

PIASC WEEKLY UPDATE

Printing Industries Association, Inc. of *Southern California*

March 26, 2007

Check The Proofs

Good procedure requires that the client sign off on a proof before a job is run. Unfortunately, there seems to be a trend where clients don't take this responsibility seriously which has been enhanced by their belief that they have seen the file before and the proof must be the same. When it doesn't turn out this way, even if the client has OKed the proof and clear conditions of sale are in place, making the client assume responsibility for the rerun frequently puts one in a "win the battle, lose the war" situation. It may be possible to educate clients into paying attention, but a more realistic approach is probably to increase the amount of proofreading you do in-house.

"I Have A New Idea..."

Arthur C. Clarke, sci-fi writer and futurist observed that there are three stages to the reception of a new idea: 1. It's completely impossible; 2. It's possible, but not worth doing.; 3. I said it was a good idea all along.

Super Docents

The International Printing Museum in Torrance was delighted to host what turned out to be a "super" Docent Saturday this month when twenty persons came out to help with museum projects including storing and arranging the Museum's latest acquisitions and helping to move and expand its library. The Docents volunteer to help with the Museum and explain its programs to visitors. If your passion is printing and typography—it's great fun and very rewarding. The first Saturday of each month is Docent Saturday, where they gather for learning and projects. Find out about this great way to spend a Saturday by calling Dr. Leland Whitson, Docent Director, at (310) 698-5252 email (whitsonetal@social.rr.com). Try it—you'll like it!

Direct Mail Growing

The Postal Service reports that for the quarter that ended December 31, 2006, its revenue was up 6.4% over the same period in 2005 with standard mail increasing 4.9% and first class unchanged. Regardless of all the internet hype, direct mail continues to be a growing part of an integrated marketing strategy. The same report showed a loss for the quarter of \$2.7 billion, almost entirely due to the accelerated funding of retiree health benefits. There was a \$1.2 billion gain on actual postal operations.



Urban S. Hirsch III admires his very well deserved Ben Franklin Award presented to him at the annual Graphics Night. The event was a smashing success as industry friends applauded this year's PIASC Executive of the Year.

**Next up: Print Excellence Competition
Deadline Extended to March 30th at 4pm.**
See inside for details and banquet ticket info!

PRIMIR

The Print Industries Market Information and Research Organization (PRIMIR) was formed by a merger of PIA/GATF's Graphic Arts Information Service (GAMIS) and the NPES research arm creating a source for in-depth knowledge about print markets. If you want to know where the markets are, and where they are probably going, PRIMIR in an incredible resource. Now, it is available to all members for the price of a premier membership in the Digital Print Council (DPC) as all PIA/GATF member firms are automatically basic members of DPC. For full info, call Julie Shaffer at (412) 259-1730 (email: jshaffer@piagatf.org).

Caustic Wit

I didn't attend the funeral, but I sent a nice letter saying that I approved of it

...Mark Twain

Hazardous Waste Signoff

Gary Jones, director of environmental health and safety affairs for PIA/GATF, explains hazardous waste signer training requirements: The person at your company that signs the hazardous waste manifest on behalf of your company is required to have specific training in order to meet the regulatory requirements. The signer should have both DOT training (49 CFR 172.704) and RCRA generator training (40 CFR 265.16 for large-quantity generators or 40 CFR 262.34(d)(5) for small-quantity generators).

Thought for the Week

*Happiness is not a destination.
It is a method of life.*

Dear Brad...

What is ink length? Brad Evans of the PIA/GATF Technical Hotline (412) 259-1784 said: It is the ability to pull a filament from a can of ink. If an ink is too long, this could cause ink misting on press, and if it is too short, this may result in piling on the blanket.

Employee Handbook

The 2007 sample employee handbook template with 2006 changes can be found by going to www.piasc.org, then to *Human Resources Publications*. There are also separate documents in the handbook dropdown of the suggested changes to the sample, beginning in 2005 and for each year thereafter to the current. This will assist members who used the 2004 base, or any year following, to review the suggested changes recommended for each year. For assistance on creating policies or reviewing a redline of the changes you make to the sample handbook, call Doug Moore, Ext 218.

Resizing PDFs

Julie Shaffer, director of the PIA/GATF Digital Printing Council (DPC) and head of the Digital Business and Technology Center, advises that when it comes to resizing PDF files, you have to consider what you actually want to do. If you wish to scale the page and everything on it (something like "fit page" when printing to a certain size of paper) you can do that with several plug-ins, including a plug-in like Callas pdfCorrect. If you wish to

enlarge the size of a PDF file without scaling the content (to allow for bleeds or crop marks), you can do so with the Acrobat 7 Crop Pages option on the Print Production toolbar. To enlarge a page with the Acrobat 7 tool:

1. Open the Crop Pages window
2. Under "Change Page Size," click "Custom" and key in the height and width dimensions desired
3. Choose the page or pages to which you wish the change to be applied
4. Click OK

Be aware that when you increase the page size using this tool, you will set all of the page box information (crop, trim, art, bleed) to the new page size. This may affect how the page is seen in imposition or other applications down the line. You can use the Crop Pages tool to adjust the crop box of a file to make it look smaller, but this will not actually remove objects outside of the crop area. There is no "cookie cutter" type method of chopping objects outside of the crop from a PDF file. Enfocus PitStop Pro does offer a method of removing objects either inside or outside of a selected object or marquee area on a page via Global Changes. However, this technique will not remove the ends of objects that go across the entire page.

For Sale

Ryobi 3302, 2 color 11x17 press with Crestline water system and Air Tech infrared dryer powder system, can bleed, excellent condition, maintained by Dale Bunch Graphic Repair, \$15,000. Call Raul at (909) 592-1555, Ext. 104.

Epson 1000 w/Onyx software, large format 44 wide, Canon color copier 950clc, PrintingSmith estimating software, Macrotel MTH32 telephone system w/5 phones. Call (818) 357-6658.

PIASC's Pick of the Week



The Basics of Print Production
by Mary Hardesty

Walking you through the process of transforming a creative concept to a delivered, printed piece, this manual explores the fundamental elements, processes, and procedures in all facets of the graphic arts. Visual aids and samples make this handbook useful as an introduction or training tool.

PIASC Members \$35.00 ea*.
Non-Members \$45.00 ea*.

*Prices do not include tax and shipping.

To purchase your copy, visit 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>

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

Printing Industries Association of Southern California

Affiliated with Printing Industries of America, Inc.

