

PIASC WEEKLY UPDATE

Printing Industries Association, Inc. of *Southern California*

May 7, 2007

"Accurate Costing and Pricing"

Regular readers of Update will know that this phrase always causes the editor to become irascible. Our favorite guru, Dick Gorelick, reports that some consultants are using this phrase in critiquing digital printing operations for failing to have "accurate budget hour costs." If there ever was an arena where cost driven pricing wasn't appropriate, it's in digital, particularly in one-to-one print communications. The firm that has made the capital investment to install the necessary hardware/software and developed staff who can use them to create value and then doesn't focus on the value to the client in setting the price, is engaged in business lunacy. If the firm doesn't then find that the margin between this value driven price and the out-of-pocket cost of production will provide a handsome return on the capital investment (which it should do), the firm should get out of that market and sell the equipment ASAP. In any case, "accurate budget hour costs" have nothing to do with the decision to price, nor the decision to continue.

Get Green

As clients begin to think that green is good, a green print supplier is positioned to get some more green for himself. One of the biggest components of "green" is paper made from pulp coming from sustainable forests. The Forest Stewardship Council (FSC) certifies forestlands, mills, and printers in this process and thus gives an FSC certified printer an edge with the right sort of client. The PIASC Sales Managers Group is sponsoring a luncheon at noon on Wednesday, May 23rd in our offices with folks from FSC and our industry discussing the ins and outs of this process. The cost is a modest \$20 per person. For reservations, call Socorro Garcia at Ext. 229 (email: socorro@piasc.org).

Winners

We failed to correctly list the awards that Continental Colorcraft (Monterey Park) received in our Print Excellence competition. They actually were: four Best of Category Awards, two Awards of Excellence and one Award of Merit. Congratulations guys!

Life Into Death

Time-Warner's third attempt to restart the LIFE magazine franchise has foundered. The attempt began with the bright idea of eliminating the high cost of mailing and

CERTIFIED FIRST AID & CPR TRAINING

New Springtime class!



THURSDAY, MAY 17, 2007

(8:00 A.M. TO 4:00 P.M.)

see inside for details

The maximum attendance per session is 25 students, so register early!

maintaining a subscriber base by structuring it as an insert in newspapers with a combined circulation of 13 million. Unfortunately, the rapid decline of newspaper circulation and advertiser credibility undermined the process and LIFE will be gone again.

That's SF For You

We read that the residents of the City of San Francisco have 120,000 dogs but only 93,000 children under the age of 14. We assume that this causes a greater citizen interest in dog runs in parks than improved schools.

Ouch!

Dai Nippon, the largest printer in Japan, reports that it lost eight million pieces of client data from 43 clients including Toyota when an employee of a sub-contractor absconded with an optical drive that included names, addresses and credit card numbers. As we move into mailing/fulfillment we have more and more of this kind of data and it's a ticking bomb. What are you doing to protect it, and if it's lost, do you have insurance?

Varnish Metallics

Dillon Mooney, technical consultant for PIA/GATF, offers this tip on metallic inks: Metallic inks often do not have good rub resistance. Consider varnishing metallic inks. Aqueous and UV coating may not adhere to metallic inks, but varnish will adhere to most metallic ink.

Thought for the Week

When a defining moment comes along, you can do one of two things: define the moment or let the moment define you.

Caustic Wit His mother should have thrown him away and kept the stork...*Mae West*

Illegal Discrimination California SB 1441, effective January 1st, expands the definition of discrimination in California. Under this law, if it can be factually proven that an employer discriminated against a person they perceived to be, for example, of a particular sexual orientation, even though the person is not, it will be considered discriminatory. If an employer discriminates against an employee because of his or her association, such as a husband or wife, and it can be proven the discrimination was due to the spouses' race, ethnicity, religion, or any other characteristics under California discrimination laws, it is unlawful. The 2007 PIC Employee Handbook Sample introduced language to the discrimination policy covering SB 1441.

Acrobat 8 Stuff Joseph Marin, senior prepress technologist/instructor for PIA/GATF, observes that with each new version of Acrobat, Adobe continues to address the needs of the printing industry. This statement rings true in Acrobat 8 with a slew of great new features, many of which are useful for print production. Here's a list of his favorites:

- Control+click (Mac) or right-click (Windows) using the TouchUp Object Tool on an image. You'll find

that, in addition to opening the image in Photoshop, the menu now gives the option to flip, rotate, and delete the image. Select Properties, and you can convert the image using a profile directly in Acrobat, without having to open it in Photoshop.

- In addition to creating a preflight report, the Preflight Tool now has the ability to repair PDF files. Repairs, which Adobe calls "Fixups," can include converting RGB and spot colors to CMYK, remove OPI, set black to overprint, and dozens of others.
- The Transparency Flattener Tool now allows you to save presets for various conditions.
- In the Print dialog box under Page Scaling, there is a Booklet Printing feature that will output two-up printers spreads.
- To permanently display the page size of a PDF in the lower left corner, go to Acrobat→ Preferences→ General in the Page Display category and check Always Show Document Page Size.

For Sale

Canon IR 105 copier/printer, on Canon Service contract, SS Finisher, Insertion unit, tab unit, Fiery controller & large capacity feeder, \$2,500, Heidelberg Windmill, 10x15, great shape, \$4,500. Call Dale at (805) 964-8875.

Ryobi 3302, 2-color 11x17 press w/Crestline water system & Air Tech infrared dryer powder system, can bleed, excellent condition, maintained by Dale Bunch Graphic Repair, \$15,000. Call Raul at (909) 592-1555 x104.

PIASC's Pick of the Week



Secrets Revealed: From Mission Possible Seminar

This handbook was developed for the PIA/GATF training seminar, *Mission: Possible - A Mutual Strategy for Creatives and Printers*. This newly developed seminar helps design/creative professionals and print professionals improve their collaboration and performance.

**PIASC Members \$30.00 ea*.
Non-Members \$40.00 ea*.**

*Prices do not include tax and shipping.

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Printing Industries Association of Southern California

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