

PIASC WEEKLY UPDATE

Printing Industries Association, Inc. of *Southern California*

June 28, 2010

Seeing Color If it's printed, it's almost always in color. The dominance of color helps us but it brings us face to face with a physical fact. About one in thirteen males is born with some deficiency in discerning color which gets worse after the age of forty (this only happens for 1% of females and age has no effect for them). When your employee and/or the client hasn't full color discernment capability, potential expensive unhappiness lurks. The best protection against imperfect humans is densitometry, color bars and control by electronic means.

Printed Statements The Senate has passed S. 3217, the "Restoring American Financial Stability Act of 2010," a comprehensive financial regulatory reform bill. Printing Industries of America supported S. Amdt. 3988 (Gillibrand Amendment) sponsored by Sen. Kirsten Gillibrand (D-NY). Unfortunately, the Senate defeated this amendment. The Gillibrand Amendment (S. Amdt. 3988) would have defended a consumer's choice in how they receive sensitive financial communications and ensure that consumers who choose to receive paper-based financial documents (as opposed to electronic copies) and to pay bills by paper checks (as opposed to online banking), would not be unfairly penalized by excessive fees and penalties. Not only is it reasonable that a consumer receive a printed financial statement, but the absurdity is that issuers are missing out on a prime marketing opportunity to use a properly designed statement to market one-to-one to their customer.

SCAQMD Issues We have heard reports that SCAQMD inspectors have been demanding changes in record keeping methods by printers they have visited even if the printer is using the spreadsheet that PIASC has supplied. If this happens to you, Call Gerry Bonetto at Ext. 248 (email: gerry@piasc.org) for help and advice.

The FSC Problem No one in our industry is happy with increasing audit fees for FSC certification. Unfortunately, FSC seems to have chosen to stone-wall attempts to mitigate its structure. In the real world, we hear of increasing numbers of firms who have chosen to forgo audits and thus FSC certification without ill effect as well as clients who,



▶ THE POWER OF
ASSOCIATION | **PIASC**
WWW.PIASC.ORG

Start saving today with UPS. Visit www.piasc.org and click on Buying Power tab for more information.

when told that FSC certified paper was more expensive, dropped the requirement. We wonder if FSC is killing the goose that laid their golden egg.

The First Fruits of Obamacare

Almost everyone realizes that there is nothing in the monster Healthcare Reform Bill that will reduce the cost of health care. On January 1, 2011, coverage for adult children to age 26 will begin along with the elimination of lifetime maximums. These changes will make premiums 1.5% to 2.0% higher plus the usual rate of medical inflation driven by more advanced procedures and drugs being available.

The Likeable Rep

There are sales reps with ingratiating personalities, who speak well, dress well and play well with others, but haven't learned about the clients' businesses and the role that print can play in them who now find their usefulness limited as they find it hard to demonstrate a value proposition. While the first attributes are useful (no one likes to deal with a dislikeable person), the value story is now center stage. Serious selling for major projects is done to senior marketing executives who have to be sold on how print can work for them.

Prospecting

When you reach a "suspect" and trying to turn them into a "prospect" the main mission is to learn as much as you can about their business, their print and related needs and their challenges. It sometimes helps (particularly with larger firms) to offer to sign a confidentiality agreement to make them more comfortable about sharing information.

Thought for the Week

An intellectual is a man who takes more words than necessary to tell more than he knows.
...Dwight D. Eisenhower

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...

Why are web heatset inks lower in viscosity? Brad Evans of the PIA Technical Hotline (412) 259-1784 said:

Web heatset inks normally contain 30% or higher solvent content. This allows the viscosity and tack of the ink to be low enough to run on extremely high-speed presses.

Your Empty Ink Cans

Gary Jones, PIA Director, Environmental, Health and Safety Affairs observes that since many printing companies are closely examining ways to reduce their environmental footprint as part of a sustainability program,

empty ink cans are one of the most common, yet more challenging wastes to manage—especially if you want to recycle them. The first place to start is to contact your ink vendor to see if they are willing to take them back so they can be reused. If the ink company does not want the cans, the next step would be to find a local scrap metal dealer to see if they would be willing to take the cans. In many instances, they will take them as long as the cans are clean and free of excess ink. Many scrap metal dealers are reluctant to take cans with a lot of residual ink, as they are concerned about liability resulting from contamination. Another approach to reduce the total number of cans would be to take a close look at the number and type of inks that are being purchased in cans. In some instances, it might be more economical to buy the ink in larger containers or look into getting an ink mixing program for spot or PMS inks. The very last step would be to throw the cans away as trash. However, there are some regulatory requirements that need to be met since waste ink is classified as a hazardous waste by some states. The best approach is to remove as much ink as possible by scraping the cans, as those with less than one inch of product can be disposed of as solid waste. It is recommended that you clean the can out, remove both the top and bottom lids, and crush the can before putting it in the dumpster. Do not use a parts washer to rinse the cans prior to disposal, as that creates another waste stream that has to be addressed.

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

PIASC's Pick of the Week



Color Management Handbook: A Practical Guide

by: Dr. Richard M. Adams II, Dr. Abhay Sharma, and Joseph J. Suffoletto

This handbook is an invaluable resource for users who want to match or, more realistically, get an "optimal color reproduction" of the original sample. While this process has historically been time-consuming and difficult, current methods make color reproduction far more efficient.

PIASC Members \$75.00 ea*.

Non-Members \$99.00 ea*.

*Prices do not include tax and shipping.

To purchase your copy, visit www.printing.org.

Address:

**5800 South Eastern Avenue, #400
P.O. Box 910936
Los Angeles, CA 90091-0936**

Telephone Number:

(323) 728-9500

or 808-9990 for area codes: 213, 310, 619, 714, 818, & 951

Web Site:

<http://www.piasc.org>

Print Access Site:

<http://www.printaccess.com/piasc>

Printing Industries Association of Southern California

Fax numbers:

**Association (323) 724-2327
Insurance Agency (323) 728-0483
Credit Union (323) 722-8927
Benefit Trust (323) 722-7386
Collection Service (323) 724-2368**

Affiliated with Printing Industries of America, Inc.

