

Summer 2007

PensordEdge

The newsletter for Pensord customers

New look, same values

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Brennig Bayliss,
Bindery Shift Manager



Sarah Carpenter,
Bindery Assistant



The Pensord people have made a difference – to the Pensord Edge!

After seven years with our existing logo, and corporate colours of orange and blue, the Pensord 'brand' has evolved with a new, refreshed style. It's a new look, but rest assured that we remain true to our traditional Pensord values.

These values are inherent in everything we've achieved since our MBO four years ago and we highlight some of our milestones in this feature.

We also reveal how we are celebrating our new look by increasing our charity donation to £5 per quote from now until August, and we show you how you can raise £500 for your own good cause (and win a computer memory stick) simply by entering a free draw on our new-look website.

We reflect on Pensord activities at PPA Magazines 2007 and we bring news of our newly acquired 'Green Dragon' environmental credentials, along with our involvement as an industry representative in a significant national Government 'green' initiative.

There's also news on our latest investment in kit, an update on team training, our work towards Investors in People and our popular 'Pensord People' section introduces our new full-time recruits to you.

All in all, I hope you enjoy the new look Pensord Edge and, as always, welcome any feedback you may wish to provide.

Yours,

Tony Jones,
Chief Executive

Cover Story

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Introducing our refreshed corporate brand.

4 Years on p6

A review of the progress made since the MBO in 2003.

Investment p7

New 5 colour press now installed and running like a dream.

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Pensord™

Magazines & Periodicals



New look, same values...

Our new brand means so much more than just a new logo on a letterhead. It reflects our desire to continually adapt and change to better serve our customers.



Pensord People make all the difference

Pensord™

Magazines & Periodicals

www.pensord.co.uk

Our customers operate in a dynamic and fast moving publishing industry, and they appreciate working with like-minded people who recognise the importance of having an innovative approach to business.

At Pensord, we have been making great strides forward for our customers. So, after seven years with our existing corporate image, we decided it was time to freshen up the Pensord brand and create

us so well over the years – has been replaced with a classy typographic design. Our new corporate style is being adopted across the board, from our letterheads to the layout of the Pensord Edge.

We are very excited about the new look, and believe it brings us bang up to date with contemporary design and portrays a dynamic and progressive company. Style is, of course, important, but the

We place great emphasis on the importance of our people, and so it is no coincidence that they feature heavily as part of our new look.

We hope you like our new image. As always, we would be delighted to hear your views and welcome your feedback.

Please call Tony Jones on 01495 223 721 or email tony.jones@pensord.co.uk

“We are very excited about the new look, and believe it brings us bang up to date with contemporary design and portrays a dynamic and progressive company.”

a new contemporary look that signifies the enormous changes we have made and better reflects our progressive outlook.

We have refreshed the Pensord brand, using a new modern colour, yet retained the Pensord ‘orange’. Our sword motif – having served

substance of our service is based on our genuine belief that developing relationships with customers is what really matters, and we will continue to be driven by the best interests of our publisher customers and the future of the publishing industry.



Four years on from the MBO

June sees the fourth anniversary of the MBO at Pensord, so how has the business evolved since then, and have we delivered on our promises?

We pledged to:

- Adopt a customer-led, enlightened approach to everything we do at Pensord.

To keep our promise, we have:

- Adopted a staff Stakeholder scheme to give part ownership of the company to our team which helps to further enhance our service.
- Established the Pensord Charter which encapsulates our business values and sets out our commitment to customers, staff and suppliers.

We pledged to:

- Value the skills of our staff, encourage and support their development and create an environment that appreciates the progress they make for our customers.

To keep our promise, we have:

- Introduced staff development programmes throughout all key areas of the business and are working towards Investors in People status.

We pledged to:

- Give something back to the community and try to make a difference to people's lives.

To keep our promise, we have:

- Set up a Charitable Trust which has already raised £22,000 for Pensord's nominated charity, the Hospice of the Valleys.

We pledged to:

- Raise the bar and continually improve the quality of our service through investment in our kit, our people and our working practices.

To keep our promise, we have:

- Undertaken substantial investment in new kit, including four new presses, all of it the very latest of its kind.
- Installed cutting edge front-end technology such as the pioneering AGFA :Delano.
- Achieved national peer group recognition at The BPIF Excellence Awards 2006.

Top
PrintWeek
performer

Pensord moves up 150 places in ranking

Even more encouraging for us and our customers was the analysis of the Top 500 UK printers featured in PrintWeek.

A study of the performance data and key financial criteria in this survey reveals that, when compared to our peers in the industry, we have made the most significant improvement in ranking, moving up over 150 places in the overall chart since the MBO.

This independent appraisal is extremely pleasing.

New press runs like a dream

Investment has been a constant theme at Pensord since the buy-out in 2003. The oldest press in the building is less than four years old!



We make sure customers get the best possible service, with continued investment – both in new kit and in the ongoing skills development of the Pensord workforce.

Our new five-colour press – a Heidelberg CD74 five colour B2 with coater – is proving to be the perfect complement to the Pensord fleet.

It's ideal for cover work with its fifth colour and coater and adds to our

three 8 unit Heidelberg perfector presses, combining to provide the ideal solution for publishers.

With the addition of the new five colour we have expanded the press hall into a whole new area of the plant, a space previously used in the days of 'old technology' for Plan-up.

It is great to see this area being used again, and another symbol of the changing face of printing.

New Mailing Line

Our new Buhrs 3000 mailing line and Domino GT Controller replaces one of our existing Buhrs Zaandam Polywrap lines.



It has a full selective insertion facility, a friction feeder and spot gluing head for cover mounting and mechanical insertion of less orthodox inserts, which traditionally have had to be hand fed.

Our customers are now perfectly placed to adopt a more selective and personalised approach. Adding CDs or other 'gimmick'-like products is now even more automated and straight-forward.

This machine is already up and running, increasing our mailing capacity and improving our efficiency and reliability still further.

"The Buhrs 3000 high speed film wrapper is a real bonus for

publishers because it memorizes and recalls jobs automatically and improves turnaround times," says Nick Hart, Zaandam Systems Sales, Buhrs UK Ltd.

Most adjustments can now be done on the fly, so again this increases uptime. With the addition of 'buhrswrap' (tight wrap) as standard, Pensord can also offer customers a tighter cleaner pack and use less film than conventional wrappers."



win £500
for charity

What's in the new look for you?

OK, Pensord has a fresh new look, so 'what's in it for me?' you might ask. Well perhaps on this occasion, actually nothing – but how about £500 for your chosen charity?



enter now!
www.pensord.co.uk

Mencap • Christian Aid • Oxfam • Cancer Research UK
 Childline • NSPCC • RSPB • RSPCA • Barnardos

These are just a few of the charities you may wish to support if you win our £500 charity prize draw. The choice is yours.

To mark the introduction of our new Pensord corporate image, we are holding a free prize draw.

If you win, we will donate £500 to your favourite charity.

The first 250 publishers or print buyers who enter will also get a useful, free Pensord computer memory stick. So it's something of a 'Carrot and Stick' competition – the carrot is the £500 you can raise for your chosen registered charity, and the stick is the handy memory stick that we hope will prove useful for work.

We have all been touched by something in our lives – whether it's an international aid charity, a cause closer to home involving children or old people, or a local facility that helps people deal

with a life threatening illness, as with our own nominated charity, the Hospice of the Valleys, which is a cause that's close to our own hearts.

You can raise £500 of funds towards your preferred cause, simply by entering our prize draw.

It's so easy.

Just visit www.pensord.co.uk and click on the **£500 for your Charity** button to register your entry.

By the way, while you are on our site, have a browse. We've refreshed the look in line with our new brand.

Good luck !

£5
 per quote
 to charity
 until August

We have been giving £1 for each project we quote on to our nominated charity since we set up the Pensord Charitable Trust.

Now, to add to our mood of celebration for the new look Pensord, we are increasing our contribution to the charity to **£5 per quote right up to August** – that's £5 that will go to fund the valuable work of the Hospice for every job you ask us to quote on.

So pick up the phone to us on 01495 223 721 or email your specification to: sales@pensord.co.uk

Pensord breathes green fire



Pensord has recently achieved Level 2 of the Green Dragon Environmental Standard, to further boost our environmental credentials.

Green Dragon is a Welsh Assembly Government standard that offers an environmental management

system relevant to the specific needs of any company, large or small. Green Dragon is a stepped approach that makes implementing environmental management easy, and we are delighted to earn this recognition.

Pensord at the table on green issues

Chief Executive Tony Jones is also participating on a steering group set up by the Government WRAP initiative, looking into an important environmental issue in the industry – ‘Using Recycled Content Paper in Magazines’.

Tony is in good company in a 15-strong group that includes PPA Deputy Chief Executive Nick Mazur, representatives from Pira,

the leading printing and publishing commercial consultancy which is facilitating the group, plus senior representatives from the publishing and paper industries.

PPA Magazines '07

News snippets

The 27th magazine industry 'oscar' – the PPA Magazines 2007 Awards for Editorial and Publishing Excellence – took place in May and once again we lent our passionate support.



We continued our long commitment to the event by sponsoring the award for the Publisher of the Year (for companies with fewer than 50 employees).

As IPAC's inaugural Strategic Sponsor, we were also co-sponsor of the Independent Publishers' Seminar and Awards ceremony. Our relationship with IPAC enables us to connect even more closely with our core target market of smaller publishers and with IPAC members.

When the IPAC sponsorship deal was launched in 2006, Clive Foskett, Joint Chair of IPAC said: "It is tremendous that Pensord has made a very important commitment to IPAC as a major strategic sponsor. It is clear that Tony Jones, Pensord's Chief Executive, has a real understanding and empathy with the needs of the independent publisher, and strongly supports their future. Independent publishers are a vital part of the UK publishing industry and economy."

£10,000 donated to hospice

The Pensord Charitable Trust recently handed the Hospice of the Valleys a cheque for £10,000, taking the total raised to £22,000. Funds are generated through our £1 per quote initiative, a share of company profits, staff fund-raising activities and generous donations from business partners.

The funds raised will go towards three key areas of the Hospice work:

- Cancer Clinics
- Hospice at Home
- Bereavement Counselling

The Hospice of the Valleys employs a team of seven palliative nurses, therapists, councillors 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. Andrew Richards, Chief Executive of Hospice of the Valleys, expressed his gratitude.

"Everyone at the Hospice is so grateful to the staff at Pensord for this marvellous fundraising achievement. This will go a long way to helping us provide much needed care to people with a life-threatening illness and their families. It really gives everyone here a boost to know that people are so willing to support our work in this way. Thank you all from everyone at the Hospice," said Andrew.

£22,000 donated in the past two years



At Pensord we invest in our people

Pensord is committed to continuous improvement, adopting best practice and the ongoing development and support of our people.

The latest manifestation of this is our commitment to achieving the Investors in People National Standard this year, to build on the progress already made by Pensord people over the last few years.

In order for us to assess where we currently are against the standard, to assess what criteria we already meet, and the areas for further development, we embarked on setting a benchmark. Primarily this is based on obtaining feedback from a representative sample of our Pensord people, and we thank them for that.

We arranged for Jackie Lewis and Claire Rees of Qualtech, who are both approved Investors in People Advisors, to come in to speak informally to a range of personnel in a cross section of job roles to ascertain their views and comments.

As Jackie explains:

“The information provided is confidential and used anonymously in the overall feedback to the Board. The comments have been used to put together an action plan for the development areas. The plan is being implemented in readiness for future assessment and it’s all part of Pensord’s ongoing commitment to business improvement. A complete, updated action plan has been posted up on staff notice boards to ensure the continuing accountability of the Board.”

Sarah Smart,
Mailing Database Clerk



Pensord People Development Academy

Pensord has recently introduced an exciting new career development initiative for staff.

As the company grows, the team expands, and Pensord is looking to identify talented individuals from within the team who have the potential to take on greater responsibility in the future if given the opportunity to shine.

The Pensord People Development Academy has been set up to give everyone the opportunity to achieve their best and enjoy a fulfilling career.

But Pensord career opportunities are not exclusive to existing Pensord staff.

The company will always do its utmost to find room for exceptional individuals from the printing industry who want to be part of Pensord's exciting future.

Pensord Charter update

The Charter continues to be at the forefront of the drive for excellence in all our partner relationships, and in helping to engender the support and commitment of our people.

Qualtech's Jackie Lewis looks at the latest Charter activities: "Pensord arranged further Charter sessions earlier this year for all new recruits employed by the company over the course of the last two years.

In all, twenty-five people attended the sessions and it proved an excellent way of maintaining the progress of the Charter within the business. Everyone involved actively participated and I am always impressed with the Pensord pride and commitment demonstrated at these sessions."



NVQs for Pensord three

Three Bindery Shift Managers at Pensord have gained Management Level 3 NVQs and were given their awards recently at an event at Qualtech.

Brennig Bayliss, Wyn Davies and Chris Pulley were presented with their awards in a ceremony attended by over 100 people, including Pensord Board directors.

Introducing...

New staff who have recently been given full-time contracts, having cut their teeth with us as temporary staff over previous months.

They have been given an insight into how we operate, and proved they have the qualities we are looking for.

Now having served their 'apprenticeships', they have taken the opportunity to join the rest of the staff on a full-time basis, and we are delighted to welcome them to the team. New full-timers include:



Daniel Dunn

Daniel has been waiting to go full-time with Pensord for the past 18 months, and he's now achieved his goal and handles mailing duties in his role as bindery assistant.

Daniel is the latest member of the Dunn family at Pensord –

his mother Pearl works in pre-press. He says: "Pensord is a cracking company – the people are great and I feel there's a real opportunity here for me to move up."

When he's not working, Daniel enjoys music and watching rugby.



Sarah Smart

Sarah joined the customer services team on a temporary basis providing maternity cover in 2005.

Sarah became a permanent employee at the beginning of this year, as a mailing database clerk processing all customer supplied

data. Sarah says: "The company has expanded since I became involved, it's a job I really enjoy and the people here are very friendly."

Outside work Sarah's time is taken up with the delights of shopping and walking Bella, her Boxer dog.



Sarah Carpenter

Sarah joined nine months ago on a temporary contract, and now works full-time in the bindery. Sarah, 31, enjoys being at Pensord, saying: "My work here is interesting – I'm

on the go all the time and I like the people I work with."

Sarah has her hands full outside work with a seven year-old boy and a little girl of two.



Jeff Hillman

Jeff joined us nine months ago after nine years with St Ives, and he has recently been put on a full-time contract working in dispatch, where all his previous experience lies. Jeff says: "Pensord is a good company which has been expanding with new

equipment in the short time I've been here. It really feels like a company going forward."

Outside work, Jeff is a keen golfer who has enjoyed the game for 10 years and now has a single figure handicap.



Donna Lamb

Donna was a temp for two years and returned to Pensord recently after maternity leave. She is now a full-time bindery assistant, involved in activities such as box feeding. Donna says: "This is a great opportunity for me as Pensord is a great company to work for. They were very co-operative with me

with my childcare provision, and I've always looked to get more permanent work here."

Donna's time is at a premium outside Pensord, with two small girls - a little one aged 9 months and a three year old taking up all her energies.



Krzysztof Kaziszyn

Krzysztof came to Wales from Poland two years ago, and joined our bindery as a temp. Now he is being given the opportunity to work in different areas of the business to learn his trade on a full-time basis. Krzysztof, 29, says:

"Pensord is a very nice company with good people. I enjoy working here and the press hall gives me a new challenge."

Outside work Krzysztof spends his time exploring his new Welsh homeland.



Joanna Szymanska

Joanna followed her boyfriend Krzysztof to Wales from her native Poland, and joined Pensord in August last year. Joanna, 25, is now a bindery assistant.

She really enjoys working here, and says: "I like the people here very much and the company is growing, with great hopes for the future.

I feel really settled in Wales, I love the views here."

In her spare time Joanna takes in some of those views on her long distance runs, and she also plays basketball and enjoys listening to music.

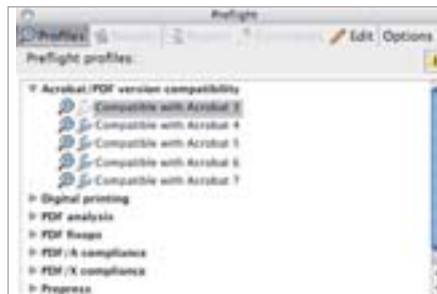


And finally... a few tips from Jon Bessant

Adobe released Acrobat 8 in 2006 and made real advances in the preflight check and fix areas of the PDF specification. To take a closer look at preflight, open the Advanced menu with Advanced -> Preflight.

Display Settings Alert

The yellow alert symbol lets you know that the on-screen settings do not match the Adobe recommended parameters. These settings should be switched on: overprint preview, display of embedded fonts, output preview and output intent override. To fix click the Adjust button to allow Acrobat to correct your viewing settings.



Preflight check and fixing

The preflight engine has improved dramatically. It now includes some serious fixing capabilities, referred to as fix-ups and can contain either checks, fixes or both, as shown in the icons next to each fix-up's name.

Check	No check
Fix	No fix



Tackling common problems

In Acrobat's pre-flight palette, you'll find great preflight fix-ups that can save you time. First run a check-only profile such as "Verify Compliance with PDF/X-1a:2001". If you find problems, it's time to unleash a fix-up such as "Convert to CMYK only (Coated FOGRA27)". This profile, for example, will convert all colours to CMYK, flatten transparency, insert any required metadata, flatten form fields and prepare the PDF for the printing press.

Some of the 100 great fix-ups include Convert to Greyscale, Remove OPI, Flatten Transparency and Correct Page Geometry.

Acrobat 8 tips

Colour Conversion

Colour convert a single object using the touch-up object tool. Control-click the object and select Properties -> Color

Place, rotate and flip

Import an image format into your PDF page with the Place command whilst in the touch-up object mode.

This flexible tool allows rotate (even with arbitrary values) and flip content.

Need a blank PDF page?

Create a blank page by selecting File -> Create PDF -> From Blank Page.

Two things to note: changing the page size is done via the Page Setup icon which appears at the far right of the New Document toolbar, and to lock down any text you have typed, select Document -> Prevent Further Edits.

Enfocus Pitstop updated

Enfocus Pitstop Professional 7.1 now supports Acrobat 8. A free update is available for version 7 owners, from www.enfocus.com