

PIASC WEEKLY UPDATE

Printing Industries Association, Inc. of *Southern California*

January 1, 2007

This Year, I Really Resolve...

To act upon the fact that the price for my work is the value it gives the client, not the number from my cost accounting system. To accept that digital is here and will open up new worlds if we learn that the right application is different than just running offset jobs. To acknowledge that clients really need the help and support that one-stop shopping can provide if we develop the skills to manage multiple outsourced processes. To make a determined effort to rethink the way work is handled from front to back to automate and speed the process. To realize that shortened delivery times are just not an example of client perversity but are an expression of the value of the time to market. To prioritize the skill development of your people as they are your best guarantee of long-term success. To resist making an investment in hardware because you think you can sell more with it or you can charge less. To take the time to become involved in the political process recognizing that a less business-friendly climate is upon us. Finally, never to forget your good fortune in living in the freest nation on Earth and your immersion in an industry that is central to communication throughout society.

Anti-Dumping Update

In an expected outcome, the U.S. Department of Commerce's International Trade Commission voted 4 to 1 to conclude that it was possible that U.S. paper producers of coated free sheet paper had been harmed by imports from Asian producers. This triggers a year long process of investigation resulting in a final determination in late 2007 or early 2008. PIA/GATF has taken a position opposing the Anti-Dumping Petition filed by Newpage which began this process as it is important to the competitive position of our industry that the broadest range of supply for our principal raw material and largest single cost component be maintained.

Industry Partnerships

An exemplary "industry partnership" was exemplified on December 11th, when Heidelberg USA delivered a new \$1.55 million Heidelberg Speedmaster printing press to the Cal Poly San Luis Obispo Graphic Communication Department. "It was quite exciting to see on the parking lot four huge trucks and a crane getting ready to unload and setup the new printing press," said Dr. Le-

Teachers and students need your help! Please donate to the 2007 PIASC Surplus Drive on January 18-19th at the Los Angeles Times collection center. Call Ara at Ext. 216 or see inside for details.



enson, Department Chair. "The press, a Speedmaster CD 74-4-P+L, is the third four-color press that Heidelberg has provided to Cal Poly over the years, and represents a huge commitment to the future of the Graphic Communication program at Cal Poly. Equipped with perfecting, inline coating unit, and the latest in automation, Heidelberg's generosity has made it possible for us to train our students on the latest technology our industry has to offer." According to Dr. Levenson, Cal Poly is known to house some of the most modern laboratory facilities in graphic arts education thanks to companies such as Heidelberg USA. The press will be dedicated at a ceremony on January 25th during Cal Poly's annual International Printing Week lecture series and related events. "We're proud of our tradition of partnership with Cal Poly," states John Dowey, Regional Manager / Pacific South for Heidelberg. "We are a company firmly committed to supporting education, and delighted to be able to help Cal Poly develop the next generation of executives for the graphic arts industry." We thank Heidelberg USA, for its exemplary support of graphic communication education!

It's Timing

There is an enormous difference between establishing the value of the project in the client's mind before you get to the quote ("a 5% response on this targeted and individualized mailing will generate an additional \$750,000 in sales") and trying to use the same argument after the client has objected to your price.

Thought for the Week

Nostalgia is a file that removes the rough edges from the good old days.

Dear Brad...

What do printers mean by the word “dry-back”? Brad Evans of the PIA/GATF Technical Hotline (412) 259-1784 said:

Dryback is when a printed image loses density. Wet ink will lie flat on the surface of the paper; while it dries it conforms to the surface of the paper. As it conforms to the surface of the paper, it loses gloss, which lowers the density.

VDP Boot Camp

PIA/GATF has put together an extraordinary opportunity for a hands-on experience in the process of making variable data printing (VDP), a profit generator in your business. The VDP Boot Camp at PIA/GATF headquarters in Sewickley, PA on January 31st through February 2nd. VDP Boot Camp participants will learn how to:

- Convert existing printed pieces into VDP projects
- Merge multiple databases and cleanse for duplicate records
- Minimize postal costs and undeliverable addresses
- Manipulate databases for variable-data imaging
- Implement a basic plan and procedure for developing a webpage storefront to receive submission of VDP projects

This workshop is perfect for production personnel who are or will be responsible for preparing databases and imaging files, sales managers and representatives who need a complete understanding of VDP, and executives considering entering the market. For full info and registration, call Karen Keller at (800) 910-4283 Ext. 711 (email: kkeller@piagatf.org).

Public Policy Rights

California and Federal Employment Laws and Regulations, except in very limited and specific circumstances, do not recognize a waiver or agreement between an employee and the employer to exempt from or waive any of the requirements of these statutes. Employers entering into waivers for daily overtime, exempt versus hourly status, or independent contract status among others are in legal jeopardy. California regulations do allow an exemption for a four day ten hour shift. This exemption requires meeting with the employees, written proposals to the employees, a secret ballot and 2/3rds approval of the affected employees, a letter to the state among other items. There are also meal period waivers for employees working 6 hours or less in a workday and for the second meal period for shifts 10 hours but no more than 12 hours in a workday. If the company has any other waiver than the above, please call Doug Moore at Ext. 218 (email: doug@piasc.org) so we can discuss.

For Sale

Imagesetter - Scitex Dolev 800, Dupont Easvcompact 95 Online Processor and Bridge \$21,000 obo. Rip Software - Creo U/G PS/M v7.1 w/Full Auto Frames, PostScript Level 3, Press Touch \$5,900 OBO. Please call Larry at (310) 607-0200 x207.

1986 - 29" Heidelberg Sormz press. Alcolor Dampening, 58 million impressions. Excellent condition. Call Jack at (949) 230-3676.

EQUIPMENT LIQUIDATION SALE! AB Dick 9995 2-color press (15m great condition), Ryobi 2800 1 color, Epson 10000 large format w/RIP & PosterShop, Canon 950 color copier, Xerox 5090 B&W copier, etc. Call Maria at (818) 357-6658.

PIASC's Pick of the Week



Handbook for Digital Printing and Variable-Data Printing

by Dr. Penny K. Bennett, with Dr. Harvey Levenson and Frank J. Romano

This handbook provides the reader with valuable information on digital and variable-data printing, including extensive discussions of software, workflow, digital presses, and digital print production. It also addresses VDP languages, data acquisition, personalized marketing, and the business of digital printing.

PIASC Members \$20.00 ea*.

Non-Members \$30.00 ea*.

*Prices do not include tax and shipping.

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

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Printing Industries Association of Southern California

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