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PIASC WEEKLY UPDATE

Printing Industries Association, Inc. of *Southern California*

February 27, 2006

\$30 = \$120 Million

Take a look at www.vistaprint.com, the website of VistaPrint, Ltd., a \$120 million annual sales firm with average order size of \$30! The firm, which was profiled in the February 13th Wall Street Journal, has its production facility in Windsor, Ontario and produces its work on full size multi-color sheet-fed offset presses. The key is an incredibly well organized digital work flow which starts from their web site, where the clients design and OK their jobs and then it flows through the gang running of all these little jobs on conventional offset. Your visit to their website will show the advantage of giving the client templates to drop their copy and images into, thus controlling the messy variability that designers and do-it-yourself clients foist upon us. Creating a system like this wasn't cheap, as the WSJ says that they burned through a \$10 million IPO getting to where they are, but they have arrived at a very interesting business model. Selling a four color business card may not be exciting, but think of the revenue contained in a 1,000 run form consisting of nothing but business cards stepped across a 40" sheet. It's the digital workflow that makes this work and the website that entices the client to do it right.

A Must See

Los Angeles' renowned Huell Howser and his California Gold program has visited the Printing Museum and been wowed by it and Mark Barbour's great work both there and with the Museum on Wheels outreach program. Huell's visit will be broadcast on KCET (Channel 28) on Tuesday, March 7th at 6:00 PM and repeated on Wednesday, March 22nd at the same time. Don't miss it!

Jack Welch Says

Jack Welch, who had a phenomenal run as GE's CEO, was famous for picking the right people which really implied getting rid of the wrong people promptly. In a recent interview, he said that he would talk to an underperformer and tell them what needed to be done. He would then follow up with a further talk, in an attempt to get the manager on the right track. At the third meeting, he would tell them that he didn't have time for this and that they were through. It was his observation that the third meeting was never a surprise to the manager because they knew they weren't cutting it. He also felt

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that to keep someone like this on and then be forced by difficult economic conditions to let them go later wasn't doing them a favor—they were now older and less able to restart themselves and were being forced to do so under adverse market conditions.

The Thumb Test

If you are using UV drying equipment, it can be a challenge to evaluate the performance of the drying units and their interaction with the ink and/or coating. PIA/GATF has developed a new test form for testing curing effectiveness. A sheet is pulled using the test form and the operator twists their thumb in the various squares calibrated by coverage. If their thumb picks up ink or coating, the curing is not working. Information on this new product is available from Dr. Mark Bohan in Sewickley, PA at (412) 259-1778 (email: mbohan@piagatf.org). It will be available on the national website www.gain.net after March 1st with a 20% discount to members for the six weeks following the launch of the product.

Bob Gans Passes

Bob Gans, the founder of Gans Ink & Supply Company, passed away on February 17th. Bob was PIASC's Executive of the Year in 2000. In addition, he was named Man of the Year by the International Club of Printing House Craftsmen, the recipient of the National Association of Printing Ink Manufacturers' Ault Award and many others for his fifty years of work in our industry and in charitable endeavors. Contributions may be made in his memory to the Aliso-Pico Business Community to support their Boys and Girls Club of which he was a founder. The contributions should be sent care of Gloria Hidalgo at Gans Ink & Supply; 1441 Boyd Street; Los Angeles, CA 90033.

Thought for the Week

It's what you learn after you know it all that counts... John Wooden

Dear Brad...

We are printing metallic ink and it is surrounded by a cyan solid. The problem is that where the metallic ink touches the cyan ink, it appears that something bled out of the metallic ink into the cyan. What happened? Brad Evans of the PIA/GATF Technical Hotline (412) 259-1784 said: Metallic pigments are large and require more solvent in order to wet and disperse them. We suspect that the solvent from the metallic ink is bleeding into the cyan solid.

Digital Proof Control

Raymond J. Prince, a senior technical consultant at PIA/GATF, asks what has digital proofing given us? When we had analog proofing there were about six systems that were used and we learned to deal with the differences. We insisted on guides for process control on each and every proof, and we had several stock choices. All was not perfect but could be kept in control. Today in the digital world, we now have 25 different systems being used, many good and many not so good, many calibrated and many not calibrated. Today, we generally find out that we have major problems when we are at press for the first run. Digital proofs can be very good if monitored, calibrated, and designed for color proofing. Guides for process control are a must. Many printers are frustrated when a client submits the file and a color proof, we go to press, and the match is terrible. The printer then proofs

the job and finds out that his proof does match his press. Now the fun starts. As a printer you cannot match all the proofing systems out there nor can you match a proof that is not made properly. What to do? I suggested to a printer that all jobs should be proofed on his proofing system before going to press. If there is a large difference between the supplied proof and his proof, then the client should be contacted. His answer was that there is not enough time. My answer was – when the customer rejects the job on press then there is always enough time. Somewhere there has to be a good solution. That solution may very well be a high class soft proofing system. Several are on the market now that will provide accurate color and they are fast. Now my friend will probably tell me that he does not have the time to look at the proof!

Paper Supply

Our favorite guru, Dick Gorelick, reports that the last large paper making machine in the U.S. was installed by International paper in 1996 and that environmental difficulties and the cost of natural gas make the installation of another one an uncertain event. This has resulted in the growing importance of foreign paper in our market with the Chinese an ever increasing factor. Paper has always been a global market and it is more so now.

For Sale

Topaz Linotype Scanner 12x18 scan area with Mac G3 and TRV-1 Viewing booth -\$3000.00
Call Richard at (310) 636-3500.

PIASC's Pick of the Week



Introduction to Security Printing

by Richard D. Warner, Richard M. Adams II

This book defines basic security printing technologies, identifies new markets and security end products, and explains risk management issues and operating protocols. It discusses the special materials needed for security printing as well as the prepress, press, and bindery/finishing issues unique to security printing.

PIASC Members \$30.00 ea*.

Non-Members \$45.00 ea*.

*Prices do not include tax and shipping.

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

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