

We're not sure about the rules for the payment of overtime. Call Doug Moore at Ext. 218 for help.

PIASC WEEKLY UPDATE

Printing Industries Association, Inc. of *Southern California*

June 7, 2010

VISION 3

Printing Industries of America together with NAPL and NPES will bring the first national joint leadership summit conference to the Marriott Desert Springs Resort in Palm Desert on March 13th to 16th next year. This will be an extraordinary opportunity to learn what the opportunities are for the future from people who are walking the walk, not just talking the talk. Since this is the first national conference in California, we have arranged \$250 scholarships (from our funds and those of PIA) for California members who register by the early bird deadline. Make sure that these dates are in your calendar for next Spring as it will be a wonderful opportunity to get ahead of the curve.

PIASC Is Networked!

Your Association is now on Facebook, LinkedIn, Twitter, and YouTube. Take a look at the videos of recent events on our Facebook page—you might see yourself there.

It Feels Better Out There

Our informal feedback suggests that even though the stock market is suffering a bit of indigestion, there are renewed signs of life as clients are going back to buying. Recent trends are continuing with runs becoming shorter and digital (toner/ink jet) continuing to grow. The possibilities of high-level personalization are becoming more real as printers and clients are becoming more at home with extracting the data to make it work. The web-to-print model continues to grow at amazing speed spurred by highly automated manufacturing systems with hands-free front ends. We are pleased to see our mailbox filling with direct mail pieces along with the emergence of new periodicals, even though some of the old have passed away. Perhaps reflective of this are the reports that IPEX (the international print show in Birmingham, England) is setting records with enthusiastic buyers and sellers.

The Fine Print Taketh Away

In the normal course of business, firms sign leases for property and equipment that contain pages of fine print written by lessors who only had their own interest at heart. Before you sign one of these, be sure that you read and understand every line, because after the ink is on the dotted line, it's too late. If necessary, get help from your



Go to these icons on www.piasc.org and see your Association's network!

attorney or call Bob Lindgren at Ext. 214 (email: bob@piasc.org). Also, if your business is incorporated (as it certainly should be), be sure to sign any lease or other agreement with your corporate title so it's clear that it's not a personal obligation.

Mitigating Damage

It does happen that a piece of machinery fails and prevents internal production of orders until the problem is corrected. If the failure is the fault of the manufacturer of the equipment, recovery may be possible or through insurance if the printer has breakage coverage. However, in either case, reasonable steps must be taken to mitigate the damage. For instance, by farming out the affected work during the period of the outage.

It's Not Creativity, It's Results

A recent issue of Advertising Age quoted marketers as saying that many ad agencies' creativity had become an end not a means to an end. Their point was that no matter how clever the piece was, it was a waste if it didn't drive the consumer to the product. As more printers work with their clients as mini-ad agencies, this is a key point to keep top of mind.

The Power Of Multi-Channel

Abaca Research reports that response rates are 32% to 130% greater from campaigns that use print and email than those who use email alone—for what more powerful evidence of the power of print could you ask?

Thought for the Week

Forgiveness is unlocking the door to set someone free and realizing you were the prisoner.

PBT	Breakfast With Bob Contact: Kristy Rodriguez, Ext. 215
Event Number	PIASC is launching <i>ChoosePrint</i> , a multiphase campaign to reach the minds of the key people in our metro area. Join us at this Breakfast with Bob to learn about <i>ChoosePrint</i> and how you can help and profit!
Cost: \$5	

Time: 7:30 A.M.

Upcoming Breakfast Meetings:
 July 6th – Mimi's Cafe • 10909 Foothill Blvd • Rancho Cucamonga 91730
 July 7th – Green Street Restaurant • 146 Shoppers Lane • Pasadena 91101
 July 8th – Abe's Deli • 19626 Nordhoff Street • Northridge 91324
 July 13th – Mimi's Cafe • 17231 E. 17th Street • Tustin 92780
 July 14th – Ozzie's Diner • 7780 E. Slauson Ave. • Commerce 90040
 July 15th – Hof's Hut • 4251 Long Beach Blvd • Long Beach 90813

Dear Brad...

We are getting a deletion problem on our laser printer. The pattern is repeating sheet-to-sheet on one paper, but when we changed to another paper, the deletion problem went away. Why is this happening? Brad Evans of the PIA Technical Hotline (412) 259-1784 said: we believe that the repeating deletion sheet-to-sheet is referred to as "ozone deletion." It usually indicates that the photoreceptor belt/drum may need replacement. The paper that it is not occurring on is probably more porous and absorbent.

Plate and Blanket Packing

Greg Workman, PIA Assistant Pressroom/Bindery Supervisor, says that many years ago when he played high school football, he had a really good coach who was a stickler when it came to the basics. The coach understood

that doing the basic things well would produce good results. This same principle applies in press operations. There are certain basic functions that must be attended to if we are to see good results in achieving quality print for the customer. One of these functions is how the plate and blanket cylinders are packed to achieve the proper amount of pressure in transferring ink from the plate to the blanket and then to the substrate. Improper packing can lead to many problems such as excessive dot gain, mis-register, picking, piling, plate wear, poor solids, mottle, and gear wear just to name a few. By following some basic rules, you can help to prevent these and other problems from occurring in the first place. To start with, each press manufacturer will have specifications as to how the plate (if required) and blanket should be packed to achieve proper printing pressure. Following these specifications will result in optimum print characteristics on the printed sheets and minimize mechanical wear to the equipment. The surfaces of the plate and blanket cylinder body have an undercut in relationship to the bearer rings on the end of each cylinder. The undercut is necessary to accommodate the thickness of materials used to achieve the desired printing pressure between the plate and blanket cylinders.

Wanted

Well established O.C. Commercial Print Co. is looking to acquire a nearby firm. Companies specializing in Offset printing, Digital printing, Wide-Format, or Mailing are good candidates. Please call (949) 475-1900 x 209.

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

PIASC's Pick of the Week



2010 Forecast: Technology, Trends, Tactics

This 2010 Forecast helps you evaluate and examine your organization, find great ideas and guidelines to reinvent your organization, look at new technologies, explore product-based print markets, education and training, standards and specifications, and environmental issues.

PIASC Members \$99.00 ea*.
Non-Members \$199.00 ea*.

*Prices do not include tax and shipping.

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