

# PENSORD **EDGE**

THE MAGAZINE FOR PENSORD CUSTOMERS

**NO DELAY**

**DELANO**

**PRE-PRESS ON YOUR DESKTOP**  
COURTESY OF PENSORD  
See page 5

**A PRODUCTION HEALTH CHECK**  
FOR YOUR TITLE  
See page 10



Welcome to the latest issue of the Pensord Edge, and a belated Happy New Year and our best wishes for a healthy, and successful 2005.

## CONTENTS

<b>Investing in :Delano</b>	Page 5
Bringing pre-press to your desktop	
<b>PIRA International</b>	Pages 6 – 7
The service offered to publishers	
<b>OS Xcellence!</b>	Page 8
More PDF top tips from Jon Bessant	
<b>Print Buyers 'health check'</b>	Page 10
Helping publishers increase profits	
<b>Size-based pricing</b>	Page 11
Agreement reached at last	
<b>New Arrivals</b>	Page 12
Introducing new team members	

# Earning Trust

In the Autumn issue of the Pensord Edge, I talked about how Pensord seemed to have struck a chord with customers and how more and more publishers are entrusting us with their titles as a result.

I'm pleased to say that new customers are continuing to come on board with us, although I am mindful that we must control our growth and enhance wherever possible the good service and value we offer publishers.

We will continue to develop further certain areas of the business to stay at the leading edge for our customers.

## Investing back into the business

New business gains enable us to make investment in new kit, working practices and, of course, in people. In this edition you can read about the investment we are continuing to make to streamline our systems for dealing with an increase in output from our press hall.

There is news of investment in our finishing area, with a new folder and new saddle stitching line coming on stream.

We are also making considerable investment in the way the business operates, with a new Management Information System and a workflow system designed to enhance communication between the Pensord team and our customers.

You can read about Agfa :Delano and ApogeeX in this edition.

## People are choosing to work with us

We have appointed new members of staff to complement our customer service and boost our operations and finishing teams – skilled and experienced new recruits who have chosen to be part of the Pensord team. We introduce some of them on the back page.

We have also made positive changes to our internal staff structure to make us even more customer focused, and ensure we bring the best out of the people here – and it is, of course, all about people. The Pensord people who work on your business; the people who have decided they like what they see and want to join us here; and publishers – like-minded people who are choosing to work with us in increasing numbers.

## Active on all fronts

This edition also contains news of our latest network TV appearance; our Charity Fund; updates on size-based pricing; our latest pre-press guidance; news of a great new pre-press product on the market; news of our latest partnership with the PPA; and in our 'Industry Voices' series an article on what Pira has to offer the publishing industry. I hope you enjoy this issue of the Pensord Edge, and please feel free to contact me should you wish to react to any of the subject matter covered.

**Tony Jones**, Chief Executive, Pensord

# Back on the box



## PENSORD BACK IN THE NATIONAL SPOTLIGHT

You may have seen our latest national TV appearance when the cameras returned to Pensord before Christmas to film a feature for the live BBC 2 coverage of the Chancellor's pre-budget report.

This was a co-production with the lunchtime business programme 'Working Lunch', and Pensord was invited to provide an industry perspective on the Chancellor's speech at the end of November.

### **| In front of the camera**

The feature involved a live interview by programme presenter, Rob Pittam, with CEO, Tony Jones, our Operations Director, Mick Charlton, and trainee Saddle Stitcher Operator, Gavin Drobac, on the issue of staff training, followed by an interview with Tony to get his reaction to the Chancellor's announcement, and his take on the measures outlined in the report.

This followed our first appearance on Working Lunch back in March 2004 when Rob and the crew came down to do a live item with us on our progressive Stakeholder scheme.

### **| Representing our industry**

Tony Jones said: "It's gratifying to be chosen to represent the views of industry on an issue of national importance.

Once again, this is great national profile for us, and I think reflects well on this industry that a printer is invited to pass comment on the Chancellor's report."



**T:** 01495 223721

**F:** 01495 222157

**E:** [sales@pensord.co.uk](mailto:sales@pensord.co.uk)

**W:** [www.pensord.co.uk](http://www.pensord.co.uk)

Tram Road, Pontllanfraith,  
Blackwood NP12 2YA



# HEIDELBERG Speedmaster



## INVESTING FOR CUSTOMERS

**Business growth is of course welcome and necessary, but it brings with it obligations and responsibilities to ensure that we sustain and build on the service we offer customers.**

**We are therefore continuing to invest in key areas to help drive the business forward, and to ensure we make every area of the business slicker as we grow.**

**We are investing to enhance our communications, both internally and between ourselves and customers.**

# Offering publishers more

**Jim Todd**, Sales Director, Heidelberg

**"Print buyers require fast, quality products and that is only achievable with first rate equipment not only to print with but also to process the printed sheet.**

**"In updating its finishing with the very latest folding and stitching equipment Pensord is maximising its efficiency which has to be excellent news for its customers."**

## Investing to enhance our offering

Following our investment in a new Management Information System, reported in the last edition of the Pensord Edge, we have now invested in Agfa ApogeeX to enhance our workflow and are among the first companies in the UK to install Agfa :Delano, a project management system that offers amazing communication benefits to customers (you can read about this in the article on Agfa ApogeeX and :Delano).

## The Heidelberg house

With increased output from our press hall comes the opportunity to upgrade our finishing capabilities. Here we have invested in a new folder – a latest specification Heidelberg; and new stitching line, our first Heidelberg stitching line, further strengthening our relationship with Heidelberg and cementing our reputation as a 'Heidelberg house'.

## Our customers deserve the best

Tony Jones says: "Investment in equipment and systems has been made to complement an increase in output and make sure that we continue to deliver quality, service, and value for money for all our customers. We'll be keeping a weather eye on future technological developments and kit that will benefit our service. But our greatest investment is in people, and we've been busy in that area as well."

# No delay, DELANO



**Due to go live in the Spring!**

## NEW INVESTMENT IN SUPERIOR WORKFLOW

Following the purchase of our new Management Information System, we have made further investment in the Agfa ApogeeX workflow system and are set to become one of the first UK companies to install Agfa :Delano – a web browser interface to allow publishers to have pre-press on their desktop. Pre-press Technical Support Specialist, Jon Bessant, explains the significant benefits to publishers.

### Instant real-time access

"In today's fast-paced printing and publishing environments electronic communications are critical, and print professionals and creatives have to collaborate like never before.

"ApogeeX is the pre-press workflow tool which performs tasks such as page creation, page processing through pre-flight, colour management, PDF file fixing, transparency flattening, trapping, imposition, proof and output.

"Agfa's :Delano basically sits on top of ApogeeX. It is an open and integrated web-based system that offers the perfect solution in streamlining the handshake between publisher and printer, increasing visibility, security, integrity and efficiency.

" :Delano enables us to share a common virtual workspace with customers. With this investment publishers and designers can now drag and drop finished PDF files into our virtual pre-press arena and quickly and efficiently receive flightcheck reports, and see thumbnail JPEG or SVG (Adobe's Scalable Vector Graphics) images of post-ripped pages to approve, reject or replace.

"Essentially, it will enable the interaction between publisher and pre-press to be under the control of the customer right up to plate output. The 'shop window' of :Delano and the built-in automation of ApogeeX will mean that Pensord pre-press is always open for business, any time, day or night, delivering a speedier response and greater visibility and control to the publisher.

### A synchronised service for customers

:Delano Project Manager, Nigel Stratton, said: "With this significant investment, Pensord have demonstrated their progressive approach to customer relations. :Delano will help to synchronise operations within Pensord, between Pensord and their customers and suppliers, and from stage to stage of the workflow. With :Delano, the printer can share a common virtual workspace with customers, enabling them to inspect, track, preview, review, proof (remote or on-site) and approve all project-related information in real time."

## Virtual proofing

Want to know more?

Customers:  
contact your Title Manager

Potential Customers:  
email [sales@pensord.co.uk](mailto:sales@pensord.co.uk)



# Our Knowledge

## Measured colour differences on modern well controlled presses

	Avg	Max
Within a sheet	<3.0	<9.0
During run (6k)	<2.0	<7.0
Between presses and with time	<3.5	<7.5

## INTRODUCING THE WORK OF PIRA INTERNATIONAL



## WHAT PIRA OFFERS PUBLISHERS

### PIRA TECHNIQUES

In a previous issue of the *Pensord Edge* the PPA talked of their value to publishers.

In this edition we have invited another relevant organisation, leading consultancy Pira, to demonstrate their support for the publishing industry.

You will probably have heard of Pira – now they tell you about what they can do.

### Consultancy

Our consultancy services are custom designed for each client, and include strategic business planning, workflow analysis as well as production and technical projects related to efficiency and reproduction quality.

Recent consultancies for publishers include:

- the design and implementation of a PDF workflow for educational documents from Microsoft Word files
- an assessment of alternative software solutions for database publishing to satisfy the specific requirements of a technical and scientific publisher
- the design of a digital image workflow for a publisher of high quality illustrated books, including an evaluation of the business benefits for bringing scanning in-house
- the design and installation of a colour managed workflow from design and typesetting through hardcopy proofing to print-ready PDFs
- the preparation of a business and project implementation plan for a publisher to move from a paper based workflow to a fully digital, content managed process.

# Your Advantage

## ■ Tailored Training

Pira professionals analyse and assess a group's specific needs and propose a seminar, course or workshop tailored solution, with training often taking place on-site.

Colour proofing is a good example of this. We can show how to recognise the proofing choices and, more importantly, understand the implications on final quality of making a particular choice.

One of our most popular courses for publishers, picture agencies and picture libraries links the choice of image to the final reproduction quality and explains, in simple terms, the technologies used.

## ■ Membership

We offer a membership package featuring exclusive access to a major ongoing strategic research programme. Members benefit from technology and market forecasts that predict potential impacts on the paper, printing and publishing industries.

Our research is designed to help member companies formulate their strategic responses to future supply chain developments.

## ■ International profile

Pira organises over 35 high profile international conferences and a range of training events at introductory and advanced levels.

In addition, as a major publisher, Pira specialises in media products covering high impact technologies, these include market reports, e-newsletters, journals, technology studies and technical books.

## PIRA INTERNATIONAL

- **Over 75 years experience working with manufacturers, suppliers and users in the packaging, paper, printing and publishing industries worldwide**
- **A reputation for high integrity**
- **Helping companies achieve commercial success**
- **Leading consultancy and testing business with major conference and publishing activities**
- **Offers independent expertise in established and cutting edge technologies**
- **Employs around 140 staff in the UK**

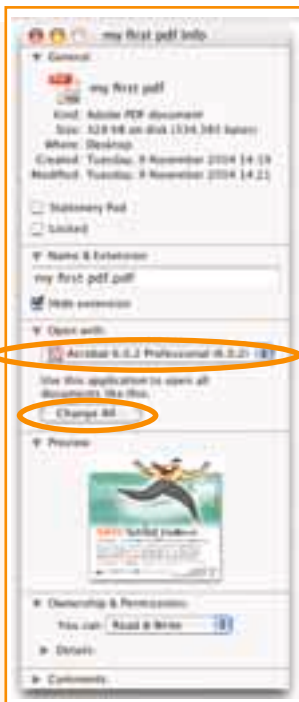
For more information please contact Marcus Scott Taggart at Pira on **01372 802000** or view the Pira web site on [www.piranet.com](http://www.piranet.com)



# Adobe Acrobat with OS X



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



## OPENING YOUR PDFs

One of the great little applications which comes with Mac OS X is Apple Preview. However, whilst this is a useful tool, it does not have the same functionality and features as the Adobe Acrobat application, for instance it does not have the capability to display the overprint and knockout information in your PDF file.

You will notice that double-clicking on a PDF within OS X will automatically launch Apple Preview instead of Adobe Acrobat – in this article, I will show you how to change the default viewing application for PDF files.


Changing the default PDF viewing application is fairly simple providing you following the steps below.


Once re-configured, look forward to viewing your PDFs in an environment suited for the print world.


Please remember to turn ON the Overprint Preview mode under the ADVANCED menu for professional PDF viewing

### 5 steps to opening the power of PDF

- 1 You will notice my PDF file has the Apple Preview icon. Double clicking this file will launch Preview and not Acrobat.


- 2 Highlight the PDF file and select Command-I or the FILE menu and 'Get Info'.


- 3 Select the 'Acrobat 6 Professional' application as the PDF handler. You might have to reselect this a couple of times for it to 'stick'. Once you are happy that Acrobat is the default opening application, select the 'Change All...' button.
- 4 Confirm the new PDF application (Acrobat) by selecting 'Continue'.
- 5 Your PDFs will now open in Adobe Acrobat and you are now in a position to view all your content accurately ... Good luck!



Jon Bessant is an Adobe Certified Expert and Instructor & Enfocus Certified Trainer

# Pointing out new products

## WHAT'S ON THE MARKET

Periodically we will look at products on the market which can potentially have a very positive impact on your business. Here Jon Bessant runs the rule over Enfocus InstantPDF 3.0 to discover how you can take the pain out of making PDFs.

### Perfect PDFs everytime

"PDF is one of the most flexible file formats around – but the numerous complex options involved in file making can result in printers having to reject them. Enfocus InstantPDF 3.0 is an inexpensive, easy to use system that can virtually guarantee perfect PDFs each time.

"InstantPDF is about setting up print queues so that you can then print your files to the right queue from within any application and be virtually guaranteed that it will produce a PDF suitable for its end use. Installing InstantPDF will also install sample PDF queues and make these available to programs through the print menu.

### The crux of the matter

"The crux of this application is that it can enable publishers and designers to select 'Create Certified PDF' from an appended menu item in InDesignCS and/or Quark 6 which can then both generate/preflight and deliver the file to our system.

"Also, we decide which PDF creation methods to use and also which PDF checking profile. When we update our settings – they will be asked to synchronise when they next launch InstantPDF.

### PDF learning on-line [www.pensord.co.uk](http://www.pensord.co.uk)

"And remember...Pensord also publishes an 'InstantPDF Queue' on our PDF-TOOLKIT web-site for clients to utilise."

## PDF WORKFLOW HOT-TIPS

### 1. Printing in Acrobat 5 and 6

To ensure your proofs have the correct overprint and knockout information, select PRINT and ADVANCED and then 'Simulate Overprinting'.

### 2. Security error with Quark Xpress?

We do not recommend placing PDFs into Quark Xpress – but if you must and experience an error with 'Security' then try the following:

1. Open the PDF in question, look at the bottom left corner – if there is a padlock then request for the PDF to be supplied without any security.
2. If the PDF does not have security, it is a Quark bug with colourspaces. Update to Quark 6.5.

### 3. Distiller? – generate PDFs directly

Pensord support the direct-to-PDF method through Adobe InDesign 2 and CS. Please visit our web-site to download our job settings or use the PDF/X-1a option.

### 4. Reduce PDF File Size

Please avoid this setting under the FILE menu in Acrobat 6 Standard or Professional. Whilst down-versioning the PDF, these settings also down-sample images! Use the 'PDF- Optimiser' under the ADVANCED menu instead.



## TEAMING UP WITH PPA IN SCOTLAND

Pensord is a staunch supporter of PPA and its work on behalf of publishers.

Pensord's ongoing relationship with PPA took us north of the border before Christmas when we sponsored the awards for Editor of the Year in the PPA Scotland Magazine Awards held in Glasgow on 24 November.

Tony Jones was there to make the presentation to category winners, Sandra Colamartino of Homes Interiors Scotland and Penny Lewis of Prospect Magazine.

### Magazines 2005

Next up on the horizon is our involvement again in PPA's Magazines 2005 Awards for Editorial and Publishing Excellence where we return to sponsor the award for Publisher of the Year (for companies with fewer than 50 employees).

Left:  
Sandra Colamartino of  
Homes Interiors Scotland



Right:  
Penny Lewis of  
Prospect  
Magazine



# PRODUCTION HEALTH CHECK FOR PUBLISHERS AND PRINT BUYERS

**TAKING YOUR PUBLICATION TO PRODUCTION ...THE MOST COST EFFECTIVE WAY POSSIBLE**

At last year's PPA Magazines 2004, Tony Jones spoke at the Independent Publisher's seminar, and offered his views on how cost-conscious publishers could get added value for their titles by appraising their entire production processes.

Tony wanted to encourage publishers to look at the bigger picture, not just printing. Only by reviewing the whole production process – from estimating to pre-production, from printing to finishing to final despatch – can publishers take the most cost effective routes.

### Don't just think ink on paper!

Following Tony's presentation, a number of publishers requested that we appraise their entire production process to help them adopt smarter, more cost-effective working practices.

### Honest, unbiased, transparent advice

These appraisals have been so well received that we are now offering all publishers a comprehensive production 'health check'. We will be happy to advise you where we believe there are opportunities to improve.

But what type of printer advises publishers to spend less? We like to think it's an enlightened one. We recognise that profitable publishers, buying effectively, create a more prosperous publishing industry, which in turn makes for a profitable print industry.

It's reassuring to know that our Title Managers review the titles under their care, instinctively looking for opportunities to enhance value for publishers. We are always available to assist in the development of more cost-effective production processes.

### Run a health check on your title

We are developing a production 'health check' booklet for publishers and print buyers, as well as publishing a 'health check' service on our web site, planning production workshops and offering one-to-one consultancy sessions. We would welcome the opportunity to explore more cost-effective ways of taking your publication to production.

**Please email [health.check@pensord.co.uk](mailto:health.check@pensord.co.uk) and we will be in touch to arrange how this can best be achieved, without cost or obligation – of course.**



**Royal Mail chief executive, Adam Crozier, announced in November that agreement had been reached with the publishing industry on the last outstanding issue of the uniformity or 'flatness' tolerance for magazines at a level of 5mm, reflecting customers' concerns. It will mean that a magazine over 10mm will have a leeway of up to 5mm between its thickest and thinnest part, before falling into the more expensive 'packet' category.**

### **| 2 years of uncertainty comes to an end**

Commenting on the announcement, PPA's director of circulation, Nicola Rowe said: "We are extremely pleased to have reached a decision after more than 2 years of uncertainty. It shows that both sides have been listening to each other's concerns and we feel Royal Mail has genuinely tried to take account of the practical issues involved in publishing magazines".

### **| A continual review**

Other amendments secured during more than two years of discussions include the addition of an A3 format category making a total of three format categories for magazines (large letter, A3, and packet); a change from weight-step pricing to straight-line pricing; and also the removal of a 'flexibility measure'. Meanwhile, Postcomm is continuing with its review of the 9,000 responses received from customers to the overall SBP consultation and is expected to issue its determination on the proposed way forward early this year.

### **| Target date – April 2006**

A second consultation document will then be issued and assuming that SBP obtains the final stamp of approval from Postcomm, then it is likely to be introduced in April 2006. Crozier also declared that he was initiating a complete review of every product in the business marketplace.

Said Crozier: "We want to develop products that actually work for the customer. We recognise that publishers will always want value for money and quality of service. We will have to tailor not just the products, but the way we monitor quality of service."

This completes our update of the situation as it stands at the time of going to press. As always, we'll keep you posted.

## **CHARITABLE FUND UPDATE**

**The Pensord Charity Team has now met to collate the responses we had from staff to our questionnaire to determine how we should take the Fund forward.**

We received suggestions on the types of registered charity staff would like to support, and ideas on how best to raise funds for these ideas, as fundraising will be far easier and more meaningful if we have the buy-in and enthusiasm of everyone at Pensord.

In terms of selecting beneficiary charities, we will focus on two key areas:

- nationally recognised charities that have a local presence
- regional charities that benefit the local community

We are now consulting the Charities Commission to draw up a definitive list for the former, and researching the staff suggestions to prioritise the latter.

We are also researching the feasibility of the staff suggestions for events, and will report back at the next meeting before the start of spring with a view to planning and developing one popular event to take place in 2005.

### **| £1 for every quote**

In the meantime – we continue to donate £1 for each project we quote on, so each time you place an enquiry that we quote on, you are helping to boost the Charitable Fund.



# Welcome to our new arrivals



Christine Tanner  
Title Manager

**We've been busy strengthening our team at Pensord. Our new colleagues bring with them their own unique skills and expertise, to further enhance the quality of service we offer our customers. Let's meet them...**

Christine's nine years as a Customer Relationship Manager have made her perfectly suited to her new role as Title Manager. Christine instinctively puts her customers first. Her background means she understands what customers want from the service she provides. "Building a rapport and mutual trust with customers is key to a successful relationship", says Christine.



Claire Wilson  
Title Manager



Sean Davies  
Folder Operator

Claire has carved a successful career in print and production for the last seven years. She joins us having worked at a design agency for nearly three years and her experience there has made her appreciate how much heart and soul goes into creating a publication. "I realise the effort it takes to get to the print stage... and the trust customers place in me to look after their job", says Claire.

We are delighted to welcome Sean back into the fold having worked at Pensord in the past. Sean has been a Folder Operator for five years and loves the everyday challenges the job presents. "I'm here to do whatever is required to make sure all our customers get the best finish," says Sean who is also celebrating the birth of a baby daughter. Congratulations Sean!



Peter Jeffs  
Folder Operator



Paul Johnson  
Folder Operator

During his 24 years in print finishing, Peter has been a Stitcher, Binder, Guillotine and Folder Operator. We have brought in Peter because of his proven experience and commitment to the job. To Peter, quality is paramount. "It's about knowing when something isn't 100% right and having the skills to rectify the problem. I'm here to maintain the quality every customer deserves", says Peter.

Paul has twenty years under his belt as a Folder Operator. His arrival has added a new dimension to the team with his experience proving an asset in our ongoing drive for even higher levels of quality. "I pride myself on the attention to detail I give every job. We are here to deliver quality for our customers, on time, every time", says Paul.



Joyce Burberry  
Estimator

Having been an estimator in a manufacturing sector, Joyce is really enjoying her new job at Pensord. The role appealed to her because we wanted someone who was much more than just a 'number-cruncher'. We place considerable emphasis on the print buying advice we offer customers and Joyce finds it such a refreshing approach. "We are here to help publishers get added value for their title by buying effectively", says Joyce.

