

PIASC WEEKLY UPDATE

Printing Industries Association, Inc. of *Southern California*

November 27, 2006

Paper Threat

A group of U.S. paper producers have begun an “anti-dumping” proceeding against various Asian paper producers. If successful, this action would cause the imposition of punitive tariffs against Asian paper and effectively remove it from the market in the U.S. The result would be higher paper prices for U.S. printers, making it more difficult for them to compete with other media and in international print markets. While this action is understandable from the viewpoint of the paper mills, it is counter to the interests of the printing industry as a whole and our national association, PIA/GATF, has taken a position opposing it with Congress and the appropriate agencies.

MQC Grads

Eighteen people from eleven PIASC member firms completed the U.S. Postal Service’s Mailpiece Quality Control Certification (MQC) program last week. Those who passed the test will receive certification from the USPS that they are qualified in 10 areas that are deemed necessary to ensure the lowest costs, best handling, and quickest delivery through the mail. The certification is good for 2 years and the names of all certified persons are listed on the USPS website (not to mention a great selling point to their companies!).

Don't Give It Away! - II

Your Update Editor, back in the dark ages when we were making a transition from hot metal composition to photo composition (even before the Mac), met a typographer who was changing technology and had realized that his new systems had lower production costs while at the same time produced type of superior quality than that available from repro proofs of linotype slugs with capabilities like kerning that were simply not available on a linotype machine. So how was he to price the work? Conventional wisdom would have him passing along the savings to the clients since costs were now lower and that’s how estimating systems work. Fortunately, he realized that his clients and their jobs could be divided in three classes: people who just wanted type and were buying it from him now—for them, the pricing stayed the same as with hot metal; people who were really into the beauty of typography and had their glass on the repro proofs—for them, they could get the better type and the kerning for a higher price; people who stopped buying because hot metal was more expensive than IBM Selectric—for them,



These people are now a key part of their company's success with the knowledge gained in the Mailpiece Quality Control Certification program.

he explained that his new technology now enabled him to be competitive at their lower price level. Did this story last forever? Of course not, since markets are a moving target, but he had learned the key lesson of focusing on the value that clients had for his work and not the cost in the price setting process and was positioned to adapt to future changes.

Mandatory Posters

On January 1, 2007, employers must exhibit revised posters reflecting changes in the minimum wage to \$7.50 and to the different Industrial Welfare Commission (IWC) orders that regulate wages, hours, and working conditions. Again this year, PIASC has available for members all state and federal notices in a handsome, laminated two-poster set, in English or Spanish, for your compliance requirements: combined all state and federal notices (24” x 39”), and industry specific wage orders #1 and #4 (24” x 39”). The cost, which includes shipping and handling, is \$49.80 for the two-poster set. While there are no changes to the required third posting—the Uniformed Services Employment and Reemployment Rights Act (8½” x 11”), you can order it if you don’t have it. Some companies may also be required to post additional notices depending on their operation, such as forklifts, fire extinguishers, safe lifting, and blood borne pathogens. We have those ready to ship. The easiest way to order or view the list of available posters is online at www.piasc.org under the title Labor Law Posters, or by calling Gerry Bonetto at Ext. 248 (email: gerry@piasc.org).

Thought for the Week

A smile is contagious; be a carrier.

Dear Brad...

We printed a car advertisement on plastic, and double-sided tape was applied to the back of each sheet. The job was placed in storage for almost a year. When the boxes were opened, the color changed only where the double-sided tape came in contact with the ink on the front. What happened? Brad Evans of the PIA/GATF Technical Hotline (412) 259-1784 said: The release paper on the double-sided tape contains wax, which contains plasticizers. We suspect that the plasticizers are reacting with the ink, causing the ink to change color. This can be tested with dyne solutions; the area with the color change would have a lower dyne level.

The E-Mail Curse

A recent study shows that 50% of the evidence presented in court cases consists, in part, of emails found during the discovery phase. Before you write that email, remember that they never die and will be taken down and used in evidence against you.

DTP Plug-Ins

Julie Shaffer, director of the PIA/GATF Digital Printing Council (DPC) and head of the Digital Business and Technology Center observes that much of the time, the preflight checks we perform could more accurately be described as "post-flight" because we check the files well after they have been created. Markzware offers an InDesign plug-in (and QuarkXPress Xtension)

called FlightCheck Studio that takes digital file checking directly to the creator's desktop and document layout application. The idea is that the designer can use a profile to check for potential problems during the creation process, the easiest time to make adjustments to the file. Gluon, a plug-in/Xtension developer offers a similar product for QuarkXPress called QC. Think of these tools as virtual proofreaders. In addition to providing typical preflight checks for things like image resolution, they also check for many layout-specific issues that other software applications don't. There are checks for many typographic issues, like windows and orphans, graphic elements like misaligned headers and lines, and mismatches between color callouts in placed graphics compared to the callouts in the layout application.

For Sale

Print Shop, California Market Center, Downtown LA, In same location over 30 years. \$185,000. Call Jerry at (213) 620-0123.

UV Roll Coater 28x40. New still in shipping crates: \$38,000, 4 color Nilpeter screen roll label press with re-winder and slitter. 4 print heads, 4 UV dryers plus Screen frames and static ionizer bars, various spare parts and accessories: \$28,000. Call (661) 269-1395.

Canon 700 color copier/printer w/Cyclone PS Level 1 RIP, under service contract, good condition, \$500 OBO, Fuji Pictroproof (9x12 & 12x12 color proofer) w/RIP software, excellent condition, \$1,950 OBO, Heidelberg Sapphire Ultra 2 flatbed scanner, SCSI-2 interface, software and manuals, \$250 OBO. Call Art at (213) 381-7932.

PIASC's Pick of the Week



Web Offset Press Operating

by PIA/GATF Staff
with Daniel G. Wilson

From history and terminology through the various systems and components, this text provides valuable information to new and veteran press operators for improving productivity and print quality through all major press elements of a blanket-to-blanket printing unit.

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

*Prices do not include tax and shipping.

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