

# PIASC WEEKLY UPDATE

Printing Industries Association, Inc. of *Southern California*

April 9, 2007

## Injustice!

As a result of a petition filed by one paper mill (NewPage), the U.S. Dept. of Commerce has decided to apply anti-dumping duties of from 10.9% to 20.35% to imports of coated free sheet paper from China. If this decision becomes final, what will be the result? Since paper makes up about a quarter of printing costs, the cost of printing will rise by almost 5% on average. When taken together with the impending postal rate increase and escalating energy costs, this hit will inevitably reduce the volume of print production in our country with the resulting loss of jobs for our people. Further, our neighbors to the north in Canada, who have a substantial printing industry within driving distance of our border and which is within the NAFTA free trade zone, will be handed a meaningful competitive advantage speeding up the destruction of U.S. printing jobs—all for the benefit of one paper mill! If you think this is wrong, you must act now. Congress is now our only hope so let your Senators and Representatives know how you feel about this injustice and the threat to you and your people. Here's how you do it: go to the PIA/GATF website [www.gain.net](http://www.gain.net) and click on *Take Action...* in the spotlight section of the homepage to send letters (email is best as letters do not get delivered because of security concerns) to your Congressman and two Senators, letting them know how you feel.

## New Face On The Account

The occasion will arise when a new rep or CSR will begin to service an existing client. If this is not handled right, the result may very well be that the client is more than usually motivated to consider other suppliers. The first step should be that the owner or top manager call the client to give them a heads up on the change and to assure them that things will be better than ever. It's also very useful to send a resume for the new CSR or rep to help establish their competence to assist the client. Finally, it must be a priority for every new rep to personally call on every one of their new accounts.

## Caustic Wit

He had delusions of adequacy.

## We Like This!

Walther Isaacson, former managing editor of Time Magazine, was asked about the future of print. He said: "I'm very optimistic since words on paper are a wonderful information storage, retrieval, and distribu-



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**Last chance!**

tion product. Imagine if we had been getting our information on screens for 400 years and a modern Gutenberg came along with a technology that is able to transfer these words and images to pages that could be delivered to our doors and we could easily take them to the backyard or on the bus without a power source or special software. We would not only be thrilled, but wondering if someday it would replace the internet."

## Sales Management

Defining this role has always been a tough question. For the most part, sales managers in our industry are folks who hire sales reps (usually many to get one), try to train them and inspire them, and to mediate wars between the sales reps and production. That doesn't leave much time for the strategic dimension—what can we do to differentiate ourselves from the competition? But, unless the sales manager or someone in management does some serious thinking on the strategic question, sooner or later, the firm will be an "also ran."

## Do Not Mail

Hard on the heels of "do not call" is "do not mail." This legislation is terrible news for our industry and equally bad news for a market economy which depends on informed consumers for its efficient operation. While it has been proposed in a number of states, it has not been adopted by any and has usually been withdrawn from consideration. Why? Because we have a very potent ally in the Postal Unions who correctly see it as a major job threat. Interestingly, much real "postal reform" didn't happen because of their opposition and we were opposed to them—but we need them now.

## Thought for the Week

*Vows made in storms  
are forgotten in calms.*

**Dear Brad...**

What are the advantages and disadvantages of surface sizing? Brad Evans of the PIA/GATF Technical Hotline (412) 259-1784 said: Surface sizing improves the sheets' surface, tensile, and burst strength but decreases its folding strength.

**Adding Bleed-II**

Julie Shaffer, director of the PIA/GATF Digital Printing Council (DPC) and head of the Digital Business and Technology Center, goes on to say that expanding the media box is the easy part. Now you have to access the objects that are intended to extend the bleed beyond the trim into the bleed area. PitStop tools can be used to edit vector objects, as follows.

1. Select the Edit Path tool in PitStop.
2. Click on the object to edit the path. The anchor points become visible but are not selected yet. Click on a specific anchor point. A selected anchor point will appear larger indicating that it can be moved. Click on the anchor point and drag it beyond the trim into the bleed area.
3. Repeat step 1 for all of the remaining objects that require a bleed.
4. Save the PDF.

It is more difficult when the object that has to fill to the bleed is a bitmap image. This will require some tricky additional steps, but it can be accomplished. By opening the image in Photoshop using the TouchUp Object tool, you can increase the canvas size of the image enough to

accommodate the additional area needed for bleed. Then you can clone additional image area along the edges of the image to create bleed pixels. (Remember, a bleed is just to ensure that no white edges of paper are showing along the trimmed edges of a printed piece. Details of what makes up the bleed are not critical, so even fairly sloppy cloning of pixel data to an image file will not typically be a problem.) Instead of saving the image back into the PDF file directly from Photoshop, select "save as" and save the image as a separate PDF file. When done, open the PDF in Acrobat alongside of the original file and drag copy the expanded image onto the original file. Replace the cropped image with the new expanded one and save the file.

**The End of Casual**

The NPD Group (a consumer trend study organization) reports that sales of dresses rose by 7% in 2006, men's dress shoes by 19.3% and men's suits by 6.2%. Remarkably, the largest increases in suit sales were 13.4% in the 25 to 34 age group and 11.6% in the 18 to 24 age group. Now that we have confirmation that the world is catching up, we can reveal that the PIASC staff has two casual days every week—Saturday and Sunday.

**For Sale**

Downtown Los Angeles print shop, excellent location in California Market Center Building, over 30 years same location, strong customer base, includes all Off-set printing equipment, 5 year lease available at reasonable rate, \$185,000. Call Jerry at (213) 620-0123.

*PIASC's Pick of the Week*



**Pocket Pal: A Graphic Arts Production Handbook, 19th Ed.**  
by Frank Romano

*Pocket Pal* has been a staple text valued by publishers, students, designers, print buyers, and many other graphic communications segments since its release in 1934. Comprehensive in scope, it offers a compact education on printing and the related processes.

**PIASC Members \$16.00 ea\*.**  
**Non-Members \$20.00 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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