

# PIASC WEEKLY UPDATE

Printing Industries Association, Inc. of *Southern California*

July 24, 2006

## Postal Service

We know that you'll be surprised to know that first class delivery is slower this year than last with the worst offender being Southern California. Of course, all other classes of mail trail behind first class. The Update editor subscribes to The Economist magazine (which he thinks is the best news magazine in the world) and can testify that this weekly, which is placed in the mail on the same day each week varies in its delivery by up to five days. Standard class, a core issue for us, is very unpredictable undermining its usefulness in getting information to the market in a timely manner. Even in the face of this, the USPS monopoly is demanding that we pay yet more money for its deteriorating service.

## The Power of Digital

Recently, we had occasion to talk to two large printers at an industry meeting and found one of them enthusiastic about the profit potential of digital print and the other saying "we couldn't make any money in it." What was the difference? The first had made the power of one-to-one work by working with the client to gather from their database information that was specific to 50,000 customers who had bought from them and to whom they wished to sell more related products. The result was a two page, 8.5x11 with a picture of what they had bought and pictures of what could be added to it attached to an incentive offer. This job generated \$50K+ of revenue for the printer (think for a moment what an ordinary two page, 8.5x11, two side, four color job would go for). The second printer had tried digital but didn't want to get involved in content—he just wanted to print whatever the client had. It doesn't take a lot of effort to see why the second printer couldn't generate enough revenue to justify his investment.

## They Aren't Loyal Anymore

You've heard that and you've thought that about both clients and employees. More correctly, they want to be loyal but their loyalty hasn't been rewarded. Clients have been taken for granted by printers and sales reps assumed that nothing would ever change and were too busy to learn what the clients were trying to accomplish. Employees preference for security of employment has been answered by uncertainty and cutbacks together with a failure to share a vision for the future (assuming that the management has one). Clients and employees would like to be loyal because

**PIASC** **2006**   
**SELF-PROMOTION & MARKETING**  
**COMPETITION**  
First Contact Competition  
Print & Website Competition

CLOSING DATE FOR ENTRIES: **August 15, 2006**

Be sure to enter your best marketing materials for this 12th Annual Competition! Entries are being accepted now through August 15, 2006. Contact Diane Bejarano at Ext. 257 (dianebe@piasc.org) for entry information.

it's really easier but we must remember that it's a two way street.

## Now Keep Them

You've got the first order from an account that has real promise—now the real pressure is on. You've got to deliver on this one since you're on trial and they have no reason to cut you any slack. When that's done, how about the second and third order? Are you trying as hard to get them as you did the first? Is this a lot of trouble and attention—yes. Is it worth it—yes again. What you should be trying to accomplish is to become the default supplier, the easy choice and that's a status that's earned but when you're there is well worth it.

## Useful Numbers

We read of a successful firm who had made spectacular use of a couple of statistics about their operations: the first was spoiled by sales reps and the second was actual alterations compared with billed alterations by sales reps. What were they looking for? With the first, they realized that a principal cause of spoiled work was inaccurate or incomplete specs provided by the rep coupled with an over willingness to agree with the client that a minor glitch is a fatality. With the second, they were making a serious attempt to pick up the real money left on the floor by reps or CSRs who were too busy or too hesitant to handle alts right and get paid for them.

## Thought for the Week

*If we are growing, we're always going to be out of our comfort zone.*

<b>PBT</b>
<i>Event Number</i>
<b>Cost: \$5</b>

**“Printers’ Breakfast Table”**  
**Contact: Socorro Garcia, Ext. 229**

The Breakfast Meetings are a wonderful opportunity to meet with others and learn from their experiences. The regulars know that it’s the best investment of their time they make!

**Time:**  
7:30 A.M.

**Upcoming Breakfast Meetings:**  
 Aug. 8th – Coco’s Bakery Restaurant • 4360 Mills Circle Rd. • Ontario 91764  
 Aug. 16th – Green Street Restaurant • 146 Shoppers Lane • Pasadena 91101  
 Aug. 17th – Abe’s Deli • 19626 Nordhoff Street • Northridge 91324  
 Aug. 22nd – Mimi’s Cafe • 17231 E. 17th Street • Tustin 92780  
 Aug. 24th – Hof’s Hut • 4251 Long Beach Blvd • Long Beach 90813  
 Aug. 29th – Tamayo’s • 5300 E. Olympic Blvd. • Los Angeles 90022

**The Curse of Streaks**

Ray Prince, a senior technical consultant for PIA/GATF, says that the subject of horizontal streaks in sheetfed and web offset presses has interested him for years. There are several “informal standards” that are often quoted and both have these problems. In his experience there are four ways to view a streak:

1. In a dry solid
2. In a wet solid
3. In a single 30% screen tint of Cyan
4. In a four-color 30% screen tint build

Let us examine each way:

1. In a dry solid. This is good for looking at ink from roller and in general ink roller settings and malfunctions. Each press manufacturer has streak charts to determine which roller or mechanical device is causing that streak.

He prefers to look at the streaks at this point but do nothing about them.

2. In a wet solid. Fountain solution is introduced and some streaks may go away. New streaks are generally from the dampening system.
3. In a single 30% screen tint of Cyan. Many press manufacturers like this test and there is a published delta E for this test. There is also a problem. The problem, however, is that sometimes, when pulling a single, it prints quite well, but when we do the next test we have streaks. At this point, if he finds a streak in an individual unit, he will begin working to remove it. When combining with other units it will only get worse.
4. In a four-color 30% screen tint build. This is a logical outgrowth of the previous test because it replicates what happens in most printing jobs. If the single unit is good and now we have a streak, more than likely it is in the transfer or release from the blanket.

Some printers state that there should be no visible streaks on any job. Well, that sounds nice but he has not found a press that can do that yet.

**For Sale**

Pitney Bowes model DM500 postage meter available by assuming remaining 38-months of lease. Unit includes meter, base, feeder, scale and software. Quarterly charge for the package is \$1,055.44. For more information, call Nancy at Leisure Publications 323-964-4800 x143.

**PIASC’s Pick of the Week**



**Direct Mail Pal: A Direct Mail Production Handbook**

by T.J. Tedesco, Terry Woods, Ken Boone, John Leonard

Detailed but not overly technical, *Direct Mail Pal* casts light on every corner of the direct mail process, including planning, preproduction, production, and postproduction procedures. Filled with technical tips and illustrations, it also features sample checklists, forms and glossaries.

**PIASC Members \$16.00 ea\*.**  
**Non-Members \$20.00 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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