

...using your association every day prevents profit decay

# PIASC WEEKLY UPDATE

Printing Industries Association, Inc. of *Southern California*

December 18, 2006

## Our Holiday Best to You

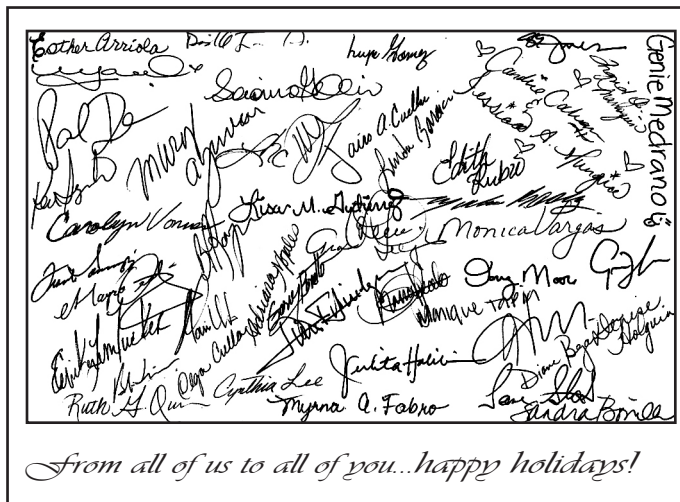
The Officers, Directors and staff of the entire PIASC family (Association, Benefit Trust, Credit Union, Insurance Agency, Collection Service and International Printing Museum) wish you, your family and your staff the most joyous of holidays! Our offices will be closed on Friday, December 22nd; Monday, December 25th; and Monday, January 1st. However, the Credit Union will be open until 1:00 PM on Fridays, December 22nd and December 29th. In addition, all of our internet based resources: PrintAccess, Slow Pay, Credit Union Home Banking, as well as the Credit Union's 24/7 lending, will continue to serve you and your people while our office is closed. Update will take its annual one week vacation and return on January 2nd to inform, advise and occasionally amuse you.

## The Phoenix Rose!

At the very last moment of the lame duck session of Congress, the postal reform legislation was passed and sent to the President, who has indicated that he will sign it. A key part of this surprise victory was the agreement of our own Rep. Henry Waxman (D-CA) to withdraw his opposition to rate caps, thus opening the way to a ten year limit on postal increases to the rate of inflation. The Bill (H.R. 6407, the "Postal Accountability and Enhancement Act of 2006") also applies the multi-billion dollar pension escrow account to the Postal Service's retirement liabilities (but will probably not impact the May 7th rate increase) and provides for more flexibility in retiree health care and workers' compensation coverage which should help to control future costs as well as increased accountability in its operations. Hats off to the efforts of printers and mailers across the country and the great work of the PIA/GATF Government Affairs Staff for finally accomplishing the impossible!

## Can You Believe?

The universal mantra is that selling value is the only route out of the pricing rat race. Variable data printing (VDP) using a combination of toner based systems and software working with client databases is the most obvious, natural niche for value selling to occur. Every VDP application saves money by eliminating finished goods inventories (print on demand) or provides the client's customers with specific information on their bills and statements that leads them to greater purchases



(transaction printing) or mailings that are keyed directly to the consumer's purchasing patterns and provide consumer specific coupons that not only get more sales response but actually enable real measurement of results (direct mail). We are astounded that The Industry Measure (formerly TrendWatch Graphic Arts) surveyed 100 printers with VDP operations and found "overwhelming evidence of cost-plus pricing prevailing." If you have VDP capability or are thinking about it—turn off your traditional cost accounting/estimating brain and start thinking about the value that the process will bring to the client.

## On-Site Reviews

Doug Moore, Vice President of Human Resources, performs one or two day reviews of member's current employment and safety practices and policies. During the last two years more than 20 companies have completed these reviews. The cost of the review is \$250 per day. Companies can go to [www.piasc.org/pages/publications.html](http://www.piasc.org/pages/publications.html), then click on the dropdown for *On-site HR Programs* to view the one or two day review sheets. This is an excellent way to give new human relations personnel in your company an orientation into the statutory and regulatory areas affecting our industry. One completed audit, unveiled potential fines and penalties for non-compliance of over \$1,000,000. Call Doug Moore at Ext. 218 (email: [doug@piasc.org](mailto:doug@piasc.org)) if you are interested in scheduling the review.

## Thought for the Week

*Love has nothing to do with what you are expecting to get—only what you are expecting to give.*

**Dear Brad...**

We print U.V. inks on metallized polyester. We always requested that the dyne level be between 40-50. Our supplier is telling us that for U.V. printing, the dyne level should be above 50 dynes. Is this correct? Brad Evans of the PIA/GATF Technical Hotline (412) 259-1784 said: For years GATF recommended that plastics and metallized plastic should have dyne levels between 40-50 dynes. TAPPI and ASTM are recommending polyester to have a dyne level between 48-60 dynes when printing with U.V. inks. They still recommend 40-50 dynes when printing with conventional inks.

**Electronic Financial**

Consumer resistance continues (and may be growing) to the use of the internet for financial transactions. This is fueled by a stream of news stories about data files with Social Security numbers, account numbers and the like being lost or stolen—leading to actual or possible fraudulent transactions. There’s a silver lining here as the alternative is print.

**Output Intent**

Julie Shaffer, director of the PIA/GATF Digital Printing Council (DPC) and head of the Digital Business and Technology Center, explains that output intent is required in PDF/X-certified PDF files and indicates the printing method intended for the PDF file. This information can be read and used by certain prepress workflow

solutions. You can use the built-in preflight tool in Acrobat 7 or one of several plug-ins, including PitStop Pro Profiles, Callas pdfColorConvert, or Heidelberg SuperColor, to see whether there is an output intent in a PDF file. You can change the output intent by using the ink manager in Acrobat or, if the file is not a PDF/X, you can make it one with the Preflight Tool, setting whichever Output Intent you desire. You can do it also with a PitStop Pro Action “Change PDF/X Output Intent” or with the settings available in Super Color or pdfColorConvert.

**Safety Shoes**

Gary Jones, manager of environmental health and safety affairs for PIA/GATF points out that it is not acceptable to wear safety shoes where the steel toes are fully exposed because the leather has worn off. The reason is that they are damaged beyond safe use. The leather is used to anchor the steel toe in place. Without this safeguard, the steel toe will shift during an impact and injure the person’s toes. The damaged PPE should be discarded and replaced immediately.

**For Sale**

Structural Steel Modular Mezzanine 2,600 sq. ft. Great to increase valuable floor space without expensive new construction. At the incredible price of \$40,000 or best offer! Call Luis at (323) 735-1201. If you'd like to see a photo of the mezzanine, ask Luis to email the image to you.

EVERYTHING MUST GO! AB Dick 2-color press 9995, Epson large format 10000 w/RIP & PosterShop, Itek camera 430, Baum folder 714, Xerox 5090, Canon 950 w/RIP and more, In SFV. Call Maria at (818) 357-6658.

*PIASC's Pick of the Week*



**Lithography Primer  
3rd Edition**

by Daniel G. Wilson

This crash course in lithography, a key commercial printing process, provides an illustrated, non-technical orientation to the field—from historical perspective through all phases of lithography, from design and page layout through presswork and binding/finishing, along with a glossary of basic terms.

**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](http://www.gain.net/store).

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