

PIASC WEEKLY UPDATE

Printing Industries Association, Inc. of *Southern California*

April 16, 2007

A Cautionary Tale

It was reported that most of the major suppliers to the auto industry have gone into bankruptcy, the victims of automakers (their customers) trying to solve their problems by demanding price cut after price cut. This is a classic problem of all the eggs being in one basket, leaving the suppliers at the total mercy of a handful of mega-corporations much larger than they. Usually, printers have a more distributed client base but in any relationship where the seller has more to lose than the buyer, trouble lurks. Ideally, one would prefer clients where there was an acceptance of mutual importance—a real partnering. Realistically, there may be no long term printing story that will guarantee this, so you have to keep winning on your merits every day and that means staying ahead of the client's curve.

Scans For The Museum

1-888-SCAN-VAN is introducing its low cost, high speed scanning services for the trade at PrintFest. Bring up to 200 photos or documents (up to 12" x 18") to their booth #232, and for \$20 they'll scan them all to a CD while you wait. That's only \$0.10 each and will save you about 10 hours of work! They will also upload the scans to the internet for you. The entire \$20 will be donated in your name to the International Printing Museum and you will receive a tax deductible receipt.

Offset Quick Change

The web-to-print model, in conjunction with offset presses with automated controls and plate changing devices, has created a new frontier of productivity. We understand that recently, a firm with this type of equipment produced 103 forms of four color printing (all 1,000 impression runs) requiring 412 plates in a 24 hour period. The project in question was a short-run catalog with 2,800 pages, but it would more commonly be gang run forms from a multitude of clients.

Caustic Wit

Some cause happiness wherever they go—others, whenever they go...*Oscar Wilde*

Sales In Snowbird

Join other printing sales and marketing executives for a unique blend of education and networking, combined with the amenities of one of Utah's finest resorts. Enjoy four days of keynote presentations and breakout sessions by leading industry figures as well as social



PrintFest
2007

Conference starts Thursday, April 19th, Expo begins Friday, April 20th—Come see PIASC at booth # 425! And don't forget to stop by the RAISE Foundation's 12th Annual Technical, Academic, and T-Shirt Competition at 12:30pm on Friday in the Seaside Ballroom!

events with other professionals on these and other topics:

- Paul Reilly: State of the Industry
- Peter Muir: Where Do We Go from Here
- Dr. Herb Greenberg: Succeeding on Your Own Terms
- Adding Sales, Without Sales People
- Value-Added Service Selling
- Business Models and Growing Market Share
- Selling Web-to-Printing
- Unraveling CRM
- From Manufacturing to Marketing
- Buyers Panel

For more information or to register online, visit www.gain.net (Click on "Events and Training" then search 6/24/2007). To ask questions or receive a conference brochure in the mail, contact Mark Bonacorso at (520) 825-0217 or mbonacorso@piagatf.org or Justin Goldstein at (412) 259-1806 or jgoldstein@piagatf.org. To make hotel reservations right now, call (800) 232-9542 and mention that you plan to attend PIA/GATF's Sales & Marketing Conference, June 24–27, www.snowbird.com.

Keep It Simple

The Journal of Business and Design reports that the most legible form of print is black type on white paper (of course, we've known that for several hundred years). The worst is red type on a blue background. We do know that our venerable newsletter "Update" (black ink on brown stock) is not as legible as black on white, but we stick with it because we've noticed that no one ever uses brown stock and it causes us to stick out from the clutter on folk's desks.

Thought for the Week

I know God will not give me anything I can't handle. I just wish he didn't trust me so much...
Mother Teresa

Dear Brad...

What is crystallization? Brad Evans of the PIA/GATF Technical Hotline (412) 259-1784 said: This phenomenon is when a printer unsuccessfully tries to trap an ink or coating over a fully-dried ink that had wax migration to its surface. The ink that is being trapped over this dry ink will create an orange peel texture or pinholes in the ink film.

Love That Med!

The research firm, PIB/TNS Media reports that medicines and proprietary remedies spent \$2.4 billion on advertising in 2006, an increase of 21.8% over 2005. The disclosure requirements imposed by the Government make it difficult to use anything other than print for these products, and it has planned to further tighten disclosure rules leading to more pages of mouse type.

Prevention Training

Companies with 50 or more employees in California, as required by State law, have hopefully provided an initial 2 hour training seminar to supervisors, managers and lead personnel covering sexual harassment prevention. This initial training class must be followed within two years by a follow-up training program. Doug Moore from 2005 to present has provided on-site initial training to 140 companies. He is offering a 2½ hour follow-up program. The program cost is \$250 per session no matter how many attendees. Limited time slots for on-site training are available from now to July 1st. Members who have

not completed the initial training or who need follow-up because of the two-year deadline will be given preference in scheduling until July. Members who need follow-up after July are encouraged to schedule now by calling Doug Moore at Ext. 218 (email: doug@piasc.org).

Film To CTP

Dan Remaley, senior technical consultant at PIA/GATF, says that when making the move from film to CTP, it is a good idea to keep the initial test plate that confirms the correct exposure for the device. This plate, called a "laser sweep," shows a series of exposures with a reference tone scale from 0 to 100% in 5% increments. When the "correct" exposure is recorded, the tone scale can be measured and evaluated. It is a good idea to have a "plate curve" that adjusts the CTP device to a "linear" state, meaning 10=10%, 20=20, 50=50, and so on. The final press plate curves that are designed to print the entire tone scale in gray balance and to a specification (SWOP, GRACoL, PROP, etc.) on press are built from these "linear" files. Looking forward, when you change plate manufacturers or a new plate comes out, all you have to do is linearize the new plate material, and the same press curves should work.

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.

Wanted

Printing business with a minimum four color, sheet fed press, located in or within 10 miles of Pasadena. Call Tom at (323) 728-9500 x221.

Donation of table top folder. Please call Artie Lindauer at Venice High School (310) 306-798.

PIASC's Pick of the Week



PrintScape - A Crash Course in Graphic Communications (workbook only)

by PIA/GATF

An educational product that is designed to present an overview of today's printing industry—from its history to its practices, products, terminology, and people. It takes participants on a quick but enlightening journey across the print landscape, shedding light on procedures, lingo and concepts that are part of printing life.

PIASC Members \$30.00 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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<http://www.printaccess.com/piasc>

Printing Industries Association of Southern California

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