

PIASC WEEKLY UPDATE

Printing Industries Association, Inc. of *Southern California*

April 3, 2006

Consumer Trust

Amazing though this sounds, surveys indicate that consumers rank the Postal Service highest of all government agencies in terms of privacy protection and customer satisfaction. They also show increased concerns about identity theft and monitoring of emails. These trends may be the greatest strengths of snail mail and a great boon to our industry.

Don't Take Them For Granted

When we were all going through the dry spell of the last few years we really learned to appreciate the relationships we had. Now that it's getting better, it's easy to forget their importance. You might try to list your best clients and say to yourself, "What would I do to get their business, if I didn't have it now."

Rate of Response

If you're selling direct mail material, you know that the client is focused on "rate of response." They need to understand that the real issue is sales produced or better still, lifetime value. For example, someone buying a life insurance policy provides enormous lifetime value to the seller and makes the mailing a success even if the success rate is very small. Clients also need to be sure that their follow-up on responses is prompt and complete as failure to do so is worse than not having received the response in the first place.

On The USPS Front

Five months into the USPS's fiscal year and it's predicting a year end loss of \$1.8 billion. Their revenue projections are off with standard mail up only 1.5% instead of the projected 4.7% and first class down by 1.6%. Put this together with rising fuel costs and COLA increases for the employees and you have the making of a hefty increase for the first quarter of 2007.

Daily Overtime

It has been six years since daily overtime was reintroduced in California. PIASC is still receiving many calls regarding the calculation of overtime in California. The following basics need to be reiterated. The company should establish and communicate the 24-hour period that is its workday and the 168-hour period that is its workweek for the purpose of calculating overtime. Overtime is calculated based on hours worked. Holiday, vacation, sick pay or other hours paid to employees for



(Photo L-R) Outgoing Chairman Klaus Lapschies (Best Label Co., Inc.), Susan Kinney, Education Chair (Castle Press), Robert

Lindgren, President (PIASC) and incoming Chair Bruce Carson (The Dot Printer, Inc.)

Among the activities of this month's Board of Directors meeting was the installation of the new Board under the chairmanship of Bruce Carson. Klaus Lapschies gave up the traditional gift and requested that it be donated to the RAISE Foundation, PIASC's Educational Foundation.

not working do not have to be included in calculating overtime. Employees working on the seventh workday do not have to receive the seventh day overtime unless they have worked the prior six days of the company's workweek. Since the law requires employers pay overtime at one-and-one-half-times the employee's hourly rate of pay for hours worked beyond 8 in a workday or 40 in a workweek, some employers misunderstand and duplicate or pyramid overtime payments when it is not legally required. To revisit overtime calculations go to www.piasc.org, then *Human Resources Publications*, then to *Employee Relations Procedures* for examples of overtime calculations.

Can They Read It?

If your clients are paying for printing that carries a message, it's critical that the aging audience can read it—not that it looks cool to the artsy designer. The Federal Highway Administration, after ten years of research, has just approved a new font "ClearviewHwy" for use on road signs to enable motorists to read them more easily. You can see this typeface at www.clearviewhwy.com.

Congratulations

John Santos, Graphic Arts Teacher at Manual Arts High School's Imaging Science and Technology Academy (ISTA) was recently named Electronic Document Systems Foundation's (EDSF) Educator of the Year for Secondary/Post Secondary Education for the year 2006.

Thought for the Week

Do not wait for leaders.

Do it alone, person to person... Mother Teresa

Dear Brad...

What is sizing in paper? Brad Evans of the PIA/GATF Technical Hotline (412) 259-1784 said: Sizing is additive substances applied to the paper either internally through the beater or as a coating that improves printing qualities and resistance to liquids. Commonly used sizes are starch and latex.

Safety Shoes

Gary Jones, the industry's leading environmental, health, and safety specialist, says that in determining which particular employee would need to wear steel-toed and metatarsal protected boots or shoes, you need to examine the specific job functions, hazards, and exposure to the hazard associated with the job. The job hazard analysis is required to be conducted and certified in written form conforming to OSHA standards. Depending upon the results of the job hazard analysis, it could be possible that a facility would have no employees exposed to a hazard that would require steel-toed boots or shoes or it could also reveal that employees are exposed to hazards that require the use of steel-toed boots or shoes. For example, if your press operators are involved in moving skids of paper with a pallet jack or removing/replacing inking and dampening rollers from larger presses for maintenance, then a hazard does exist and the steel-toes boots or shoes would be required. In almost all instances, employees involved in material handling (i.e., shipping, receiving, warehouse,

web tenders, etc.) and maintenance will be required to wear steel-toed boots or shoes. Nevertheless, the best approach to addressing this issue is to perform the job hazard analysis and document all of the hazards, risk, and need for all personal protective equipment, which includes gloves, goggles, etc.

CTP Proofs

Dan Remaley, process control manager for PIA/GATF, observes that proofing has become a major issue since the arrival of CTP. Proofs are really important—the customer “signs-off” on them and the production people use them as a guide. He suggests placing a PIA/GATF Proof Comparator on every proof to measure the correct values on the proof; it has an image that represents flesh tones and tone values for the CMYK inks. It also has a 3-color “gray bar” for real process control.

For Sale

32" plate processor for sale. Anitec SN32. \$1500.00 OBO. Call Liz at (818) 709-4980.

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

Plastic punching and binding machine 8.5x11-8.5x14, Nagel bookmaker foldnak M2 stitch and fold, 11x17, 3-hole Lawson paper drill, 3-hole Challenge paper drill, AGFA Avantra 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 desitometer, Micropress TR system, 2 printstations 024, HOWtek Scanmaster 4500 and Brown 42x50 W/Olec Olite L1250. Call David at (213) 488-1230.

PIASC's Pick of the Week



**At the Finishing Line:
A Primer for New Bindery Workers**

by Frances Wieloch

New and future bindery workers will better understand binding and finishing concepts, terminology, equipment, and techniques by examining the interactions of the whole process, from design through printing to bindery.

**PIASC Members \$30.00 ea*.
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