass a pre-employment drug screen and current employees to be drug screened under certain job related circumstances referred to as reasonable suspicion testing. Random drug testing is legal under very limited circumstances in California, such as those required by Department of Transportation regulations or in special, safety sensitive positions. Positions in the printing industry, although safety sensitive, normally would not qualify as safety sensitive allowing random testing. Employers who believe a position may be covered under the safety sensitive legal definition should contact a labor attorney. The most critical

components of pre-employment or reasonable suspicion testing programs are notification, consistency in application, timeliness, a reliable clinic and lab performing and reading the screen and good follow through with the employer on test results from the clinic. Pre-employment testing requires the applicant to be notified of the test requirement and to agree to be tested, in writing, as a condition of being offered a position (the position is contingent on the applicant passing a drug test). This notification and agreement process should occur at the beginning of the application and screening process for the position. The test, except in extremely limited circumstances, must be completed before the applicant begins work (pre-employment). Reasonable suspicion testing requires all employees subject to the testing receive written notification from the company that they will be subject to testing under specific job related circumstances. If you would like a copy of a reasonable suspicion drug testing policy provided by The Law Offices of Silver and Freedman, call Teresa Sak at Ext. 217 (teresa@piasc.org).

For Sale

Rosback saddlebinder 203 R, collator, stitcher, trimmer, extra knives & book feeder, \$4,850. Call Fred at (323) 463-1696.

1985 Komori Offset Press, Lithrone 426, Serial #623, 31.5 Mil. Imp., PQC Console, Electro Sprayer System, 4 Royce Units Refrigeration System, Pierry IR Dryer, Good Condition, Best Price. Call Cari at (213) 746-2792.

Warehouse/office for rent in the Southbay, perfect for a small litho or flexo printer, 3,200 sq.ft. total, plus, loading dock and additional truck storage space. Call Doug at (310) 325-3099.

PIASC's Pick of the Week



**Screen Printing Primer
Second Edition**

by Samuel T. Ingram

Designed for anyone needing a greater understanding of the screen printing process, describes screen printing, its major components, and compares it to the other major printing processes.

**PIASC Members \$20.00 ea*.
Non-Members \$25.00 ea*.**

*Prices do not include tax and shipping.

To purchase your copy, call Tom Stodola, at Ext. 221.

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