

PENSORD

EDGE

THE MAGAZINE FOR PENSORD CUSTOMERS

# Customers reap the rewards of our investment programme

Third eight-unit press now installed

See pages 2 & 3

Total amount raised for charity revealed

See page 4

:Delano Q&A session

See page 10





Welcome to our first edition in 2006 of the Pensord Edge. I hope 2006 has kicked off successfully for you and that a prosperous year lies ahead for your business.

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# A FLYING START TO 2006

At this time of year it is really important to hit the ground running after the festive break.

The temptation, of course, is to coast gently back into work after a relaxing Christmas but we are determined to maintain our momentum and continue to build on the improvements to our customer offering in recent months.

As a result we have had a flying start to 2006!

Inside you can read about our latest investment – our third, new generation eight-unit press – installed to deliver even more reassuring capacity for our customers.

## Customer support

You can also find out more about our revolutionary :Delano system, as Commercial Director Darren Coxon answers the most frequently asked questions, and shows you how this ground-breaking web-based file delivery and approval tool can put you in total control.

We also have our regular PDF support slot offering useful tips from our resident pre-press expert, Jon Bessant. Plus news of our latest training initiatives as well as profiles of new staff, who have joined us to enhance the service we offer.

In our Industry Voices section, you can read PPA's preview of Magazines 2006 and familiarise yourself with Publishing Expo – a new exhibition event to be launched in April.

## Charitable Trust status

And we bring you great news of our charity fund, which has just been awarded Charitable Trust status. We also announce the amount of money raised for our adopted charity, the Hospice of the Valleys.

We are proud of what we achieved last year for our customers and we hope all the news we have squeezed into this issue of the Pensord Edge provides an indication of our determination to achieve even more for our customers in 2006. We hope you enjoy it and, as always, welcome any feedback on your thoughts about our newsletter.

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

**Tony Jones**, Chief Executive, Pensord

# Third eight-unit press installed



## BACKING THE TEAM

At the time of the MBO in June 2003, we recognised that Pensord was a company with massive potential. We had great confidence in the talent and commitment of the people already in place and believed that with strong management backing and significant investment, the team would have the tools to deliver an even better service for publishers. It's less than three years since the MBO, but in that short time we have taken investment in new equipment to over £7m and continued to strengthen the team across the board with a carefully controlled recruitment programme.

Tony Jones says: "It's vital to control carefully our growth to ensure we maintain our high levels of service for customers. We have been making timely investments at each stage of our development and are always seeking ways to improve, always moving forward, always asking ourselves what can we do to enable us to exceed the expectations of our customers. Our readiness to invest in the latest technology, equipment, and the skills of our people shows our commitment to raising standards ever higher".

## A new generation

This month saw the installation of the company's third Heidelberg eight-unit perfector press. As the new generation Heidelberg, it includes many revolutionary features that further boost the capacity and efficiency of these tried and proven magazine presses. Its timely arrival is part of our ongoing investment across the business to ensure we can offer even more reassuring capacity for publishers. Further investment has been made in a new Agfa platesetter that can handle an impressive 40 plates an hour and we have recently installed another high-speed folder to bring our total of folders in the fleet to five. It all means we are better equipped than ever to handle your magazine title.

## As easy as 1-2-3 for our customers

### THE SUPPORT OF THE WELSH ASSEMBLY GOVERNMENT

The Welsh Assembly Government has been impressed with the way we do business and is closely monitoring our progress. We are 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 to create a more streamlined one-stop-shop approach to public sector business support.

### A stable future

This is great news for everyone associated with Pensord. Any future support from the Welsh Assembly Government will help to strengthen the stability of the company even further and provide extra reassurance to our customers, staff and suppliers that we all have an exciting and successful future ahead of us.

Steve Davies (Operations Director, KB4B) of the Welsh Assembly Government said: "KB4B is an exciting new approach to developing high growth companies in Wales that have the potential to make a significant impact on the regional economy. Having met the management team at Pensord, it was clear to us that they were ambitious and committed to further growth. By providing focussed and bespoke support to companies like Pensord we can help them realise their future growth plans."

# Charitable Trust status



Pensord took a big step towards raising over £12,000 for the Hospice with their sponsored walk. With Tony Jones and Graham Lambert (left) of Pensord are Hospice Chief Executive Andrew Richards and Clinical Services Director Sister Jayne Medicott.

## £12,124 raised in our first year

**The Charity Commission has recently granted Charitable Trust status for the Pensord charity fund, satisfied that it and the board of trustees meet the required criteria. This is a significant step as we continue to raise money for our adopted charity, the Hospice of the Valleys.**

**This month we made our first donation of £12,124 to Andrew Richards, Chief Executive of the Hospice.**

This fantastic figure was raised by:

- Giving £1 to the Trust for every project we quote on
- Donating a proportion of Pensord profit to the Trust
- Organising a fundraising sponsored walk



## granted

Hospice Chief Executive, Andrew Richards, reports: "Hospice of the Valleys now costs over £15,000 a week to run. Our services are designed to give patients and their loved ones the absolute best in end-of-life care and we employ only the highest qualified and skilled clinicians.

"Our home care service costs in the region of £313K each year and our clinics £193K, so the support of Pensord and the money raised for us will be a great help in providing this level of specialist care.

"Everyone at the Hospice, staff, patients and friends would like to thank you all for the magnificent support shown to us since you chose us as your charity".

Finance Director Graham Lambert said: "We are delighted to achieve Charitable Trust status, and to make a contribution to the invaluable work of the Hospice.

All of our people can now feel part of two organisations: the company and the separate Charitable Trust; which bind together our commercial and social objectives and activities".

### ■ A fantastic effort

Raising such a large sum of money for the Charitable Trust in our first ever year is a fantastic achievement and all down to the effort and support of our colleagues, customers and suppliers.

The goodwill and kind wishes we have received throughout the year for our charity initiatives have been much appreciated.

Just one example of the heart-warming generosity we have witnessed came from our Bindery department just before Christmas when a totally unprompted collection was made by the Bindery team and presented to the fund.

Tony Jones says: "Over thirty people dug into their pockets and raised £80. This great gesture shows how we're all really behind the cause. Let's keep up the efforts throughout 2006."

# Walking the Walk for Hospice

## Pensord staff raise £5,662 in a sponsored walk at Cwmcarn Scenic Drive for the Hospice.

Over 80 people took part in the 'Walk the Walk for the Hospice' – our first fundraising event for the Hospice since the charity was adopted by our Charity Team in the summer.

Staff, their families and friends followed the six-mile Sunday morning route through the beautiful countryside at Cwmcarn. It was called 'Walk the Walk' because at Pensord we pride ourselves on doing what we say we will do – not just 'talking the talk'.

Rob Stainer, a Mailing Operator, said: "I'm glad to be doing something for a good cause, and such a worthwhile charity."

Pensord Chief Executive Tony Jones said: "We were really pleased at the turnout for our first event, and people put in a lot of effort to raise the total we achieved, including a number of our generous customers and suppliers."

Some walkers were more adventurous than others. Commercial Director Darren Coxon and his son Harry dribbled a football all the way, and played 'keepy-uppy' on the top.

Pensord was attracted to the charity because of its nationally recognised track record in caring for local people in their homes. The Hospice is well established with strong local links with the health service and other healthcare providers in the area.

Tony Jones again: "I'm grateful to the Forestry Commission and Caerphilly Council for their help in the organisation of the walk, and for ASDA in Caerphilly for their donation of refreshments. I'm proud of everyone's efforts, and look forward to the next fundraising event for the Hospice."



## Planning our next big event

Over the coming months we will be planning the next big charity event in aid of Hospice of the Valleys, and we are delighted to announce that we will continue to raise funds through our £1 per quote initiative, and by donating a proportion of company profits. We'll update you in the next edition of the Pensord Edge.





PPA Deputy Chief Executive Nick Mazur extols the virtues of Magazines 2006

**For Publishers seeking to improve their own personal skills and knowledge and identify opportunities to build more profitable businesses, PPA's Magazines 2006 Awards for Editorial and Publishing Excellence is not to be missed.**

Every year Pensord is impressed with the quality of the event and the way the organisers successfully cater for all publishers, whether they represent smaller businesses or large organisations.

That's why we are heavily involved once again in 2006. We will be sponsoring the award for the Publisher of the Year (for companies with fewer than 50 employees); and we'll be supporting IPAC for smaller publishers.

This year looks like being another success with a highly intensive and informative schedule planned, so we offered PPA Deputy Chief Executive Nick Mazur the opportunity to explain why our customers should keep their diary free!

# KEEP YOUR DIARY FREE FOR PPA'S MAGAZINES 2006

## PPA REVEALS ITS PLANS FOR 2006

**PPA Magazines 2006 will be bigger and better than ever. Taking place on 2 and 3 May at London's Grosvenor House, the magazine industry's annual national conference comprises 13 separate conference streams covering all aspects of the magazine publishing industry, and three awards ceremonies.**

This year the event will also incorporate London 06, the fifth international FIPP business magazine and professional media conference, hosted by the International Federation of the Periodical Press (FIPP) and organised by PPA Professional. Lord Heseltine, chairman of Haymarket Publishing Group and David Levin, chief executive of United Business Media have been lined up as keynote speakers for the event.

Other top speakers include Helen Alexander, group chief executive of The Economist Group and PPA chair-elect; Keith Jones, chief executive of Reed Business Information; and Tim Weller, chief executive of Incisive Media.

The conference, which sees attendance from professional media publishers across the globe, has previously been held in Norway, Germany and Spain. Sessions will address key topics such as leading in the information world, making money online, search and leveraging brands.

In addition to the international business media conference, on Tuesday 2 May Magazines 2006 will include specialist conferences for:

- Business magazine editors
- B2B circulation managers (new for 2006)
- Finance directors
- Independent publishers – including the Independent Publisher Awards
- Production managers
- Retail specialists



Wednesday 3 May includes specialist conferences for:

- Consumer editors
- Credit managers – including the Magazines in Credit Awards
- Interactive publishers
- Publishing executives interested in personal development (new for 2006)
- Subscriptions managers
- Senior consumer magazine publishers (new for 2006)

The event culminates in the presentation of the 26th PPA Awards for Editorial and Publishing Excellence, the 'oscar' of the magazine industry. The awards are dedicated to upholding and celebrating the highest standards in all aspects of magazine publishing. They represent a unique opportunity for gaining industry recognition for the outstanding achievements of a publication or individual during the past year. Twenty-two awards cover a range of different categories and everyone who takes away one of these awards can be proud that they have set a new benchmark of excellence. Pensord will again be supporting the awards, sponsoring the award for the Publisher of the Year (for companies with fewer than 50 employees). Tony Jones will once again be chairing a judging panel.

### SPOTLIGHT ON INDEPENDENT PUBLISHERS

Pensord is also supporting the Independent publisher track at Magazines 2006, a conference stream that has grown enormously over the past few years. It now acts almost as a stand-alone event at the annual PPA conference, and last year attracted nearly 100 delegates. Plans for this year's sessions include case studies of how independent publishers have successfully grown and sold their businesses, and a discussion on smaller publishers' options regarding alternative routes to market.

The day also incorporates the fourth annual Independent Publisher Awards, designed to recognise and reward the entrepreneurial spirit and achievements of independent publishers. Tony Jones has chaired the judging panel for these awards since their inception, and both Tony and Darren Coxon have spoken at sessions at previous PPA Magazines conferences.

Further details about Magazines 2006 can be obtained from Hilary Weaver at PPA on 020 7400 7526 or visit [www.london06.com](http://www.london06.com) for more details of the international business media conference.

## Introducing Publishing Expo

We are pleased to support events that are intended to serve the best interests of publishers.

Publishing Expo is a new exhibition event that takes place in April 2006 and Pensord will be participating as an exhibitor.

One of Publishing Expo's founders, John Bednall, who also helped establish Total Publishing, introduces his vision for an event described as "the newest and most comprehensive event for one of the UK's fastest growing and most successful industries."

John says: "Investigating a number of opportunities, my colleague Nick Field concluded that the launch of Publishing Expo was the very top priority in view of the amazingly positive feedback he had received from publishers and suppliers. The show will present the entire magazine publishing industry with its own dedicated exhibition event, covering everything from printers, paper suppliers and workflow solutions to publishing software, circulation and distribution services and picture libraries.

"There will also be an extensive free educational programme of seminars, master classes and demonstrations on relevant topics by leading industry names.

"Since we launched, we have been delighted by the positive industry reaction and the rapid uptake of available exhibition space."

### FIND OUT MORE

Further information may be obtained on [www.publishingexpo.co.uk](http://www.publishingexpo.co.uk)

## TRAINING UPDATE

Here Commercial Director Darren Coxon outlines progress with Pensord's customer care training, undertaken in collaboration with Qualtech Services.

Pensord's in-house customer care training has progressed well, with all 17 customer-facing staff attending a total of five weekly modules in November and December. The programme has been completely customised to Pensord and the delivery of our Charter, and a comprehensive Training Manual is to be introduced in the Spring.



### Specialists Qualtech deliver five sessions

Helen Stevens (above) of Qualtech delivered the five sessions, covering the following subjects:

#### ■ The Charter:

Establishing internal and external customers and the importance of dealing with them properly

#### ■ Communication:

Written, verbal, telephone etiquette, handling difficult customers etc

#### ■ Teamwork:

Understanding colleagues' roles, showing empathy, body language, good team play etc

#### ■ Responsibilities, Priorities and Assessment:

Understanding the expectations of you in your role, prioritising to meet deadlines

#### ■ Review and Assessment:

To encourage buy-in and implementation

# Aiming higher for customers

## THE TRAINING NEVER STOPS

On completion each person filled out an assessment to show they understood the training, and in return they will receive certification. Pensord will be conducting a scheduled follow-up review/refreshers in the spring.

Consultant Helen Stevens said: "The five sessions of the training programme to introduce The Charter were successfully completed before Christmas. The implementation of the principles is designed to support and sustain the ongoing development of the business, and further training to improve skill levels and add value to the business is planned for 2006."

At Pensord, we already have an excellent, highly experienced customer-facing team. Our further investment in training is geared towards continual improvement to ensure we deliver exceptional customer service. We have also taken this opportunity to develop improved documentation to support the team in their customer care delivery, and this has been integrated within the programme.

### ■ Further work


After completing the training programme, further work continued with post training assessments and reviews of application of the training within the job roles. We have invited feedback throughout the process, and it has been very positive. All the directors are committed to the programme and to fully realising the practical application of the pledges set out in our Charter.

## BINDERY BOUND FOR GREATER THINGS

The Bindery is a very busy and demanding area, so it is important that skills in this department are finely honed. The Bindery Shift Managers are continuing with their management development programme and are growing in confidence within the roles. We have identified areas for improvement and adhere to targeted action plans sharply focused on raising standards in those particular areas. In addition, ongoing IT training continues to help staff become ever more efficient.



# Acrobat 7 Professional's new Output Preview

 The Output Preview tool replaces Acrobat 6 Professional's Separations Preview option and might be worth the upgrade all on its own. The Output Preview window can be viewed by selecting Output Preview from the Print Production item in the Tools menu or by clicking the Output Preview button on the Print Production toolbar (View>Toolbars>Print Production).

## FEATURES OVERVIEW



**Simulation Profile Menu.** Select the proofing profile used to generate a soft proof on screen.

### Simulate Ink Black & Simulate Paper White.

Produces a realistic on-screen appearance which compensates for the monitor and provides a better representation of the document printed on a press.

**Show Menu.** Provides options for display of certain types of colour and object types, such as CMYK, RGB, Spot, Images and Smooth Shades.

**Preview: Separations.** This will show how the object will separate. You can view a colour breakdown of objects by moving the cursor over them. *Warning: if you have chosen a typical printing profile, all objects will display in the preview as CMYK - even if they are not!*



**Preview: Colour warnings: Show Overprinting.** Highlights overprinting objects in the chosen colour.

**Preview: Colour warnings: Rich Black.** Highlights Rich Black objects in the chosen colour.

**Total Area Coverage.** Select a maximum value and Acrobat will highlight any objects violating this figure on screen in the chosen colour.

## Adobe InDesignCS2

Incredibly, InDesignCS2 does not have as many features for previewing output accurately. Whilst it boasts the ability to view separations, ink values and total ink coverage, it does not have the extra feature-set that Acrobat can now boast. The tool can be found under Window>Output>Separations.

## Acrobat Tips

### Local fonts or the PDF fonts?

To ensure you are only viewing the fonts embedded in the PDF file, open the Advanced menu and uncheck the Local Fonts option.

### Page size.

You can see the page size of an Acrobat page quickly by moving the cursor over the bottom-left corner of the window. The size will appear in a floating window.

### Acrobat and the Version Cue.

Acrobat users can now collaborate with the Version Cue system with Acrobat 7. (Enable with Acrobat>Preferences>General>Enable Version Cue).

To use the Version Cue, access the Open or Save dialogue boxes and hit the Version Cue button at the bottom-left of the window. Remember, Version Cue can be accessed by both Windows and Mac users regardless of the platform it is running on.

Keeping up-to-date with Adobe Acrobat. Be sure to download any updates for Adobe Acrobat. These not only fix application bugs, but also potential security problems. To make sure you have the latest version, select Help>Check for updates now.



Go to our Learning Zone on [www.pensord.co.uk/pdftoolkits/pdfzone/](http://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!

# :Delano and your business



Commercial Director Darren Coxon, the man with the answers.

## Your questions answered

Here Commercial Director Darren Coxon poses some frequently asked questions about :Delano, the web-based file delivery and approval tool, and supplies the answers you need.

**Q** In a nutshell what is :Delano?

**A** Delano is a web-based file delivery and approval tool. Its main features are its speed and visibility and the fact that because it is web based our doors are open 24/7. Files are uploaded, flightchecked and proofed for approval to give back complete control to publishers and at previously unthinkable speeds.

**Q** What do I need to get started?

**A** Because the product is web based you just need a decent internet connection, SVG viewer and Java plug-ins which are both downloadable from our website. We have a tutorial on our website too but will also support you either remotely or with a visit to get you up and running.

# Putting you in control

**Q** How secure is it?

**A** The system is authenticated using unique username and password protection which will allow you to see only the jobs which you are authorised to see. Different access privileges can be assigned to different types of users so for instance only authorised approvers will be able to approve or reject pages.

**Q** What happens to my pages once I have uploaded them to :Delano?

**A** Your pages are received by the :Delano Gatekeeper and delivered to the Apogee X Normaliser where they are pre-flighted. Each page is then progressed through our RIPs and the resultant page proof and flightcheck report is made available for approval within the job.

**Q** Can I send multiple page PDF documents to :Delano?

**A** Yes. When uploading the file you will be prompted to state where in the job the pages should be placed.

**Q** Can I replace a page that has already been delivered to the system?

**A** Yes. This process is simple and automated as long as the page has not already been approved by you. If this is the case then you simply make contact with your title manager at Pensord and ask for the page to be removed prior to resupplying.

**Q** If I place a file in the incorrect place holder do I need to resupply?

**A** No. You simply select the page and re-folio.

**Q** Do I have to name my files in a certain way for :Delano?

**A** No. You will simply need to allocate a place holder for the files being uploaded. However, if you comply with our recommended naming policy this feature can be automated too.

**Q** How are the pages viewed in :Delano?

**A** The pages can be viewed and approved using the built in preview within :Delano which is extremely quick and efficient. However, should you need to see a higher resolution preview of the pages you can choose to download a ripped PDF of your pages prior to approving.

**Q** Can I approve a whole job or do I have to approve each individual page?

**A** You can tailor it to suit your needs. Some of our customers approve pages as they see them and others approve the whole job at a click of a button.

**Q** My boss wants visibility of a job's progress. Can he have this without tinkering?

**A** Yes. We believe this is the great thing about :Delano. You can give view-only access to people who need to keep tabs on a job's progress without fear of them approving or deleting a page by accident!



**Should you wish to find out more about :Delano or want to use :Delano for the delivery and approval of your files then contact your Title Manager, Business Development Manager or our Technical Support Team on the usual numbers.**

# Pensord people

In the latest of our staff profiles, we introduce some of the newest recruits to Pensord. Tony Jones welcomes them on board and says: "All our new staff are chosen to complement the skills and experience we already have at Pensord, and I'm confident they will play an important part in our future progress."



For **Matthew Roberts**, 26, this is a first job in the print industry, joining us in November as a System Administrator from Abbey National. Matthew will cover all IT duties, providing technical support to all areas of the business. Equipped with an HNC in Applied Computer Networks, Matthew is currently studying for an MCSA (Microsoft Certified System Administrator). He says: "I'm excited to join a company like Pensord with a great future ahead of it." Outside work Matthew is a keen sportsman.

**Chris Pulley** returned to the Pensord fold last year after eight years out in the wilderness! Chris had worked at Pensord for 18 years up until 1997, so why come back now? Chris explains: "I realised that I wanted to work for a professional outfit that values its staff." Bindery Shift Manager Chris, 47, is responsible for all processes in the Bindery, from scheduling through to dispatch. Outside work he likes to keep fit walking and weight training.



**Sarah Cloudsdale**, 26, became a permanent member of staff at the beginning of this year, after a period of time here as a temporary Bindery Assistant. Sarah's role is to help the machine operators in their tasks. She already knew what to expect when she became permanent and she says: "This is a really good company to work for and they are great people to work with, we really are like a happy family." When she's not working, Sarah likes to spend time with her son.

Another full time appointment **David James** has been working with Pensord as a Bindery Assistant on a temporary basis for two years. David, 21, works on the end of the mailing lines preparing polywrapped magazines for collection by Royal Mail and other distribution networks. He enjoys working here as: "I like the people I work with." In his spare time, David enjoys socialising and 'pubbing and clubbing' with his friends.



**Leighton Grimstead**, 19, is a new full time Bindery Assistant this year and normally works on the Heidelberg ST400 stitching line assisting the stitching operator. He previously worked for a label printer and wanted to stay in the industry. For Leighton, Pensord is a family affair, with three generations of his family having worked here. He says: "I was hearing good things about the place, now I'm happy to be working here myself."

New Bindery Operator **David Bell-Langford**, 41, lost his job at the Caerphilly plant of printer St Ives after 20 years there, when it closed in 2005. He says: "When I was looking at my options I heard that Pensord had a good future". David now has a full-time job on the perfect binder. He is also a skilled folder operator. Outside work David is a keen angler, a 'specimen hunter' in sea, game and coarse fishing.

