

THE EDGE

THE MAGAZINE FOR PENSORD CUSTOMERS

Enhanced web site www.pensord.co.uk now live!

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Learning Zone

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PENSORD

MAGAZINES, PERIODICALS
AND CATALOGUES

Striking a chord with customers



Welcome to the latest issue of **The Edge**. From the outset, our editorial aim has been to focus on features of interest to publishers. So, we hope you find this edition particularly relevant to your business.

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KEEPING YOU INFORMED

The Edge was created to keep publishers abreast of developments at Pensord. We hope it provides a valuable insight into the efforts made by the Pensord team to continually assess and improve the service offered to customers.

We also set out to inform and update customers on issues in the publishing industry which may potentially affect their business.

Empowering staff

It is more than a year since the MBO at Pensord, and we've hardly paused for breath, with the introduction of our Charter, Stakeholder scheme and other initiatives endorsing our commitment to empowering staff at Pensord, and enhancing relationships with customers. Our approach seems to have struck a chord.

As well as developing further business with existing customers, we have been able to attract significant new business. This is naturally very welcome, but it also means we are in a position to make further investment which has a direct, positive effect on the service we are able to provide to customers, established and new.

Ahead of schedule

Our latest investment in a second Heidelberg 8 unit perfecter press is a case in point. The second press was always in our plans, but new business wins have meant we have been able to bring those plans forward and build on our capacity and firepower. You can read more about this later in this issue.

Winning new business is always rewarding, but the rate of growth must be controlled and we are in the process of recruiting further high-quality personnel with the right skills and experience – people who share our passion for customer service.

Our order book is looking healthy, but we won't be complacent. We are steadfast in our commitment to further develop the levels of service, quality and value for money on which we have built our reputation.

Ideas gratefully received

The Edge is written for customers and other fellow publishers. We want it to be as relevant to your business as possible, so please feel free to contact me should you have any ideas on how you think we can improve future editions or if you would like more information on any issue featured.

We hope you enjoy this issue.

Tony Jones, Chief Executive, Pensord



PENSORD
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Making fund-raising fun at Pensord



MAKING A DIFFERENCE

You may be aware that we have set up a Charity Fund at Pensord, with a proportion of the company's profits being donated to worthy causes.

To launch the Fund, we have also introduced our 'Pound per Quote' fund-raising initiative.

Theresa Price, a member of the Charity Team, brings us up to speed on progress made.

Everyone is involved

The Fund is being co-ordinated by a team of volunteers at Pensord. After a process of consultation with fellow members of staff, they will be responsible for deciding where and when the funds generated will be spent. Theresa is proud to be involved, and says:

"I volunteered for the Charity Fund because I was keen to get involved in something so worthwhile. I have never done anything like this before. I also want to ensure that everyone has an opportunity to play a part. So, following our first meeting, we have circulated a tick-box questionnaire to all staff in order to establish the type of registered charities they would like to support, and the sort of events they would like to get involved in to raise funds.

Fun, fund-raising events

"I think it's important that people enjoy getting involved in fund-raising, so we have asked for fun ideas for charity events. If staff enjoy the process of raising money for charity, we'll all bring much more enthusiasm to helping worthy causes, and hopefully raise even more money."

Once all questionnaires have been received, there will be a meeting to consider everyone's suggestions, and an update on progress will appear in the next issue of The Edge.



Your quotes can earn pounds for charity

We promise to donate to the Fund one pound for every project we quote on for customers. So the more projects you ask us to quote on, the more money we will raise.

For more information, see the 'Pound per Quote' insert included in this edition.

CONGRATULATIONS



MR & MRS STAINER

In the last issue of The Edge we told you about our 'Name the Press' competition – won by Folder Operator David Stainer for his winning suggestion 'Horizon 1'.

David, who won a trip to Heidelberg, proposed to partner Janet Wallen over a champagne dinner in the romantic setting of Heidelberg castle.

We are delighted to bring you the next chapter in this romantic story, with news that their wedding took place recently, as you can see from the photo above. We wish the couple a very happy life together.



2nd Heidelberg now in full service



Just 12 months after becoming the first company to commission the very latest specification Heidelberg Speedmaster SM 102-8P in the UK, a second Heidelberg 8 unit perfector press is now in full service.



This latest acquisition of our second 8 colour press brings our investment to almost £4m worth of equipment in just over a year.

KEEPING YOU INFORMED

Our first eight unit press has more than proved its worth as a power-packed press with the ideal pedigree for magazine production.

Awesome power

Pressroom Overseer, Rob Smith, is delighted with the addition to the Pensord fleet, and says: "One of the great things about this press is its fast make ready time, as well as its awesome power.

It means we can react quickly to the changing needs of our 24-hour service and enables us to offer customers a more reliable, efficient turnaround."

Operations Director, Mick Charlton, agrees: "The increase in firepower will help us to build on our flexibility and be more responsive; benefits which will be passed on to our customers, in terms of enhanced service and delivery".

Carefully managing growth

The investment in the second press, so soon after the first, is indicative of the progress being made at Pensord and the commitment of the management team to ensure that growth is carefully managed.

Looking after customers

Chief Executive, Tony Jones, adds "We have worked hard to develop a reputation as a company that places the needs of customers first.

Investment of this kind enables us to retain and build on the levels of quality and service that have become our watchwords at Pensord.

As the company grows we will continue to make the necessary investment to maintain these high standards."



A stitch in time



WYN DAVIES

In this issue of The Edge we profile Wyn Davies, one of our saddle stitcher operators.

Wyn is 32 and joined Pensord seven years ago as a guillotine operator and is now multi-skilled in folding and stitching.

Here he talks about his work and his machine.

Reassuring reliability

Wyn rates his saddle stitcher highly for its reliability: "The majority of our work is now saddle stitched as opposed to perfect bound, and that proportion is getting bigger all the time.

"The investment we've made in new presses has increased the workload, so I'm pleased we've been able to deal with this."

Wyn recently bought into the company stakeholder scheme and believes these are exciting times for everyone at Pensord. He says: "In the past year I have felt much more secure in my job. It's good to see more work and investment coming in."

New saddle stitcher on its way

And now Wyn has something else to smile about, following the recent announcement of our plans to invest in a new saddle stitcher.

With this new piece of kit, Wyn and his colleagues will be even better equipped to build on their department's impressive level of service to customers. Wyn says: "Everybody pulls together here to make sure the job gets done, and done well."

Tracey's partner

His fiancée is Tracey Hutchings, one of the familiar and friendly voices on Pensord's reception. Tracey has been with the company for 13 years and sometimes doubles up on operational duties when she isn't looking after the front desk.

In his spare time, Wyn works out in the gym, plays the occasional game of football and develops his DIY skills.

SIZE-BASED PRICING

Responses have now been received to the Royal Mail's size-based pricing (SBP) proposals.

The Regulator Postcomm will use the responses to assess the proposals while reviewing the cost justification to support the proposals. Postcomm is then expected to issue a second consultation document in the autumn.

PPA has submitted its own response, which reflects the progress made in securing amendments to the proposals, notably:

- The addition of an 'A3 format' category to the two other magazine categories of large letter and packet
- A change from weight step pricing to straight-line pricing
- The removal of what they see as a subjective 'flexibility measure'.

PPA has also put to Royal Mail an alternative proposal on the uniformity (flatness/evenness) of the mailing.

PPA's response

In its submission, PPA also argues for intervention by Postcomm in pressing for more disclosure of Royal Mail's cost structures, if the carrier is arguing that its proposals are cost reflective.

PPA has also urged Postcomm to ensure adequate time for adjustment if SBP goes ahead, with 18 months being the preferred timeframe from announcement to implementation.

Forum attended by PPA

A Royal Mail forum on size-based pricing took place on 14 September. The forum was an opportunity to address the key issues arising from Postcomm's SBP consultation.

Clearly, this issue continues to generate a great deal of industry debate, and we will keep you posted!

PPA: The power of association

It has always been our intention to use The Edge as a means of communicating issues that affect the wider industry, and to provide a platform for the variety of industry bodies that play a significant part in supporting publishers.



In the first of a new series, we profile the Periodical Publishers Association (PPA). Tony Jones, Pensord's Chief Executive, has been a staunch supporter of PPA for many years, and has worked closely with the organisation as a sponsor of many key events. Tony passionately believes that PPA provides an important service to UK publishers and that by helping to support PPA, we are helping to support our customers and UK publishing as a whole.



THE PUBLISHER'S FRIEND

We asked PPA's Director of Membership and Communications, Hilary Weaver, to tell us all about her organisation's work.

Hilary gives us an insight into the scale and complexity of PPA.

What is PPA?

"The Periodical Publishers Association (PPA) is the organisation of magazine publishers and business-to-business media in the UK. PPA's membership consists of around 350 publishing companies who together publish almost 2,500 consumer, customer, business and professional magazines.

"The association's role is to promote and protect the interests of the magazine industry in general, and member companies in particular – and offer advice, information and other opportunities for publishers to build and expand their businesses."

What does PPA do?

"Members can join a network of committees and working groups that represent every aspect of the business of publishing magazines, from circulation to advertising, production to human resources, credit control to the specific issues faced by independent publishers.

"These committees develop strategies and policy, communications, research, events and a range of support services for that part of the business, supported by PPA's 35-strong executive.

"The committees and working groups report into the PPA Board which includes representation from each of PPA's constituencies and is responsible for PPA's overall strategy and direction."

Serving publishers for 90 years



What are the benefits of joining PPA?

"PPA protects members' interests by monitoring and lobbying on over 55 different government, European and legislative issues – from advertising to defamation, editorial to tax, employment to distance selling.

"The association also plays a key role in the self-regulatory systems for advertising, the press, retail supply chain and teen magazines. Key committees maintain top-level dialogue with major suppliers of postal and retail distribution, as well as paper, print and online services, advertising, research, accounting and the law.

"Ensuring universal, effective and cost-efficient routes to market for magazine publishers is crucial to PPA's activities. PPA works to protect members' interests in the areas of newstrade & retail, subscriptions and postal affairs through consultation, lobbying and dialogue with all parties involved in the supply chain.

Saving publishers money

"PPA members save money on legal advice through a free legal helpline, training courses and attendance at conferences and seminars. They can participate in salary and benchmarking surveys, access digital standards and make use of the agency recognition scheme, all of which help them reduce operating costs or save money.

"Ad marketing, subscriptions, export and online initiatives drive revenue for member companies and promote magazines to advertisers and readers through marketing and research. Members can also access a full range of professional development courses and qualifications.

"Best practice standards and guidelines are available to members for the improvement of digital workflow.

"PPA organises the national magazine publishing conference and awards for editorial and publishing excellence – PPA Magazines 200x - in May each year. The event addresses every aspect of the business of publishing magazines in a series of seminars, awards ceremonies and ad marketing conferences.

"In addition, PPA runs up to 30 conferences, seminars, forums, briefings and awards events every year, attracting up to 6,500 delegates.



Networking opportunities

"As well as updating members on a range of issues that affect their businesses and providing a forum for debate, these events are an excellent networking opportunity for members.

"PPA celebrated its 90th anniversary last year. In that time hundreds of publishing companies have felt the power of association and joined an organisation that exists to promote, protect and advise their business.

For more information

"Naturally, we would welcome any UK publishing company that meets our membership criteria, so get in touch to find out how you can benefit from the services and support offered by PPA on hilary.weaver@ppa.co.uk"



Quark Xpress 6.1

DEALING WITH PDF IMPORT PROBLEMS



Adobe Acrobat PDF power tips – compiled by Pensord PDF specialist, Jon Bessant.

Industry recognised as a leading expert in PDF technology, Jon Bessant passes on the tricks of the trade to help improve pre-press efficiency for your business.

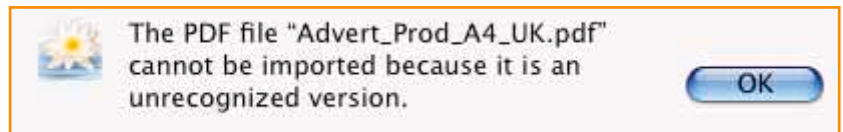
In this issue, Jon shows you how to solve the most common import problems that occur when working in QuarkXpress 6.1 and takes off on an informative journey round the world of Pre-flighting.

Jon Bessant



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Quark 6.1 is a great upgrade for many, many reasons. In my opinion, its greatest strengths are its print production capabilities and the added ability to import PDFs into a layout with much better results than previous versions [although I admit that InDesignCS is even more powerful!]. However, it can be frustrating if you attempt to place a PDF into your layout and are faced with the following error message:



Why does this occur?

It is because you are importing a PDF which was distilled or re-saved as a PDF version 1.4 (Acrobat 5) or 1.5 (Acrobat 6).

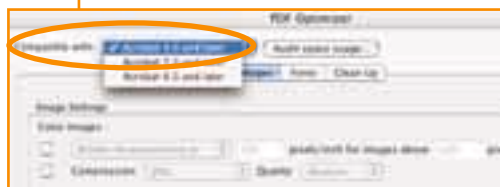
How can you resolve it?

One way to overcome this problem and allow Quark 6.1 to import the PDF is to down-version the PDF to 1.3. Users of Acrobat 6 Professional (and Enfocus Pitstop Professional) can down-version using the new PDF-Optimiser tool found within Acrobat 6 Professional. Here's how:

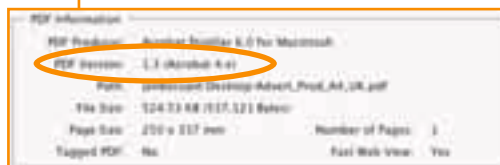


1 In Acrobat, select FILE/ DOCUMENT PROPERTIES and then DESCRIPTION. Note the PDF version is 1.5 - Quark cannot import this version of the PDF

2 Select the ADVANCED menu and then PDF-OPTIMISER. Ensure you have a PDF document open beforehand. Also make sure the 'Use Local Fonts' is turned OFF and the 'Overprint Preview' is turned ON.



3 Please note we select 'Acrobat 4' from the top and ensure we DO NOT select any compression. (Remember to turn all boxes OFF)



4 In Acrobat, select FILE/DOCUMENT PROPERTIES and then DESCRIPTION. Note the PDF version is now 1.3. Quark can now import this version of the PDF.

It's as easy as that! Happy importing!

Pre-flight and avoid a nose-dive!

A pilot of an aeroplane performs a detailed inspection of the aircraft prior to departure to ensure that all is well. The phrase 'Pre-flight' in the graphics arts industry is similar – designers activate a pre-flight application on their files (Quark/InDesign/PDF) to ensure all technical aspects of their artwork are suitable for the print process.

Why should you pre-flight?

Simple – to save time and money. PDF enables printers to process hundreds or thousands of pages a day. The downside is that PDF files are difficult (if not impossible) to alter, therefore sending bad files can slow down the production process, could incur additional costs and even, on occasion, delay dispatch.

What you see is not always what you'll get!

People now appreciate that they cannot accept the phrase 'it looks good on my screen'. The problems occur when (for example) people use RGB images, ICC profiles, OPI, attach halftone screens to content and do not embed fonts into their final artwork. Take the PDF creation process – there are many different job options variants in a copy of Acrobat Distiller – even the canned 'Press' optimised settings in Distiller 4 and 5 do not automatically ensure your PDF file is correct for the press.

The good news is that the latest Acrobat 6 Professional product from Adobe has built-in accredited PDF creation options such as PDF/X-1a:2001 and PDF/x-3:2002 which does enable out-of-the-box standardised PDFs.

Pre-flight profiles

Thankfully, the graphics arts industry now has accurate Pre-flight profiles to check your files against. The most respected are the ISO accredited PDF/X-1a:2001 format from CIP4 and the profiles released from the Ghent PDF Workgroup. The PDF/X-1a:2001 format allows for CMYK and spot colours but does not check for resolution.

The Ghent PDF Workgroup takes the PDF/X standards and includes extra checks to provide the best of both worlds. There are still printers who publish their own pre-flight profiles – but in general, you would be advised to follow the PDF/X and/or Ghent PDF Workgroup standards, as they are being monitored and continually updated by the industry experts.

When to pre-flight?

Some designers pre-flight their native documents and then generate PDFs to be delivered. However, with the advent of faster workstations and networking, many designers will only pre-flight their finished PDF for delivery. This reduces the file checking overheads and certain PDF pre-flight applications can 'detect and fix' within the same process.

Which pre-flight?

See our web site.

We now understand the importance of pre-flight within our workflow and how it can make the difference between a smooth transaction and a job that could cost additional time and money. But which do you choose?

Product guide

Which is best for you and your printer. There are several key players in pre-flighting, however it is impossible to give you a full account of the pros and cons of each one here.

So, we have provided a more comprehensive guide to pre-flighting and included a review of the leading products, along with our assessment of their strengths and weaknesses, on our web site.

The products under review include:

● MarkzWare Flightcheck

The industry leader for native application files

● Acrobat 6 Professional

Built in pre-flight with print production capabilities.

● Enfocus Pitstop Professional

A huge arsenal of tools – pre-flight has built-in 'detect and fix' capabilities.

PDF Learning Zone

For more information, go to the PDF Learning Zone:
www.pensord.co.uk/pdftoolkits/pdfzone

More tips next issue

For more top pre-press tips from our PDF specialist, Jon Bessant, look out for our next issue.



Jackie Lewis of Qualtech Services gives us an update on the Pensord Charter.

Pensord Charter

"Several internal staff consultation sessions have now taken place as we continue to take great strides towards fulfilment of the Charter.

"There has been positive feedback from those attending and clear evidence of improvements and progress in most areas.

"The Pensord team are truly committed to service excellence and I'm confident that the realisation of the Charter will have a very positive effect on customer relations."

mission underway

MANAGEMENT INFORMATION SYSTEM

Every successful business needs constantly to review its structure and systems. Especially as the overall efficiency of a business is often reflected in the standard of service offered to the customer.

We have always appreciated the importance of information management and the bearing it has on the quality of internal communication.

| Listening to customers

We have also recognised it as an area at Pensord where we could be more efficient, and recent customer research confirmed this. Our customers highlighted internal communication between departments as an area where improvements could be made and our team agreed.

In fact, in the internal team meetings – the on-going staff consultation process set up as part of our Charter 'crusade for excellence' – an improved Management Information System (MIS) was pinpointed as being a key requirement.

We have listened to everyone's views and have acted swiftly by investing in our own Management Information System.

| Fully integrated

Although called a "Management Information System", the system is actually a company-wide ERP (Enterprise Resource Planning) type system. Finance Director, Graham Lambert, explains:

"We currently manage the business through disparate systems, often involving spreadsheets and Word documents. The new system will have a fully integrated architecture which, through a single database, will process quotes, customer orders, purchasing, production planning, production data capture, dispatch planning and invoicing.

| Customer benefits

"The full roll-out will take some time, and estimating will be the first part of the system to go live, since everything starts from the quote. From estimating we will then move progressively through all other company functions – bringing enhanced communication and co-ordination benefits to staff, customers and suppliers.

| Projects glide through painlessly

"It's really the swan analogy; everything on the surface will continue to seem serene to the customer, but the amount of frantic activity below the waterline should reduce, allowing the swan to direct its energy at swimming more efficiently and in the right direction rather than putting all its energy into steaming full ahead."



Enhanced web site now live

[www.all the support you need](http://www.allthe.support.you.need)

We have been busy over the last few months transforming the Pensord web site into an informative, interactive zone for publishers.

As well as all the latest news about Pensord, the site offers helpful, money-saving advice and tips on all aspects of print buying and a convenient on-line quoting service.

But most importantly, the new site has been boosted with the introduction of a comprehensive PDF Toolkits area and learning zone, created by Pensord's pre-press specialist, Jon Bessant.

www.pensord.co.uk

Check it out

The site includes everything you ever wanted to know about pre-press - but didn't know who to ask! Take a look here at just some of the features we have included to help you and your colleagues. Better still, go and see for yourself.

And remember we will constantly be reviewing the information on the site, so keep checking us out!

PDF TOOLKITS AREA



PDF Learning Zone

Everything you need to know about creating PDFs. Step-by-step instructions for installing and using distiller settings and pre-flight profiles, generating PDFs, fixing common problems, configuring Acrobat, useful tools and much more besides.

Software Updaters

Make sure your software is up to date. We've got links to all the latest updates you need, including links to the most widely used sites.

FTP

Comprehensive instructions on sending files via FTP, including links to the software you may need.

PDF Standards

Access information and technical specifications on the major PDF standards, including Pensord's preferred standard.

JDF

Link to CIP4, a world-wide operating standards body located in Switzerland, responsible for JDF, a comprehensive XML-based file format/proposed industry standard for end-to-end job ticket specifications combined with a message description standard and message interchange protocol.

Pensord people page

Introducing the power behind the Pensord service



Name: LEANNE MORRIS

Title: Accounts Clerk

I am responsible for maintaining our purchase and sales ledgers, I have also been encouraged by my boss, Graham, to study for membership of the Association of Accounting Technicians, and I am pleased to say that after three years of hard work I am now qualified as an AAT Technician. I am considering furthering my education by attending University of Newport to study CIMA (Chartered Institute of Management Accountants), and I am very grateful to Graham and the accounts team for their great help.

Congratulations

"Congratulations to Leanne Morris on her AAT qualification. Pensord has been pleased to support Leanne in her professional studies, and it's great to see all her hard work being rewarded. Leanne will now be able to put the letters MAAT after her name."

Graham Lambert, Finance Director

Name: KEITH PARSONS

Title: Pre-press Operator

I have been at Pensord for many years since the days of paste up artwork so I have seen the pre-press area change dramatically in recent years.

My role is far more one of file management and communication than the labour-intensive one it was before. I now liaise closely with pre-flight and customer service to ensure we offer as smooth, accurate and timely a transition as possible from file receipt to plate output.

When away from the office, I enjoy watercolour painting, gardening and travelling.



Name: SUE BILTON

Title: Dispatch Clerk

I am responsible for the dispatch of all publications and mailing from Pensord. I provide our bindery with the information and paperwork required for dispatch, and liaise closely with customers and the Royal Mail.

I know this area of the business very well as I joined Pensord as a bindery assistant on the shop floor twenty years ago this autumn.

I am kept very busy, but really enjoy my work. Outside work hours my family takes up most of my spare time.

