

PIASC WEEKLY UPDATE

Printing Industries Association, Inc. of *Southern California*

August 28, 2006

Open Communication Everyone has (or hopes to have) clients who are providers of a steady stream of important business. Above all, these relationships must not be taken for granted.

Consider sitting down at least monthly to go over issues and identify problems in advance. This is also a good opportunity to get advance knowledge about special projects that might be in the pipeline.

Decline? Our favorite guru, Dick Gorelick, quotes another guru as saying "Ultimately, the biggest problem facing the industry today continues to be the reduced demand for print." Dick observes that the industry is now becoming much more than ink on paper and that firms have demonstrated their ability to broaden their horizons through learning the client's business model.

The Right Insurance When you buy medical or dental coverage, it covers expenses that occur all the time—you go to the doctor or dentist, have your prescription filled, etc. regularly. Business insurance is completely different—you don't expect to have a major fire in your plant, a wrench that falls into your six color and wrecks it, a suit seeking major damages or an accountant who steals six figures, but these things can happen and when they do, they can threaten the life of your business and bankrupt you. If you don't want to wind up with nothing after a lifetime of hard work, your business insurance must cover all of the risks at the right levels for your business size. It should not waste your money on deductibles that cause you to pay for coverage that you could handle on your own by being too low. You're not an insurance expert—you're a printer, so get expert help with this by getting a second opinion on your coverages from PIASC Insurance Services, Inc., your industry's insurance agency. Call Joanne Cadenas today at Ext. 256 (email: joanne@piasc.org) to set up an appointment.

Meal Periods and Lawyers California employers, including those in our industry, have been involved in individual and class action lawsuits filed by attorneys accusing companies of not properly "requiring" employees take a 30 minute off-duty meal period. California's basic position with respect to off-duty meal periods is that every hourly employee must be required to take at least one 30 minute off-duty meal period per workday. The exception to this is con-

New Breakfasts for Champions Meetings Start Soon! At the PIASC Conference Center 5800 S. Eastern Avenue, Ste. 215, Los Angeles, CA

September 12, 2006

Managing the Relationship... not the Project!

October 10, 2006

What is Holding You Back?

November 14, 2006

Time Management & Prioritization

January 9, 2007

Master Your Domain!

All Seminars begin at 7 a.m. Contact Socorro at Ext. 229 (email: socorro@piasc.org) for details!

tained in an ever narrowing window of operational circumstances where an employer can prove why the employee was not required to take a duty free meal period. There are no blanket exemptions for an on-duty meal period under California law. Each case is decided on the operational realities of the employer and each employee working in the department where the on-duty agreement has been signed, for each separate workday during the period of employment being questioned. These cases have reached into million dollar settlements or decisions. Employees are allowed to voluntarily waive the off-duty meal period if they work less than 6 hours in a workday or the second off-duty meal period if they work more than 10 but less than 12 hours in the workday and they receive the first off duty meal period. Employers must require all employees take and record on their time record a full 30-minute off duty meal period each workday. If the employer elects to have or allow a paid on-duty meal period, and in addition pays one extra hour of pay each workday the employee works an on-duty meal period, then the company is complying with the California statute.

On Hold

Telephone systems usually have the capability of "music on hold" or "message on hold." Surveys and common sense show that music on hold is the best choice as listening to the glories of your firm while the seconds tick by is not amusing. Of course, minimizing or avoiding hold time is always the best solution.

Thought for the Week

Being miserable is a habit; being happy is a habit; the choice is yours.

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

“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!

Upcoming Breakfast Meetings:

- Aug. 29th – Tamayo’s • 5300 E. Olympic Blvd. • Los Angeles 90022
- Oct. 9th – Mimi’s Cafe • 17231 E. 17th Street • Tustin 92780
- Oct. 10th – Coco’s Bakery Restaurant • 4360 Mills Circle Rd. • Ontario 91764
- Oct. 11th – Green Street Restaurant • 146 Shoppers Lane • Pasadena 91101
- Oct. 12th – Abe’s Deli • 19626 Nordhoff Street • Northridge 91324
- Nov. 7th – Hof’s Hut • 4251 Long Beach Blvd • Long Beach 90813

Time:
7:30 A.M.

Dear Brad...

We recently printed a carton in which a vinyl window was glued to the carton. The problem is that when the cartons are piled on top of each other before filling them, the ink in contact with the vinyl is blocking and sticking to the vinyl. Why? Brad Evans of the PIA/GATF Technical Hotline (412) 259-1784 said: The vinyl contains some plasticizer, which keeps the vinyl pliable. The plasticizer will bloom to the surface of the vinyl and soften the ink. To reduce this problem, use a more rigid plastic for the window.

Transparency Troubles - III

Julie Shaffer, director of the PIA/GATF Center for Imaging Excellence, provides this help on dealing with transparent objects during the prepress process...

Dealing with Artifacts in Flattened Transparent Objects
If you’ve ever seen what looks like fine white lines

throughout images in files that have been flattened, what you’re seeing is the edges where the atomic regions meet. In most cases, those lines are merely on-screen artifacts and won’t appear in print. You can avoid seeing those in an Adobe-based PDF viewer (Acrobat or Reader) by making a change to the display preferences. Access General -> Preferences and select the Page Display category. Deselect “smooth line art” and “smooth images” and the artifacts will disappear from the displayed file. However, these artifacts have been found to carry through into a printed piece, typically when the file is printed through a system with inRIP trapping enabled, in which the trapping has been set up to trap images to other images. If the traps are set to “choke” or pull color back between images, a gap may appear between areas where these atomic regions meet. To avoid this problem, turn off image-to-image trapping in the trapping software. To maintain the look of the original transparent effect, overprinting (a PostScript operator) is often used. So another way these lines can show up in the final printed piece is if the file is printed to a non-PostScript printer or one that doesn’t allow for true overprinting.

For Sale

Muller Martini Perfect binder RBJ-5, Wohlenberg heavy duty 3 knife trimmer (rapid). Call Bill at (323) 263-9335.

Tri-bath Film Processor w/multiclean dev. filter system and dryer section, Linotronic 200 SQ Imagesetter W/Rip32 bit (PS level 1), Centronics interface, 1693 dpi, Argyle MCI 90 Horizontal Reproduction Camera W/integrated timer, over and under lighting and copy board back light, Custom Light Table, 3’2” High x 8’3” Wide x 2’7” Deep, w/32 storage drawers below, plus overhead storagePics available/will consider all offers. Call Rick at (310) 320-2222.

PIASC’s Pick of the Week



The PDF Print Production Guide, Second Edition

by Julie Shaffer, Joseph Marin

Your number-one resource for working with PDF files for print production has just gotten bigger and better. This fully updated guide boasts all-new and expanded sections covering PDF and production workflow solutions.

PIASC Members \$40.00 ea*.
Non-Members \$45.00 ea*.

*Prices do not include tax and shipping.

To purchase your copy, visit www.gain.net/store.

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(323) 728-9500

or **808-9990** for area codes: 213, 310, 562, 619, 714, 818, & 951

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<http://www.printaccess.com/piasc>

Printing Industries Association of Southern California

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- Association (323) 724-2327**
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- Collection Service (323) 724-2368**

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