

PIASC WEEKLY UPDATE

Printing Industries Association, Inc. of *Southern California*

September 5, 2005

Pricing Is Tough

Of course it is—it always has been. A stroll through association publications, trade magazines, studies and the like reveals that pricing has always been under pressure and falling. Sometimes inflation has been high enough to mask this trend but it never stops. Why? Because productivity enhancing technological improvements are inevitably passed on to the client. Can you imagine the effect on prices when the Linotype made it possible to set type with a keyboard far faster than a hand compositor could do and produced a slug which made page makeup far easier than trying to compose a page with individual letters? Then the power press came along printing eight and sixteen page forms at far greater speed than the previous two page lever presses. The secret of profit then and now was to remember that you're selling a completed product not hours of press or pre-press time and so you need not to be a leader in passing along the savings of your technology even though you may ultimately be forced to follow the pack.

Of Course

A recent study from Northwestern University finds client satisfaction strongly linked with employee satisfaction. Whether the first causes the second or the second causes the first is not identified or whether they are more like joint effects of another cause (management behavior) is not identified, but it would be certainly not surprising to find that if the employees were unhappy the clients would be as well.

Arbitration

We see more examples of partnered, long-term relationships that are covered by contracts. While we hope that there will never be a problem, we need a way of resolving disputes that may arise under these contracts other than a lawyer-enriching court proceeding. It is always best to add a provision for arbitration in contracts using the American Arbitration Association's mechanism. You might also want to consider naming PIASC's arbitration process as an alternative.

Hurrah For Print

A survey by Transcontinental Printing (admittedly a special interest) revealed that while many marketers planned to increase their internet expenditures, 60% planned to increase the circulation of their printed catalogs and 48% the page counts.

SALES POWER 2005

It's all about making it in a changing world—one filled with tough price competition, complicated projects with impossible deadlines, clients who want turnkey solutions at Wal-Mart prices with voicemail walls and spam filters that make reaching out to a new prospect like climbing Yosemite's Half-Dome. A half day of your time spent on Saturday, October 8th, can give you the tools to be a winner at this game. Check page 2 inside for full info.



Mandatory Rest Days

Every employer, with narrow exceptions for companies with a collective bargaining agreement, must allow employees one day off for each seven-day workweek. If however, the nature of work requires the employee to work seven days or more, an employee must receive rest days during the month equivalent to one day off in seven during the month. This requirement is waived when the employee's hours worked do not exceed thirty in the workweek or six hours in any of the workdays during the workweek and under emergency governed by statute. There no longer is a regulation or statute requiring a specific minimum time between an employee's shifts. An employee can work back-to-back shifts. The daily overtime must be paid properly and the employer would still have exposure if such long hours caused a health and safety issue for the employee and/or others. If an employee is given longer than one hour between shifts, other than a bona-fide off duty meal period, then the employee may be eligible for a split shift premium. Employees working a split shift must be paid at least one hour's pay at no less than the minimum wage currently \$6.75 for the split shift. However, any amount of hourly pay the person receives above minimum wage for that workday can be used to offset the \$6.75 payment. For example, if an employee works eight hours in the workday with a split shift and earns \$7.25 per hour, the \$4.00 (\$7.25 minus \$6.75 equals \$0.50 times 8 hours equaling \$4.00) can be offset against the \$6.75 payment for split shift leaving \$2.75 split shift premium owed.

Thought for the Week

Care more than others think wise, risk more than others think safe, dream more than others think practical, expect more than others think is possible.

Dear Brad...

We are printing on plastic and then applying aqueous coating inline. The problem is that the entire job is offsetting in the delivery. Why? Brad Evans of the PIA/GATF Technical Hotline (412) 259-1784 said: The first possible cause is that the delivery is too hot. Delivery piles over 90°F could soften the aqueous coating, causing the signatures to stick together. The second cause may be that the ink was not properly formulated for plastic (high solids formulation). The third cause could be due to the fact that when aqueous coating is applied over wet ink it slows the oxidation process causing the ink dry too slowly.

Print Graduates

PIA/GATF's Print and Graphics Scholarship Foundation (PGSF) has created an online resume bank for all of its scholarship recipients. About 75 PGSF scholarship winners are graduating this spring and seeking careers in our industry. Their resumes may be found on www.gain.net in the GAIN Job Bank. While there is normally a charge for searching this database, *PrintWorkers.com* is providing access to these without charge.

Domestic Partners

On January 1, 2005 the provisions of California law became fully effective that require employers to treat Registered Domestic Partners the same way they treat married spouses for benefit purposes. For instance, if your health coverage provides for spousal benefits they

must apply to Registered Domestic Partners as well. You should bear in mind that the tax treatment of these benefits is different under federal law. For a bulletin providing a full discussion of this subject, call Joanne Cadenas at Ext. 256 (joanne@piasc.org).

pH and Conductivity

Bruce Tietz, a PIA/GATF technical consultant says pH and conductivity of the fountain solution are both indicators of the solution and its ability to function in cleaning the plate's image area. Many printers over the prior decade have resorted to only checking the conductivity of the solution and using that as an indicator of whether the fountain solution is good or bad. The conductivity will only tell you the amount of dissolved solids currently in the fountain solution and will not be an accurate indicator of the ability of the fountain solution to function in keeping the non-image areas of the plate clean. What actually cleans the plate is the acid (measured by pH) and the gum in the solution desensitizes the non-image areas after they have been cleaned. We truly believe that if you want to monitor your process accurately you need to be aware of both the pH and the conductivity of the solution. You should measure these at the beginning and in the middle of each shift to identify any changes in the values.

Wanted

Simple 18-inch manual lever-type paper cutter. Used only. Dull or missing blade OK. Not computerized or fancy. \$100 range. Call John (714) 968-7151.

PIASC's Pick of the Week



Understanding Digital Color, Second Edition
by Phil Green

This PIA/GATF bestseller is the standard text for digital color theory and practice in the industry, addressing key topics from creating, modifying, and transporting digital color files to PostScript errors, digital proofing, and printing.

PIASC Members \$75.00 ea*.
Non-Members \$99.00 ea*.

*Prices do not include tax and shipping.

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

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