

PIASC WEEKLY UPDATE

Printing Industries Association, Inc. of *Southern California*

May 16, 2005

It's The Throughput

"The" competitive advantage is the ability to meet the client's deadline regardless of the turn time. Getting it out fast and right positions you as the indispensable source and that enables you to get a decent buck for your work. If you want to get to this state, you need to make sure that your firm's processes and procedures don't get in the way. How easy is it for a client to get an estimate? How do you handle incoming files? How many persons have to touch the job before it goes to plate/press? How does your proofing process work? Do you make a proof every time and are you sure that you need to? How do you handle client OKs? Do your press crews run to the numbers so that variable of color is minimized? Are your presses profiled and are the profiles part of the prepress process? How many people have to handle the job after it ships but before it bills? How long does it take to get an invoice in the mail after shipment? Do you have shortened workflows for short run digital work or is every job handled the same way? Have you thought through every step of your workflow asking yourself: What would happen if we eliminated this step? Would it be better to rerun the occasional job than spend time and labor checking at every step? Are the answers to these questions the same for all jobs and all clients?

Speakers Of The Year

At the recent PIASC Student Assembly held in conjunction with the Gutenberg Expo, Arlene Zavala (Dual Graphics) and Alan Bernstein (Pace Litho) were honored as PIASC Speakers of the Year for their unstinting work in addressing student groups across the metro area about career opportunities in our industry. If you would like to help by becoming one of our speakers, please call Ara Izquierdo at Ext. 216 (ara@piasc.org). This is easy and fun to do and we have lots of material (hand-outs, A/V, etc.) to use.

Print Staff Is Here

With the retirement (after 29 years) of Nancy Norberg, we have decided to enhance our placement service by partnering with PrintStaff. This firm specializes in our industry and has offices in a number of cities including two in our area. A number of PIASC firms have taken advantage of their unique pool of temporary employees with printing industry skills. Those members have also used their capability to handle more difficult



Arleen Zavala addresses 1,000 graphic arts students at the recent Student Assembly and Academic Competition, after being presented with the PIASC 2005 Industry Speaker of the Year Award. Arleen received the award for her tireless efforts to motivate

students to stay in school, and consider the many career opportunities offered in the printing industries. Congratulations!

personnel searches and provide background checks of applicants. The "free to members" aspect of our placement service will continue through the use of a password protected website. PrintStaff has assigned a staff member, Mary Silva, to the PIASC headquarters office in Commerce who will be working with our own Mary Aguilar. You will be receiving more information over the coming weeks about this broadened base of service.

A Print Plus

A survey by RSA Security found that 25% of the respondents have cut back on their internet shopping because of concerns about identity theft. This number is up from 19% in 2003. Trends like this (whether warranted or not) are plusses for print promotion.

The Boss As Ally

Some sales reps think of their accounts as their personal property and guard them from management contact at all costs. That's short-sighted. The sales call together with top management is a key element in the process of building a solid relationship with the account—one that is structured around other values than being the low bidder. This is particularly effective for the newer sales rep who may be very focused on the client but weak in printing knowledge. Equally short-sighted is the top management who feels that calls on clients are the reps work and not theirs.

Thought for the Week

Blessed are they that can give without remembering and receive without forgetting.

Dear Brad...

We are getting a deletion problem on our laser printer. The pattern is repeating sheet to sheet on one paper, but when we changed to another paper the deletion problem went away. Why is this happening? Brad Evans of the PIA/GATF Technical Hotline (412) 259-1784 said: We believe that the repeating deletion sheet to sheet is referred to as "ozone deletion" and usually indicates that the photoreceptor belt/drum may need to be replaced. The paper that it is not occurring on is probably more porous and absorbent.

Do They Know?

One of our better kept secrets is that our metro area is blessed with excellent community college resources that can provide skills enhancement training for your people at a nominal cost. At a time when business is finally picking up and good people are becoming scarce, many of these fine programs are hurting for students. Check the Community College in your area (or call Ara Izquierdo at Ext. 216 for a reference) and then encourage people to sign up. With better skills, they're doing both themselves and you a big favor.

Transparent PDF's

Joe Marin, a prepress technologist and instructor for PIA/GATF, says that PDF files created from InDesign can contain transparent objects. While from a design point of view this is a great feature, for printers, it can be a nightmare. The problem: Post-

Script output devices do not support transparent objects in PDFs; they must first be flattened before printing. In Acrobat 6, the only way to flatten a PDF file was to print it out. Fortunately, the new and improved Transparency Flattener Tool in Acrobat 7, which still allows you to detect objects in a PDF that are transparent, now gives you the ability to flatten transparency in the PDF file without printing.

Mail List Cleaning

Data suggests that about 17% of consumers move or change their name every year. That level of churn rapidly turns any mail list into garbage, wasting printing and postage while missing opportunities. We might have a short-sighted urge to be happy when a client pays for wasted printing, but in the long run, our interests are best served by direct mail promotions that work as well as possible. That means constant attention to list updating and cleanup.

For Sale

2002 Komori 228P 2-color Perfecting Press, 2.5+ Mil impressions, like new, \$99,500, Sickenger/GBC ASP-13 Auto Punch, runs well, \$1,500 OBO, Screen 6500-D Compatica verticle camera, \$100 OBO, X-rite X-scan computerized densitometer scanning system, \$500 OBO, OVAC OV 45 HD 2 drawer plateburner, \$2500 OBO, Fuji PS 850 NB plateprocessor, \$750 OBO, Burgess KPSII 2630-3 plate punch. Will deliver in So Cal. Call Dale at (805) 964-8875.

Commercial printer 1-6 color in San Fernando Valley. 32" 4 color + 40" 6 color. Established accounts, annual sales of \$626,000. Seller is retiring and motivated. Call Tom Stodola at (323) 728-9500, Ext. 221.

Pitney Bowes automatic mail machine #5630, only 4 months of use purchased for \$4,167.00, willing to sacrifice for only \$2,000 OBO. Call Doug at (310) 325-2739.

Commercial print shop, annual sales \$275k to \$300k, good accounts, price \$90k. Call Joe at (818) 365-4977.

PIASC's Pick of the Week



How to Develop Top Performers

by Debra Thompson

Through a set of "keys" this workbook will describe the actions and processes that you need to follow to develop strong members of your team right from the start. It will also demonstrate how the actions will lead to the overall success of the employee and your business.

PIASC Members \$30.00 ea*.

Non-Members \$35.00 ea*.

*Prices do not include tax and shipping.

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

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Printing Industries Association of Southern California

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