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# PIASC WEEKLY UPDATE

Printing Industries Association, Inc. of *Southern California*

June 21, 2010

## It Feels Better Out There

Our informal feedback suggests that, the stock market notwithstanding, clients are going back to buying again. Perhaps in smaller quantities with even shorter turnarounds, but activity is picking up. Consistent with inflation being at a 44 year low, print prices are still slowly falling as there is not enough inflation to offset the productivity improvements we have achieved in better workflow and tighter manning. It's essential in this environment to drive volume, since breakeven will require higher sales levels.

## They Prefer Print

A survey of 1,000 consumers by the Chief Marketing Officer Council showed that 92% of them received their magazines in print format. When asked, 90% of them preferred the print version over internet ones. Better still, 41% of them said that they would respond to a personalized ad delivered by an e-reader but 63% would respond to one delivered in print.

## Pay For Results

We have the word of a number of Fortune 500 firms that they would begin to pay ad agencies for results against agreed metrics. It appears that very little of this has happened. Part of the problem is the difficulty of measurement. The bigger part is probably budgets. Major corporations like budgets planned well in advance and there is no way that they can accommodate the variability of "pay for results" even though it's a good idea.

## Hiring Opportunities

If you are in a position to consider a new hire, we doubt that there has ever been a better time. The great recession has led to unprecedented downsizing throughout our industry and making some exceptional folks available. Check out our resources under the employment tab of [www.piasc.org](http://www.piasc.org).

## Proofread Right

A firm can take the position that whatever the client puts into the file goes into the job—right or wrong. That's a practical position for a web-to-print approach that's selling good enough, but very cheap. If the model is high quality and top service, printing the client's errors won't fly. Some useful suggestions for proofreading are: use automated spelling and grammar checker for the



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Contact Maribel Espinoza  
for details at Ext. 210

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first pass; don't try to read it on the screen, print it out; begin proofreading at the end of the document to avoid being distracted by content and the temptation to copy edit. However, while proofreading is not copy editing, suggestions for copy changes should be shared with the client. Doing this right can't be directly charged for, but the results are key to differentiating the product from cookie cutter web-to-print.

## We Know Why They Care

The leader of the charge for tariffs against coated paper from certain Asian countries, NewPage, cancelled its IPO after reporting a first quarter loss of \$175 million on a sales decrease of 13%. Perhaps when they're able to charge us more for their paper, they can have another go at it.

## Get That Face Time

There are sales reps who see their jobs as maximizing the face time with their clients by just "dropping in on them." A survey by [www.printbuyersonline.com](http://www.printbuyersonline.com) revealed what should be obvious: 63% of the respondents strongly objected to reps who "just drop by." The rep should be available whenever the client needs them. Otherwise, they should make an appointment (and then only when they have something useful to say to the client).

## Thought for the Week

*The single biggest problem in communication is the illusion that it has taken place...*  
George Bernard Shaw

**PBT**  
 Event Number  
**Cost: \$5**

**Breakfast With Bob**

Contact: Kristy Rodriguez, Ext. 215

Are you tired of firms who are saving the planet by saving paper? So are we! We know that programs using print supported by other media, deliver the results that clients need.

PIASC is launching *ChoosePrint*, 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 *ChoosePrint* and how you can help and profit!

**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 have a gloss ghosting problem. Is there anything that could be done to salvage this job? Brad Evans of the PIA Technical Hotline (412) 259-1784 said: we have found that applying an over print varnish can hide the ghost. We suggest using several varnishes and applying it with a hand brayer.

**Cool Fonts For Free**

Jessica Meyers, PIA Digital Imaging Specialist, wonders whether you share her obsession with cool fonts? Or dream of being a type designer one day? You will absolutely love this site. Find free downloadable

fonts of your favorite movies, bands, games, etc. at [www.typenow.net/themed.htm](http://www.typenow.net/themed.htm). Free fonts include many popular popculture- themed fonts—along with thousands of other free fonts. Search the entire site at [www.typenow.net/sitemap.htm](http://www.typenow.net/sitemap.htm). If you are interested in learning how to create your own fonts, this site also lists the most professional software for the job and links to where to buy it. Much of the software is discounted for educational use as well.

**Intelligent Mail Barcodes**

The USPS recently revised the Domestic Mail Manual (DMM) to postpone the Intelligent Mail barcode (IMb) requirement for Qualified Business Reply Mail (QBRM) and permit reply mail (PRM) pieces until May 2011. Current DMM standards, which the USPS is not proposing to change, require an IMb on all BRM letters and on all PRM pieces as of May, 2011. The advance announcement is intended to provide customers with reasonable time to use up existing stock. The USPS will be publishing a Federal Register proposed rule to require BRM flats (in addition to letters as stated above) to use an Intelligent Mail Barcode as of May, 2011. In addition, in the Federal Register proposed rule, Courtesy Reply Mail that does include a barcode must bear an Intelligent Mail barcode effective May, 2011.

**Wanted**

International Printing Museum looking to acquire a warehouse forklift, older style is okay. Contact Mark at the International Printing Museum (714) 529-1832 or email him at [mail@printmuseum.org](mailto:mail@printmuseum.org).

**See our e-Classifieds section on the web at [www.piasc.org](http://www.piasc.org).**

*PIASC's Pick of the Week*



**Advances in Color Reproduction**

Proceedings of the 28th IARIGAI Research Conference

This volume contains 19 papers presented at the 28th Research Conference of the International Association of Research Institutes for the Printing, Information and Communication Industries (IARIGAI), the theme of which was Advances in Color Reproduction.

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