

THE EDGE

THE MAGAZINE FOR PENSORD CUSTOMERS

BBC 2 tunes into Pensord

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charity fund launched

**Pensord
donates £1
for every
quote raised**

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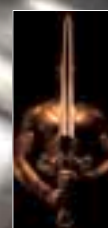


customer research

Listening to
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PENSORD
MAGAZINES, PERIODICALS
AND CATALOGUES

by thinking differently...



...we can make a difference

An enlightened approach

It appears that The Edge has captured the imagination of many publishers who have responded in a very positive way to our different, perhaps more enlightened, approach to business.

We hope that you equally enjoy this latest edition which contains news of our recent TV performance; the latest on our Charity Fund scheme, Customer Research, and Charter progress; news of our latest ISO registration; some interesting feedback on The Edge; our involvement in Magazines 2004; some updates on recent stories, and a partnership with Heidelberg; as well as regular features such as staff profiles; PDF advice; competitions; and some examples of recent media coverage.

As you can see, it's been another busy period at Pensord. There is a real buzz about the place at the moment and we all feel that we are making steady progress towards our long-term goals.

But we must not relax. We are determined to keep the momentum going and deliver on all the promises we have been making over the last few months.

After all, everything we have strived for and achieved has been for the benefit of our customers, our staff, indeed everyone associated with Pensord.

We always appreciate your views

We welcome your feedback and constructive views on issues raised in The Edge. If you would like to make any points, please call me on 01495 223 721 or email me at tony.jones@pensord.co.uk

Tony Jones, Chief Executive, Pensord

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BBC 2 tunes into Pensord

Pensord was turned into a TV studio in March when our company Stakeholder scheme was featured in the award winning network BBC 2 Working Lunch programme.

As you know from the last edition of the Edge, we launched the share option scheme to give staff a stake and a vested interest in the company's future – as a reward for their loyalty and commitment, and to further sharpen the company's focus on customer service.

Our unorthodox approach to the ownership of the company came to the producer's attention through media coverage. The programme featured footage of the plant in action, with live interviews with Tony Jones, and with some of over 100 staff who have signed up to the scheme – a take-up of close to 100%.

Confidence in the workforce

Working Lunch is a respected daily business programme covering a broad range of topics. It frequently attracts audiences of up to a million people. On the day they visited us, interviewer Rob Pittam introduced the item by saying: "Jones liked the company so much he bought it. He liked the staff so much he gave them a share in it." He called it a "massive show of confidence in the workforce... giving them a stake in the future."

Did you miss the programme?

We hope you were able to catch the show, but if not please call Cathy Hewitt on 01495 223 721 and we'll get a copy to you.

Quote, unquote

Snippets from the live TV interviews show how everyone is behind the stakeholder scheme.

"I have a huge belief in this business and the people who run it. We are all working to a common goal from which we all stand to benefit."

Tony Jones, Chief Executive

"This shows Tony's confidence in us. He has always stressed he would give us something back."

Phil Stainer, Mailing Line Operator

"We are not just numbers, we really are part of the firm."

Chris Haines, Pre-press Supervisor





ACHIEVING THE RIGHT STANDARDS



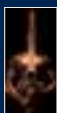
Q 06300

Pensord has always been committed to quality. In September 1989 we were awarded

the British Standards Quality Assurance certificate ISO 9002 – one of the first printers in the UK to attain this standard.

We achieved the new ISO 9001:2000 standard on 22nd October 2003 – ahead of the deadline of 17th December 2003.

The new standard is seen as highly beneficial to the company in that it encourages reviews of processes rather than departments and also includes customer satisfaction, staff appraisal and encourages better customer/supplier relationships.



PENSORD
MAGAZINES, PERIODICALS
AND CATALOGUES

words of support

CUSTOMER FEEDBACK



South Wales Argus, 16 March 2004



PrintWeek, 11 March 2004

Following our announcement of the Stakeholder scheme in the previous edition of *The Edge*, we have been greatly encouraged by some of the comments we have received.

As you can see opposite, the scheme also generated a large amount of interest in the media.

CUSTOMER SUPPORT FOR THE STAKEHOLDER SCHEME

"In terms of giving 25% of the company to your employees I think this is a superb decision. I have a friend who is a director of a large linen company and they did a similar thing a few years ago and they went from a 'going nowhere fast' situation to a thriving success. When you feel part of something you give it your all."

Richard Hamshere Publishing Director at A & D Media

"It's good to see a company backing up their words with a firm financial commitment to their team. I'm impressed and wish you and Pensord unlimited success."

Jo Armstrong Production and Design Director at Advanstar Communications

"The Pensord Charter and the Stakeholder Scheme are a clear reflection of how far forward Pensord has come in the last 6 months."

Graham Hay Relationship Manager with EuroSales Finance

These were just some of the generous comments we received. Thanks to all of those who took time to write, email and phone.

prize draw winners

Announcing the winners of our £500 holiday draw

Congratulations to the two latest winners in our prize draws – Charles Newman, an editor with Resource Publishing Ltd, Bristol, and Guy Whiting, a sales director with one of Centaur Communications' monthly titles. They each receive £500 worth of Thomas Cook vouchers.

Charles said: "Pensord came highly recommended to us, so we asked them to quote for a job. They did a tremendous job of the work we placed with them and we're now of a mind to place more. The competition win is a real bonus, and I'm looking forward to my holiday, wherever that will be."

On hearing of his win, Guy said: "I thought it was an April Fool joke. I'll be going somewhere overseas in the summer with my girlfriend."

size-based UPDATE

Following our feature on size-based pricing in the last edition of The Edge, here is an update courtesy of the PPA.



- After months of deliberation, Postcomm has announced its intention to issue a consultation document in April on Royal Mail's proposal to introduce a pricing system based on the size and format of an item rather than its weight. Interested parties will have three months to respond.
- According to Postcomm, the consultation will focus particularly on the principle of size-based pricing (SBP), as well as the impact on customers, including practical implementation issues such as the appropriate notice period for customers before any introduction of SBP.
- Postcomm will assess Royal Mail's proposal against the criteria in its licence, and take account of its statutory duties.
- According to the Regulator, the earliest possible date for the introduction of SBP would be September 2005, but Postcomm has stated that it is more likely that SBP would not be introduced before at least April 2006.
- Once the consultation document has been issued PPA will be consulting with members of the postal committee and the wider PPA membership.



Graham Lambert
Fund Secretary



"I'm very pleased to be involved in this project.

Pensord people interact on many different levels with communities across the UK, and it's important that we strengthen the non-commercial aspects of those relationships.

We want to grow as people and not just as a business. I also hope that we'll have a bit of fun along the way!"

Graham Lambert
Finance Director, Pensord

NSPCC congratulates Pensord

"It is encouraging to see companies such as Pensord looking to put something back into the community.

Devoting a percentage of profits to charity in a fund that is controlled and managed by staff is exemplary, and all charities will welcome this move."

Carol Gillanders, NSPCC
Full Stop Campaign Manager, Wales



Last year we announced our aim to establish a Charity Fund that would return profits to good causes, a fund that would be administered and distributed by our own 'Pensord People'.

Since then we have been busy consulting the Charities Commission and other relevant experts on how best to do this, and have come up with a plan.

Pensord people making a difference

We invited staff with enthusiasm and perhaps some fund-raising experience to come forward to be part of the Charity Team, a small group of individuals from within the business, who are committed to making the Charity Fund work. The team is now in place and we can start to plan for the first donations to charity from the fund, which we hope will be early in 2005.

Custodians of the fund

A team of volunteers will run our Charity Fund. Their first role is to consider the views of their colleagues – who will be encouraged to be involved in the decision-making process as much as possible – and to establish a strategy that defines the criteria for future donations and sets the parameters for further fund-raising initiatives.

With so many worthy causes in need of support, we need to be focused and organised so that the monies raised can be targeted to best effect.

For every quote we raise, £1 is raised for charity

In addition and with immediate effect, we are getting the ball rolling with a donation of £1 to the Charity Fund for every quote we raise. This is your chance to make a difference. There are no restrictions on the number of projects you ask us to quote on. The more quotes we raise to your specifications, the more money is raised for charity.



romantic trip for David

David and Janet toast their engagement. Congratulations from all at Pensord.

When Folder Operator David Stainer spent a romantic Valentine weekend with his partner Janet Wallen in the magical city of Heidelberg as winner of our 'Name the Press' competition, he was focused on making it an unforgettable experience.

We are absolutely thrilled to report that David proposed to Janet over dinner in the fairytale surroundings of the famous Heidelberg Castle... and she said YES!

We are extremely grateful to Heidelberg UK for their help in organising the trip and in treating our winners to a champagne dinner in the fantastic setting of the castle.

A plaque bearing the winning identity 'Horizon 1' will be mounted on the Speedmaster SM 102-8P in the coming months.



"Naming presses is a great initiative. We were more than happy to help out, and further cement our very good relationship with Tony and Pensord. It seems the romantic setting worked on David, and we wish the couple well."

Jim Todd,
Sales Director of Heidelberg UK

charting our progress

Developing the aims of the Pensord Charter

The Pensord Charter is one of our top priorities. Jackie Lewis, of Qualtech Services, is working with our staff to manage the implementation of an action plan. She is pleased to report that steady progress is being made.

"One of the major actions is the installation of a management information system, and we have decided to carry out the follow up after this has been completed. The beginning of June will see the next phase of evaluating the impact of the action plan implementation on the Charter."

Pensord Finance Director Graham Lambert says: "I'm extremely pleased with the way the Charter and its associated action plan are shaping up. It's given a real focus for the business to resolve issues which employees at the 'ink face' have to contend with on a daily basis. By knocking down the obstacles one by one we're making tangible improvements to our workflow."





PDF guru Jon Bessant provides invaluable PDF advice in the first of a regular series for the Edge.

Don't forget, Jon is there for you. Jon is reputed to be the most qualified PDF specialist within the print industry, so make sure you speak to Jon first if you have any PDF issues with your titles.

Any suggestions for future topics for Jon's articles in The Edge would be very welcome.

PDF **ADOBE ACROBAT TRICKS OF THE TRADE** by Jon Bessant power-tips

HOW TO VIEW OVERPRINTS AND SPOT PRINT PROBLEMS BEFORE THEY OCCUR.

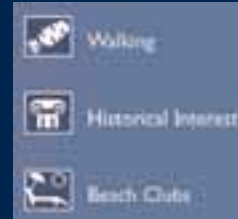
One of the biggest misconceptions is that Adobe Acrobat will display all elements on your screen correctly. This is not always true – especially with overprinting. So be warned!

If you have Adobe Acrobat 5 or 6, you can preview overprints:
Acrobat 5 – Select 'Overprint Preview' from the 'View' menu.
Acrobat 6 – Select 'Overprint Preview' from the 'Advanced' menu.
Once this option is selected you will be able to see how the overprints and knockouts will print.

Spot the difference!

The original artwork has been incorrectly configured. The designer has configured the text 'Walking' as overprinting white – therefore it will not appear upon output.

Without Overprint Preview



This preview is incorrect since it actually shows the type.

With Overprint Preview



This preview is with Acrobat 5/6 with the 'overprint preview' selected. This now displays the text as it will output

How to ensure you are viewing the fonts embedded in the PDF.

Correct setting of the 'Use local fonts' option is also very important. You need to make sure that this is turned 'off' (by deselecting the tick) to ensure that the fonts actually embedded in the PDF are displayed correctly on your screen, otherwise you will end up using your fonts to render another user's PDF file. This can be very dangerous, so please turn it off!

To use embedded fonts:

- Acrobat 5 – Deselect 'Use Local Fonts' from the 'View' menu.
- Acrobat 6 – Deselect 'Use Local Fonts' from the 'Advanced' menu.

IN THE NEXT ISSUE:

Find out how to deliver correct PDFs first time with the Acrobat 6 built-in professional preflight and follow our step by step guide to downloading Pensord's custom-built profile.





Rob's dream machine

Pensord's Rob Smith features in 'Me and my machine' (PrintWeek: March 11th)

In the March 11 edition of PrintWeek, the 'Me and My Machine' product portfolio was devoted to our own Pressroom Overseer Rob Smith.

Rob extolled the virtues of the Heidelberg Speedmaster SM102-8P which we installed last Summer as the first step towards becoming a Heidelberg house.

It was the very latest specification 8 unit perfector press and the first installation with vacuum feed technology in the UK.

In Andy Scott's article Rob praises its performance saying: "Its quick makeready and printer friendliness make it an easy press to work on." Rob is delighted with the work produced, and considers it an ideal piece of kit for Pensord's needs, saving the company both time and money, and creating less waste. It also proves easy to clean and maintain. He is also impressed with Heidelberg's service and back-up.

An honest appraisal

His one gripe is in the delivery with the swan neck, which Heidelberg is in the process of resolving.

The article ends with Andy speculating that it won't be long before Pensord take delivery of another long perfector. [Watch this space!](#)



Have you read the article?

To obtain a copy of the full article as a PDF, please email: cathy.hewitt@pensord.co.uk or call Cathy on 01495 223 721.



Q) What kind of printer encourages you to spend less on your printing?



A) An enlightened one!

**SUPPORTING
PPA MAGAZINES 2004 AWARDS
FOR EDITORIAL
AND PUBLISHING EXCELLENCE**

**SPONSORS OF THE
PUBLISHER OF THE YEAR AWARD
(for companies with fewer
than 50 employees)**

**CO-SPONSORS OF THE
INDEPENDENT PUBLISHERS'
SEMINAR AND AWARDS
CEREMONY**

**SPEAKERS AT THE
INDEPENDENT PUBLISHERS'
SEMINAR**



Making a speech at the Independent Publishers Seminar.

Tony Jones will be giving his views on how cost-conscious publishers can cut their print bills.

Unlikely as it seems, the theme of Tony Jones' presentation at the Independent Publishers Seminar at PPA Magazines 2004 will be how to spend less on your printing.

That's because we recognise that those publishers who keep a tight reign on costs tend to be more successful – and a prosperous publishing industry makes a prosperous printing industry.

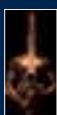
Getting more value for your printing pound, and buying print more effectively can help your business thrive.

As you can see from the list opposite, we are also very closely involved in other areas of Magazines 2004.

We have always appreciated the value of the PPA to the publishing industry, and the role of PPA events in providing a forum for the publishing issues that effect our industry – helping publishers take their business forward.

We support this most prestigious industry event because we are committed to helping the PPA and to helping create a thriving publishing industry.

We look forward to seeing you there!



A POSITIVE RESPONSE FROM OUR CUSTOMERS

making progress

CUSTOMER RESEARCH

The Customer research project has been completed and has been extremely useful in helping us to understand how customers view the service we offer.

If you were contacted by telephone researchers and gave them some of your valuable time to answer questions, we would like to say a big thank you. Your views have been invaluable.

The results of the research have been encouraging. We have consistently maintained that printing is essentially a 'people business' and that the quality of service depends on the commitment, expertise and communication skills of the team.

With this in mind, we were delighted to see that our Pensord people have scored so highly in the research. The charts opposite show overwhelmingly that customers find our staff courteous, friendly and knowledgeable.

Constructive comments on how we can improve

Nobody's perfect, and we recognise that we can always strive for further improvements to our service.

Customers were very open and honest about where they felt we could improve. For example, communication between departments could be better and some customers felt that we could improve the turnaround time for quotes.

We're on to it!

The good news is that we had already identified these areas for improvement in advance of the research results and a considerable amount of preparation work had already been carried out as part of our on-going Pensord Charter action plan.

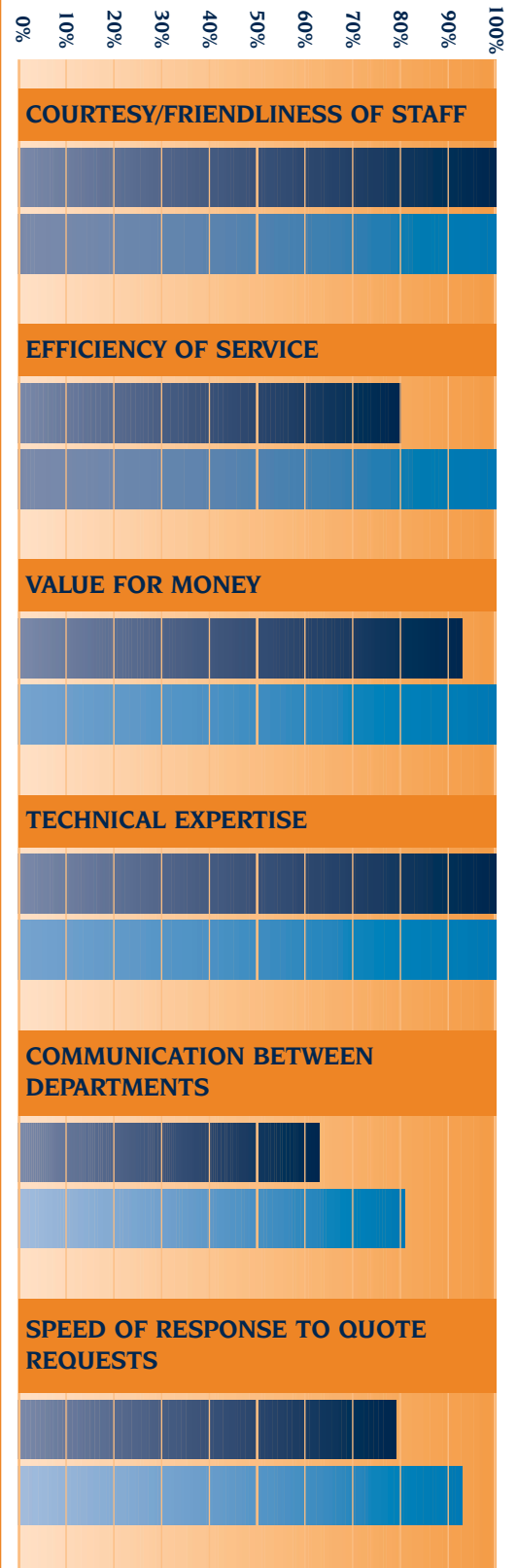
Consequently, we are installing a new Management Information System, which will transform inter-departmental communication and give everyone at Pensord the essential on-line information they need to serve customers even more efficiently.

We are passionate about our service, if you have any suggestions on how we can improve, we really would value your input. Contact tony.jones@pensord.co.uk or phone Tony on 01495 223721.

research results

Customers rating Good to Excellent

Customers rating Average to Excellent



Pensord people page

Introducing the power behind the Pensord service



Name: JANE SMITH

Title: Title Manager

My role: My main role as Title Manager is to be the link between our team and the customer. It is my responsibility to take ownership of the printing project on behalf of the customer. I see myself as the customer's ears and eyes at Pensord, keeping a careful watch over the production of their title at every stage.



Name: PHIL PRICE

Title: Bindery/Despatch Manager

My role: Delivery on time, every time – that is my mantra. Working closely with my production team, I am responsible for ensuring that our finishing services meet the very specific needs of each and every customer. I am committed to maintaining a tight control over the schedules to ensure prompt delivery for our customers.



Name: GRAHAM LAMBERT

Title: Finance Director

I'm glad to say that I'm not the archetypal bean-counter and policeman that many FDs resemble! My main roles in Pensord are to provide pro-active business/commercial analysis and advice, to measure performance and help to drive improvements. I spend a considerable part of my time outside of the Finance area, and get involved in many other areas of the business on a daily basis. In this way, I get a broad overview of Pensord and can add value throughout the process from quotation through to production.

Name: VIC SPEAR

Title: IT Manager

My role: I'm here to provide a technical support service to help customers to achieve a fast and, more importantly, cost effective workflow. We endeavour to help reduce technical problems, increase technical efficiency and forge a mutually beneficial relationship with our customers. In the busy world of publishing, we are the customer's ally.

