

...using your association every day prevents profit decay

PIASC WEEKLY UPDATE

Printing Industries Association, Inc. of *Southern California*

August 1, 2005

Print Is Becoming A Commodity

We've all heard that statement. We've also been told by the consultants (and Update) that the solution is differentiating your firm. Maybe, you say, but it's easier to talk about than to do. If differentiation seems impossible consider that water through the power of branding has become a \$9.2 billion dollar industry. Domestic bottled water sells for an average of \$3.13/gallon—that's 25%+ more than the price of gasoline! Become an indispensable resource for your clients, not a source of bids.

The Sales Club Needs You

The PIASC Sales Club is looking for a few good practicing sales reps to volunteer to be on its Board and help guide the programming that will raise the professional skills of every rep in our industry. If you have some time and some ideas, call Lina Lindgren at Ext. 213 (lina@piasc.org).

The Profit Leaders

There have always been some firms in our industry who are making serious money while others are just getting by at best. What makes the difference? The leaders really understand that there are 168 hours in every week on 24/7 and 144 hours on 24/6. Fully utilizing the building and machinery they have already bought turns a tough competitive situation into profits. They are also fully committed to high productivity but not to the "build it and they will come" theory of wishful thinking. They don't sign off on the expansion until the work is in hand. Incremental workflow improvements are great but the multi-million dollar eight color press is not purchased on the hope that someone out there will buy the work.

What's Spanish for Bleed?

The Document Management Industries Association has published a 144 page glossary of Spanish language printing terms with a Spanish to English and English to Spanish reference guide. Info is available at: www.printuniversity.org/emails/SpanishGlossPromo.htm.

Mail Woes

We've all experienced the situation when the clerk on the Post Office dock gives us a hard time over a job we think is OK but they don't. Old hands know that this is the time to get a second opinion by simply taking it to a different Post Office to mail or even back to the same Post Office the next day hoping to get another clerk. We understand that one mailer, recommends ap-



The members of the PIASC Sales Club and Sales Managers Group Boards at their annual planning meeting. Front row: Mike Giuseffi (Lester Lithograph, Inc.), Kevin Elder (Direct Print Communications), Lina Lindgren (PIASC staff), Alan Bernstein (Pace Navigator, Inc.), Carol Geddes (Penn Litho), Paul Carney (Dual Graphics). Back row: Leslie Groene (Groene Consulting), Ken Townsend (Westamerica Graphics), Bill Remmel (SIGNCO), Claude Delgado (Costello Bros. Lithographers, Inc.), Mike Franco (Schawk, Inc.)

pealing every negative decision since they've found that the appeal forces the postal clerk to complete paperwork (that he doesn't care for) and motivates him to realize that the problem wasn't a problem after all.

A Real Mailing Story

The client mails five monthly pieces to a 3,000 person list for a total cost (including postage) of \$21,000. At the end of the program, only three qualified leads were generated with one of them a possible sale. Sounds like a terrible failure doesn't it? The client doesn't because they sell multi-million dollar water treatment facilities. For them it's a fabulous return on \$21,000. That's always the real story in direct mail—the cost/benefit relationship—not the number of returns. It's also an illustration that even a client selling an expensive, custom designed system can benefit from a targeted direct mail campaign that won't require a Sunday press to print.

The Best

Is your firm the "Best Workplace in America" or even the "Best of the Best"? The way to find out is to enter the PIA/GATF Best Workplace in America competition. Why should you bother? If you're recognized, it's a great morale booster and a great help in recruiting the best people. If you're not, the judge's comments would provide you with useful ideas on improvement areas. For full info and entry forms, call Jim Kyger at (703) 719-8150 in Alexandria, VA or email bwa@piagatf.org.

Thought for the Week

The person who say it cannot be done should not interrupt the person who is doing it...Chinese Proverb

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!

Upcoming Breakfast Meetings:

- Aug 2nd – Coco’s Bakery Restaurant • 4360 Mills Circle Rd • Ontario 91764
- Aug 4th – Mimi’s Cafe • 17231 E. 17th Street • Tustin 92780
- Aug 16th – Hof’s Hut • 4251 Long Beach Blvd • Long Beach 90813
- Aug. 30th – Green Street Restaurant • 146 Shoppers Lane • Pasadena 91101
- Aug. 31st – Tamayo’s • 5300 E. Olympic Blvd. • Los Angeles 90022
- Sept. 1st – Abe’s Deli • 19626 Nordhoff Street • Northridge 91324

Time:
7:30 A.M.

Dear Brad...

When determining misregister, what is considered unacceptable? Brad Evans of the PIA/GATF Technical Hotline (412) 259-1784 said: Misregister of more than 50 microns or 0.002 inches is considered unacceptable.

Get In The Door

When you’re talking to a prospect, no matter how good you are, they’ll never know it unless you begin to do work for them. At this point, repeat to yourself, “Being aggressive in pricing for new clients isn’t low-balling. It’s removing price as an obstacle to beginning to do business together.” If they start at low prices, are they always going to be there—of course not! As custom manufacturers we have a great opportunity to move up the pricing scale as they learn the value of our work.

Experian Wins Again

Once again a member firm has been saved from the pain of trying to collect a debt from a customer that for all purposes would be uncollectable. How? By running an Experian credit report before accepting the work. In this recent instance the potential client’s credit score was 0.43 out of 100 (100 being best). Experian scored the report as “100% chance of default.” Obviously the member firm did not extend a credit (although a 50% deposit/50% on delivery would be an acceptable compromise). For more information on this program call Tom Stodola at Ext. 221 (tom@piasc.org).

Contract Soft Proofing

Joe Marin, a prepress technologist and instructor for PIA/GATF says that contract color soft proofing has many obvious benefits including the reduction in the number of hard copy proofs made for a job, a reduction in courier fees to mail the hard proofs, and the ability to show many rounds of proofs in a day. However, one major benefit of contract color soft proofing over many hard proofing systems is the ability to simulate the color of the paper stock on screen. Simply by modifying the profile, you can simulate the color or shade of paper, resulting in a more accurate color match.

For Sale

Challenge Champion 30.5” Programmable Hydraulic cutter Model 305 XG w/graphic display, air table and all standard equipment incl. 3 blades. 8.5 k or best offer. Company relocating - Must sell all furniture, cabinets, & formica counters. Call Marc or Roland @ 323-466-0507.

PIASC’s Pick of the Week



Creating Your Career in Communications & Entertainment

by Leonard Mogel

A wide-sweeping review of career opportunities throughout the communication, media, and entertainment fields.

PIASC Members \$35.00 ea*.
Non-Members \$45.00 ea*.

*Prices do not include tax and shipping.

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

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