



# PIASC WEEKLY UPDATE

Printing Industries Association, Inc. of *Southern California*

April 24, 2017

## What's The Price?

Surely, this is the most important question your firm can answer. It will determine the path to growth and profits or the path to bankruptcy. How are you answering it now? Usually by employing an estimator who runs an estimating software package you bought some time in the past. The effort is assisted by the sales reps and other members of management whose usual input is to say "it's too high." The first question we have to ask ourselves is: in a perfect world, what price would we like? The obvious answer is: as much as we can get. We really want an upper limit, but the limit is obviously not determined by our estimator or the software, it's set by our customers and our competitors. Our customers will not pay more for our work than their perception of the value that it creates (more sales, etc.), nor will they pay more than they would have to pay to have the work produced by another firm that they trust as much as us. Obviously, the price is external and has nothing to do with any perception of our cost of production. If we think that our cost is above the client's value, we won't get the order. If we think that it's below the client's value, we'll get the order but leave profit dollars on the table. To move the pricing process from inward to outward facing, involves systematic thinking about client values and competitive positioning. For an outline of how to do this, read <http://bit.ly/ProfitablePricing>.

## Get It In Writing

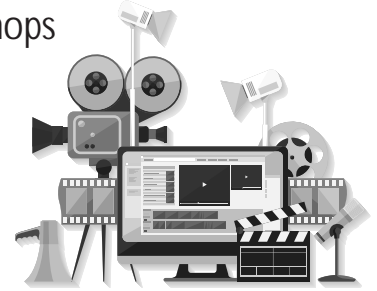
When you're buying a new system or machine, the seller will explain its enhanced capabilities to do things that you hardly thought possible. The purchase contract should explicitly include a detailed description of everything that it should do. This is particularly true if your motivation for purchase is to enable production of a new product. If it is required that it be able to handle a specific range of substrates or correctly reproduce a color gamut on them, these elements should be set out in the contract. You can be sure that the seller's version of the contract sets out your responsibilities for payment. So also should your version set out your expectations for performance. Failing to do this will result in you paying for something that doesn't meet your needs.

## Call Yourself

As you might guess the PIASC staff talks to member firms every day and, frankly, we're amazed at how ineffective and sometimes off putting, telephone

## Hands-On Workshops and Virtual Classrooms

Offering members in-person training and instructor led online classes at discount prices.



Visit [www.piasc.org/training.html](http://www.piasc.org/training.html) for the current class list.

responses can be. We appreciate the need to control costs, but automated telephone systems can leave a very bad impression. Systems that recite a long menu of choices, invite the caller to spell the name of the person they want to speak to or, worse still, send the caller to voice mail when the caller hits zero, sending the wrong message. Make it a point to have a friend call your number as though they were interested in buying printing or inquiring about an order, to check whether your system is friendly or hostile.

## Controlling Paper Cost

Paper is the single largest component of printing cost, but it's easy to take for granted. We accept the client's choice or offer one of our own simply assuming that the client will pay for it. But the occasional successful firm takes a more pro-active approach. It's clear that if we only have to deal with one paper we can optimize our process to its characteristics and produce higher quality work with less spoilage. This requires explaining to the client that the images they wish us to print are paramount. They want and need work that will grab and keep the attention of their audience. We have the best chance of doing that if we can optimize the paper. Or course, it's true that we are reducing our production costs through faster makereadies and lowered spoilage and gaining the benefit of volume buying as well, but that shouldn't be our story to the client. They are getting more effective print and certainly shouldn't be paying less for it. If we allow our estimating system to pass along the savings of paper optimization to the clients (after marking up), we'd be better off not doing it at all.

## Thought for the Week

*Those who drink to drown their sorrows should be told that sorrows know how to swim*

**Upcoming National Events Calendar 2017**

6/20-6/21	Print & Packaging Legislative Summit	Washington, DC	Lisbeth Lyons	202-627-6925	llyons@printing.org
7/16-7/19	Affiliate Managers Summer Conf.	Vintners Inn, Santa Rosa, CA	Tad Parker	508-804-4114	tparker04@pine.org
9/10-9/14	Print 17	McCormick Place, Chicago, IL	Chris Price	703-264-7200	cprice@printing.org
<b>2018</b>					
1/13-1/16	Color Conference	San Diego, CA	Julie Shaffer	412-259-1730	jshaffer@printing.org
2/22-2/24	Graphics of the Americas	Ft. Lauderdale, FL	Gabe Hernandez	407-240-8009	gabe@flprint.org

For more information on any of the following events, go to [www.piasc.org](http://www.piasc.org).

**PIASC April - June Activities**

<p><b>May</b> <b>2</b></p> <p><small>Register at right</small></p>	<p><small>Event Number-</small> <b>BWB</b></p> <hr/> <p><b>7:30 a.m.</b></p> <p>Cost: \$5</p> <hr/> <p><b>Location:</b> <small>see locations at right</small></p>	<p><b>BREAKFAST WITH BOB AND GERRY</b> Contact: <b>Emily Holguin, Ext. 262, <a href="mailto:emily@piasc.org">emily@piasc.org</a></b></p> <p><b>Some things you don't want to get...</b></p> <ul style="list-style-type: none"> <li>• A CalOSHA citation with a list of violations and a big penalty.</li> <li>• A letter from an attorney notifying you of an action for an injury to a former employee.</li> <li>• A notice from your Workers' Comp insurance carrier that your experience mod has just gone through the roof.</li> </ul> <p>While we can't guarantee that none of these will not happen to you, letting PIASC do a safety compliance walk through can make it much less likely and certainly less painful.</p> <p>Gerry Bonetto, our government affairs and compliance expert, will be happy to visit your plant and help you see the areas of potential concern. He can also work with you on initiating specific procedures, like "lockout/tagout" that will avoid injuries, reduce costs and keep you in compliance. As he will be joining us for this series of breakfasts, this will be a great chance to find out how to keep your costs down.</p> <p><i>Check the box(es) below to register for any of these additional upcoming Breakfast Meetings:</i></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> <b>May 2nd</b> – Mimis Café • 10909 Foothill Blvd. • Rancho Cucamonga 91730</li> <li><input type="checkbox"/> <b>May 3rd</b> – Green Street Restaurant • 146 Shoppers Lane • Pasadena 91101</li> <li><input type="checkbox"/> <b>May 4th</b> – Brent's Deli • 19565 Parthenia Street • Northridge 91324</li> <li><input type="checkbox"/> <b>May 9th</b> – Mimi's Cafe • 17231 E. 17th St. • Tustin 92780</li> <li><input type="checkbox"/> <b>May 10th</b> – Ozzie's Diner • 7780 East Slauson Avenue • Commerce 90040</li> <li><input type="checkbox"/> <b>May 11th</b> – West Bistro • 3900 Atlantic Ave. • Long Beach 90807</li> </ul>
<p><b>Apr.</b> <b>27</b></p> <p><input type="checkbox"/></p> <p><small>Check here to REGISTER</small></p>	<p><small>Event Number</small> <b>CLOUD</b></p> <hr/> <p><b>10:00 a.m.</b></p> <p>Cost: <b>FREE / member</b> \$25/ non-member</p> <hr/> <p><b>Location:</b> <small>on your computer</small></p>	<p><b>WHAT IS THE CLOUD: HOW TO REDUCE I/T COSTS BY 40%</b> <i>Presenters: Brian Iinuma, Strategic System Group, Inc. &amp; Eddie Bader, Companybuilt</i> Contact: <b>Emily Holguin, Ext. 262, <a href="mailto:emily@piasc.org">emily@piasc.org</a></b></p> <p>Separate fact from fiction and learn the true definition of the "cloud" and how you can utilize this platform to reduce your on-site technology footprint and save money. We'll discuss cloud servers (what they are) and what a typical cloud server environment looks like. Learn about VoIP (Voice over IP), which service providers to consider, how this technology is applicable to your business, and how you can leverage it to grow.</p> <p>Different cloud models, such as software as a service (SaaS) and infrastructure as a service (IaaS) will be discussed and how you might already be using them. Finally, we will cover managed I/T services which allows you to have 24/7 technical support at a fraction of what most companies are currently paying.</p>
<p><b>Apr.</b> <b>27</b></p> <p><small>Register at right</small></p>	<p><small>Event Number</small> <b>CAC15</b></p> <hr/> <p><b>5:30 p.m.</b></p> <p>Cost: <b>\$25</b> <small>non-members: \$40</small></p> <hr/> <p><b>Location:</b> <small>See locations at right</small></p>	<p><b>COCKTAILS AND CONVERSATIONS</b> Contact: <b>Emily Holguin, Ext. 262, <a href="mailto:emily@piasc.org">emily@piasc.org</a></b></p> <p>Connect with other local colleagues, meet some new friends and network, network, network.</p> <p><i>Check the box(es) below to register for these events:</i></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> <b>Apr. 27th</b> – Rock &amp; Brews, 7777 Beach Blvd., Buena Park, CA 90620</li> </ul>

**Quick Registration**

- Mark your choices from listings above
- Fill out the form at the right
- FAX page(s) to (323) 724-2327

Company \_\_\_\_\_ Phone ( \_\_\_\_\_ ) \_\_\_\_\_

Attendees: \_\_\_\_\_

Bill Company  Credit Card # \_\_\_\_\_

All No Shows and Cancellations Less Than 48 Hours Prior to Meeting Will Be Billed.

<b>Other Industry Events</b>	5/13	Book Arts Patch Day for Girls	International Printing Museum, Carson	mail@printmuseum.org	(310) 515-7166
	6/24	Merit Badge Day, Boy Scouts	International Printing Museum, Carson	mail@printmuseum.org	(310) 515-7166
	7/1	Independence Day Celebration	International Printing Museum, Carson	mail@printmuseum.org	(310) 515-7166
	7/15	Book Arts Patch Day for Girls	International Printing Museum, Carson	mail@printmuseum.org	(310) 515-7166
	8/12	Merit Badge Day, Boy Scouts	International Printing Museum, Carson	mail@printmuseum.org	(310) 515-7166
	10/14	Los Angeles Printers Fair	International Printing Museum, Carson	mail@printmuseum.org	(310) 515-7166

<p><b>May 16</b></p> <p><input type="checkbox"/></p> <p>Check here to REGISTER</p>	<p><i>Event Number</i> <b>APSS</b></p> <hr/> <p><b>5:30 p.m.</b></p> <p><i>Cost:</i> \$30 members \$40/non-members \$20/student/ designers (before May 9th)</p> <hr/> <p><b>Location:</b> Andrei's Conscious Cuisine, Event Center 2407 Main Street, Irvine</p>	<p><b>19TH ANNUAL PAPER &amp; SUBSTRATE SHOW</b> <i>Calling all paper nerds!</i> Contact: <b>Emily Holguin, Ext. 262, emily@piasc.org</b></p> <p>When you are at a restaurant, do you feel your menu and guess what point of card stock it is? Do you open your mail and get excited when you immediately recognize a soft touch coating? Do you find yourself thinking, "They should have printed that on a semi-gloss since there is so much writing on it."? Your friends think you're nuts, but we can't get enough of it! Come geek out on paper with us at the 19th Annual Paper and Substrate Show. Be inspired with the latest substrates for all types of printing processes along with printed samples. See a demonstration of paper made right in front of your eyes!</p> <p>Learn more at <a href="http://www.piasc.org/papershow">www.piasc.org/papershow</a>.</p>
<p><b>June 14</b></p> <p><input type="checkbox"/></p> <p>Check here to REGISTER</p>	<p><i>Event Number</i> <b>CPR</b></p> <hr/> <p><b>8 a.m.-1 p.m.</b></p> <p><i>Cost:</i> \$60/ member \$90/non-member</p> <hr/> <p><b>Location:</b> PIASC Training Room 5800 S. Eastern Ave, #400 Los Angeles, CA 90040 Inside B of A Building</p>	<p><b>CERTIFIED FIRST AID AND CPR TRAINING</b> <i>Includes Bloodborne Pathogen Training!</i> Contact: <b>Emily Holguin, Ext. 262, emilyholguin@piasc.org</b></p> <p>Cal/OSHA Safety Order Section 3400 states: "In the absence of an infirmary, clinic, or hospital, in near proximity to the workplace, which is used for the treatment of all injured employees, a person or persons shall be adequately trained to render first aid."</p> <p>The full 5 hour attendance is mandatory for certification so please be prompt. Casual attire suggested, such as tennis shoes, jeans, walking shorts.</p> <p>Visit <a href="http://www.piasc.org/CPR">www.piasc.org/CPR</a> for full details!</p>
<p><b>June 20 thru 21</b></p> <p>Details and registration at: <a href="http://www.printpackagingsummit.com">www.printpackagingsummit.com</a></p>	<p><i>Event Number</i> <b>PPLS</b></p> <hr/> <p><b>2:00-5:00 p.m.</b></p> <p><i>Cost:</i> \$395/ member \$575/non-member</p>	<p><b>PRINT &amp; PACKAGING LEGISLATIVE SUMMIT (CAPITOL HILL FLY-IN)</b> <i>Formerly Print's Voice</i> Contact: <b>Lisbeth A. Lyons, (202) 627-6925, llyons@printing.org</b></p> <p>Print &amp; Packaging Legislative Conference is Printing Industries of America's signature government affairs event that brings printers, suppliers and allied interests together for a powerful program of public policy and political education, issue advocacy, interaction with Members of Congress and networking events on Capitol Hill. Recommended attendees are Presidents/CEOs and other C-Suite executives of printing and graphic communications companies. Executives with responsibility for environmental/health and safety, human resources, legal, postal, tax, technology and/or sales are especially encouraged to attend.</p> <p>Print &amp; Packaging Legislative Conference is co-hosted by PIA, Association of International Corrugated Converters (AICC) and Fibre Box Association (FBA) and is held in conjunction with National Association of Manufacturers' (NAM) annual Manufacturing Summit. Attendees will attend both industry sessions hosted along with events attended a cross section of manufacturers. Capitol Hill Lobbying Visits: Request meetings at <a href="mailto:membercentral@printing.org">membercentral@printing.org</a> by May 13<sup>th</sup>.</p>

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Attendees: \_\_\_\_\_

Bill Company  Credit Card # \_\_\_\_\_

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**We Can't Seem To Get An Order**

You've called on a prospect, tried to understand their needs and given them several quotes, but you haven't got the order. Just continuing to call and quote is wasting your time and making your competitors look good. Stop and think about the nature of their business and its prospect for generating work for you. If you realize they're probably not a fit—move on. If, on the other hand, you see that they're buying significant quantities of print, then do what it takes to get an order as you can't start a relationship until you start producing and delivering.

**Your Morale Is Important, Too**

As you try to keep your employees motivated and productive, don't neglect your own needs. Try these fixes when you need a morale boost of your own (and suggest them to employees when their energy is sagging):

- **Examine your impact.** Take a few moments to think about how your work affects other people inside and outside your organization. Reminding yourself that doing your job has a positive effect on co-workers and customers can pull you out of the doldrums.
- **Seek a new challenge.** You may be bored with the same old routine. Look around your organization and find a task you've never tackled. Don't be reckless, but take on some job outside your usual duties and use it as an excuse to learn and grow professionally.
- **Ask for feedback.** Ask your boss, and even your own employees, for feedback on your performance. You may discover a new skill you should learn, or a task you can stop

doing. Use the feedback to reshape your job and adjust your attitude.

- **Seek more autonomy.** You try to give your employees as much choice about how they do their jobs as possible, but what about you? If you feel hemmed in by red tape and routine, talk to your boss about gaining the authority to make some changes. Many executives will be happy to see their direct reports asking for more responsibility.
- **Participate.** Make a greater effort to take part in workplace events—or organize them yourself. Ask co-workers out to lunch or coffee. Try to meet new people so you're not talking to the same colleagues day after day. New faces and conversation can give you a fresher outlook.

**UV Tape Pull**

What is a UV tape pull? A UV tape pull is a test method used to check the adhesion of UV coating or ink. There is no official test method, but this has become a de facto test method used by UV printers. Using ½" 3M 610 tape, the tape is applied to the printed substrate and pulled off. If the coating/ink does not delaminate, the adhesion is considered acceptable. Reasons for poor adhesion would include: substrate has too low a dyne level (surface energy), additives to the ink are not compatible with the coating, and under cure/over cure with the UV dryer. Always use an ink that is compatible with UV coating. PIA's Paper & Ink Lab can evaluate UV coating and ink adhesion. Call Dillon Mooney, the PIA technical expert, at (412) 259-1786 for help on this.

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



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For more information contact Maribel Campos at (323) 728-9500, Ext. 210 or visit [www.piasc.org](http://www.piasc.org) to get started.

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**Printing Industries Association of Southern California**

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