

PIASC WEEKLY UPDATE

Printing Industries Association, Inc. of *Southern California*

May 3, 2010

Print Excellence Winners

The 6th Annual PIASC Print Excellence Awards Luncheon was the kickoff for the 2010 PrintSC event featuring the importance of demonstrating ROI for the buyer by Linda Bishop, President, Thought Transformation. This was followed by a lineup of seminars aimed on making print more effective and then on to the PrintSC Vendor's Forum showcasing producers throughout our industry. The winners were:

Anderson Printing 1 Best of Category 3 Awards of Excellence 4 Certificates of Merit	D.M. Steele Company 1 Award of Excellence 1 Certificate of Merit	Main Graphics 2 Best of Category 2 Awards of Excellence 1 Certificate of Merit
Bert-Co Industries Judges Award 3 Best of Category 1 Award of Excellence 5 Certificates of Merit	D'Andrea Graphics Corp. 1 Best of Category 2 Certificates of Merit	Pace Lithographers, Inc. 1 Award of Excellence
Bridge Publications 2 Awards of Excellence	Design Printing 1 Best of Category 2 Awards of Excellence 7 Certificates of Merit	PJ Printers 1 Certificate of Merit
Burdge, Inc. 1 Best of Category 3 Awards of Excellence 5 Certificates of Merit	Dual Graphics 3 Best of Category 7 Awards of Excellence 6 Certificates of Merit	Precision Offset, Inc. 3 Best of Category
C & L Graphics, Inc. 5 Best of Category 4 Awards of Excellence 7 Certificates of Merit	HB Digital Arts & Blueprint, Inc. 1 Best of Category 1 Award of Excellence	Primary Color Systems Corp. 2 Best of Category 2 Awards of Excellence 1 Certificate of Merit
California Litho Arts 1 Best of Category	Impress Communications, Inc. 2 Best of Category 2 Awards of Excellence	Sinclair Printing Company 1 Award of Excellence
Chromatic Inc., Lithographers 1 Best of Category 3 Awards of Excellence 2 Certificates of Merit	Ishida Taiseisha dba USA ITP Strategic 1 Award of Excellence 2 Certificates of Merit	Southern California Graphics Co. 2 Best of Category 4 Awards of Excellence 1 Certificate of Merit
Classic Litho & Design 1 Best of Category	JDSU Printing Services 1 Best of Category 2 Awards of Excellence 1 Certificate of Merit	The Dot Printer, Inc. 2 Best of Category 2 Awards of Excellence
Clear Image Printing 6 Best of Category 1 Award of Excellence 1 Certificate of Merit	Lester Lithograph, Inc. 1 Best of Category 4 Awards of Excellence 3 Certificates of Merit	Thoro Packaging 1 Best of Category 1 Award of Excellence
Clear Print 2 Best of Category	Letterpress Unlimited 1 Award of Excellence	Trend Offset Printing 2 Best of Category 1 Award of Excellence 2 Certificates of Merit
Crown Printers 4 Best of Category 4 Awards of Excellence 2 Certificates of Merit	Lithographix, Inc., 1 Best of Category	Trisoft Graphics, Inc. 2 Award of Excellence 2 Certificate of Merit
	Macson Printing & Lithography 1 Best of Category	Westamerica Graphics Best of Show 3 Best of Category 3 Award of Excellence 4 Certificate of Merit



And the Best of Show was presented to Doug Grant, Westamerica Graphics, at the 6th Print Excellence Awards banquet. Congratulations Westamerica on this outstanding achievement.

become the buyer's certifier of choice and then used its market power to charge ever increasing fees to mills, merchants and printers for audits. Repeated attempts by Printing Industries of America to get FSC agreement on a more rational system have come to naught. However, the market may be addressing the problem. The rush to require FSC certified paper was somewhat of a fad and like all fads, it becomes yesterday's lunch after a while. Also, tough economic times combined with the generally higher cost of FSC certified paper has chilled a lot of buyer enthusiasm for saving the planet this way. The result is that we're hearing of a number of firms across the country who have refused to renew their FSC certification and been none the worse for it.

"I Need Extended Terms"

It's hardly surprising to talk to prospects who express this demand. Frankly, it's better to have someone tell you upfront they want 180 days rather than to give you the order and then take 180 days to pay for it anyway. When faced with this situation, an automatic refusal should not be the answer. Buyers wanting extended terms have limited their sources of supply (and your competition) so there should be no difficulty in asking for a price which will compensate you for the cost of capital. Naturally, you will want to check the buyer's credit using Experian or our Internet Slow Pay System. David Ladensack at Ext. 262 (email: david@piasc.org) can help with this. It's also perfectly reasonable and very wise to obtain a personal guarantee from the buyer. Finally, acceptance of such an order assumes that your working capital position will support it and that it's not so large that non-payment will destroy your business.

The FSC Challenge

As a result of a particularly clever public relations campaign, many print buyers (usually large firms or ad agencies) became keen on saving the planet by specifying paper that was produced from pulp coming from "sustainable forests." Never mind that there was an element of absurdity about this since it doesn't make economic sense to grow a crop any other way. At the same time FSC muscled out the other competitors to

Thought for the Week

Love is the condition in which the happiness of another person is essential to your own.

PBT
Event Number
Cost: \$5

Breakfast With Bob

Contact: Kristy Rodriguez, Ext. 215

Whether we like it or not, it's here—Healthcare Reform. What does that mean for your business? When will things happen? How about the November election? What is Printing Industries Benefit Trust doing?

Upcoming Breakfast Meetings:

Time:
7:30 A.M.

- May 4th – Mimi's Cafe • 10909 Foothill Blvd • Rancho Cucamonga 91730
- May 5th – Green Street Restaurant • 146 Shoppers Lane • Pasadena 91101
- May 6th – Abe's Deli • 19626 Nordhoff Street • Northridge 91324
- May 11th – Mimi's Cafe • 17231 E. 17th Street • Tustin 92780
- May 12th – Ozzie's Diner • 7780 E. Slauson Ave. • Commerce 90040
- May 20th – Hof's Hut • 4251 Long Beach Blvd • Long Beach 90813

Dear Brad...

We print a magazine web heatset and then it is saddle stitched. The problem is that the center pages are breaking away from the staples. What tests do you recommend to determine why this is happening? Brad Evans of the PIA Technical Hotline (412) 259-1784 said: Since the signatures were printed web heatset, we suggest checking the moisture content, because low moisture content could make the paper brittle. Also, determine the ash content, because high filler content along with low moisture will also cause a paper to become brittle. This problem can also be caused by staples being too tight.

It's Your People That Count

We all understand that the people are key to the strength of any business and that's certainly true in our industry where technological better mousetraps are few and far between but superior service and execution rules.

In the hassle of getting the work out and trying to get clients, it's easy to neglect to recognize the folks who do the work. The PIA Employee Recognition Program is a great way for your firm to say thanks. See the full detail by going to www.printing.org/erp or call Jim Kyger at (202) 730-7968.

Be Part of the Solution

Printing Industries of America publishes a Quarterly Print Market Survey with information on sales, expense pricing, profitability and employment which is available for \$15 (the discounted member price). However, your firm can perform a very valuable service, and get its copy free, by volunteering to participate in the survey which underlies the report. Call Ed Gleeson at (412) 259-1756 (email: egleeson@printing.org) to learn about participation and getting started.

Will the Paper Run On The Digital Press?

Greg Radencic, PIA Research Scientist, explains that in the realm of sourcing paper for digital printing, there are two parameters that impact how well a paper will print—grams per square meter (GSM) and caliper. Some digital presses are capable of running specific heavy weight papers varying in GSM. The heavier GSM papers may vary in caliper and may exceed the maximum caliper the digital press is capable of transporting. GSM describes the density of paper based on a given area. Caliper is the measured thickness of a paper.

See our e-Classifieds section on the web at www.piasc.org.

PIASC's Pick of the Week



Managing the Account Development Function

by: Dick Gorelick, Graphic Arts Sales Foundation

Account Management includes both prospective and existing accounts; it encompasses both quantity and quality. In the largely sales-driven graphic arts industry, a change in mindset proves to be the challenge in implementing this new and different approach.

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