

PIASC WEEKLY UPDATE

Printing Industries Association, Inc. of *Southern California*

November 6, 2006

Phony Sales Reps

We've received another report of a person who's making a nice living collecting draws from printers who believe that he's the answer to their prayers, until they realize that it's only smoke and mirrors. Of course, you need to check references but these people are clever enough to provide checkable references and they certainly sound great. The best protection continues to be to take the time to go with the new rep on sales calls for the first few weeks. If the rep is for real, they will welcome the support in bringing their clients over to their new employer. If it's a scam, they will try to talk you out of it and you will know that the clients that they have in their pocket are figments of their vivid imagination.

Why Print?

The Print Council (an industry partnership working to build our market) has produced a great brochure "Why Print?" and made it available in PDF format so that you can reproduce it, email it to clients, or put it on your website. The PDF is at: www.theprintcouncil.org/whyPrint.htm. As its next project, the Print Council is committed to producing verifiable research into the value and effectiveness of print in partnership with the Printing Center at the Rochester Institute of Technology.

A Hillary Attack

Sen. Hillary Clinton (D-NY) has introduced S.3713 which would create a national privacy czar, allow every person whose privacy is violated by a user of personally identifying information to seek \$1,000 from the user and prohibits financial institutions from disclosing an individual's buying history without the individual's written permission. Passage of legislation in this form would finish off direct mail marketing as a usable channel, deprive consumers of the opportunity to receive information specific to their interests and, incidentally, drive a stake into the heart of our industry. Where this will go is very dependent on the outcome of the election, making it more important than ever.

A Possibility

According to the late, great, Douglas Adams, "there is a theory which states that if ever anybody discovers exactly what the Universe is for and why it is here, it will instantly disappear and be replaced by something even more bizarre and inexplicable. There is an alternate theory which states that this has already happened."

Healthy choices start with...

PIBT

Get ahead of the curve and learn how you can provide cost effective benefits for your people at the PIBT Annual Open Enrollment Meetings.

Nov. 7	Embassy Suites Hotel - Burlingame, CA
Nov. 9	PIASD - San Diego, CA
Nov. 14	Burbank Hilton - Burbank, CA
Nov. 16	Embassy Suites Hotel - Brea, CA
Nov. 30	Wyndham Hotel - Commerce, CA

Call Joanne Cadenas at Ext. 256 to reserve your place!

Service?

Parcel Magazine and Morgan Stanley surveyed 250 organizations who together ship 90 million parcels annually. In the six categories of the survey for quality, FedEx and U.P.S. tended to be very close, while the U.S. Postal Service ranked dead last. These are the people whose solution to declining volume is to make it up on the price—would that printers could get away with that!

To Lead Is To Serve

Probably the biggest cause of manager/supervisor failure is the attitude that says, "I'm now the boss and it's your job to follow my orders." This works for a while to compel grudging levels of compliance but leads, inevitably, to turnover and passive resistance and the need to replace the manager before it becomes a total disaster. The reality is that true leaders serve and assist the people they lead. If this happens, loyalty to the leader and the objectives of the firm are the reward.

Nominations, Please

If you know of someone who deserves to be PIASC's 2007 Executive of the Year or its Educator of the Year, please nominate them using the forms that are available on our website www.piasc.org. The nominations are due by November 17th, so do it today! If you have any questions, call Ara Izquierdo at Ext. 216 (email: ara@piasc.org).

Thought for the Week

A little lie is like a little pregnancy; it doesn't take long before everyone knows...C.S. Lewis

Dear Brad...

Why are there so many rollers in press inking systems? Brad Evans of the PIA/GATF Technical Hotline (412) 259-1784 said: Inks are Non-Newtonian fluids, which means they require energy to make them flow. The shearing of the ink between the rollers breaks the ink down to the lowest possible viscosity before it is applied to the paper. Once on the paper, the ink is not worked anymore so it reverts back to the viscosity in the tote before the ink is set.

Pantone Naming

Julie Shaffer, director of the PIA/GATF Digital Printing Council (DPC) and head of the Digital Business and Technology Center, observes that the PANTONE Naming convention is to add a suffix to the PANTONE color to indicate the substrate or output intent of the project. You may see any of the following suffixes:

- U = uncoated paper
- C = coated paper
- M = matte paper
- CV = computer video (electronic simulation)
- CVU = computer video - uncoated
- CVC = computer video - coated

Note that with the current version of the libraries, CV, CVU, and CVC are no longer used. The suffixes PC and EC are for solid to process conversions and were used in the prior versions of the PANTONE solid to process libraries:

- PC = PROCESS COATED
- EC = EURO COATED

JPEG 2000 Compression

Julie Shaffer, director of the PIA/GATF Digital Printing Council (DPC) and head of the Digital Business and Technology Center, explains that JPEG2000 is a newer international standard for compressing image data. JPEG2000 is not meant to succeed JPEG, but is a totally new form of compression. Although the compression is more efficient than JPEG, JPEG2000 is PDF 1.5/6 and Acrobat 6/7 compatible only. JPEG2000 supports alpha channel transparency, 16-bit color, and a lossless compression option. Distiller offers six levels of JPEG2000 compression: minimum, low, medium, high, maximum, and lossless. These options refer to image quality; i.e., minimum is the lowest image quality (most compression) and lossless is the highest image quality (least compression). The biggest problem with JPEG2000 compression is that many RIPs still on the market cannot process files containing images compressed in this way. Be careful using this compression scheme if your PDF file is destined for print output!

For Sale

UV Roll Coater 28x40. Brand new, still in shipping crates: \$38,000, 4/C Nilpeter Screen roll label press, rewinder & slitter, 4 print heads, 4 UV dryers, numerous screen frames, static ionizer bars and various spare parts and accessories: \$28,000. Call Dennis at (661) 269-1395.

AB Dick 3302H, 15M impressions, Epson 10000 w/posterShop 60, Riobi 2700, Itek camera 430, Baum folder 714, 2 small drills, Xerox 5090, Canon 950 w/V50 RIP and more. Call Maria at (818) 357-6658.

PIASC's Pick of the Week



Desktop Publishing Primer

by Hal Hinderliter

An ideal introduction for those new to desktop publishing and prepress operations, this primer provides a comprehensive look at the terminology, technologies, and practices common to desktop publishing operations. It explores a wide range of topics relevant to the everyday tasks that one encounters.

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.

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