

PENSORD

EDGE

THE MAGAZINE FOR PENSORD CUSTOMERS

Thinking positively about the future

Helping publishers to prepare for the challenges ahead

See pages 8 and 9



PPA and Pensord announce three-year IPAC sponsorship deal

See page 3



New five-colour press brings investment to over £8 million over three years

See page 11



Welcome to the Autumn 2006 edition of the Pensord Edge. In this latest issue we focus our attention on the future. Is it all doom and gloom for publishers and printers? Or are there opportunities for those who embrace change and meet the challenges of the future head on?

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Taking our investment to over £8 million

Future in

Keeping an eye on tomorrow, and investing today

If only we all could see into the future. Business would be so much simpler. Unfortunately we don't have a crystal ball at Pensord, but what we do have is a steely-eyed determination to embrace change for the benefit of our customers. We trust this edition of the Pensord Edge demonstrates how we are taking the business forward through investment, innovation and an earnest commitment to progress.

On pages eight and nine you can read about how we are keeping an eye on predicted developments for the publishing industry, with our own 20/20 vision of what we can all expect and prepare for in the coming years, following a PIRA study published earlier this year.

We also highlight how we are keeping up to speed with innovations in the wider communications industry. You can find out how we are tracking these issues on page 10.

■ Focusing on the future with PPA

As well as the exciting announcement of our strategic sponsorship agreement with PPA (opposite), we also have news of our latest investment in a Heidelberg five-colour B2 press, our regular PDF support slot, an update on the next phase of our ongoing training programme to upskill in all areas of the business, recent views of Pensord through the TV camera lens, and we get up-close with some of our 'Pensord People'.

■ New look for the new year

I hope you enjoy this issue and, as usual, I would be delighted to have any feedback you may wish to provide, especially as we are currently planning a new look for the Pensord Edge for January.

Contact me on tony.jones@pensord.co.uk or 01495 223721. **Tony Jones**, Chief Executive, Pensord.

focus

Inaugural IPAC strategic sponsor in three year deal

Pensord has been an avid supporter of PPA over many years. We are heavily involved in the annual PPA Magazines Awards for Editorial and Publishing Excellence, sponsoring the award for the Publisher of the Year (for companies with fewer than 50 employees) and regularly chairing the judging panel.

We also sponsor and are involved in the judging of the independent publisher awards and work with PPA Scotland on their awards. And now, in the latest move to further strengthen relations with independent publishers and PPA, Pensord has signed a three-year deal to become the inaugural IPAC (Independent Publishers Advisory Council) Strategic Sponsor, a new symbol of our meaningful connection with publishers and IPAC members.

Excellent news that Pensord is involved

PPA's Deputy Chief Executive Nick Mazur said "We are delighted to be working with Pensord in a strategic way on the first stand-alone IPAC conference. Independent publishers who are close to their markets are key to many of the innovations and new titles within our sector. A large number of the 600 or so launches from last year were from smaller publishing companies who have spotted a niche within the marketplace.

"It is excellent news that Pensord is engaged in our activities to support these key PPA members."

Planning a profitable future

The announcement means that Pensord paves the way for a small number of future strategic sponsors who will be closely associated with IPAC and its activities. These include significant involvement in IPAC's first annual conference – the Independent Publishers Conference 'Strategies for a Profitable Business' at the Millennium Mayfair, Grosvenor Square on 23 January 2007.



IPAC's partner

This new forum for senior executives in the independent publishing sector complements the annual IPAC Seminars and Awards at Magazines 2007, and further activities are under consideration to deepen our involvement with IPAC in the future.

Three-year strategy for smaller publishers

Tony Jones said "This is a landmark announcement and further enhances our relationship with independent publishers and PPA. IPAC represents the smaller publisher both inside and outside PPA, and the parallels with our business made the prospect irresistible for us.

"We like to be in the industry vanguard at Pensord, and so it is a privilege to be the first Strategic Sponsor on board.

"We will be much more than nominal sponsors; we intend to add value, and look forward to being closely involved over the next three years."

To obtain details on PPA or IPAC membership, visit www.ppa.co.uk

More information in the next edition of the Pensord Edge.

Celebrating with one of our babies

Printing the leading weekly since its birth



As market leading magazine Design Week celebrates its 20th anniversary this autumn, we are also joining in the celebrations as we've been the proud printers of the magazine from the very first edition.

Design Week, the weekly magazine for the design business and key industry recruitment tool, was launched in 1986 as a relatively small weekly, and in 20 years it has developed into a market-leading brand with a stable of print activities – most of them serviced by our team at Pensord.

This autumn, publisher Centaur Media plc will be holding a series of celebratory events, and a special birthday anniversary publication has been produced by them, and printed by us.

20-year relationship

The title's publisher, Morag Welham, said "As Design Week reaches this milestone we also celebrate a 20-year relationship with Pensord, one which goes from strength to strength.

"What is particularly impressive about Pensord is that they have risen to every challenge Design Week has presented over the years. The magazine is by nature fussy, because our readership is fussy – they are very discerning customers in a dynamic profession and Pensord has to deal with everything we throw at them.

Rising to the challenge

"Five years ago our production went from two days to overnight – we thought that might be an issue for Pensord, but they rose to meet that challenge by restructuring their work patterns.

20 years of account handling

"And in 20 years we have not only remained with the same printer, we still work with the very same account handler who started with us in 1986. Keith Foxhall probably knows our title better than I do, he gives us the utmost attention and nothing is too much trouble."

Twenty years of Design Week

We were honoured to be given the responsibility of printing the special celebration publication marking the 20th anniversary of Design Week.



Pensord features on National TV news

Network TV returns to Pensord to get our views on the most radical pension reform in history.

What is it with Pensord? We made national news again earlier this year when network BBC visited the plant to discover the company's views, as an example of a UK manufacturer, on Government pension plan changes that require a greater contribution from employers.

The feature follows two Pensord appearances on BBC2's Working Lunch business magazine programme in the past couple of years. When network BBC is looking for UK industry views, they seem to respect what we say at Pensord.

This broadcast ran in bulletins throughout the day to gauge how the radical plans would affect employers as the number of pensioners increases and people are faced with longer working lives, amidst fears that not enough people have made provision for their later years.

| And in the International Media...

And Tony Jones was also interviewed as an example of Heidelberg's UK-based customers for a corporate DVD produced by the international printing press giant, and by a number of German language publications including the Frankfurter Allgemeine Zeitung and the Rhein Neckar Zeitung at this year's IPEX at the NEC in Birmingham in the Spring. On the same day, the company picked up the Turnaround Award at the BPIF Excellence Awards 2006.

Pensord Chief Executive Tony Jones said "Most printers should be able to print. But at Pensord we believe it's about much more than that. The company was set up 37 years ago to produce a weekly magazine, so meeting the demands of weeklies has been in our culture for over three decades.

"This culture is centred on our relationship with publishers, getting close to customers to really understand their business, and then being proactive to deliver what they need and exceed their expectations. I'd like to think this really is a case of 'Pensord People' making a difference.

| Printing custodian of nearly 300 titles

"Congratulations to Design Week for sustaining its quality and position over the first 20 years. We are honoured to be associated with the magazine and look forward to printing the title long into the future.

"We are proud to be guardians of close to 300 titles – all receiving the same care and attention described by Morag, from our enthusiastic and highly experienced team."

Nurturing our skills

Training gives staff the skills to set the pace

Readers of the Pensord Edge will be familiar with our ongoing, extensive in-house training programme which touches on every department within the business. Now our quest for the highest possible skill levels for our staff is entering a new phase with unprecedented depth.

Working with local training and consultancy service provider Qualtech Services Ltd, we are following the National Assembly for Wales' Human Resources Advisor Support Scheme, looking at training needs analysis.

From this we will then focus on developing the skills of the workforce in line with the planned company growth, prioritising additional training in key areas where it is required.

| One of the chosen few

As one of only 60 Welsh companies to be cherry-picked for the KB4B (Knowledge Bank For Business) initiative set up for companies with significant potential for growth, the Welsh Assembly Government is keen to see our evaluation with a view to rolling it out as a case study for other companies.

Gary Stone of Knowledge Bank for Business (KB4B) stated that "KB4B is pleased to be working with Pensord who have clearly identified that tailored training solutions for its employees are key to their future success".

| Keeping our promise to customers

Our customer-care training is ongoing with training for new employees in line with the delivery of the Pensord Charter – all geared to ensure we deliver exceptional customer service.

We are also looking to define the characteristics that make a good Pensord leader. We aim to maintain uniform standards of management across the board, to unleash latent potential for our future needs, and also to enable and encourage personal development.

| Setting the pace

The Bindery managers are due to complete their bespoke management development programmes this autumn with NVQ graduation early in 2007. We will then look at how we can further their knowledge of all aspects of management.

Jackie Lewis of Qualtech said "These are exciting times for Pensord and we are working together very closely on a number of levels, to equip staff with the enhanced skills they need to continue setting the pace in the industry."



Is there a right or a wrong way to make a PDF within InDesign CS2?

PDF Creation

Adobe Acrobat 7 – Distiller

Brand new features have been added to Distiller 7 which is capable of processing either postscript or EPS files. A new image policy feature can alert the user to any images which fall below a pre-determined resolution, to avoid issues further upstream. Colour conversion to CMYK via ICC profiles is now built-in, a great bonus if you need to achieve CMYK from any colour source! Distiller continues to support ISO standards with the PDF/X range, but adds the PDF/X-1a:2003 and PDF/X-2:2003 standards through a custom install. Some nifty features include the ability to open a PDF just generated by Distiller by double-clicking it in the Jobs List and Mac users having the ability to auto-open the PDF after creation!



Adobe InDesign CS2 – Export to PDF

What's the difference? Well, Export to PDF will convert all objects in your layout directly into PDF – retaining many more features (if you want them!) such as tagged PDF, bookmarks, hyperlinks, transparency and interactive elements. It is also generally quicker than the postscript/Distiller route since only one process is taking place. The Export to PDF feature can also convert colour-space and produce PDF to the PDF/X standard. Print providers with older RIPs did suffer with the CID font format from Exported PDFs within InDesignCS - but this has now been re-worked within InDesignCS2.



Acrobat Tips

Placing PDFs into Adobe InDesign CS2

You can now place multi-page PDFs into InDesign by just selecting the *Options* checkbox when importing. You can then just drop the PDFs into the relevant position in your layout. Remember to fine-tune your viewing preferences (View > Display Performance > High Quality) to enjoy razor sharp on-screen display of each placed graphic.

Overprint warnings

Make good use of the Separations option (Window > Output > Separations) – this will provide valuable information on your knockout and overprints as well as colours within your document. If you do have extra Pantone colours, you can either go back to the authoring application to correct, or use the Ink Manager (Print) or the Convert Colours (PDF Export) methods. Either way, InDesign has the power to look after these little niggles.



Go to our Learning Zone at www.pensord.co.uk/pdftoolkits/pdfzone/

This page is dedicated to helping you get the most from the fast-moving world of pre-press but space is limited and we can never give you all the help we would like.

So go to the Learning Zone on our website and you'll find even more production tips.

And remember you don't have to be a Pensord customer, so click and learn!

Is the future bright?

20/20 vision

At Pensord we are always interested in industry developments that best serve publishers. We have publishers' best interests at heart, and will continually look to share information and expertise that can benefit our customers and the publishing industry in general.

Here we focus on an event that took place earlier this year based on a significant research study into the projected future of magazines. It is a respected industry insider's view of how they believe our mutual business will develop in the next 10 to 15 years – in other words, a '20/20 Vision'.

A study into the future of magazines and direct mail

Earlier this year, Pensord directors attended a seminar entitled 'The Future of Magazines and Direct Marketing 2015-2020: Implications for the Printing Industry', where the results were unveiled of a new study by PIRA (the leading commercial consultancy, testing and media business specialising in printing, publishing and related industries) and the British Printing Industries Federation (BPIF).

'BEYOND THE HORIZON, Future Visions for Magazines and Direct Mail' is a research study (supported by the DTI and Canon UK) into what magazine publishers believe their customer base will demand from them in 10 to 15 years.

■ The future of magazines and direct mail

Leading publishers and direct marketing companies were asked to predict the future requirements of their marketplaces using a 'technology mapping' process. Crucially, they were asked whether print formed part of their future vision, to what extent, and what characteristics they anticipated printed products would need.

This predicted future was then shared with suppliers, who were asked to consider what technologies would need to be put in place to deliver those expectations, by when, and how to get there from where we are now.

■ The future is e-marketing

The resulting report predicts change for printed magazines, with the market for some sectors e.g. TV Listings and B2B already declining, and an increasing focus on e-media, where publishers can reduce costs, and where tomorrow's adults already feel comfortable.

Key themes to emerge from the study are:

- Giving readers choice – customising content for some
- Many magazines will become prestige items (coffee table book) – high quality, expensive and in smaller quantities
- Magazines will be dual media
- Magazines will be printed on lightweight, high-quality, recycled and recyclable paper

| Reducing costs is essential

The lifetime of the printed magazine product can be extended if production costs can be dramatically reduced by as much as 50%, and there are many possibilities for making such reductions. In light of this, several key technology developments have been identified, including:

- | New press design to radically reduce makeready times, start-up waste and press manning levels
- | Development of 'single fluid' inks to remove the ink/water balance on press start up, and so cut paper waste
- | Development of lightweight, recycled papers with high bulk and stiffness
- | The use of digital print technology (probably inkjet) to enable customised sections to be printed

The report stresses that:

- | Print will need to focus on, and develop, its unique attributes in an e-environment
- | Partnerships will be vital between suppliers to optimise the total process
- | Print companies will need to work much more closely with their customers to gain efficiencies, and use production processes creatively for customer benefit

Further predictions include:

- | Digital printing will be an important printing technique
- | Equipment and software suppliers to print companies will need to provide automation, effective solutions for smaller batch sizes, digital print systems with improved image quality and production speed suited to bulk production, with minimum waste levels.

| What about printing?

With regards to the printing industry, we are advised to take care with future press investments. Preference may be given to press designs that focus on minimising make-ready, waste and provide formal flexibility. The report concludes that production volumes will be reducing – leading to excess capacity.

PPA's Deputy Chief Executive, Nick Mazur said "The future is likely to see major changes in the magazine sector, a number of which were highlighted in the PIRA report.

"Where magazines will be in 2010 or 2020 and how they will look is a key debate. What publishers will need from their supplier partners however, is likely to remain constant, and that is continued innovation and service.

"These are the key messages which come through in the report, and I welcome the continued concentration on these key aspects which Pensord continues to deliver on."

Our observations on the report and our approach to the future can be found on the following page. Please let us know what you think.

Get your copy

To obtain a copy of the report, please contact PIRA International on **01372802000** or email **johnb@pira.co.uk**

Our 20/20 vision!

The outlook is as bright as you want to make it

So, what's the Pensord take on 'BEYOND THE HORIZON, Future Visions for Magazines and Direct Mail'?

In response to the industry report, we argue that the future can be bright, provided that you confront the challenges and embrace change.

Anyone threatened by the prospect of change would have read the recent PIRA report with trepidation. But we take a different view. In our eyes, the report painted a picture of opportunity, not upheaval.

The revolution in e-technology, for instance, is an opportunity to evolve our service, build even stronger relationships with our customers and deliver the guidance to help them carve their own profitable niches in this new publishing world.

| Furthering our knowledge

We are determined to find new and innovative ways to deliver benefits, solutions and opportunities for publishers.

That's why our directors have been furthering their knowledge in e-marketing. We recently took part in a social media workshop delivered by Cardiff University's highly regarded Business School. The workshop covered the publishing revolution and centred on the shift towards 'personalisation marketing' highlighted in the PIRA study.

In the summer we also attended a conference at BAFTA in London, entitled 'DM Personalisation', which also focused on how communications were becoming more highly targeted and defined.

| Change is nothing new at Pensord

We can speak about change with confidence because we are driving through change every day. Look at our work on web-based technology for example. We were ahead of the field with :Delano, AGFA's file delivery and approval tool. Now we have more than 100 titles using it.

Yet our involvement in pioneering technologies has also taught us valuable lessons.

"We have learnt that change, although welcomed, does not come without challenges. You have to leave the comfort zone, gain new skills and make tough decisions.

We have taken on board all the findings of the PIRA report and are acting today to ensure we remain at the vanguard of our industry tomorrow", said Tony Jones.

New five-colour press on its way

Taking our investment to over £8 million in just three years

We've just announced the addition of the company's fourth Heidelberg press, arriving in the New Year, and this time it is a machine fit for the purpose of complementing Pensord's existing workhorses, the three eight-unit Heidelberg perfector presses.

This latest acquisition is a Heidelberg CD74-5LX five-colour B2 press plus coater which is ideal for cover work with its fifth colour and coater.

The new five-colour enhances the Heidelberg presence at Pensord, with four presses plus two folders and a stitching line being introduced to the plant list in just three years.

| Further efficiency

Darren Coxon, Commercial Director of Pensord says "The five-colour, with built-in coater, makes the press ideal for producing covers and is the perfect complement to our three long perfector presses. It will drive efficiency on further and makes us even better equipped to meet customer needs."



| The Heidelberg work-horse

George Clarke, Managing Director of Heidelberg UK, says "The Speedmaster CD 74 that Pensord has bought is the work-horse of the B2 market, robust, productive and able to handle a broad range of stocks.



"With five colour units and a coater the company will have a machine that can provide special colours, give aesthetic lift to a product and ensure a rapid and mark-free transfer to post-press processes to speed turnaround times.

"It has also specified AxisControl, one of Heidelberg's on press spectrophotometers, which will enable Pensord to scientifically monitor and measure work, giving its customers confidence in the accuracy of colour rendition throughout a job and from job to job.

"This is the company's fourth Heidelberg press in three years, an impressive testimonial to Pensord's commitment to keeping ahead of the game with top quality, high productivity facilities."

We'd like to hear from you!

Ask us to quote

£1 donated to charity for every project we quote on

Request more information

Find out more about Pensord or any of the topics covered in this edition

Or just call to discuss your business

Let's talk. How we can make a difference to your title.

Print buyers and Publishers' production 'health-check'

Are there more cost-effective ways to take your title to production?

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Keeping us out in front at the finish.

Teamwork! That's the all-important criterion for our renowned finishing department. So here are just some of the sixty-strong finishing team who work together night and day to make it happen for our customers.



Andy Todd, Bindery Operator

Andy has worked in the Pensord bindery since 1983, with just a year's break before the attraction of Pensord proved too much, and he returned to the company in 1989.

Andy is multi-skilled, fully trained in perfect binding and bookbinding and really feels the company is 'on the up'.

Andy hails from Birmingham and despite 23 years in South Wales, he has managed to hold on to his accent.

Leeann Prosser, Bindery Assistant

Leeann joined Pensord as a Bindery Assistant in 1984, and apart from two maternity breaks has been with us ever since. Her role is to make sure the machines are 'well fed'. She thinks Pensord is a friendly place to work and gets on well with her colleagues. Leeann says "Pensord is a lot better place to work nowadays, I think we are really up and coming." Outside work Leeann, who has just turned 40, enjoys clubbing, going to the cinema and going out for meals, and spending time with her 18 and 21 year old daughters who live at home.



Mark Thorne, Bindery Assistant

Mark joined Pensord in 2005 as a Temporary Bindery Assistant and has recently become a permanent member of staff with a role as an assistant on the ST400 Stitching Line. Mark says "I feel a sense of achievement at the end of a shift when we've produced good work", and he is confident about Pensord's future.

Away from Pensord a great deal of 35 year old Mark's time is taken up with his children, aged six and three, but whenever he has the chance he likes to ride his mountain bike around the local cycle paths.

Colin Morgan, Folder Operator

Colin has been a Folder Operator at Pensord for the past eight and a half years, and all-in-all he has worked here for over 18 years. Colin is multi-skilled, but his day-to-day work is principally with the guillotine and folder. Colin says "Having a new folder makes a great difference. In fact, keeping pace with new technology makes the job interesting." 41 year old Colin is married, with a daughter aged eight, spends most of his spare time with his family and enjoys caravanning at weekends with work colleagues.



Val Dunn, Bindery Assistant

Val has been a Bindery Assistant at Pensord for 18 years and has seen a great deal of change at the company in that time. Val covers the stitcher, binder and mailing line, and enjoys her work because, as she says, "I like the work and the people I work with. It feels good here now. We've seen quite a few changes for the better, and it feels like we're really going places."

Away from work Val, 58, likes spending time with her family, especially her 14 year old grandson, who comes to stay every weekend.