

Highlight



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The House Magazine of
R.T. TANNER & CO Ltd.

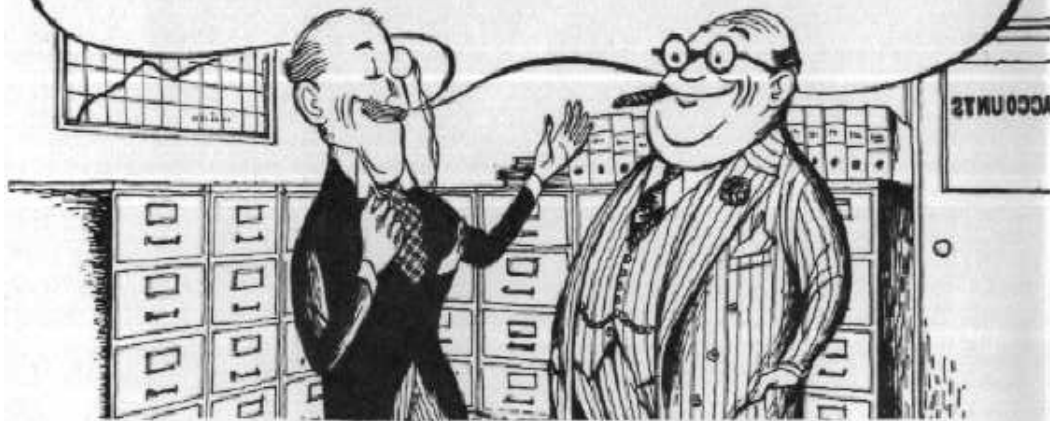
HEAD OFFICE, FACTORY and WAREHOUSE
WHEATSHEAF WORKS
CRAYFORD
DARTFORD
KENT
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New Series No. 45

April, 1963

Tanner's Quarterly Trade Journal

"OF COURSE, WE ALWAYS USE "CITY INDEX" BOARDS
FOR ALL OUR ACCOUNTING AND FILING CARDS"



CITY INDEX BOARDS

White, Buff, Blue, Green, Pink and Salmon

Royal				Royal and half			
Smalls		3½ cwt 10 cwt		Smalls		3½ cwt 10 cwt	
Royal	55lb.	20/-	19/1 18/4	Royal & ½	80lb.	29/-	27/8 26/8
"	70lb.	25/5	24/3 23/4	"	"	105lb.	38/1 36/4 35/-
"	90lb.	32/8	31/2 30/-	"	"	135lb.	49/- 46/8 45/-
"	110lb.	39/11	38/1 36/8	"	"	165lb.	59/10 57/1 55/-
per 100							

Tanners

for boards

We have now reached the 100th year of our existence, and somewhat naturally we feel a deep sense of pride. There are several well-known paper merchants who can boast of reaching their Centenary, a few of them being very much older. However, the number is small and we feel very honoured to join their ranks.

It is even rarer for a private company of paper merchants to reach this milestone. Most of the firms who have reached their centenary are public companies or have been absorbed into larger groups. We are proud of the fact that we remain unfettered and free to provide the best papers and boards from any mills at home or abroad. During the last few years we have discontinued many old-established lines in favour of new papers and boards, and this policy will continue to ensure that the most successful lines at the best prices are available to our customers. In the post-war years the qualities of papers and boards have changed very considerably, and many new all-purpose papers have appeared. As entirely independent merchants we are not obliged to retain grades only made within a group, but are able to pick and choose the right grades to stock.

At least we are also able to tear to ribbons any suggestion that having reached this ripe old age we may be getting tired. Exactly two years ago we left our old home in the City, and moved lock, stock and barrel to Crayford. Established in a newly built factory and modern offices on the outskirts of London we ourselves now feel that we did the right thing at the right time, and some of our competitors are now beginning to follow our example. Even delivery has proved considerably easier than when we were in the City, and we now cover a very much wider area more frequently.

It takes a lot of courage to tear up one's roots after all these years, and it certainly was not done painlessly, but the effort was undoubtedly worthwhile. Our sales are now pushing steadily upwards, at a time when trade cannot be described as buoyant, and we now have the space, facilities and staff to expand considerably.

We look forward with a certain air of excitement to the start of our second hundred years.

In our opinion . . .

Well at last we know where we stand. For far too long the nation has been held in suspense over the negotiations to join the European Common Market. We are not blaming this delay on the Government, as having got agreement as far as they had, no one could have foreseen the eventual ending. It is not our intention to go into the details of the failure to agree, or to lay blame in any quarter, as every newspaper columnist has much more knowledge and ideas on the subject than we have, but we must review the position on our trade.

In the first place as a service trade we must be affected by the disappointment which many industries have received in their plans to extend trade to Europe. Secondly, trade in EFTA will be increased to the chagrin of the British paper maker. It was the hope of the paper mills in this country that the European Common Market would be opened to the Scandinavian countries and thus take some of the pressure off the British market. It would now appear that the reverse will happen and that Great Britain will be the main export market for the Scandinavian mills.

This will have the effect of keeping prices down, at a time when the British mills were seriously considering the inadequacy of profit margins, and it seems unlikely that many mills will be brave enough to raise prices other than marginally. In any event competition between Scandinavian and British mills will become fiercer than ever, and much large tonnage orders will be lost to this country. However, British mills will always have the edge over their competitors on speed and service. With costs for storage space so high today, even large users of paper and board more often than not require their deliveries of tonnage to be spread evenly, weekly, fortnightly or monthly as needs arise. Nobody can pretend that however quickly goods may be shipped from abroad, clearance and delivery from the docks is quick or reliable. It may be a matter of a few days from the arrival of the boat or it may be weeks. Here then is real advantage for mills in this country. With the exception of the traditional grades such as banks and bonds, newsprint, sulphites, boxboards and krafts for which Scandinavia has always been highly competitive, the paper and boards produced in this country are generally of a higher standard. Taking this into account and with this known advantage of an assured quick delivery, the difference in price is not likely to influence the normal buyer of paper

New Castle Cartridge Envelopes and Pockets

For those companies who wish to make their mailings look more presentable we have introduced these new very white and strong envelopes and side seam pockets, selling at competitive prices.

Stocks are available in:—

	100,000	50,000	25,000	10,000
3½ × 6hc	17/10	18/2	18/6	18/10
4¼ × 5¼	21/-	21/6	22/-	22/6
4 × 9	33/6	34/-	34/6	35/-
6½ × 4½	24/6	25/-	25/6	26/-
7 × 4½	27/-	27/6	28/-	28/6
9 × 4	29/-	29/6	30/-	30/6
7½ × 5	31/6	32/-	32/6	33/-
8½ × 5½	38/-	38/6	39/-	39/6
9 × 6	41/-	41/6	42/-	42/6
9½ × 6½	49/-	49/6	50/-	50/6
10 × 7	54/-	54/6	55/-	55/6
10¼ × 8	63/6	64/-	64/6	65/-
10½ × 8½	68/-	68/6	69/-	69/6
11 × 5	41/-	41/6	42/-	42/6
12 × 5	45/-	45/6	46/-	46/6
12 × 9	82/-	82/6	83/-	83/6
12 × 10	88/-	88/6	89/-	89/6
14 × 5½	55/-	55/6	56/-	56/6
14 × 9	100/-	100/6	101/-	101/6
15 × 10	108/-	108/6	109/-	109/6

per 1,000 plus purchase tax.

Also in ISO sizes C7/6, C6 and DL.

Tanners for Envelopes

and board to buy imported material. Very heavy consumers may as time goes on and import duties are decreased, tend to place their orders overseas, but by the time this happens to any great extent, it is our contention that we shall be a member of the European Common Market.

We cannot visualise that we will always be locked out, and it is more than possible that in a few years we may find that the present "Six" will become a very much wider market involving most of the European and Scandinavian countries together with Great Britain.

Let us hope that this pipe-dream comes to reality in the not too distant future.

Meanwhile the activity in our trade remains spasmodic, though it is certainly better than last year. The over-production with which this trade has been plagued in the last year or two requires more than a small increase in volume to bring it into balance. It requires near boom conditions, which it certainly is not getting. However, one must be grateful that demand is if anything increasing, and that the trade appears to have turned its back on the recession.

With the Government now apparently committed to a policy of spending ourselves out of the recession, we have no doubt that, provided foreign confidence can be maintained in this country and thus there is no run on sterling, we shall experience a considerable improvement during 1963 and 1964.

Mis-print

In the last issue of *Highlight* there was a mis-print in the "Stop Press". We referred to the new controlled selling prices for Silvonias boards, but it was printed Silconia.

One of our representatives having noticed the error has suggested that it might be worthwhile to have a "deliberate mistake" in future issues with a small prize for the first one or two letters to be opened spotting the error. He goes on to say that this would at least ensure that more printers would read it earnestly. Whilst we like to think that most of our customers do read *Highlight*, it is an idea and we shall probably be trying it out in future issues.

Retirement

W. E. Cook, our head guillotine cutter, retired on pension at the end of February. Bill Cook joined the Company in 1911, and except for service with the armed forces in the 1914-18 war, spent the whole of his working life in our employ.

We wish him a happy retirement and hope to see him occasionally at Crayford.

Ipex

Billed as the largest exhibition for the Printing and Allied Trades in the world Ipex 1963 would appear certain to be a mammoth show. Occupying Olympia and Earls Court at the same time there is no doubt that it will prove an endurance test to everyone, and in particular to the many visitors who will throng both places. There will be miles of aisles to traverse and hours of standing around while you watch and discuss a machine or new process you may wish to see, in all probability in a stale atmosphere of great heat. Ipex is always held at the hottest time of the year, though why this has to be no one knows. Many of you will recall that the temperature in Olympia on the last occasion was over 90 deg. F. on many days and the perspiring crowds were out on their feet, or perhaps it was their feet which gave out first!

To combat this likely possibility we are laying out our stand in the National Hall at Olympia to provide as much rest space as we are able, and all our friends will be made welcome. Our representatives and office staff will be available on our stand, where we hope to meet you personally.

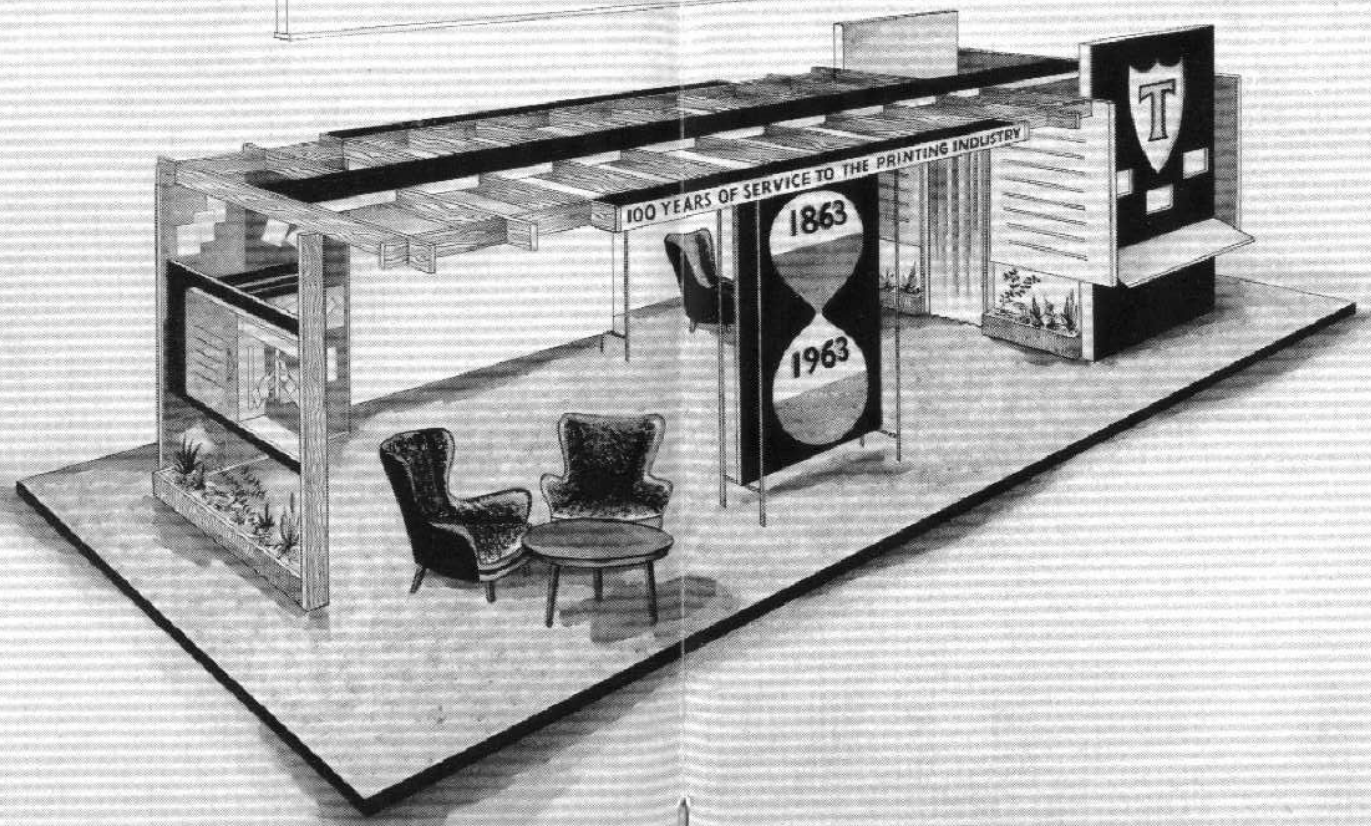
An artist's impression of our stand is reproduced on the centre spread of this issue, but it is not possible to show it in true perspective or in colour.

Remember we are directly under the clock on the first floor gallery in the National Hall of Olympia.

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R.T. TANNER & COMPANY LTD.

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International Standard Sizes

In spite of our entry to the European Common Market being at least temporarily suspended, we are proceeding to build up our stocks of A size papers and envelopes.

This may sound rather surprising, but there is not the slightest doubt that it is the most sensible size range, and is being adopted throughout many of the largest trades in this country, including the building, electrical and chemical. After a short period of re-adjustment when anything to smack of International agreement emanating from Europe may be in eclipse, the use of A sizes will without doubt increase.

The trouble is that we in Britain are far too conservative of any change, but the next ten years will see a heavy increase in the use of these sizes.

We are producing a new brochure on A sizes, also listing the qualities we are stocking; as well as major qualities which are stocked by the Mills. This brochure will be available at our stand at Ipex, and should be of considerable use to printers.

Centenary Competition

We would like to thank the many people who sent in entries for our centenary competition for a new cover for our Journal. The judging is proving a most difficult job, but the result will be published in our next issue.

Always at your service

Telephone Crayford (CY) 26255 now or at any hour, day or night, and day of the week. Even when we are closed you can telephone your enquiry, or order, to our Robophone automatic answering service, which will record your message, and we will attend to it immediately the office re-opens.

Envelope Prices

The new envelope and pocket price structure, announced in the last issue of our Journal, has proved most popular. The original price reductions were fixed in the industry in 1939 on the outbreak of war when the cost of commercial envelopes was anything from about 1/10d. to 7/6d. per 1,000. The reductions of 2d., 4d., 6d. and 8d. per 1,000 for 10,000, 25,000, 50,000 and 100,000 lots were reasonable taking into account overhead costs at that time. Today these are totally unrealistic and most manufacturers have therefore subsidised the cost of small deliveries by raising their whole price structure.

This has not seemed correct to us, and as overhead costs are constantly rising the result must be continuously rising prices. We therefore have taken 10,000 lots as the basic price and the usual quantity reductions are given for 25,000, 50,000 and 100,000 lots. For quantities under 10,000 a flat charge of 1/-d. per 1,000 is added, which ensures that the 'smalls' deliveries bear at least some of today's heavy cost of administration and delivery charges.

Printers and Stationers have accepted this new price structure with acclaim as it will in all cases assist those who stock envelopes and pockets, and who therefore order in reasonable quantities.

Remember that stock envelopes and pockets can be assorted to get the quantity reductions, and you should always try and make your order up to a minimum of 10,000 lots to ensure no additional charges.

Provided that paper prices remain constant this new price structure should enable us to maintain our new published prices for 12 months at least, and we hope much longer.

We feel sure that this is what the trade wants, as there is nothing worse than constant price alterations, and stability is something for which we are all striving.

As most of our customers know we were one of the first paper merchants to stock the products of Messrs. John Dickinson & Co.'s paper and board mills. These have previously always been sold under our own brand names, but this has tended to delay supplies to our warehouse, since we always had to wait for new makings of each colour to obtain the special wrappings and labels.

We have decided therefore to discontinue this practice, and thereby quicken supplies and at the same time assist the mill. The boards in question are as follows:—

FINE COMMERCIAL TRIPLEX

now to be labelled

ENERGY

SALISBURY TINTED TRIPLEX

now to be labelled

VANGUARD TINTED

HUTTON TINTED

now to be labelled

RIGID SYSTEM TINTED

We stock a very full range of these boards, and you therefore may find in the forthcoming months that you will receive a mixed supply of say Fine Commercial and Energy or Salisbury and Vanguard boards. We can assure you that there will be no difference in the boards merely on the labels.

DOUBLE IMPACT

DUAL-PURPOSE PAPER
for letterpress or litho

Stocked in:—

20 × 30	27	30	36 lbs.
22½ × 35	36	40	48 lbs.
25 × 40		50	60 lbs.
16½ × 21		18	21 lbs.
17 × 27		24	28 lbs.
21 × 33	28		lbs.

500 sheets.

Other sizes and weights can be obtained ex mill.

Smalls	1 Cwt.	3½ Cwt.	10 Cwt.	20 Cwt.
1/6½d.	1/5½d.	1/4¾d.	1/3¾d.	1/2d.



Tanners for Papers

Stop Press

A new paper and board price list is being reprinted and will be issued very shortly.

*

A new envelope price list is also completed and distribution is taking place now. Extra copies for your representatives are available if required.

*

Belgrano Tinted Surface Boards have been discontinued by the Mill. Stocks in many colours are still available at the Mill and can be obtained until cleared.

*

We are now stocking a full range of Hi-Speed Cartridge made by one of the mills of the Wiggins Teape Group. The feature of this paper is its excellent colour at a very economic price. Sheets for testing will gladly be sent on request.

*

As from February 18th, the maximum weight limit for the inland Parcel Post has been increased from 15 to 22 lbs.

*

We are stocking Double Impact, the new dual-purpose paper produced by Y.D. paper mills. Full details are printed on previous page.

*

The cover of this Journal is printed on our City Index green boards royal 70 lbs., and the text on our Illustration White Art double medium 60 lbs.

twelve

Another new stock line

ELYSIAN HI-SPEED CARTRIDGE

Stocked in:—

20×30	44	50	58	lbs.
23×36	60	70	80	100 lbs.
30×40	88	100	116	lbs.
25×40	72	84		

500 sheets.

Prices ex-stock

Smalls	1 Cwt.	3½ Cwt.	10 Cwt.	20 Cwt.
1/6½d.	1/5½d.	1/4½d.	1/4¼d.	1/3d.
		per lb.		

Price ex-mill

1 Ton lots .. 1/1¼d. per lb.

May we send you samples?



Tanners for Papers