

# PIASC WEEKLY UPDATE

Printing Industries Association, Inc. of *Southern California*

March 27, 2006

## The Best to Work For

Fortune Magazine publishes the “100 Best Companies to Work For” and included two large printers on this year’s list: Quad/Graphics in Wisconsin and Valassis in Michigan. At Quad/Graphics more than half the employees have at least one other family member on the payroll. At Valassis, the best parking spaces are not reserved for the executives but for pregnant mothers. Our favorite guru, Dick Gorelick, observes that there is a very high correlation between employee satisfaction and client satisfaction, noting that he has seen comments like “I wish I worked for your company” written on customer surveys. Remember, attitudes are contagious. If your people enjoy what they’re doing and are enthusiastic about the business, their attitudes spread to the clients.

## It’s About The Title

A computer service firm offered job applicants a choice between applying for a job with the title of “salesperson” and one with the title of “sales manager.” Even though the applicants were informed that the “salesperson” job paid \$2,000 a year more, most of them preferred to apply for the manager job. Maybe you ought to organize your business like the typical bank where half the people are “assistant vice presidents” or better.

## Check Them Out

More and more people are learning to really do their homework before purchasing that new piece of hardware. Unfortunately, the same people are frequently unwilling to spend even a few hundred dollars to test new employees and do a through background check, even though a bad hire can cost more than a piece of hardware that doesn’t perform to expectations. Call Doug Moore for help on this at Ext. 218 (email: [doug@piasc.org](mailto:doug@piasc.org)).

## Great Idea!

Every firm has a group of significant clients who make up a big part of their sales. Consider making an effort to educate everyone in the plant about your major client’s businesses and the role that your work plays in their success. If you have a newsletter, this could be a great subject for a continuing set of profiles. If you don’t, write the profiles anyway and mail them to everyone’s home with a cover letter explaining the importance of that client to the firm and their job.

Chuck Stay (Penn Lithographics) and John Hodgman (Direct Connection Mailing) at the Direct Marketing, Finishing & Fulfillment meeting.



## Ben Said...

Not too long after the founding of the American republic, a citizen complained to Franklin that he had not received the “happiness” promised in the Declaration of Independence. Franklin replied that “the Declaration’s ‘pursuit of happiness’ only gives you the right to pursue happiness—you have to catch it yourself.”

## It’s Really Important

As a result of an acquisition, a printer hired an executive whose employment didn’t work out and the executive was later terminated. The terminated executive sued and the employer won primarily because the executive had signed an “employment at will” agreement. The jury was persuaded that whatever the other arguments might be, that he had knowingly and voluntarily accepted the employer’s power to dismiss him (along with the executive’s right to leave at any time). The printer was grateful that the right language was in the agreement but regretted not including an arbitration clause so that the dispute could have been resolved without a lot of wasted time and legal fees.

## Why Not Us?

On January 1st, the 350 year monopoly on mail delivery of Royal Mail ended in the United Kingdom and any licensed operator will now be able to deliver mail to residential and business customers. Since our cousins across the water managed to bring competition to the postal service—why can’t we?

## Thought for the Week

*The best way to cheer yourself up is to cheer everybody else up... Mark Twain*

**Dear Brad...**

What could reduce the abrasion resistance of an aqueous coating? Brad Evans of the PIA/GATF Technical Hotline (412) 259-1784 said: Reduction in abrasion could be due to the aqueous coating freezing during shipping or the coating viscosity was reduced by the addition of too much water. Applying too thin of an aqueous coating could also be a factor.

**Ban Moire**

Dan Remaley, a process control manager for PIA/GATF, explains that some images captured with a digital camera or scanner create a moiré pattern. This pattern can be eliminated by using the “blur” filter in Photoshop, but this can cause color shifts in the image. A better technique is to change the CMYK image to Lab in Photoshop, then blur the L, a, or b channels. Now convert back to CMYK. No moiré and no color change.

**Describing Color**

Joe Marin, a prepress technologist and instructor for PIA/GATF, asks “Have you ever tried to describe color to someone?” Describing color is difficult because it is a sensation; it’s as difficult as trying to describe all of our other sensations: how something smells, tastes, or sounds, for example. Clients and print buyers often have difficulty describing the color effects they want, using vague terms such as “flat,” “muddy,” “too warm,” “too cold,” or “needs more snap.” For example, what if an image is too

warm? Is too warm too red, too yellow, or too magenta? Does too cold mean too blue, too green, or too cyan? Using imprecise terminology will result in additional proofing cycles, delaying the production process. The bottom line: train your staff and clients to use correct terms when communicating color—it can save time and money.

**For Sale**

Plastic punching and binding machine 8.5x11 to 8.5x14, Nagel bookmaker foldnak M2 stitch and fold, 11x17, 3-hole heavy duty Lawson drill paper, 3-hole heavy duty Challenge paper drill Model MS-10A, AGFA Avantra 30 OLP star 800 NxRIP & online processor, Carlson 30x28" step and repeat 1/4 punch, (2) light tables 53x42, 4-hole quarter inch round punch for alum. plates, Hamada 612 CD press, Matchprint system, laminator/processor Imation 3M, 447 autolaminator #2425 processor, AGFA super 260 processor, 24" width max, w/daylight loading for cassettes, X-rite 361T transmission densitometer for film, Micropress TR system, (2) Micropress printstations 024, Howtek scanmaster 4500, Brown 42x50 w/Olec Olite L1250 (frame). Call David at (213) 488-1230.

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

Purchase or assume lease: Fuji Direct to plate, Rampage Workflow, Preps & Xrite plate densitometer all as a package. Equipment is under service contract. Thermal Plate sizes up to 25.9 x 32.7. System includes Fuji Luxel T6000 Dart III, Fast imaging - 20 plates an hour. Preps 4.2 imposition software, X-Rite Plate densitometer, Rampage 10.1 workflow with 3 Dual Xeon processor servers for Prescan, Rip, Proofing, Trapping and Imaging. Workflow accepts PDF, EPS, PS, DCS 2.0, 1-bit TIFF, TIFF, TIFF/IT-P1, CT/LW and outputs CIP3. Call Kevin at (323) 864-2190.

**Wanted**

Wanted to buy Screen imagesetter (8 up) or Screen CTP (8up). Call Buick at (626) 937-6886 office or (626) 905-1687 cell.

*PIASC's Pick of the Week*



**Careers in Printing: The Original Information Media**

by Deanna Gentile, Sally Ann Flecker

Did you know printing is one of the largest industries in the U.S.? Read this book to learn more facts about printing—and how you can become part of this important information technology.

**PIASC Members \$30.00 ea\*.  
Non-Members \$40.00 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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