

# PIASC WEEKLY UPDATE

Printing Industries Association, Inc. of *Southern California*

August 7, 2006

## It's What We Do Best

In many firms, the focus is on “doing what we do best.” This sounds like a great idea but it’s also a trap—think about where this kind of thinking got Xerox or Kodak before they realized that they had to reinvent themselves (Kodak is still working on it). This kind of thinking ignores the special client needs that might be exploited into meaningful niches and profitable growth.

## Multi-Channel Marketing

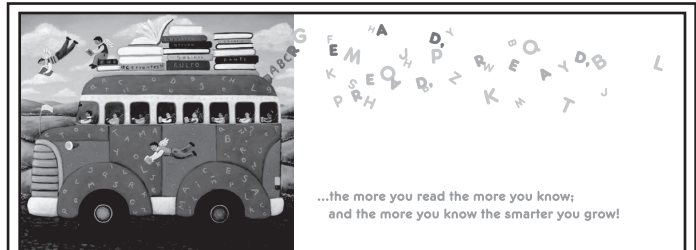
There’s a growing realization that the most effective consumer marketing is multi-channel using a combination of internet, direct mail and catalog. We understand that one major marketer adversely affected its sales by eliminating its catalog since the volume of telephone traffic it generated had dropped. What they missed is that their website was getting the order traffic that once went by telephone. People like to browse through a catalog, look at the pictures, read the descriptions and then they use the convenience of the website (which is what it’s best at) to place their order. If you’re selling to this kind of client, you should be sure that they understand this process.

## Phishing

Our email box has been filling up with a burst of very legitimate looking messages using logos from real financial institutions saying that they’re updating their systems and want me to verify my information—a great way to get enough information to steal one’s identity! The simple solution is not to reply to these, not even ones that identify themselves as a financial institution that you do business with. Do your people a favor by sharing this warning with them.

## Different Strokes

Why can’t production and sales personnel just get along! The dissonance exists because production personnel approaches in satisfying customers can be quite different from sales (because each of their jobs require it). Sales personnel and production supervision have one tendency in common. They both are very focused on the task of producing a product acceptable to the customer. They accept challenge, are good at solving problems and making quick decisions, but can come across as insensitive to and impatient with others and sometimes intimidating. Sales and production personnel normally differ in their next strongest tendency. Sales personnel



The “Literacy Bus” is the second bookmark we’ve produced as part of our Literacy Campaign. The campaign is sponsored by our RAISE Foundation and supported by the Graphic Arts Technical Foundation, the Graphic Arts Literacy Alliance and PIASC members. Thank you, Automation Printing Co. and Unisource for printing and paper donations! Over 50,000 bookmarks were mailed last week to over 200 public libraries. For more information, contact Ara Izquierdo at PIASC, Ext. 216.

have a strong desire to influence others. They attempt to persuade others, need the limelight and oversell ideas. They are very focused on building social relationships. Production personnel tend to be very conscientious. They like others to minimize socializing, they need detail and value accuracy. They generally are focused on task. There are actions companies take to minimize this dissention. The administration of a profile tool such as DiSC helps the parties recognize their tendencies and how they affect others in a positive and negative way (and how they are necessary in getting the job done). The company may then require or strongly suggest that production and sales personnel adjust their approach to meet the needs created by the tendencies of the other. The company may smooth the areas of dissonance by hiring customer service personnel. The strong tendency in this job is pursuing the necessary detail (conscientious) and bring people together working out a peaceful solution (steadiness). They become the behavioral bridge over trouble waters created by the different strokes of sales and production personnel in doing their work. If you want more information about the DiSC program, call Doug Moore at Ext. 218 (email: [doug@piasc.org](mailto:doug@piasc.org)) who facilitates a program for members.

## Thought for the Week

*Treat people as if they were what they ought to be and you will help them become what they are capable of becoming...Goethe*

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

**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

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

**Dear Brad...**

We are experiencing non-uniform ink coverage, mainly in the solids. What is the problem? Brad Evans of the PIA/GATF Technical Hotline (412) 259-1784 said:

It sounds like you are experiencing a mottling problem. Mottle is caused by an uneven absorbency of the paper. It can usually be overcome by increasing or decreasing the body of ink. Applying a sizing before printing will seal the sheet, making the absorbency more even.

**Keep Them Running**

Ray Prince, consultant for PIA/GATF, says that in the past five years, and even more in the past two years, the operating speed of presses has increased dramatically. The number of hours per week we are running presses in many plants has also increased dramatically. A third factor that has occurred is that presses are getting longer (i.e., more units). The fourth factor that has

changed is that presses are becoming more and more electronic. How do we now deal with this since we normally allowed four hours of maintenance per week for a six-color press? To cope and adjust with the four changes listed above we need to do several items. The first is to devote more time to maintenance. This does not necessarily mean more hours down. It does mean managing time well during the week to take advantage of every waiting time, be that for plates or customers. It also means doing some maintenance during the run, where appropriate and safe. It means when the press is down to have all available press personnel work on the press. To maximize your uptime for major equipment from an electrical point of view, remote service is necessary and, in my opinion, cheap. Trying to troubleshoot the electronics on a major press is very difficult. Having the help of the manufacturer online to look at the press 24/7 is a real time saver.

**For Sale**

Long established South Bay 4 color sheetfed shop with high-speed copy dept (b&w and color). Sales \$1million+ annually. Presses are 12x18, 14x20 and 20x29. Solid accounts. Owners are relocating. Inquire with Tom at (323) 728-9500 Ext. 221.

M.LATTER Model 144 Shrinkwrapping Unit, complete, \$700 OBO, Embassy Super Maxim 12 x 18 offset press with all manuals incl., pick-up only, FREE! Call Peter at (323) 871-1902.

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 (323) 964-4800 x143.

**PIASC’s Pick of the Week**



**Press**

by National Council for Skill Standards  
in Graphic Communications

Covers safety, printing knowledge, paper transfer, basic press operations, ink and inking, and preventive maintenance.

**PIASC Members \$20.00 ea\*.**  
**Non-Members \$25.00 ea\*.**

\*Prices do not include tax and shipping.

To purchase your copy, visit [www.gain.net/store](http://www.gain.net/store).

**Address:**

**5800 South Eastern Avenue, #400**  
**P.O. Box 910936**  
**Los Angeles, CA 90091-0936**

**Telephone Number:**  
**(323) 728-9500**

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

**Web Site:**  
**<http://www.piasc.org>**

**Print Access Site:**  
**<http://www.printaccess.com/piasc>**

**Printing Industries Association of Southern California**

- Fax numbers:**
- Association (323) 724-2327**
  - Insurance Agency (323) 728-0483**
  - Credit Union (323) 722-8927**
  - Benefit Trust (323) 722-7386**
  - Collection Service (323) 724-2368**

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