

PIASC WEEKLY UPDATE

Printing Industries Association, Inc. of *Southern California*

January 9, 2006

The "Difficult" Client

We all have met clients who are unusually difficult and demanding—the sort of people who seem to be a pain in the neck. In reality, the firm who can meet their demands (whatever they are) has the advantage of little or no competition for their account which is just the state we always wish to achieve and which enables us to get a decent price for the work without being the cheapest of nine quotes for the job.

What Are You Talking About?

More often than not, we are talking with clients who are totally unfamiliar with terms that are second nature to us. We say “four color” and they think “I have to choose four colors;” we say “artwork” and they think “a picture on the wall;” we say “file” and they think “something in a file cabinet.” In this environment, it’s easy for miscommunication to lead to a rerun job and ill will. Don’t take for granted that your clients know all of the print buzz words—they don’t.

Premium Pricing

Peter Drucker, the late management guru, said: “The worship of premium pricing always creates a market for the competitor. High profit margins do not equal maximum profits. Total profit is profit margin multiplied by turnover. Maximum profit is thus obtained by the profit margin that yields the largest total profit flow.”

Trust The Internet?

The power of the internet faces its greatest challenge from the “trust” factor. A survey by Find/SVP showed trust in financial advice and transactions through the internet was less than 20% for most of the population. When you consider that an estimated 35 million Americans have experienced identity theft (not just fear it) and that 30% of the adult population will not use e-commerce at all, you have bad news for internet channels and good news for print.

People Are Different

Sales reps are different and print buyers are different. The result of these obvious facts is that successful sales result from reps finding buyers they can relate to and print firms having a range of reps so that they can reach a range of buyers. One size does not fit all with the exception that the common mission is to learn as much as possible about the client so that we can explain how we can make their life better and more profitable.

Celebrate International Printing Week by supporting the trainers of our future workforce! PIASC’s 18th Annual Surplus Drive has been the lifeline to many graphic arts programs; it supplements their extremely limited budgets and allows them to use material that they could not afford to purchase. The drive is scheduled for January 19th to 21st at The Castle Press in Pasadena. Please bring your surplus paper on January 19th to 20th between 9:00 a.m. and 2:00 p.m. The paper will then be distributed to teachers on Saturday, January 21st. Support Graphic Arts Education with your participation. Call Ara Izquierdo at Ext. 216.



It's The Grain, Stupid

What should have been a simple rerun of an envelope order turned into an expensive makeover because someone decided to change the grain direction so that the job would run better on the press. They failed to realize that the grain was now wrong for converting and the envelopes curled and were rejected by the client.

And You Have Problems?

We understand that in one Canadian printing firm, the sales force is unionized with the workday beginning at 8:00 AM when the rep’s car backs out of his driveway and if it returns after 5:00 PM, overtime is due. Need we say that the worst performing member of the sales force is also the shop steward?

Web Surfing

A high percentage of our employees use computers with internet access every day. All of them, being human, do at least some web surfing on the side. While it’s technically possible to block most of it, that’s a sledgehammer solution that will create a lot of ill-will. The problem is analogous to personal telephone calls—people have access to telephones and use them for personal calls. No real harm is done unless the use becomes excessive, which is also obvious even to the casual observer. Then, a quiet word to the offender is always the better solution than the draconian rule that applies to all and is probably ignored by most (including the boss).

Thought for the Week

One of the very nicest things about life is the way we must regularly stop whatever it is we are doing and devote our attention to eating!... Luciano Pavarotti

Dear Brad...

Why are web heatset inks lower in viscosity? Brad Evans of the PIA/GATF Technical Hotline (412) 259-1784 said:

Web heatset inks normally contain 30% or higher solvent content. This allows the viscosity and tack of the ink to be low enough to run on extremely high-speed presses.

He Ought To Know

We understand that New York Attorney General Eliot Spitzer (the "gotcha" guy) when asked by a magazine for his golden rule, he said: "Never write when you can talk. Never talk when you can nod. And never put anything in an email."

Plate Storage

Bruce Tietz, a PIA/GATF technical consultant, offers advice about... If you are using metal plates and saving them for future re-runs you should consider whether the plate will be stored longer than one month. If the plate will be stored more than one month you do not want to use gum arabic to gum in the plate. You should be using a long-term storage gum that is a combination of gum arabic and asphaltum gum. This is sometimes called petro gum. The function of the gum arabic is to keep the aluminum non-image area of the plate from developing a severe case of oxidation and the asphaltum's function is to keep the image area of the plate in its oleophilic (ink loving) state throughout the storage period.

Forklift Training

Gary Jones, PIA/GATF's environmental, health, and safety specialist, says that the OSHA requirement for powered industrial truck operators must be answered based on different conditions. First, under 29 CFR 1910.178(I)(4)(iii), refresher training must be conducted at least once every three years. Second, 29 CFR 1910.178(I)(4)(ii) stipulates that refresher training in relevant topics be conducted when:

- The operator has been seen operating a vehicle in an unsafe manner
- The operator has been involved in an accident or near-miss incident
- The operator has received an evaluation that reveals that the operator is not operating the truck safely
- The operator is assigned to drive a different type of truck

A condition in the workplace changes such that safe operation of the truck could be affected.

For Sale

LINOTYPE-HELL S3300 DRUM SCANNER
Scans reflective and transmissive art at high resolution, up to 18 1/2 x 18 3/4 original size. Extra drums and mounting station included. \$12,500, Call Robert Heyer 949 462-3600 or rhey@wagraphics.com

Plate burner OVAC OV 45 HD 2 drawer plateburner, make offer. Call Dale at (805) 964-8875.

Akiyama 6/C 40" Bestech w/console & AQ attachment. 59-1/2 mil impressions. Prints Great! Harris 2/C 38" (w/parts press) can be used as UV coater. Prints Great! \$5,000/both OBO, Agfa SelectSet 5000 Imagesetter \$3500. Call Bob at (818) 993-5640.

PIASC's Pick of the Week



Customer Service in the Printing Industry

by Richard E. Colbary

This practical training tool for building the customer service resources looks at how companies can provide value to their clients by establishing a strong company-wide customer-care philosophy.

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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