

# PIASC WEEKLY UPDATE

Printing Industries Association, Inc. of *Southern California*

May 29, 2006

## Email Response

Most firms have web sites and all PIASC member firms are listed on PrintAccess the electronic yellow pages for the printing industry. Potential clients coming through either channel may contact you via your email address. Unfortunately, the response rate to email inquires at many firms is very poor. It's better not to have a published email address than not to respond promptly. If your email address is on PrintAccess or your website, have a friend send an email to it asking for info on your company and see what the response is. You can decide from there what you want to do.

## Chapter Them

Hal Hinderliter (Cal Poly SLO) explains that the prepress process is always at risk of mistakes, errors and software glitches; longer documents are naturally more prone to problems that can halt production. For lengthy documents composed of multiple chapters, it's preferable to slice the document up into multiple page layout files. Too often, designers and book artists who create these long projects are not aware that both QuarkXPress and Adobe InDesign offer a multitude of special book features that bring many benefits to books, research reports, catalogs, parts manuals, etc. For example, creating a New Book within Adobe's InDesign opens a palette where the chapter documents can be added. (Existing documents can be added to this list, there is no requirement to create the "Book" first.) Coordinating your chapters as part of a Book offers a number of substantial benefits:

- Chapters can use automatic page numbering (an additional page in an early chapter updates all subsequent page numbers in all chapters)
- Chapters can share custom dictionaries and artwork libraries
- "Styles" can be synchronized across all chapters of a book, such as Object Styles, Table of Contents styles, Character and Paragraph Styles, Trap Presets and Color Swatches

## Price Spooked

Fear that the price is too high is a disease that is endemic among sales reps and many owners. Anyone who buys print (or anything else) has seen ads, received direct mail pieces or emails that say "Never Pay Full Price" or "We will meet or beat the competitor's pricing" or "Cut your print costs." If price were really the issue, these folks

John Santos, Lead Teacher of the Manual Arts High School's Imaging Sciences & Technology Academy, has been named The Electronic Document Systems Foundation's Educator of the Year. John received his award at a recent ceremony in Pittsburgh. In 1998, John received the PIASC Educator of the Year Award for the development of the 2+4+C print management program in partnership with Dr. Benjamin Lee of Cal State LA. Congratulations, John, for your high energy and commitment to our youth.



would own the industry. The price-cutter down the street, who we hate, would be operating 24/7 and turning away work just before he went out of business. In fact, our experience says this doesn't happen, therefore price is the basis for rationalizing not giving us the work for other reasons. But, if the price fear disease has poisoned our minds and confused our thinking, we are starting every relationship in a losing position.

## Postal Increase

The USPS has filed for an overall rate increase of 7.1% to be effective next spring with higher increases given to standard class (our favorite subject). Details can be found at [www.usps.com/ratecase/](http://www.usps.com/ratecase/). Of course, this might be forestalled, at least in part, if Congress acted on the postal reform legislation that has been pending for some time. Unfortunately, meaningful postal reform that would lead to real productivity improvements and even privatization is blocked by the postal employee unions and many members of Congress who are supported by those unions and don't like to see the closure of postal facilities in their districts.

## The Bureaucratic Mind

The Chicago Public School System requires every student to pass a drivers education class before they can graduate from high school. That's not a bad idea, you say, until you understand that it includes blind students as well.

## Thought for the Week

*Nothing in life is to be feared, it is only to be understood. Now is the time to understand more, so that we may fear less...* Marie Curie

**Dear Brad...**

Are there any exceptional notch methods that would give better strength to perfect-bound books? Brad Evans of the PIA/GATF Technical Hotline (412) 259-1784 said: The best we have seen was an alternation of a wide shallow notch followed by a narrow deep notch. This provides the most surface area for maximum adhesive penetration.

**Outlining Text**

Julie Shaffer, director of Center for Imaging Excellence for PIA/GATF, says that it's easy enough to convert all text in a PDF file to outlines by using the transparency flattening tool that is part of Acrobat 7. If a page contains no transparency, you can use the "Create a New Rectangle" option in Pitstop Pro to put a small box on the page. Then, using the Inspector, assign it a fill color, then select the prepress option, then the transparency tab and set the blending mode to multiply. Once you have a transparent object on the page, open the Acrobat 7 transparency flattener and select "convert all text to outlines" and apply. All the text on the page will be converted to outlines. Then you can select the rectangle you created and delete it.

**No Employee Loss**

The California Labor Code Section 2802 essentially states the employer must reimburse employees for expenditures or losses incurred by the employee in direct consequence of the charge of his or her duties, even if unlawful.

The exception is if the employee, at the time of obeying the directions, believed the directions to be unlawful.

**PTO Is Vacation Pay**

California regulations require an employee receive all vacation earned to date of his or her separation. Sick Leave is not vacation if the sick leave is allowed only for the employee's or a direct family member's illness or injury. Personal Time Off (PTO) normally can be used for other than sickness. PTO therefore under California Labor Regulations is vacation and all earned PTO must be paid at the time of separation from employment.

**For Sale**

Canon 950 color copier, meter only 62749, \$995 OBO, not being used, some maintenance is needed, Kodak 235 B/W copier, \$250 OBO, not in use. Both must sell - moving. Call Maria at (818) 772-7545.

89 Komori Lithrone 426, PQC Management, Royce water recirculators, Speedaire compressor, Electro sprayer system, 98mil imp, \$130,000, CREO workflow, Brisque Impose 3.5, Dolev 4-press imagesetter w/punch, Camfeldt in-line film processor, developer & fixer replenishing units, \$20,000 OBO. Call Raul at (626) 960-4494 x104.

Complete tumkey print shop w/Mitsubishi 6c, Ryobi 2c, MBO folder, Heidelberg letterpress, etc. Details at www.weprintthings.com. Call Greg at (818) 901-2030.

1996 Dolev 450 Imagesetter, best offer. Call Cari at (213) 746-2792.

(2) custom oak desks w/right and left returns, (4) leather chairs, (2) black 2-drawer lateral file cabinets, (1) custom film/job storage cabinet, Crossfield 636 scanner (input only) w/Mac interface. Free: Fuji 950A film processor w/spare parts. Call Art at (213) 381-7932.

**For Rent**

Office and/or Warehouse space immediately available, looking to rent to a Graphics Designer, Printer or Laser Printing Co. who are interested to share space with a Mailing House. Call Frank at (818) 982-3720.

*PIASC's Pick of the Week*



**Introduction to Densitometry,  
Second Edition: A User's Guide to Print  
Production Measurement Using Desitometry**

by Peter Brehm

Explains the basics of densitometry, offers tips on using densitometers, and discusses standards and verifying conformance to standards.

**PIASC Members \$20.00 ea\*.  
Non-Members \$35.00 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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