

# PIASC WEEKLY UPDATE

Printing Industries Association, Inc. of *Southern California*

January 8, 2007

## Is Digital For Everyone?

Unless your name is Rip Van Winkle, it's been difficult to ignore the incessant drumbeat of "going digital." If you read the trade press, the trade association articles, and listen to your suppliers, the clear message is if you don't "go digital" it's tantamount to signing your death sentence. Joe Polanco, PIA Mid-America President—graduate of the Don Bosco Tech Printing Program and Cal Poly SLO's Printing Management Program, says, "The answer is yes! And the answer is no! Here's the yes part. If your company has not embraced a digital workflow (accepting digital files and either outputting to an image setter or a platesetter), your days are numbered. If you have not begun the process of moving to a pure CTP environment, you might be on the brink—but there's still time. Regardless, everyone now understands that film is going away, and in the near future we'll have a "lights out" condition in prepress. That department as we knew it 3 or 5 years ago won't exist by 2008 in many companies. Now for the "no" part. Regardless of what you see or hear, you will not have to own a digital press (variable data/toner/ink based press) to succeed in our industry. Ask anyone who is operating a digital print device and they'll tell you plenty of "not ready for prime time" stories—and I'm not talking about the technology. It does work—and very well, I may add. It's about the marketing. It's about the personnel. It's about a totally different business model which many companies and their employees have difficulty embracing. It's not for the faint of heart. Regardless of what everyone is saying, this writer thinks that there is still going to be plenty of room for those "offset guys" for many years. Digital is only a small percentage of print (although that does mean a lot of \$\$\$). Granted that percentage will grow, but per many of our industry's economic gurus that number doesn't get beyond 30% in the foreseeable future, which means there's still going to be a lot of offset presses out there. In the past few weeks, I've met with several "offset" printers who don't see a digital press in their future (but they do have DI equipment; they are CTP; and run B&W copiers). They are running profitable companies which produce "good 'ol" printing. Is it tough? You betcha. Is it going to get tougher? Fersure. But they understand the market and the technology and

Don't forget, since California is always a leader, the California minimum wage increased to \$7.50 per hour on January 1st and will increase again to \$8.00 per hour on January 1st next year.



have positioned themselves to succeed. Are they going to grow at 15-20% per year? Probably not, but they are going to create a good living for themselves and their employees for quite a few years – and do it without a digital press”.

## Resolve to Be Fast

I resolve to finally get rid of my dial up or DSL line and install a Broadband/T-1 line for my business. I further resolve to use PIASC's endorsed provider of these services, Atlas Broadband. Atlas has been the association's endorsed provider for almost 10 years. PIASC members are given 3 hours of technical support each month included in their service. For many members the value of the support is more than their membership dues—kind of like having PIASC pay for the support! For more information call Atlas Broadband at (800) 549-6626 or call Tom Stodola at Ext. 221 (email: [tom@piasc.org](mailto:tom@piasc.org)).

## Amazing

During the recent mid-term elections \$2.35 billion was spent on political advertising. We understand that works out to \$28.31 per vote cast across America and is up from \$14.96 per vote cast in the last Presidential election. While we have the utmost respect for free speech, after having our television time intruded upon by an endless stream of generally misleading political commercials, we would be in favor of limiting all political speech to direct mail which would address the Postal deficit and help create good jobs in our industry.

## Thought for the Week

*To be upset over what you don't have, is to waste what you do have.*

**Dear Brad...**

Sometimes after a press stop, when we start up again, the ink strips from the roller. Any idea why? What causes ink stripping? Brad Evans of the PIA/GATF Technical Hotline (412) 259-1784 said: When ink is running on press, the rollers work the ink, breaking down the viscosity of the ink to its lowest possible value. When we stop working the ink, the viscosity increases. The increased viscosity changes the ink transfer characteristics, resulting in stripping. From our experience, viscosity, emulsification, and contaminants can cause stripping.

**We Love It!**

Robert Coen of McCann-Erickson predicts that expenditures for direct mail will increase by 7.5% in 2007 regardless of the scheduled postal rate increase. Just think of what it might be if postal costs were under control.

**PDF Preflighting**

Julie Shaffer, director of the PIA/GATF Digital Printing Council (DPC) and head of the Digital Business and Technology Center, explains that before Acrobat Professional version 6, preflight of PDF files was left to third-party plug-in tools, like Callas Software's pdf Inspektor. In fact, instead of developing a preflight tool from scratch, Adobe licensed the technology from Callas Software and made it part of Acrobat. The interface was completely revamped for Acrobat Professional 7, and Preflight became part of the Print Production Toolbar.

When creating a new preflight profile, you can specify how you want Preflight to handle mismatches during the inspection. You can select from the pop-up menu in the Edit Preflight dialog box, or cycle through the check box to set the type of alert—Fail, Warn, or Information. Once a preflight check is run and the results displayed, Acrobat offers two ways to see potentially problematic objects. By selecting a problem listed on the preflight error report and checking the "show selected element in Snap view" option, the offending object will show up in the Snap view window. Double-clicking the problem listed on the report will automatically navigate to that page and highlight the object.

**Management Assistance**

Doug Moore, Vice President of Human Relations, will attend your management meeting to discuss and answer concerns and questions the staff has about employment law, regulations, practices or policies. These sessions can be any length in time. The management team will receive information as well as access to tools to address issues faced with employment relations. The cost of the program is \$50 for up to two hours of meeting time. Call Doug Moore at Ext. 218 (email: [doug@piasc.org](mailto:doug@piasc.org)) if you wish to schedule a meeting with managers and staff.

**For Sale**

AB Dick 9840 w/T-head, \$4,500 OBO, AB Dick 9910, \$4,000 OBO, AB Dick 1200 envelope feeder w/delivery conveyor \$1,500. All equipment in good to excellent operating and serviceable condition, available for immediate pick-up. Call Peter at (323) 871-1811.

*PIASC's Pick of the Week*



**Frontline Supervision Primer**

by Don Merit

Looking at the traits, roles, dilemmas, and problem-solving methods encountered by supervisors, this "how-to" guide to production management helps supervisors become better at their jobs and helps upper management enhance the role of their supervisors.

*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](http://www.gain.net/store).

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