

PIASC WEEKLY UPDATE

Printing Industries Association, Inc. of *Southern California*

August 29, 2005

Creativity vs. Effectiveness

There is a terrible temptation on the part of everyone concerned to focus on the creativity of a piece rather than its effectiveness for its purpose. Like it or not, we can see this when we look at the winners of print awards or the comments on Super Bowl commercials. We all like to be associated with projects that are wonderful examples of great design and incredible execution, but are we thinking about whether they sold any product? Sooner or later clients will only pay for work that delivers what they want and that isn't abstract beauty, it's sales.

My Favorite Color

A study of consumer color preference by Pantone and BuzzBack Market Research presented 2,900 persons with a palette of 44 colors. Their least favorites were Bright Chartreuse and Plush Moss, their primary favorites were Palace Blue, Fiery Red, Little Boy Blue and Sailor Blue. When asked what they liked for electronics and personal items like purses and briefcases, the choice was Black.

Not Just Offset

PIASC is starting a special industry group for screen printer/wide format digital printers. This group will focus on the needs/wants/interests of screen and wide format digital printers in the Southern California area. As with any group we have to start from scratch, we are asking for volunteers to be part of a steering committee to set meeting dates, topics and a governing board. If you would like to be part of this new and exciting group, call Tom Stodola at Ext. 221 (tom@piasc.org).

High Risk HR On-Site Check

PIASC has added a one-day evaluation of the company's human resources/payroll practices and policies considered "high risk" to printers. This program is an addition to the two-day evaluation program covering, not only these high-risk areas, but also other human resources policies and practices where printers have experienced legal or regulatory exposure. This is an opportunity to have company management and/or Human Resource staff review with Doug Moore, Vice President of Human Resources, the company's human resource practices and policies. The program will cover policies and practices, discipline and termination, and hours of work issues (exempt versus non-exempt, meal period practices, etc).



The most important distribution channel for our work is the U.S. Postal Service. A key value add is our ability to help the client navigate the Postal Services' arcane rules so that they can get the best rates—remembering that the postage frequently costs more than the printing. That's what the Mailpiece Quality Certification Program is about. Be sure to put the seminar on September 22nd on your calendar. The details are inside on page 2.

This program is not intended to give legal guidance or certification to human resources policies and practices but to cover best practices for helping avoid or overcome legal challenges and to provide a more productive work environment for the company and its employees. The cost of the program is \$100 per hour, minimum of \$200 and maximum of \$400 for this one-day program. Call Doug Moore at Ext. 218 (doug@piasc.org), for more info.

Help, Don't Kick

When dealing with the disappointing results from the sales reps, it's tempting to think about some combination of tough quotas (a 15% increase in volume or you're gone) or a more generous compensation plan (maybe 11% on sales would help). We really think that almost all struggling sales reps know why they're on the payroll and they really want to succeed—they just don't know how to do it. Don't threaten them or bribe them—help them. Work with them to identify and qualify prospects, be willing to make calls with them, use the training resources that are available from us or other sources, consider hiring a sales coach, help them to manage their time. After all, we don't hire someone to run the six color press and expect them to learn how to do it while they're working, why should we treat new sales reps differently. Of course, you might hire only truly experienced reps but that's a strategy only available to a few very large firms. For the vast majority, it's a create your own world, but you have to make a focused effort.

Thought for the Week

When nobody around you seems to measure up, it's time to check your yardstick.

Dear Brad...

Why does black ink bleed blue into the fountain solution? Brad Evans of the PIA/GATF Technical Hotline (412) 259-1784 said: Carbon black normally has a brown shade. When alkali blue is added to the black ink, it produces jet-black ink. Alkali blue is a dye that bleeds into the fountain solution.

Love Those Credit Cards

As your mailbox can attest, credit card issuers outdid themselves this year. The research firm Synovate reports that the issuers mailed a record 1.4 billion direct mail pieces to U.S. households in the first quarter. The enormous clutter drove down the response rate to 0.4% but the lifetime value of an account is big enough to make this an acceptable story.

Minors Working

Individuals under 18 years of age, and the employers desiring to employ them, face severe restrictions on the hours of work and the kind of work minors can perform. Minors under 16 normally are restricted from working anywhere in businesses considered manufacturing. Minors who are 16 or 17 can work in certain areas of a manufacturing operation, but due to Federal restrictions, it is recommended strongly they not work on or around equipment considered hazardous nor operate a motor vehicle (a specific violation of law). Employers, employing minors under 18 still in school, must get a work permit covering the school year and

summer (or other) school breaks to employ the minor. The penalties under the Education and State and Federal Codes can be extreme related to employing a minor illegally. The negative press that can come from a minor considered exploited, or injured while working in an area of the operation forbidden or outside of the permitted work hours, is especially damaging to the business and its customer relations.

TAC Within A PDF

Joe Marin, a prepress technologist and instructor for PIA/GATF, says that one of the great new PIA additions to Acrobat 7 Professional is the ability to preview total area coverage (TAC) within a PDF file. To do this, select Tools>Print Production>Output Preview. At the bottom of the Output Preview dialog box, check the Total Area Coverage option. You can define a limit for total area coverage in the pull-down menu or key in your own value. Any area that exceeds the total area coverage value defined in this field will be highlighted in the PDF file.

For Sale

39", 2C Harris, 2C Hamada 550, Linotype-Hell Tango drum scanner, Polar 42" paper cutter, Agfa SelectSet 5000 image setter, 2-Interlake stitchers, paper, ink, Millington vacuum frame, screen step & repeat/screen film processor, Baum folder w/rt. angle and much more, make offer. Call Riki or Bob at (818) 993-5640.

West San Fernando Valley Print shop \$600k+ annual sales. Owner retiring. Lease up 12/31/05. Looking to sell/ merge/ partnership and or sales person with following. Call Tom at (323) 728-9500, Ext. 221.

PIASC's Pick of the Week



Screen Printing Primer, Second Edition

by Samuel T. Ingram

This text describes screen printing and compares it to the other major printing processes, extensively discussing its main components—e.g. image carrier, printing presses.

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.

Address:

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

Telephone Number:

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