

# PIASC WEEKLY UPDATE

Printing Industries Association, Inc. of *Southern California*

April 2, 2007

## Green Printing

With certain clients, “green printing” has become a buzzword replacing the earlier interest in recycled paper as the symbol of political correctness (people have come to understand that paper is a renewable resource and does not contaminate landfills). Green printing principally refers to the use of paper produced from pulp coming from forests that have been certified as having proper forest management practices. Papers that meet these standards are available from the major mills and merchants. However, there is not a common certification standard and the certifiers spend time throwing rocks at each other. The two majors in the U.S. are the Forest Stewardship Council (FSC) and the Sustainable Forestry Initiative (SFI). SFI is supported by the paper industry and is, therefore, suspect in the eyes of FSC. To a lesser extent, soy ink enters into green printing and proper disposal of waste materials. The point is that being “green” can be a marketing edge with the right client and it’s not difficult to achieve rewarding you with higher margins on their work because of reduced competition.

## Ratio Time

It’s that time of the year to participate in the granddaddy of all printer’s benchmarks—the PIA/GATF Ratio Study. A few minutes spent copying the numbers from your 2006 financials into the entry form will bring a wealth of comparative data from a program that has been going for more than eighty years. Participants will receive a free Ratio Study Report and you may also order a Customized Financial Analysis (CFA) Report directly comparing your data to industry norms. Firms who send in completed forms by April 14th will also receive a free copy of “Keys to Profitability: Strategic and Operational Characteristics of Printing Industry Profit Leaders.” Go to: [www.margolisbecker.com/ratio.html](http://www.margolisbecker.com/ratio.html) to download the survey form in either Excel or PDF format along with complete instructions. If you need help in completing your survey, call Frank Iannuzzi at Ext 222 (email: [frank@piasc.org](mailto:frank@piasc.org)).

## Do They Help The Team?

Firms that do annual performance reviews usually focus on what the individual has done but seldom, if ever, take up that person’s contribution to others. There are employees whose experience and knowledge is first rate but who go out of their way to avoid sharing it with oth-



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Awards Banquet tickets now on sale! April 12th, 2007, at the Sheraton Cerritos, only \$85/per person! See inside for details!

ers, sometimes even holding their employer hostage by withholding vital information. There are other employees who are always available to help someone with a question or problem and are a key internal resource, but are taken for granted. These two behavior patterns need to be observed and reacted to. The first needs to be modified or the offender eased out of the organization. The second needs to be promoted to a supervisory position because the people that they would supervise have already accepted them in that role.

## Caustic Wit

Thank you for sending me a copy of your book. I’ll waste no time in reading it.

## Workplace Tragedy

On March 5th there was a tragic workplace shooting at Kenyon Press. Three employees were shot and hospitalized. Two of the victims were released from the hospital later that week and are recovering with physical therapy. The third victim, Luis Alvarez, remains in ICU, faces additional surgeries and may not walk again. If you would like to assist Mr. Alvarez, a check made payable to “For the Benefit of Luis Alvarez”, with “account number 3130510444” written in the memo area, can be dropped off at any Washington Mutual Branch.

## Neophobia

For those of you in search of a new buzz word try “neophobia” for fear of the new. Every sales rep calling on prospects (unless they’re mad at their present supplier) has met neophobia in person.

## Thought for the Week

*Not the fastest horse can catch a word spoken in anger...* Chinese proverb

**Dear Brad...**

Is it true that papers with higher moisture content are stronger? Brad Evans of the PIA/GATF Technical Hotline (412) 259-1784 said: Higher moisture content improves fiber-to-fiber bonding. This will result in increased burst, surface, and tensile strength. Higher moisture content also makes paper more pliable and less brittle, improving folding characteristics.

**Recruit From Big?**

Firms that are growing, frequently realize that they need better work flow systems, quality controls, etc. and meet the needs by hiring someone from a larger firm with the appropriate background. If you do so, you should bear in mind that the person may have operated quite well in the presence of formal procedures, but they have never created a program and may alienate your people by saying, "This is how we did it at \_\_\_."

**Adding Bleed**

Julie Shaffer, director of the PIA/GATF Digital Printing Council (DPC) and head of the Digital Business and Technology Center, explains how to add bleed to a PDF file with Enfocus PitStop: If you get a file with the bleed chopped off, there is a way to add it back on! Using Enfocus PitStop Pro Global Change options, any page box in a PDF file can be manipulated. The following example shows how to add 1/8" bleeds to an 8.5x11" PDF document using PitStop Professional 6.53. (Note:

PitStop 7 is on the way, and this method will be greatly simplified in the new version.)

1. Select PitStop Global Change.
2. In the PitStop Global Change dialog box, select the Page tab, then select the Page Boxes tab.
3. To add bleed to the page, you must enlarge the media box, available via a pull-down menu in the upper left of the window. Note the values in the Coordinates section. The lower left-hand corner of the page is coordinate 0.0.
4. To add 1/8" to the media box on the left and bottom of the page, type in -0.125" to the Left and Bottom fields respectively. To add 1/8" to the media box on the right and top of the page, add 0.125" to the Right and Top values respectively. Click the Apply button.
5. Now set the crop box to match the bleed box. Set the page box option at the top right of the window to Crop Box.
6. About halfway down the page, you will see the "Use from other box" option. Select Media box here and click Grab.
7. This will set the crop box to the same dimensions as the media box. Click Apply.

**For Sale**

1992 MBO 20" pile feed folder, 1994 MBO 23" continuous feed folder, Polar 30" programmable cutter 76EM. Call Rachel at (562) 595-0231 or (310) 991-1854.

Miehle V-50, Cutter Challenge 305, hydraulic w/hand clamp, Ryobi 500 N, light table LT23, 23x28 Nu Arc, Davidson 500, Platemaker 19x24, Nu Arc 30x40, 10x15 Platen C&P w/speed control, paper drill - Challenge single head, numbering machines - 18 lock wheel. All in excellent condition. Call (562) 696-6911

Epson 10,000 w/Onyx software, large format 44 wide, Canon color copier 950cl, Printing Smith estimating software, Macrotel MTH32 telephone system w/5 phones. Call (818) 357-6658.

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.

*PIASC's Pick of the Week*



**Print Estimating Workbook,  
4th Edition**

*by Philip K. Ruggles*

A companion piece to Printing Estimating, this practical workbook seeks to sharpen estimating skill through the roughly 200 problems and answers.

**PIASC Members \$20.00 ea\*.**

**Non-Members \$26.00 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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