

PIASC WEEKLY UPDATE

Printing Industries Association, Inc. of *Southern California*

June 27, 2005

It Was Great!

The 1st Annual PIASC Print Excellence Awards culminated in the awards banquet at The Pacific Palms Resort in the City of Industry on Thursday, June 16th. More than 120 persons attended to honor the winners and to see the fabulous work that was displayed around the room. All of the "Best of Category" winners were entered (at no charge) in the PIA/GATF Premier Print Awards (the Bennys). The well-deserved winners in this first annual event were:

Bert-Co Industries	Insync Media
5 Best of Category	4 Best of Category
2 Awards of Excellence	6 Awards of Merit
1 Award of Merit	
Best Label Co., Inc.	Lester Lithograph, Inc.
1 Best of Category	2 Best of Category
1 Award of Excellence	1 Award of Merit
3 Awards of Merit	Maskell Graphics Inc.
	2 Best of Category
Blueprints Plus	Media Lithographics
1 Best of Category	1 Award of Excellence
C & L Graphics, Inc.	Mojave Copy & Printing, Inc.
4 Best of Category	1 Best of Category
1 Award of Excellence	1 Award of Merit
2 Awards of Merit	Southern California Label, LLC
Castle Press	1 Best of Category
6 Awards of Merit	1 Award of Merit
Chromatic, Inc. Lithographers	SRF Publishers
3 Best of Category	1 Best of Category
2 Awards of Merit	The Castle Press
ColorGraphics, Inc.	1 Best of Category
1 Best of Category	The Dot Printer
1 Award of Excellence	1 Best of Category
5 Awards of Merit	The Label Company
Continental Colorcraft	1 Best of Category
1 Best of Category	1 Award of Excellence
3 Awards of Excellence	8 Awards of Merit
5 Awards of Merit	The Print Haus
Crown Printers	1 Award of Merit
1 Best of Category	Trident Communications
2 Awards of Merit	1 Best of Category
Design Printing	1 Award of Merit
3 Best of Category	Westamerica Graphics
2 Awards of Excellence	2 Best of Category
1 Award of Merit	1 Award of Excellence
DiFatta Graphics Inc.	1 Award of Merit
1 Award of Excellence	Woodridge Press, Inc.
Graphic Press	3 Best of Category
1 Best of Show	3 Awards of Merit
3 Best of Category	Wright Graphics, Inc.
1 Award of Excellence	1 Best of Category
13 Awards of Merit	1 Award of Excellence
Green's, Inc.	5 Awards of Merit
1 Best of Category	



Mike Daniels (Graphic Press) receiving the Best of Show award from PIASC Chair, Klaus Lapschies at the 1st Annual PIASC Print Excellence Awards banquet at The Pacific Palms Conference Resort in the City of Industry. The award was based on three pieces printed

for a Jaguar promotion that the judges scored as 298 out of a possible total of 300. One of the judges commented that "it was the best he had ever seen."

Pricing Trends

Prices used to be better in the old days. This commonplace observation is actually true. For example, we saw a study which suggested that printing prices had fallen by an average of 14% in the period 1985-2005. Because of the low level of inflation during this period, this fact has been unusually obvious to everyone. The cause is, of course, the rapid pace of productivity improvements in our industry particularly centered around digital workflow, CTP and automated presses. Whether we like it or not, the natural forces in a free market economy eventually reflect these improvements in product pricing. To assume otherwise is to assume that water runs up hill. It's important to note that a decline in pricing levels does not necessarily equal a decline in profit levels since costs are declining as well. This is not a new phenomenon—a quick comparison of the price (expressed in 2005 dollars) for a two color, 32 page signature set in hot metal and run on a letterpress that took 20 hours to makeready and ran at 1,200 IPH in 1955 with current prices for the same product would amaze you. It is well to keep in mind that while productivity improvements will eventually be reflected in market pricing, you need not be a leader in the process—if you've just put in place a better, faster something, don't adjust your pricing immediately to reflect it, put the improvement in your pocket for as long as you can.

Thought for the Week

A life spent making mistakes is not only more honorable, but more useful than a life spent doing nothing...George Bernard Shaw

PBT
<i>Event Number</i>
Cost: \$5

“Printers’ Breakfast Table”
Contact: Socorro Garcia, Ext. 229

The Breakfast Meetings are a wonderful opportunity to meet with others and learn from their experiences. The regulars know that it’s the best investment of their time they make!

Time:
7:30 A.M.

Upcoming Breakfast Meetings:
Jul 6th – Hof’s Hut • 4251 Long Beach Blvd • Long Beach 90813
Jul 12th – Green Street Restaurant • 146 Shoppers Lane • Pasadena 91101
Jul 13th – Tamayo’s • 5300 E. Olympic Blvd. • Los Angeles 90022
Jul 14th – Abe’s Deli • 19626 Nordhoff Street • Northridge 91324
Aug 2nd – Coco’s Bakery Restaurant • 4360 Mills Circle Rd • Ontario 91764
Aug 4th – Mimi’s Cafe • 17231 E. 17th Street • Tustin 92780

Dear Brad...

What are the fillers in paper? Brad Evans of the PIA/GATF Technical Hotline (412) 259-1784 said: Clay is the most widely used filler. Titanium dioxide is one of the most expensive and is used where very high opacity and whiteness is needed. Other commonly used fillers are calcium carbonate, calcium sulfate, talc, silicates, and aluminum hydrate.

The First Contact

Who are the important people in your firm? Who makes that critical first impression on prospects and clients? The receptionists and CSRs, of course. Our First Contact Competition is a unique way to recognize these key people and their contribution to your bottom line. The deadline for nominations is July 18th so act today. The simple form to make your nominations is enclosed. If you need more info or nomination forms, call Ken Suzuki at Ext. 237 (*ken@piasc.org*) or Teresa Sak at Ext. 217 (*teresa@piasc.org*).

Spray Powder Distribution

Dillon Mooney, a PIA/GATF technical consultant for over 22 years advises you to test your spray powder unit. Even distribution of spray powder on coated stock is critical to prevent setoff. Spray powder units may be working but can apply uneven amounts of powder across the sheet. This can result in sporadic setoff, depending on the ink coverage on the form. Your powder unit must have a manual or test mode in which the unit can be turned on without running the press. Place black cloth or black press sheets (save the sheets when you forget to drop the dampener and roll up a black solid) in the delivery under the powder unit. With the press stopped, manually turn the powder unit on, let the unit run for a minute or so, or until you can see a haze of powder on the black surface. Carefully remove the sheet and examine for even powder distribution. Uneven distribution indicates that the unit needs maintenance, or the air movement under the powder unit is not allowing for even distribution. Check/move air bars and fans, and then retest the spray powder unit. Follow all safety procedures when working in the delivery.

For Sale

Lightjet 5900 maintained by Océ North America, \$18,000 OBO. Call Mashon (323) 467-0700.

2002 Komori Sprint 228P 2-color perfecting press, 2.5+ mil imp., like new, \$99,500, Sickenger/GBC ASP-13 auto punch, runs well, \$1,500, Screen 6500-D Compatica verticle camera, \$100 OBO, OVAC OV 45 HD 2 drawer plateburner, \$2,500 OBO, Fuji PS 850 NB plateprocessor, \$750 OBO, Burgess KPSII-2630-3 platepunch, \$450 OBO. Will deliver in So Cal. Call Dale at (805) 964-8875.

PIASC’s Pick of the Week



The Pain of Color Management

by Joseph Marin

This survey helps to create a benchmark for evaluating the printing industry's success in implementing color management on issues such as workflow, software and instrumentation, technical issues, process control and standards, expenses, and more.

PIASC Members \$49.00 ea*.
Non-Members \$99.00 ea*.

*Prices do not include tax and shipping.

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

Address:

**5800 South Eastern Avenue, #400
P.O. Box 910936
Los Angeles, CA 90091-0936**

Telephone Number:

(323) 728-9500

or 808-9990 for area codes: 213, 310, 562, 619, 714, 818, & 909

Web Site:

<http://www.piasc.org>

Print Access Site:

<http://www.printaccess.com/piasc>

Fax numbers:

Association (323) 724-2327
Insurance Agency (323) 728-0483
Credit Union (323) 722-8927
Benefit Trust (323) 722-7386
Collection Service (323) 724-2368

Printing Industries Association of Southern California

Affiliated with Printing Industries of America, Inc.

