

We'd like to provide more benefits for our people but we can't afford to spend more money. What can we do? Printing Industries Credit Union is a great employee benefit and it's no cost to the employer. Call Susan Conjurski at Ext. 275.

PIASC WEEKLY UPDATE

Printing Industries Association, Inc. of *Southern California*

August 2, 2010

Yes, There Will Still Be Print

Print will be with us for the foreseeable future, but it will have more and better color, and be produced in ever shorter runs with personalized one-to-one looming larger and larger. Direct mail will continue to have the unique power of reaching out and touching its target audience assuming that it isn't derailed by privacy advocates, do not mail campaigns, and the tender mercies of the USPS. Packaging and labeling will continue as products cannot be virtually packaged. Consumers and businesses will continue to like well designed stationery, greeting cards and announcements. Chances are that there will continue to be a growing separation between creative, marking oriented business models and manufacturing models since being world class in both is a tall order.

The Last New Offset Press

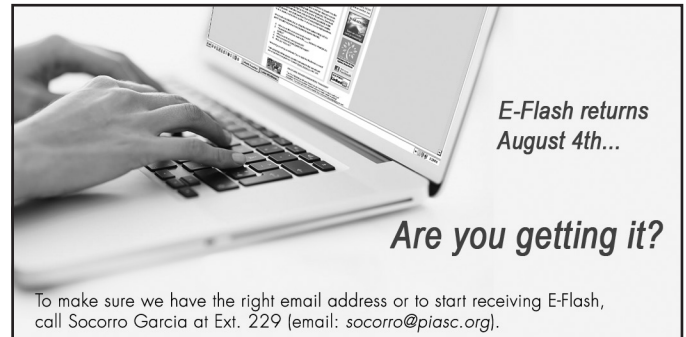
A few folks are beginning to say that the date when the last new offset press (perhaps large format excepted) will be sold is approaching, given the declining returns on the latest and greatest offset technology at current prices and the rapid development of digital, particularly inkjet, together with the plentiful supply of used equipment with attractive prices. Tempting though it is to scoff at this, it might be useful to remember that if one said in the mid-1950s, "before long, another letterpress will never be sold" they would have been right just as those who forecast the sale of the last linotype machine, the last step and repeat machine, or the last light table.

Welcome, Susan

We are pleased to welcome to the PIASC family, Susan Conjurski, who has joined us on July 26th as President/CEO of Printing Industries Credit Union. Susan has more than thirty years of executive experience in the credit union industry and she is looking forward to the opportunity of making PICU an even better resource for PIASC member firms and their employees.

Scary, But Interesting

Amazon, the 300 pound gorilla of book selling, announced that its unit sales of e-books exceeded that of hard covers (but not paperbacks) last quarter. While we doubt that this will see the end of the printed book, it will probably see a shift away from longer runs printed offset to shorter runs digitally produced. In this vein, we



saw an outline of a Xerox system coming out of beta that will produce a 300 page soft-cover book in four minutes downloaded from a database containing three million titles. This is a particularly interesting application for textbooks particularly those consisting of portions from several sources.

Outside Directors

We occasionally see suggestions about the usefulness of outside directors (people who will bring their experience to the management) for a firm in our industry. The problem is that a literal "corporate director" doesn't work very well in the context of a closely held, owner managed firm. There is also the matter of the liability that such a director would be taking on. However, CEOs do need advice and assistance, perhaps from a group of "advisors" including your accountant, lawyer, another business owner, or a PIASC staff member. Printing Executive Network (PEN) groups are very useful for this purpose. For info on these call Mary Garnett at (412) 259-1801 (email: mgarnett@printing.org).

Prescription Pads

Beginning in 2006, California reculated the printing of prescription forms for controlled substances and required that only printers licensed by the state could produce them. If you have a client (medical provider) who wants to purchase these, the Bureau of Narcotic Enforcement's website <http://ag.ca.gov/bne/prescriptions.php> has a list of licensed printers as well as a PDF application to become a licensed prescription printer.

Thought for the Week

A good plan violently executed now is better than a perfect plan executed next week... George Patton

PBT
 Event Number
Cost: \$5

Breakfast With Bob

Contact: Kristy Rodriguez, Ext. 215

ChoosePrint is now our job one! We need to work together to support the industry campaign and send a loud and clear message that promotions without print aren't the solution, they're the problem. Internet only campaigns lack the ability to reach out and touch targeted audiences the way that print can. Only print will get the customer to the website where they can buy. Those are the facts that your clients need to hear from you and will hear from the ChoosePrint campaign.

PIASC has launched 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.

Upcoming Breakfast Meetings:

- Sept. 7th – Mimi's Cafe • 10909 Foothill Blvd • Rancho Cucamonga 91730
- Sept. 8th – Green Street Restaurant • 146 Shoppers Lane • Pasadena 91101
- Sept. 9th – Abe's Deli • 19626 Nordhoff Street • Northridge 91324
- Sept. 21st – Mimi's Cafe • 17231 E. 17th Street • Tustin 92780
- Sept. 29th – Ozzie's Diner • 7780 E. Slauson Ave. • Commerce 90040
- Sept. 30th – Hof's Hut • 4251 Long Beach Blvd • Long Beach 90813

Time:
 7:30 A.M.

Dear Brad...

Do ink and fountain solution mix on press? Brad Evans of the PIA Technical Hotline (412) 259-1784 said: For the lithographic process to work, ink must pickup (emulsify) a small amount of fountain solution. It is when ink emulsifies too much fountain solution that it becomes waterlogged, resulting in dot gain, slow drying, scumming, and washed-out color.

PIASC's Pick of the Week



Real-Time Marketing
 by James Morris-Le

The author shows how digital communication and customer demand are blurring the traditional dichotomies of "marketing" and "sales" as well as the distinctions between what is a "product" and what is a "service."

PIASC Members \$20.00 ea*.
Non-Members \$30.00 ea*.

*Prices do not include tax and shipping.

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

Print-Ready PDFs

Bryan Llewellyn, PIA Digital Production Specialist, observes that in Adobe InDesign you have three options on how your color will be represented when creating a print-ready PDF.

1. PDF/X-3. No color conversion. This option should be used when the device that the job will be printed on is unknown. PDF/X-3 automatically embeds the color profiles.
2. PDF/X-1a. This option converts all colors to the destination color space. This is a good option to use when no other color conversion needs to be used. No color profiles are embedded in this option.
3. InDesign. Converts colors that have embedded profiles to the destination color space. It also preserves the information for colors without embedded profiles. You can select this option in the output section in the PDF dialog box. This method should be used if the document contains process images that have not been color corrected and you want to preserve the color information.

For Sale

Turnkey reprographics company *owner retiring* prox. \$2.5M annual sales. Perfect for someone wanting to expand to O.C. or absorb into existing business. Flexible terms and owner will carry with reasonable down payment. Contact Chuck Davis at (800) 262-1300.

Chief 15 10" x 15" single color printing press with water dampening system. This unit, although a bit dirty, served us well, it was in good operating condition when we replaced it a few years ago. Thompson T-100 with t-200 Conveyor, both in good operating condition and have since been replaced. Duplo DC-1000 collator, this is also in great condition, just don't use it much. Heidelberg Nexscan F4200 scanner with Heidelberg software. The scanner was working great, it had an electronic problem, the software only works with Mac OS9, as we upgraded to OSX we decided to get a new scanner instead of purchasing the new software and having a technician diagnose the issue. Contact Jim at (949) 642-3710.

For Lease

4,000 sq ft of total space (1500 sq ft. office space and 2500 sq ft of warehouse space). Office space upstairs and downstairs. Upstairs office space overlooks warehouse area. Available now! Convenient location -- minutes from where the 110, 405, and 91 Freeways meet. Ideal space for internet development company, design company or bindery company. Please contact Tom Komin at (310) 538-1500 for additional information.

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

