

We need to let someone go, but they've been here ten years. Call Doug Moore at Ext. 218.

# PIASC WEEKLY UPDATE

Printing Industries Association, Inc. of *Southern California*

April 30, 2007

## The Winners Were...

PIASC's Annual Student Assembly brought 600 students to the Long Beach Convention Center to see the final round of the Technical and Academic Competition in which students from five schools showcased their printing knowledge under intense pressure. The winners were:

- 1st Place – Oscar Rios – El Camino Real High School/ROP
- 2nd Place – Ivette Iribe – Pasadena High School
- 3rd Place – Martin Alvarez – Venice High School
- 4th Place – Michael Enriquez – Don Bosco Technical Institute
- 5th Place – Scott Bartlett – Hart High School

We also recognized the winners of the T-Shirt Competition which is judged separately on design and production. The winners were:

- 1st Place Design and Production – San Fernando High School
- 2nd Place Design – Woodbridge High School
- 2nd Place Production – Hart High School
- 3rd Place Design – Don Bosco Technical Institute
- 3rd Place Production – Woodbridge High School

But the real winners were all of us who will benefit from having such great kids who are enthusiastic about our industry!

## Communicate, Communicate

Clients are used to sending us files and we're used to printing them. The loose cannon on this high productivity deck is the client who doesn't realize (or has conveniently forgotten) that what he sees on his screen, particularly color values, is not necessarily exactly what will appear in the printed job. A problem lurks here with either truly ignorant or actually dishonest clients. Unless you are really sure that the client understands the natural variance and is OK with it, signed proofs are essential. Web-to-print approaches have made this worse, but the short runs and relatively low dollar amounts involved make it possible for the printer to give a free rerun or to accept not getting paid for the order if the client returns it. Of course, clients who make a habit of having problems are not fit subjects for the web-to-print model.

## Distribution Is Where It's At

When you hear that, you think mailing and fulfillment. But a key part of the process is list maintenance—a process which is of increasing importance and which is not capital intensive. Doing it simply involves disciplined focus on regular (often daily) clean up of lists. The USPS



Oscar Rios of El Camino Real High School, receiving his gold medal for winning the Academic Challenge at the 2007 Student Assembly from Bill Guerra, Chairman of PIASC.

reports that it receives about ten billion pieces of undeliverable mail every year. Attacking this is an enormous added value because of the resulting reduction in mailing costs. The U.S. General Accountability Office has identified this as a major cost saving area for the USPS and is pushing to enforce better lists by rule.

## Handwriting

On the list of skills that are no longer taught in schools is cursive handwriting. As a measure of this, when the SAT tests included an essay for the first time, only 15% of the students used cursive writing, and the balance used block letters. Does this matter in an age when everyone uses a keyboard to write? First, there is a constant need to take notes which will be worthless if they cannot be easily read even by their author. Second, handwritten personal thank you notes to clients and prospects rise way above the clutter of the other stuff on their desks.

## Productivity Gap

There is a big difference between the productivity and growth of the U.S. economy and those of Europe. A good explanation is relative vacation practices (average days per year):

Italy	42
France	37
Germany	35
United States	13

## Thought for the Week

*Excuses are the nails used to build a house of failure.*

**Dear Brad...**

What is the importance in measuring conductivity? Brad Evans of the PIA/GATF Technical Hotline (412) 259-1784 said:

Since fountain solutions are buffered to resist changes in pH, conductivity can be measured to pinpoint problems. For example, low conductivity may cause tinting and scumming of the plate or cause blanket piling. High conductivity may result in over-emulsification of the ink, causing color variations or viscosity changes in the ink.

**Work Smart**

Kenneth Rizzo, director of consulting for PIA/GATF, observes that the first and fundamental step of any equipment optimization initiative is to establish that everything needed by operators to perform their jobs effectively—information, materials, tools, and equipment—is at all times:

at all times:

- > Correct
- > Functioning properly
- > Easily accessible (30-second rule)

**Let's Be Friends**

Companies are including Fraternization policies in company employee handbooks to avoid favoritism, conflict of interest, and sexual harassment claims. These policies either disallow supervisors from fraternizing with employees, or are more general, requiring all employees to avoid circumstances that constitute a conflict of interest

to avoid circumstances that constitute a conflict of interest

to the company's business. These policies must be drafted carefully and not in overbroad language or intent. For example, a policy not allowing employees (non-supervisors) to fraternize with other employees, where no clear-cut conflict of interest exists, may be illegal. For example, employees have the right to date as long as it does not conflict with the employer's business interest or violate sexual harassment policies. The PIC sample employee handbook, located at, [www.piasc.org](http://www.piasc.org), Human Resource Publications, contains a sample fraternization policy.

**Keeping Color**

Dillon Mooney, technical consultant for PIA/GATF, explains that more consistent color can be obtained throughout the pressrun by keeping the same amount of ink in the ink fountain, and adding small amounts of ink frequently. The amount of ink in the fountain affects the ink feed as the weight of the ink pushes the ink through the fountain blade gap. As the amount of ink decreases in the fountain, the feed through the fountain gap slows, causing the operator to increase the speed of the ink fountain pan roller. When fresh ink is eventually added, the sudden increase restores the feed to a higher flow and the press experiences a rise in solid ink density. This solid ink density shift is most noticeable on forms with heavy ink coverage.

**For Sale**

Operational Bindery Business, \$95,000, includes: customer list, MullerMartini Fox stitcher, 6 pockets, 2 hand feed stations, 3 Baum folders, 2 Meihle Dexter folders, 2 Harris Seybold cutters, 56", 42" w/micro cut computers, Christian gang stitcher (5 station), drills, hand stitchers, punches, electric forklift, pallet jacks, box trucks, table trucks, Chevy 2.5 ton truck, heavy duty Ford cargo van, misc items. Call Bill at (323) 263-9335.

*PIASC's Pick of the Week*



**PIA/GATF Guide to Troubleshooting for the Sheetfed Offset Press**

*by Thomas M. Destree*

This quick-reference "press operator's bible," written by PIA/GATF experts, helps the press operator to analyze more than 100 press problems encountered in all areas of sheetfed offset printing.

**PIASC Members \$75.00 ea\*.  
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\*Prices do not include tax and shipping.

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