

PIASC WEEKLY UPDATE

Printing Industries Association, Inc. of *Southern California*

April 4, 2005

Bragging Rights Wouldn't it be great if your clients bragged to their friends about the award winning printing they use to promote their products? Don't you think they'd love to have their projects recognized by the industry? Don't you think that you'd be in really solid with them if it happened? That's what PIASC's First Annual Print Excellence Awards is all about—building client relationships. To accommodate all of the entrants, we have extended the deadline until Friday, April 29th. If you need information or entry forms, call Monica Vargas at Ext. 299 (monica@piasc.org). As an added bonus, all Best of Category winners will be automatically entered in the PIA/GATF Premier Print Awards without charge.

It's The Focus, Stupid! We've all heard that if we're going to survive and grow we need a differentiated strategy/mission. Then we realize that it's really hard to decide what it should be. The good news is that it's usually under our noses—it's contained in our existing client base. Think through the clients who have been with you for a while and with whom you have a good relationship. What do their businesses have in common? What are the similarities between their products or services, their clients, their markets? What ways has your work improved their sales or profits? It is almost always the case that our best clients have more in common that we realize and that we have become better than we ever thought at adding value for them—that's why they're our best. With this picture in our mind, we can think about how to make it better and to expand it—that's what a differentiated strategy/mission is really about. Don't forget that everyone in your firm needs to understand this vision and focus on making it happen. If we don't share the story and get everyone on the same team, we'll find that lack of focus is draining resources and attention away from making the differentiated strategy really work.

The Initiatives Are Coming! At the moment, more than 75 initiatives have qualified for the signature gathering stage in the run-up to the November election. Some of our favorites are: All private sector employees in California are to be covered by a state pension fund (like CalPERS) with a mandatory employer contribution of 4% of wages; Corporate



and commercial property tax to be increased matched by a decrease in the sales tax; Increase corporate taxes to fund public transportation and road maintenance. Of course, none of these have gotten enough signatures yet to qualify for the ballot but at least you can be happy that your printing business is in California rather than in North Korea.

Boot Camp Are you tired of explaining to clients that printing is an inexact science? Does running jobs over seem to be a poor way to keep the equipment busy? Do you wish you weren't paying for so many spoiled sheets? Then, maybe you really want to get serious about repeatable quality the first time through. The place to start is the PIA/GATF Process Controls Boot Camp in Pittsburgh May 17th and 18th. For full info and registration call Karen Keller at (412) 259-1711 (email: kkeller@piagatf.org).

Buying Out We've talked a lot about the power of offering single source capability to your clients by building a network of sources with which you have close relationships. That same ability to get work done seamlessly through buy-outs is also a key tool to manage peaks and seasonality. If your plant is equipped and staffed for the peak season and the busiest day your costs are way out of line and the overhead is eating you up. Contrast this with a picture where your equipment and people are kept steadily busy every day and the overflow goes out. You undoubtedly have busier CSRs but your bottom line will really appreciate it.

Thought for the Week *The two greatest gifts that you can give your children are the roots of responsibility and the wings of independence.*

Dear Brad...

We are going to print UV inks on plastic. What should the surface energy of the plastic be? Brad Evans of the PIA/GATF Technical Hotline (412) 259-1784 said: The surface energy for good ink adhesion and lay is between 40 and 50 dynes. It has been found that UV ink adhesion is better with surface energy at 50 or slightly higher.

Cal Poly GrC Golf

The 18th Annual GrC Alumni Golf Tournament will be Saturday, May 21st at Cypress Ridge Golf Course in Arroyo Grande www.cypressridge.com. The registration deadline is May 1st and can be made by contacting Red Heesch at hheesch@calpoly.edu. The price including golf, cart, trophies, box lunch and award's banquet at the Madonna Inn is \$100 for GrCAC members and \$125 for non-members.

Bureaucratic Clients

As firms in our industry take to heart the advice to become a one-stop shop and to include distribution services in our mix, we usually find out that the large prospect that we are trying to sell the package solution to has a complicated and lengthy decision process, littered with detailed RFPs and other paperwork exercises. This can be both strange and irritating to a printer who is used to making quick decisions. Unfortunately, large organizations tend to do these things. While wading through the maze, console yourself with the thought that once the

package is in place, the corporate bureaucratic tendency is to leave it along—not a bad idea from your perspective.

Vacuum Frame Check

Dillon Mooney, a PIA/GATF technical consultant for over 22 years, offers this tip for quick register check for a vacuum frame: Proper drawdown in a vacuum frame is critical for accurate film register. A quick check is a paper “crinkle test”. Take 5 pieces of light weight 8^{1/2} x 11 in bond paper, crumple them up in a ball then open the sheets up so that they are flat. Place the wrinkled sheets in the vacuum frame on a piece of film. Put one piece of the wrinkled paper in the center and the rest on the four corners of the film. Turn the vacuum on and observe the down draw. The sheets should flatten out evenly and become wrinkle free. Differences in the rate of down drawn can affect register. Reasons for uneven down drawn include plugged vacuum frame ports, leaking gasket, vacuum pump maintenance, and incorrect material in the bed of the vacuum frame. More extensive register tests can be formed with a PIA/GATF Register Test Grid, available from the Bookstore on GAIN.

For Sale

AGFA AccuSet 1500plus imagesetter 14", w/Viper RIP 1.9 PS 2 and Vastech V-14 film processor, under service contract, \$4,995, Hoechst CF262 20x24" color match print system (processor and laminator), make an offer. Call Michael at (310) 615-0177.

Commercial printer 1-6 color in San Fernando Valley. 32" 4-color + 40" 6 color. Established accounts, annual sales of \$625,000. Seller is retiring and motivated. Call Tom at (323) 728-9500, Ext. 221.

PIASC's Pick of the Week



**Productivity Maintenance:
How to Run Leaner, Longer,
Faster**

by Web Offset Champion Group

Fourth in the series of Best Practice Guides for the web offset printing industry, this guide focuses on the topic of productivity maintenance.

**PIASC Members \$12.00 ea*.
Non-Members \$15.00 ea*.**

*Prices do not include tax and shipping.

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

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