

PENSORD

EDGE

THE MAGAZINE FOR PENSORD CUSTOMERS

# A walk on the wild side

FUNDRAISING WELL ON TRACK  
ADOPTED CHARITY ANNOUNCED  
CHARITY WALK ORGANISED

See pages 4 & 5

# third 8 unit press

on the way

See inside



:DELANO GOES LIVE

See page 10



Welcome to the latest issue of the Pensord Edge, an edition that flags up our two years of operation since the MBO, and sets out our stall for the future.

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Tony Jones presenting the Staff Stakeholder Scheme to the team, shortly after the MBO.

In this issue, you will find a round-up of our second year post-MBO, with reflection on the investment and changes we have made internally.

We also bring you the latest on the Pensord Charter and the developments we are now making with internal training, as well as some exciting news on our Charity Fund. We announce the selection of our adopted charity and our plans for a first fundraising event. We feature the implementation of our Agfa :Delano project management system and how it will help publishers. All this plus our latest 'industry voices' feature, this time on the British Printing Industries Federation (BPIF).

### ■ A momentous year

In the summer we reached our second anniversary since the MBO, and this has been another momentous year for us. We have turned a loss making company into profit through focused and much needed investment, further improving the service provided by our people and driving efficiency.

We have had a clear vision and a different approach from the start. We have been able to achieve significant business growth. Our aim to double the size of the company through controlled growth within five years is well on track, and we can announce that we will be installing our third eight unit perfecto press in January 2006.

### ■ Your feedback is appreciated

We hope you enjoy the Pensord Edge and would be delighted, as ever, to receive any feedback you might wish to provide on its contents, or on any material you would like to see covered in future issues. After all, the Pensord Edge is for you.

Contact me on [tony.jones@pensord.co.uk](mailto:tony.jones@pensord.co.uk) or 01495 223721.

**Tony Jones**, Chief Executive, Pensord

# Highlights of the last 12 months

## INVESTMENT

We continued our investment programme, strengthening the structure of the company without resort to venture capital, and so retaining our independence and our ability to be flexible and make decisions quickly in the best interests of publishers. We made key appointments to senior management, customer services, and sales. Investment in kit in the last 12 months has seen the arrival of:

- A second Eight Unit Press to boost our firepower and a third on its way!
- Two new Folders with a Pallet Feeder to increase efficiency
- A new high performance stitching line to speed up the production process
- A new Management Information System to enhance our service
- The Agfa ApogeeX Workflow System to get the best from PDFs
- Agfa :Delano Project Management System for virtual proofing
- A new high performance CtP unit for state of the art pre-press

## CORPORATE SOCIAL RESPONSIBILITY

The company stakeholder scheme gave staff 'ownership' in the company; and a Charity Fund has been set up and administered by an in-house team to provide a local charity with a contribution from: profits, a £1 per quote initiative, and staff fundraising events.



### Putting people first

The value we place on people is reflected in enhanced internal communication, with quarterly reviews for all staff members; monthly departmental communication meetings; and highly visible key performance indicators throughout the business – 'kit may be useful, but it is people who make the difference' is a defining element of our approach to business.

### Putting publishers first

And we take our responsibility to the publishing industry very seriously, maintaining a close relationship in recognition of the mutual effects of success. Support for publishers includes our continuing involvement with PPA initiatives, events and awards.

## THE PENSORD CHARTER

Further work has been undertaken to develop this open, transparent declaration of honesty and integrity in all company dealings – with customers, staff and suppliers.

Having gained valuable feedback from staff on how they feel things are progressing, we are now embarking on a programme of structured training in several areas of the business.

### Securing value for money

Another example of our value-added service is the free 'health check' for publishers established to help cut production costs.

### Publishers' learning zone

We have also focused on our website and added an online PDF learning zone, created for publishers to help them improve the efficiency of their production.



### TV stars

We've also had our share of the limelight in recent times on TV, with two appearances on live network television on the BBC's Working Lunch shows, one featuring the staff stakeholder scheme and the other using the company as an industry sounding board on the Chancellor's pre-budget report.



# Pensord's chosen charity



Ever since we put the Pensord Charity Team together we have been researching a number of charities in a range of sectors, each put forward by members of staff as a potential worthy cause for adoption.

One of the team, Phil Stainer, put forward a local charity, the Hospice of the Valleys, and, after much research and a visit to the charity's HQ, we are delighted to announce that the Hospice of the Valleys is our adopted charity for the coming year.

## Hospice of the Valleys

Hospice of the Valleys is based in South Wales with its headquarters in Tredegar.

The charity was set up in the Valleys in 1991 and now employs a team of seven palliative nurses, therapists, counsellors and social workers under a Consultant in Palliative Medicine, to deliver palliative care in the home, and a series of clinics for sufferers and their families throughout the South Wales Valleys.

We are delighted to be supporting such a worthy cause, and have set ourselves a target of raising £10,000 by January 2006.

### Thank you for helping us raise £6,500

While the Pensord Charity Team has been formulating plans, our charity fund has been ticking over nicely. So far we have managed to raise a not insignificant £6,500 through a proportion of company profits and our regular £1 per quote for each project we quote on. So thanks for that!

### £10,000 target!

As we embark on the next stage of fundraising, this gives us a great platform for building on, and the fund will carry on growing as each month passes and we move towards our £10,000 target.

Now we want to boost funds further, and get all our work colleagues involved. We have therefore decided to hold our first fundraising event on 25 September.





Hospice staff celebrate winning this year's GlaxoSmithKline Impact Award for excellence in community healthcare.

### A worthwhile mission

The Hospice of the Valleys mission is 'to provide free, high quality care in their own homes for patients in our area who are suffering from life-threatening illnesses, and comprehensive support for their families, from diagnosis, through treatment and, if appropriate, into terminal care and bereavement.'

We were attracted to the charity because of its track record in caring for local people in their homes, empowering 70% of those choosing to die at home to fulfil their wishes.

The charity is well established with strong local links with the health service and other healthcare providers in the area. It has achieved national recognition for its work.



The Hospice was cited by judges as "One of the most comprehensive outreach palliative care services in the UK."

### The Hospice of the Valleys lists its aims as:

- To practice holistic Hospice care, addressing all the patients' needs, physical, spiritual, social and emotional.
- To support families so well that they are enabled to care for dying relatives at home to the end.
- To maximise patients' autonomy.
- To establish a model of Hospice care that is recognised locally, nationally and internationally as being of the highest standards. To teach about our methods.
- To care for patients from first diagnosis of a life-threatening illness through to cure or death. To support carers throughout this time, and in bereavement for as long as necessary.

### Charity walk



After consulting with staff, and some considerable research, we have decided that a Sponsored Walk is the best way we can launch our fundraising activities, because it allows access for all members of staff, and is likely to be well supported.

### Best foot forward

We have also decided to theme the walk to enhance its appeal, and so the 'Walk the Walk for the Hospice' will take place on 25 September in the beautiful surroundings of Cwmcarn Forest, about five miles from the factory.

The theme comes from the Pensord ethos of always doing what we say we will do. It promises to be a great family day out and we hope to raise a lot of money for a great cause.

### Walk the Walk

This idea has been enthusiastically received by staff, and at the time of going to press entries are coming in thick and fast.

### Please sponsor us

It's not too late if you would like to sponsor our efforts. Please speak to one of our team and help us raise much-needed funds for the Hospice of the Valleys.

**For Magazine News readers who will receive this following the event, your contributions will still be gratefully received.**



# You will be stronger b We will be stronger b Together we will do g



This is the belief of the British Printing Industries Federation (BPIF), the largest trade association for the print and graphic communications industry and a reflection of the relationship between the organisation and valued member, Pensord.

## Introducing the British Printing Industries Federation (BPIF)

In the latest in our series of articles that give a voice to organisations within the industry that have something interesting and illuminating to say to our readers, we invite the British Printing Industries Federation (BPIF) to tell us about themselves, and their relationship with Pensord.

### BPIF FACT FILE

- The British Printing Industries Federation is the leading trade association and business support organisation for the £14bn UK printing industry, and in 2003 was named the Trade Association Forum 'Trade Association of the Year'.
- The BPIF has approximately 2,500 members and runs a strong regional network of advisors and business centres to support printing companies in the UK.
- Offering a 'one-stop shop' for business services, the BPIF offers a variety of skills solutions and delivers expert assistance across the full range of business activities from sales and marketing to environmental and risk management, from HR and training to insurance and pensions.
- As a leading trade association the BPIF also works closely with government, regional influencers such as Regional Development Authorities and Learning & Skills Councils as well as international institutions.
- Regularly consulted by government and other national and international trade associations, the BPIF is in a strong position to lobby and influence public policy on behalf of the industry both in the UK, in Europe and other parts of the globe.

Visit [www.britishprint.com](http://www.britishprint.com), e-mail [info@bpif.org.uk](mailto:info@bpif.org.uk) or call **0870 240 4085**.

by being part of us.  
 by having you with us.  
 great things.



**On a recent visit to Pensord, BPIF chief executive Michael Johnson was deeply impressed with the company's outlook and improvements and the way in which the BPIF/Pensord partnership is working.**

### **BPIF chief executive praises Pensord**

"It is indeed the case that member companies of the standard of Pensord make us a stronger organisation, whilst we too have lots to offer them. There's no doubt in my mind that Pensord punches well above its weight. In terms of marketing, brand value and customer communication, Pensord exemplifies the kind of image savviness the whole industry should be embracing."

And this emphasis on marketing is clearly working. Pensord is experiencing year on year growth of 15% alongside rising profitability and the BPIF is pleased that our products and services have been able to support this progress.

Pensord chief executive, Tony Jones, and his management team have focused very much in recent years on the traditional, core BPIF services such as HR support and advice, both over the phone and in person, Health and Safety advice and guidance and relied on the BPIF's legal support.

Jones has always valued services such as the national negotiations which we undertake every year of behalf of our membership and which saves our members £3m every year in individual negotiating costs.

Johnson continues, "A large part of the success of Pensord seems to me to be its focus on people – its customers, staff and suppliers." Pensord conducts a lot of in-house training for its workforce and is in discussion with the BPIF to develop a more strategic relationship with the BPIF training department.

**"This investment in people and skills is what turns a good company into a great company like Pensord, and a great company like Pensord into the market leaders of the future."**

### **Further BPIF services**

Alongside the core trade association services, the BPIF has a whole range of additional and innovative products and initiatives on offer to help small and large modern businesses.

#### **| 10 new products**

In the last year alone the BPIF has launched another 10 products and would encourage not only Pensord, but all members and potential members, to make use of the new range of tools, such as BPIF Finance, a value adding finance service to reduce financial risks; Print data online providing valuable salary information online; Legal plus and the Technology Warehouse, sharing knowledge about technical issues online.

## **What our BPIF membership means for publishers**

So what is the significance of Pensord's relationship with the BPIF? Quite simply, it's all done in publishers' best interests.

Our close involvement with the printing industry's leading trade association enables us to stay in the vanguard of thinking in the industry, keeping us up to date with the latest happenings.

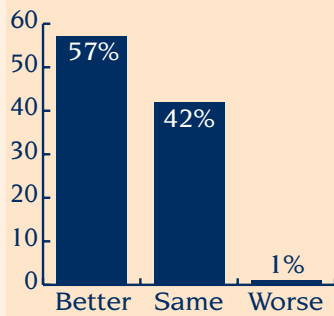
We can tap into a stream of advice on technical advances, best practice, training, HR and legal, as well as health and safety issues.

All of which keeps us on top of our game and able to turn that knowledge and experience into an improved service offering for our customers.

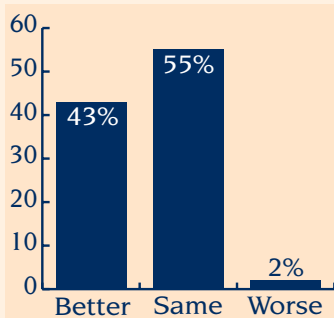
Michael Johnson's kind words are very welcome, and reflect a warm relationship that will continue to grow.

## Charter progress

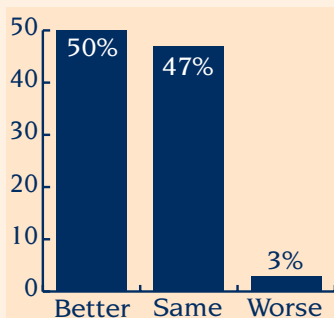
**I** We asked staff how they thought the business had progressed since our last benchmarking exercise in August '04. These are the results:



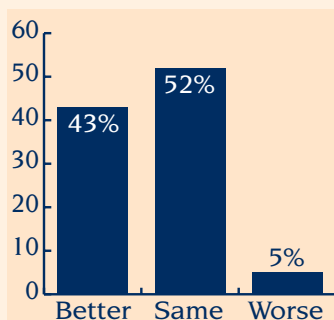
**I** 57% agree we now have a sharper focus on customer needs



**I** 43% believe we have improved the quality, service and value we aim to deliver



**I** 50% say we have become more honest and transparent in all our dealings



**I** 43% feel they are making more of a difference

# Staff have their say



## Independent research shows good progress



**In August 2004 we consulted staff for their views on all aspects of service in relation to our Charter. We consulted them again in April to gauge how much progress has been made. The results show that although starting from a strong base, we are continuing to make improvements. More can be done though and we are listening, learning and working together to get better all the time.**

### **I** Exciting development programme

Training specialists Qualtech Services have been commissioned to develop the company's staff training programme. Jackie Lewis of Qualtech was closely involved in liaising with staff to help us communicate the aims of our Charter and establish common goals. She will now manage the overall training plan and oversee its implementation and evaluation. Here Jackie explains the first steps:

### **I** Management development programme

"We started with the three new Bindery Shift Managers who are undertaking a management development programme. They have had development meetings with both our development advisor and their internal mentors, all of whom are Board members. IT training has started to complement their development programme and to raise the level of their IT capability.

### **I** Quality and consistency of service

"We have also begun work on establishing a bespoke customer service development programme to raise the levels of quality and consistency even higher. Meetings have been held to consult with key personnel and to start work on a training manual that will include best practice standards. Training dates have been arranged for the autumn. Training has also taken place in Microsoft Outlook with a group of people to complement the service via e-mail and internal planning.

"We are aiming to ensure that when staff work with customers they are equipped with the enhanced skills to offer service levels that consistently exceed expectations."

# Pricing in proportion

## PRICING IN PROPORTION – CAN WE HELP ?



The postal regulator, Postcomm, has given Royal Mail the go-ahead to introduce Pricing in Proportion (PiP). Royal Mail have now chosen a date for the introduction of the new pricing structure of 21 August 2006.

PiP will allow Royal Mail to charge postage for items based primarily on size and format and is the most significant change in postal pricing since the introduction of the Penny Black.

### Competitive market

Postcomm has decided that in an increasingly competitive market, the detail of the mitigation scheme should be a matter for Royal Mail and will not intervene. The scheme proposed by Royal Mail has two qualification thresholds, namely a £100,000 per year minimum for current Royal Mail postal spend and a minimum 50 per cent increase in this spend resulting from PiP. PPA had argued that the threshold of the scheme should be lowered to 15 per cent.

### 12 month notice period

Commenting on this latest announcement, PPA chief executive Ian Locks said: "Whilst we welcome the decision to allow a full 12 month notice period before implementing PiP, we are disappointed that Postcomm has chosen to wash its hands of the mitigation scheme and to leave the detail to Royal Mail.

The mitigation scheme kicks in for increases of 50 per cent or more; we believe this is an unrealistically high threshold and will be lobbying Royal Mail to do more to help those publishers facing unacceptably high increases of up to 50 per cent".

In terms of the extent to which Royal Mail should be allowed to vary, prior to final implementation, the indicative PiP prices which it published in March this year, Postcomm has reiterated that it would test the cost reflectivity of any changes to the indicative prices, and that this should "give postal users adequate assurance that the final PiP prices will be close to the indicative prices published by Royal Mail".

**If you would like advice on how PiP proposals may affect your title, please contact Pensord's customer service team and they will be pleased to help.**



At Pensord, we're avid supporters of one of the most prestigious events in the UK publishing calendar.



Once again Pensord was heavily involved in PPA's Magazine 2005 Awards for Editorial and Publishing Excellence.

We sponsored the award for the Publisher of the Year (for companies with fewer than 50 employees); Tony Jones sat on and chaired judging panels; we supported IPAC and smaller publishers with event and award sponsorship; and Darren Coxon, as a seminar speaker, advised publishers on how to cut print costs.

We are currently in discussions with the PPA to determine the extent of our involvement in 2006.

Watch this space...





**NO DELAY**

**DELANO**™

## Streamline the page approval process

**At the beginning of this year Pensord was among the first UK companies to install Agfa :Delano project management system to enhance our communications by creating a common virtual workspace with customers.**

**Commercial Director, Darren Coxon, updates us on progress**



"Six months and a major upgrade later and :Delano is ready to be unveiled to our customers." That's the message from Pensord's Commercial Director, Darren Coxon, as Pensord prepares to lead the way in introducing the benefits of web based page approval to our customers.

### **| Speed unrivalled**

Darren continues: "Pensord customers will now have the opportunity to use :Delano for secure delivery of files to

Pensord's pre-press workflow. :Delano, using the latest technology in hardware and software, will automatically flightcheck, RIP and proof back the pages seamlessly for approval. Automatic approval, or replacement, of pages without human intervention and at a speed unrivalled in the industry is something Pensord is sure will be of benefit to customers both large and small.

### **| Proofing simultaneously**

"In 2005 speed is now of the essence to our customers and that speed requirement has often meant progressing without proofs, or proofing has proved frustratingly slow for publishers and printers alike. With :Delano, customers can deliver files as they are prepared and approve or reject a ripped proof of that file in a very short space of time – supplying and proofing almost simultaneously.

"Having instant approval, fewer queries and reduced administration of files will improve interaction between printer and publisher and help maintain schedules.

### **| Smarter working for everyone**

"This is a great example of technology improving communication. The replacement of pages is fast, secure and simple, and another great benefit is the visibility and traceability of a job's progress. At any time, anyone with approved access will be better informed of a job's status and, because it's web based, approval can be done from anywhere at any time" says Darren.

"On reflection, chasing pages for proofing and approval was such a waste of time, but of course it had to be done. :Delano will enable both me and my customers to concentrate more proactively on other elements of the job."

**Title Manager**

"Its a bit like re-inventing the wheel.

When we had single page films supplied we just plated and printed because the films were correct. Now we can crack on with plating approved Ripped files in much the same way."

**Pre-Press Operator**

"Having seen the product on beta release, the benefits in terms of speed and visibility of the progress of the job are clear to see."

**Customer**

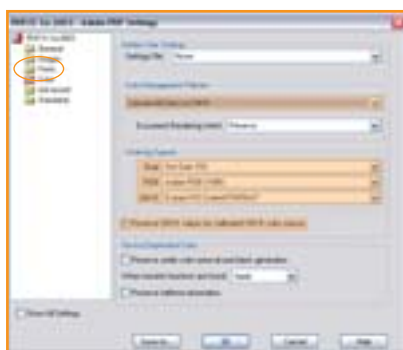
# Adobe Acrobat Distiller 7

## NEW AND IMPORTANT FEATURES

### I Built-in Colour Conversion to CMYK

This might sound a small new feature, but it is huge! A PDF which contains RGB elements can be unstable within a workflow which is not colour managed. Even a modern workflow can experience problems. But don't worry, you don't have to go back to the textbooks to learn about CMYK colour! Distiller does it for you by automatically converting RGB objects to CMYK with controlled ICC profiles found within the application (it uses the same ICC profiles as Adobe Photoshop CS2). To help you create CMYK files, we have reproduced a screenshot, below.

#### Activating CMYK conversion



In Adobe Acrobat Distiller 7, select either the PENSORD or PDF/X-1a:2003 job settings and then select EDIT JOB OPTIONS from the SETTINGS menu.

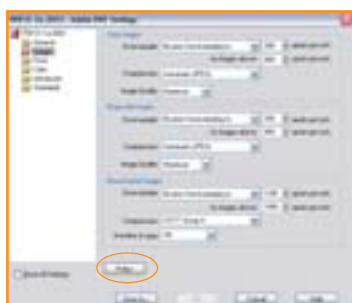
Select the COLOR sub-category and change according to the highlighted colours.

Please note – this colour conversion works well for most untagged RGB images but may lead to incorrect results for vector-based RGB objects. Please call if you require verification.

### I The Image Policy

Built into the Image category of Distiller, this little gem can actually identify if any of the embedded images are below a particular resolution. You can configure this feature to ignore, warn or even cancel the job if any are discovered. This will ensure that you have high-resolution images every time.

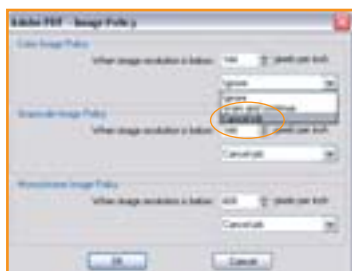
#### Choosing the Image Policy



#### Step 1

In Adobe Acrobat Distiller 7, select either the PENSORD or PDF/X-1a:2003 job settings and then select EDIT JOB OPTIONS from the SETTINGS menu.

Select the IMAGES sub-category, then click POLICY (highlighted)



#### Step 2

We can now see the CANCEL job category selected as an example of the action which can be carried out when Distiller 7 discovers a low-resolution image. Pensord have chosen 144ppi as the tolerance level for the trigger of low-resolution images in a PDF file.



**More Adobe Acrobat PDF power tips to help you – compiled by Pensord PDF specialist, Jon Bessant.**

The advent of Adobe Acrobat 7 in early 2005 has been hailed as an extremely important upgrade for publisher and pre-press users. We will be covering the essential new features in future issues. Here we demonstrate how Distiller 7 can help iron out issues when generating PDFs.

### Download the modified Distiller 7 settings from our website

If you wish to read this feature and then download the new Distiller 7 settings instead of modifying your own job options, then they can be found at the Pensord website ([www.pensord.co.uk](http://www.pensord.co.uk)) in the PDF Toolkits section, PDF Learning Zone, under 'Creating a PDF via postscript and Distill', 'Distill using Acrobat Distiller'.

### Go to our PDF Learning Zone

For further technical support and advice, go online to [www.pensord.co.uk](http://www.pensord.co.uk) or phone us.

We're always here to help.





Q 06300

# 5 Pensord people 137 years experience

**There's no substitute for experience... in this edition of the Pensord Edge we show the vast experience that goes into the service we offer our customers.**



**Name**

Rob Smith

**Title**

Presshall Overseer

**Service**

27 years at Pensord



**Name**

Tudor James

**Title**

Pre-Press Operator

**Service**

29 years at Pensord

**Role:** I'm one of the four senior members of the 17 strong presshall team. I joined Pensord in 1978 after my printing apprenticeship, and started life here on a manually driven single colour press. Now we have the latest computerised eight colour perfector presses on the market. I believe that experience gained through a variety of printing processes over the years has been invaluable, and gives me a greater knowledge and understanding of the role. It's great to be working in a busy business again, especially now that the organisation is so much better.

**Role:** When I first joined Pensord I worked in the bindery, then swapped apprenticeships to go into planning and plate-making. My time here has seen great change in the industry from film to PDF technology, and now CtP brings a new system with greater customer involvement. The past few years at Pensord have been very positive – we certainly seem to be hitting the peaks at the moment.



**Name**

Brian Richards

**Title**

Presshall Assistant

**Service**

26 years at Pensord

**Role:** I have been a printer's assistant since I joined Pensord in 1979, and it's still the teamwork that makes the job for me, only now that team effort is better than ever. Things are much better organised now, and we experience far fewer production issues.

We've all had to retrain as we've gone along, with computerisation coming in. I tend to work what are known as 'float shifts', as cover for other members of the team. My job feels more secure now than ever before.



**Name**

Colin Watson

**Title**

Presshall Overseer

**Service**

28 years at Pensord

**Role:** I joined Pensord in 1977 to do my City & Guilds apprenticeship as a lithographer, and spent time on plate making and planning. I then moved onto the presses, where I've stayed, and now supervise work in the presshall.

When I joined Pensord it was considered cutting edge, but lost ground over the years until recent times when investment was made in technology and that's put us right back on track.



**Name**

Phil Price

**Title**

Bindery Development Overseer

**Service**

27 years at Pensord

**Role:** I joined Pensord as a general assistant in the bindery. I trained on all machines, becoming folding operator and perfect binding operator before my seven year spell as bindery manager. I have been in my new role since autumn last year – a strategic position designed to raise standards through the development of our bindery staff, quality procedures, machinery maintenance, housekeeping and all health and safety aspects.

