

PIASC WEEKLY UPDATE

Printing Industries Association, Inc. of *Southern California*

April 24, 2006

Print Excellence Winners

The 2nd Annual PIASC Print Excellence Awards culminated in the awards banquet at The Pacific Palms Resort in the City of Industry on Thursday, April 20th. More than 120 persons attended to honor the winners and to see the fabulous work that was displayed around the room. All of the "Best of Category" winners were entered (at no charge) in the PIA/GATF Premier Print Awards (the Bennys). The well-deserved winners in this second annual event were:

Admore, Inc. 1 Best of Category 2 Awards of Excellence	G2 Graphic Services 3 Best of Category	Main Graphics 1 Award of Excellence 1 Award of Merit
Anderson Printing 1 Best of Category 1 Award of Excellence 1 Award of Merit	Green's, Inc. 1 Best of Category 1 Award of Excellence 1 Award of Merit	Maskell Graphics Inc. 1 Award of Excellence
Best Label Co., Inc. 1 Best of Category 1 Award of Excellence 4 Awards of Merit	Holden Color 1 Best of Show 3 Best of Category 1 Award of Excellence 1 Award of Merit	Mojave Copy & Printing, Inc. 1 Award of Merit
Burdge, Inc. 2 Best of Category 2 Awards of Excellence 1 Award of Merit	ImageOne 4 Best of Category 7 Awards of Excellence 14 Awards of Merit	Pace Lithographers 1 Best of Category
C & L Graphics, Inc. 10 Best of Category 6 Awards of Excellence 12 Awards of Merit	Impress Communications, Inc. 2 Best of Category 1 Award of Excellence 1 Award of Merit	Penn Litho 1 Best of Category 1 Award of Excellence 2 Awards of Merit
Castle Press 2 Best of Category 3 Awards of Excellence 7 Awards of Merit	Insync Media 6 Best of Category 2 Awards of Excellence 5 Awards of Merit	PJ Printers 1 Award of Excellence 1 Award of Merit
Chromatic, Inc. Lithographers 5 Best of Category 3 Awards of Excellence	Kolibri Digital Connection 2 Best of Category 1 Award of Excellence 1 Award of Merit	Self-Realization Fellowship 1 Award of Merit
Color Incorporated 2 Best of Category	The Label Company 1 Best of Category 1 Award of Excellence 6 Awards of Merit	Southern California Label 1 Best of Category 1 Award of Excellence
Crown Printers 1 Best of Category 5 Awards of Merit	Lester Lithograph, Inc. 2 Best of Category 2 Awards of Merit	Unique Image, Inc. 1 Award of Excellence
Design Printing 5 Best of Category 1 Award of Excellence 5 Awards of Merit	The Ligure 1 Best of Category	Westamerica Graphics 2 Best of Category 2 Awards of Excellence 2 Awards of Merit
The Dot Printer 2 Best of Category 2 Awards of Excellence		Wilson Printing 1 Best of Category
		Woodridge Press, Inc. 3 Awards of Excellence 3 Awards of Merit
		Wright Graphics, Inc. 4 Best of Category 2 Awards of Excellence 12 Awards of Merit

PrintFest 2006

Southern California's print show is returning to Long Beach! In what is planned to be the beginning of another long tradition, Chris Jacobson has brought the latest in print technology along with cutting edge seminars to the Long Beach Convention Center on May 12th and 13th (seminars begin on May 11th). Supplier support has been tremendous and it looks like a great start. By coming out to Long Beach you can demonstrate your interest

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in growing this kind of learning resource for our industry, making the show more valuable for you and your people each year. Take action—register at www.PrintFest.com then get the date in your calendar and plan to be there.

RFID Again

A while ago we all understood that the age of RFID had arrived and that barcodes were yesterday's lunch. Attendees at a major conference in Dallas came to grips with the slow rate of adoption of the technology. The problem is that the cost of RFID tags is still at 25 or 30 cents which taken together with the cost of retrofitting all of the related equipment to read them makes cost-effective applications a bit hard to find.

Health Care Equality

Did you know that Fortune 500 companies and big union plans have the freedom to design the kind of health benefits that make the most economic sense but that small businesses cannot? The U.S. Senate will take up S.1955 in the week of May 1st which is designed to give small business a fair deal. This is getting a lot of opposition from special interest groups and Senators Feinstein and Boxer need to know how you feel before the vote. There is now a great new way to get them your message: go to www.gain.net and click on [Contact Congress](#) on the left-hand side of the home page, then scroll down the [Action Alert](#) section and follow the instructions for S.1955. In two or three minutes, you will have made your voice heard on this issue. Ask your people to do the same since if enough people speak out they will be heard.

Thought for the Week

When you feel dog tired at night, it may be because you've growled all day long.

Stop Talking

When the Senate Judiciary Committee questioned Samuel Alito about his candidacy, 13 of the Committee members spoke longer than the candidate. While these folks are Senators and may be forgiven, the same thing occurs in many employment interviews where the interviewer carries on at length about the glories of the company and all the applicant has to do is to listen with admiration. A terrific interviewing strategy, if possible, is to use two persons for the interview. One is the HR person who asks questions and the other is the decision maker in management who just listens.

Demand Creation

Many firms have struggled with variable data printing because its effective use involves "demand creation." More than any other form of printing, the sales effort must understand in detail the prospect's business process in order to demonstrate the value.

How Did They Do?

You've just finished mailing a new project for a client. They were happy with the price, it mailed on time and they loved the quality. It's a big win, right? Wrong—you don't know yet because neither you nor they know what the mailing produced. If you're going to be serious about direct mail, you must focus on the results of the mailing because that's where the value is. You won't be in the position of just selling cheap printing or worrying

that the next postal increase will destroy your business if you're selling benefits.

Verkhoyansk

Our favorite guru, Dick Gorelick, reports that the latest opportunity in exotic tourism is a visit to Verkhoyansk which is above the Arctic Circle in Russia. It will give you a great chance to see the northern lights and look for fossil mammoth bones while enjoying the night time lows which average -55F. It is also uncrowded since it enjoys an average of 0.9 tourist visits per year.

For Sale

AB Dick 9985 2-color press with Crestline dampers, only 5.84MM impressions and spotlessly maintained, \$35,000 OBO. Call Ray at (818) 753-4712, Ext. 225.

Plastic punching and binding machine 8.5x11-8.5x14, Nagel book-maker foldnak M2 stitch and fold, 11x17, 3-hole Lawson paper drill, 3-hole Challenge paper drill, AGFA Avantara 30 OLP star 800 N X RIP & online processor, Carlson 30x28" step and repeat 1/4 punch, (2) light tables 53x42", 4-hole 1/4" round punch for alum. plates, Hamada 612 CD press, Match print system, 447 autolaminator, AGFA super 260 processor 24" w/daylight loading, X-Rite 361T transmission densitometer, Micropress TR system, 2 printstations 024, HOwtek Scanmaster 4500 and Brown 42x50 W/Olec Olite L1250. Call David at (213) 488-1230.

Plate burner - OVAC OV 45 HD 2 drawer, make offer. Call Dale at (805) 964-8875.

Lost Lease! 40 years of print accounts and equipment for sale! AB Dick 9810XC, Baum auto set folder 17.5x22.5, steel rolls, Challenge 265 F Cutter, Itek 435 camera processor (great for parts), Challenge style M table top drill, Berkey Ascor 24x28 vacuum printer, 2 Nu Arc light tables, Sharp cash register, Martin Yale model 400 1 bin jogger, Astroseal shrink sealer laminator, comb binder and supplies, Canon color copier 700 S w/scanner, toner and supplies, 3 brass mail box units, 30 boxes each 8x10x18 and 30x10x18 free standing maple book/catalog shelves and 4 drawer file cabinets. All must go ASAP! All reasonable offers will be accepted. Call (310) 395-5228.

PIASC's Pick of the Week



How to Avoid Surprises When Changing Paper Grades

by Web Offset Champion Group

Printers need to better understand the variable process requirements of frequent changes to paper grade, weight, and process. By focusing on three grades of paper (LWC, SC, INP), this guide shows what changes to expect and best practices to improve performance.

PIASC Members \$25.00 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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