

...using your association every day prevents profit decay

PIASC WEEKLY UPDATE

Printing Industries Association, Inc. of *Southern California*

December 19, 2005

Our Best To You

The Directors, Officers and staff of the PIASC family (Association, Credit Union, Benefit Trust, Insurance Agency and Collection Service) wish you, your family and your employees the best of holiday seasons and a prosperous New Year with demands for more print and clients who want quality and service and are willing to pay for it. As usual, Update will take its annual one week vacation and return to amuse and enlighten you on January 2nd.

A Major Profit Leak

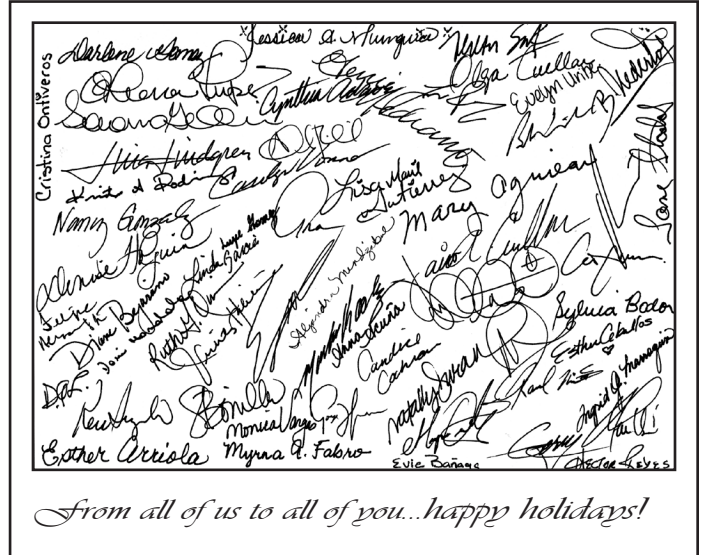
The rep brings the specs to the estimator and a quotation emerges from the process and is presented to the client. The client accepts the quote and we get the job—we're happy. The job actually comes in quite different from the specs and the layout upon which the quote was based and the cost sheet looks terrible—we're sad. This can easily happen and can be avoided by the estimator attaching the layout they assumed along with all of the specs to the job file. Then, when the work comes in, the CSR compares the reality with the plan and if there is a significant divergence, it gets addressed with the client up front. The result may be that the client understands the issue and agrees to pay more for the work or it may be that they don't and the rep learns to be more thorough in getting the specs in the first place. If we were thorough in the first place, but the client won't pay, we have learned not to deal with a rip-off artist.

Postal Reform

The latest word is that postal reform is dead for this session on Congress, at the end being done in by Hallmark Cards and Sen. Bond of Missouri (Hallmark's home state) who wanted to limit the work-sharing discounts given to large mailers on the view that they would result in higher first class rates and fewer greeting cards purchased and mailed.

Internet Trust

A recent survey by Entrust Internet Security found that 18% of on-line banking customers have decreased or eliminated their use of on-line banking due to concerns about internet security. Even though transactions can be encrypted, there is increasing doubt about the ability of any system to withstand hackers and the widely publicized breaches of databases have fueled these concerns. This is probably a positive for us print folks as snail-mail and pieces of paper have proved more tenacious than the techies predicted.



Required Posters

PIASC has available for members all required state and federal notices in a laminated three poster set for all your compliance requirements which combines all state and federal notices (24" x 39"), industry specific wage orders #1 and #4 (24" x 39"), and the recently required Uniformed Services Employment and Reemployment Rights Act (8½" x 11"). The posters are attorney-approved and, as we have said, meet all general state and federal posting requirements. The set is available to PIASC members for the well-below market price of \$35. Some companies may be required to post additional notices depending on their operation, such as forklifts, fire extinguishers, and blood-borne pathogens. We have those also. The easiest way to order the posters is online at www.piasc.org under the icon Labor Law Posters, or by calling Raul Mijares at Ext. 211 (email: raul@piasc.org).

The Act Now! Ploy

If your clients are doing direct mail projects, they would be interested to know that extensive research shows that the response rate is improved by putting a time limit on the deal being offered. If the mail piece contains some special benefit available only for a limited time, it acts as a spur to action for many recipients.

Thought for the Week

Most human beings have an almost infinite capacity for taking things for granted... Aldous Huxley

Dear Brad...

We have a gloss ghosting problem. Is there anything that could be done to salvage this job? Brad Evans of the PIA/GATF Technical Hotline (412) 259-1784 said: We have found that applying an overprint varnish can hide the ghost.

Matching Spot Colors

Dillon Mooney, a PIA/GATF technical consultant for over 22 years, explains that there are no published standards for matching spot colors. The perception of color is very subjective, people perceive color differently. Generally speaking, the lighter and grayer a spot color, the less sensitive a densitometer or other color measuring device is to a difference in the color and the eye will be more sensitive than a numeric difference. Create custom color standards for the customer and the spot color by showing the customer printed ink samples above and below the reference sample in the matching book, and let the customer determine the amount acceptable variation. This is a very simple explanation to a very complex question.

The Next Big Show

For those of you who can't wait until the October 15th GraphExpo in Chicago, the big international show this year will be IPEX in Birmingham, England, April 4th to 11th. Interestingly, Xerox will have the largest space at IPEX (moving Heidelberg back to 2nd place) where it will

be displaying their latest product—Xerox branded wide format printers.

Independent Contractors

A recent article in the L.A. Times reported that \$37 million in penalties had been assessed against firms who had classified persons working for them as "independent contractors" rather than "employees" thus avoiding payment of payroll taxes and Workers' Comp premiums. The fact is that the definition of independent contractor is very narrow. Unless we are describing someone with an actual business (e.g. landscaping, machinery repair, professional services, etc.) who has outside customers, the service provider is almost always an employee of your firm regardless of what you say or what they may have agreed to. Check with Doug Moore at Ext. 218 (email: doug@piasc.org) if you have any questions about proper classification.

For Sale

Akiyama 6/C 40" Bestech w/ console & AQ attachment. 59-1/2 mil. impressions, prints great. Harris 2/C 38" (w/parts press) can be used as UV coater. Prints great-\$5,000/both OBO, Agfa SelectSet 5000 Imagesetter \$3,500. Call Bob at (818) 993-5640.

Agfa Accuset 1000 plus imagesetter w/Agfa processor, in nice condition. Will output film or polymer roll plate material, \$3,800. Call Bill at (626) 917-6006.

Downey/Bellflower Printing business est. 1988, long term est. clients. Currently doing only \$20k/mo., owner's comp. \$7k/mo. Recent past (w/active owner) revenue \$350k/yr, comp. \$120k/yr. Will help train if needed. Will consider all offers. Contact by email: bricksplusclicks@yahoo.com.

PIASC's Pick of the Week



Frontline Supervision Primer

by Don Merit

Looking at the traits, roles, dilemmas, and problem-solving methods encountered by supervisors, this "how-to" guide to production management helps supervisors become better at their jobs and helps upper management enhance the role of their supervisors.

PIASC Members \$20.00 ea*.

Non-Members \$30.00 ea*.

*Prices do not include tax and shipping.

To purchase your copy, visit www.gain.net/store.

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