

I need to get the word out about my firm's services. Check out your listing on PrintAccess and include a link to your website. Edit it online at www.piasc.org. Need help? Call Lina Lindgren at Ext. 213.

PIASC WEEKLY UPDATE

Printing Industries Association, Inc. of *Southern California*

August 16, 2010

Bug Printing

We are approaching a really big election on November 2nd. Because of the enormity of the issues involved, it's certain that media spending, including print, will be at record levels. It's not uncommon for some candidates to feel that their printed matter should display a union label (a "bug" to us). Please remember that because there are only a small number of union printers authorized to use the union label, one sees them used by simply being scanned and dropped into files by either the client or the non-union printer. This is a violation of law and we see a much higher level of enforcement activity. If you receive an order requiring the use of the union label, refer it or farm it out to an authorized shop (we can provide you with referrals). If your client supplies a file with the union label in it, don't print it unless you delete the label.

Now That's ROI

One of our member firms told us that they had saved almost \$40,000 on their Personal Property Tax bill this year as a result of the two years of effort by Gerry Bonetto, our VP Government Affairs, and others, to persuade the Board of Equalization and the County Assessors to adopt more realistic values for offset presses. More than \$100,000 was spent on specialist costs to prepare studies, etc. and we had asked members to contribute 20% of their annual dues (\$800 or less) to help cover this cost. The member firm with the big savings made its contribution. If you have not, please send a check payable to PIASC to Gerry Bonetto at our office.

What Happened?

We were talking to a member firm which had printed a monthly newsletter for a veterans group. In a familiar story, they decided to save money on postage (and printing) by sending their newsletter by email instead. Big surprise—their attendance at their monthly meeting fell from 110 to 35. They discovered that it doesn't do much good to save money on the message if it doesn't get read, so they went back to print. If your client is tempted to save money by not spending it on the USPS and you, make a note to check back later to find out what the result was.

A New FSC Approach

There is an understandable concern about the cost/benefit of FSC certification. Recently, FSC has proposed a modification of its rules for "group" certification that

Printing Industries of the West Conference 2010

THE SYNERGY OF PRINT



For full details get the brochure here:
www.piasc.org/pdf/PIW2010.pdf

have the potential of a substantial cost reduction (perhaps on the order of 50%) for qualifying firms who have annual sales of less than five million. A number of details remain to be worked out, and the group would probably have to have at least one hundred participating firms from the western U.S. for the savings to work out. If you believe that you would join such a program, call Gerry Bonetto at Ext. 248 (email: gerry@piasc.org).

Protect Yourself

Now, more than ever, selling on open account is risky business. Added to an ever-growing list of rip-off artists who don't intend to pay for the work in the first place and the "reverends" from Africa who want to place a big order for their church by email are clients who are straight but who are living on hope and their supplier's credit. If things work out for them, they can pay—otherwise, it's bankruptcy time. When you have an order from a new client (good news), you need to know that you will be paid in a timely fashion (better news). The best indicator of this is their current payment record with other suppliers. That's what the PIASC Internet Slow Pay System is all about. Hundreds of participating firms share their slow pay/no pay experience in a website that's live 24/7 and searchable by company name, contact, name address and telephone number. Participation in the system is free, but you must register and be given a user name and password. You must also share your information (your identity is kept confidential) to help protect the industry from further credit losses. To get started, call David Ladensack at Ext. 262 (email: david@piasc.org).

Thought for the Week

Small deeds done are better than great deeds planned.

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...

We are getting complaints that a poster that we have printed faded almost immediately with exposure to sunlight. The fading is mostly in the yellow solids. Why? Brad Evans of the PIA Technical Hotline (412) 259-1784 said: We suspect that the yellow ink was made with diarylide pigment. It is a very brilliant yellow pigment but has very poor fade resistance.

PIASC's Pick of the Week



Desktop Publishing Primer
by Hal Hinderliter

This book provides a comprehensive look at this ever-evolving area of graphic communications. In addition to introducing the terminology, technologies, and practices common to desktop publishing operations, the primer explores a wide range of topics relevant to the everyday tasks.

PIASC Members \$25.00 ea*.
Non-Members \$40.00 ea*.

*Prices do not include tax and shipping.

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

Print Grows!

We're enjoying seeing more and more promotional print both in our home mailbox and at the office. High-end retailers (Williams-Sonoma, Crate and Barrel, etc.) as well as computer giant Dell make regular appearances as they have come to recognize the importance of getting attractive products in front of prospect's eyeballs. In a similar vein, we were intrigued to read that the creator of a blog (*blogdowntown.com*) aimed at yuppies living in downtown L.A. is planning a weekly print edition. Why? Because he can make far more money selling print ads to his select audience than he can get on his website knowing that the print will be seen far more than the internet version.

Are You Surprised?

Just as the USPS was seeking a large rate increase, its Inspector General issued a report showing that the Los Angeles District city delivery service was operating at 17% below the national average and thus incurring \$10.5 million in excess annual costs. We would guess that this is just the small tip of a very large iceberg.

For Sale

Roland FJ-600 Wide Format Printer. 8 Color. 60 Inches. Several rolls of media plus software, Rotary Trimmer--60", Mighty Lam 27" Roll Laminator All for \$1950, OBO or will sell separately: Roland \$1100, Laminator \$700, Trimmer \$150, all in great working condition. Pick up in Van Nuys, CA Call 818 386-8667 or email bob@colortrend.net. Downsizing and Moving, so must sell.

2 + 2 = 5

Profitable specialty and litho printer downtown L.A. is seeking to merge with another complementary firm that will expand both their horizons to create a win-win opportunity. Premier facility. Call (310) 570-8309.

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

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

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