

PIASC WEEKLY UPDATE

Printing Industries Association, Inc. of *Southern California*

March 6, 2006

Good News, Better News

We talked to a printer who received a large order of cut stock from the mill and found that it had been trimmed to 34" rather than the specified 34-3/4." The good news is that with his ingenuity and the flexibility of the CTP imposition software he was able to restrip the job so that it could fit on a smaller sheet. The better news is that he negotiated a very substantial credit on the paper (as well as the cost of restripping) from the mill and turned the project into a very high profit event. Besides illustrating that even printers get lucky sometimes, the story is worth thinking about. It was fair for the mill because the alternative was to replace 100% of the order at their cost since it was their fault. The printer was entitled to use his skills and equipment to work around the problem and reap the benefit. The client never heard about it because at the end they received exactly what they had contracted for. In fact, if the printer had rejected the paper and the mill had to replace it, chances are that the delivery date could not have been met. Finally, the events led to an unusually large margin on the job showing the disconnect between cost and price—it's not what it costs that matters, it's what it's worth to the client that does. Based on this story, you might ponder this question: If the printer in question had obtained the paper for this job at the much lower price in the first place and fed the information into his estimating system, would they have given the same price quotation to the client and if they wouldn't, would they have recognized all of the profit that they left on the table or just been happy that they got the order?

Hot Colors

The Pantone Color Institute has determined that the "hot" colors for 2006 are chocolate brown, power blue, burnt orange, apple red and yellow green. Your clueless clients may want to know this, but they should be warned against using them all in the same piece.

For Those Key People

Every firm really depends on a small cadre of key people whose knowledge and commitment make the firm stand out from the competition. Those are the people who you want to keep on board and keep happy. A growing number of PIASC member firms have discovered Executive Option as a great way to do it. What is Executive Option? It is a plan offered by our Printing



Congratulations to our Graduates! Pictured above are the members of the PIASC/Graphic Arts Management Association coursework entitled, "Better Management Skills-Enrichment Series." The four Wednesday sessions, held during the month of February, concluded on February 22nd. Pictured with his class is Doug Moore, Vice-President/Human Resources for PIASC.

Industries Benefit Trust that takes the health (and dental and vision) benefits that the employer is offering and turns them into 100% benefits—no deductibles, no co-pays. It has been carefully structured so that it can be offered to a small group of people in a firm while remaining a tax privileged benefit (deductible to the employer, but not income to the employee). To find out how this works and how you can use Executive Option call Joanne Cadenas at Ext. 256 (email: joanne@piasc.org).

They Gave Notice

When an employee says they are leaving, perhaps giving a period of notice, an employer is sometimes tempted to tell them to leave immediately rather than at the end of the notice period. If you do this, you have almost certainly converted a voluntary quit into a termination. In so doing, you qualify the employee for UI benefits and trigger the requirement for immediate payment of pay for time worked and accrued vacation. On the other hand, if the employee leaves on their chosen date, they are not usually eligible for UI benefits and their pay (including accrued vacation) is due on their last day of work, if that is at least 72 hours from the time that they gave notice. Of course, there may be a valid business reason for preferring the employee to leave at once. The employer can then choose to let it become a termination or they may pay the employee their regular pay through the employee's chosen date to retain its status as a voluntary quit.

Thought for the Week

*A loving person lives in a loving world.
A hostile person lives in a hostile world.
Everyone you meet is your mirror.*

Dear Brad...

During a recent print run of fine art reproductions we experienced a hickey that repeated in shape but moved on the print. What could be causing this problem? Brad Evans of the PIA/GATF Technical Hotline (412) 259-1784 said: We suspect an ink skin hickey that is not adhering tightly to the plate and is being picked up by the ink form roller, causing it to be deposited on different areas of the print.

Adobe Discount

PIA/GATF's National Buying Power Program has added a 12.5% discount (\$150 off) to the price of Adobe's Creative Suite 2 Premium Software. Check out this deal on www.gain.net, >Buying Power >Adobe.

800 Pemiers

Beginning this year, PIA/GATF's Digital Printing Council became a "core service" of your national association in recognition of the importance of this information to our industry. That meant that your firm was entitled to its basic services without additional charge since you are a PIASC member. At the same time, an enhanced level of services was offered, the Premier Level, at an annual fee of \$295. However, until March 31st there is a special promotional price for the Premier Level of \$175 per year. 800 printers across the country have taken advantage of this offer already. Take a look at what is available to you

by going to www.gain.net and you will see that the value far exceed the minimal investment.

RGB or CMYK?

Joe Marin, a prepress technologist and instructor for PIA/GATF, observes that many designers ask, "Should I send images to my service provider in the RGB or CMYK color space?" In past years, the service provider would always request that the designer convert images to CMYK before sending them off to the printer. This is not the best choice for a few important reasons. First, you will get much better results if you color-correct images in the RGB color space. This is because the CMYK color space has a much smaller color gamut; simply stated, you have less colors to work with when correcting images in CMYK. Second, converting images from the RGB to CMYK color space is more than just a mode change in Photoshop. When converting to CMYK, considerations are made for dot gain, inks, and the substrate. In short, request that your customers send images in the RGB color space. It is you, the service provider, who should be controlling how these images are to be separated to CMYK.

For Sale

Tobias portable computing reflection densitometer model IQ 150, serial IH855, condition: brand new, in case w/all accessories. Best offer. Call Fred at (714) 668-7049.

Graphic Designers Photographers--leading San Fernando Valley graphic design & print company has professional office and studio space to rent and can refer business to you! Great location. Affordable rates. Call (818) 709-1220 or e-mail geoff@clearprint.com

PIASC's Pick of the Week



Print Production Scheduling Primer
by Don Merit

Provides proven scheduling procedures that lead to loyal customers, faster turnaround, more accurate forecasting, improved personnel usage and workflow, and the prevention of costly downtime.

PIASC Members \$20.00 ea*.
Non-Members \$30.00 ea*.

*Prices do not include tax and shipping.

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