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Highlight

The House Magazine of
R. T. TANNER & CO LTD
Wheatsheaf Works
Crayford · Dartford · Kent
Tel: Crayford (CY) 26255

New Series No. 47
OCTOBER 1963



CLOTH LINED & CLOTH CENTRED BOARDS

*We hold good stocks in a wide range
of colours available for
immediate delivery*



Sample ranges on request

Tanners for boards

Tanner's Quarterly Trade Journal

Ipex has come and gone, and we will have to wait seven years or so before we see another. It was without doubt a fantastic and wonderful show, though it was felt by many people to be too large, and the splitting of exhibitors between Olympia and Earl's Court was not judged a success. However, what one can do when the space required cannot be found under one roof in this country, is beyond our comprehension.

To us it appeared that whereas in the previous Ipex the trend was towards the smaller and fast running machines, this exhibition showed many more huge, highly expensive and largely automated plants. No doubt these machines will be of inestimable value to the large printing establishment, but they must cause the medium and small printer considerable concern when they add up the cost of plant replacement.

We on our part were gratified by the number of our customers and potential (we hope!) customers who visited our stand at Olympia.

Although we say so ourselves, but it was confirmed many times by our visitors, on this occasion we had a really excellent stand with adequate seating accommodation, and the opportunity was taken by our directors, senior executives and representatives to cement old friendships and to make new acquaintances.

From our point of view this is why we have a stand at this exhibition, and the personal contacts made are well worth the effort. It is a good thing that it only occurs every seven or eight years, as opposed to many of the Continental printing exhibitions which are generally held at four-year intervals. One does so often come away from these feeling that with one or two exceptions the show was the same as one saw last time, whereas no one can say this of Ipex 1963.

On the centre-spread of this issue of our Journal we reproduce a photograph of our actual stand.

In our opinion . . .

The paper trade is beginning to stir from a rather overlong sleep. By its very nature the move from under-production to balance in supply and demand is a very small percentage, probably 5% would be sufficient to fill this under-production, and once again make the mills happier. The production figures of the British Paper and Board Makers' Association show an increase of 2% in the second quarter of 1963 over the corresponding quarter of the previous year.

There is no doubt that the long awaited increase in demand is gathering speed but very slowly and the longer delivery periods now ruling are largely the hangover from the holiday shut-downs. The recent price increases will also help the mills to offset some of the many overhead and transport increased costs with which they have been faced over the last 2 to 3 years, and which they have had no opportunity to recoup. The increase, however, is not all going into the mills' coffers, as the reason why prices have been kept comparatively static during this period has been due to the weakness in the pulp market. This has now hardened and pulp has been increased some £2 per ton, and at the same time spot lots which were selling just below the standard prices have virtually disappeared from the market, a sure sign that demand is picking up.

In this quarterly review we always try to look ahead because this is a trade in which we must not live in the present but constantly try and ascertain what the demand will be at least three months ahead, otherwise we as merchants would not have the requisite stocks to meet any anticipated demand. A rising market, slight though it is at present, is always an indication that demand is sure to increase. However, financial considerations debar any stock-piling by users and converters which on previous occasions caused artificial shortages.

We feel more confident than for a long time that the period of September to the end of the year will witness a much improved position in our trade. The slow recovery in general trading in the country is vastly safer than the stampedes with which this country has been faced in the past. Much criticism has been laid at the door of the Government for not pushing ahead with an inflationary policy, but we feel convinced that the steady approach is much safer and will last over a much longer period before the brake has to be applied.

A full range of 3½ x 6 Manilla envelopes at highly competitive prices and quick delivery

	10,000 lots
Magpie deep flap	6/2d. per 1,000
Mailing deep flap	7/6d. " "
Marshall high cut	10/3d. " "
Wheatsheaf high cut	15/10d. " "
Osotuff high cut	20/6d. " "

Less usual quantity reductions and for quantities below 10,000 add 1s. per 1,000. Subject to purchase tax.

Apertures, transparent windows and pockets in a wide range of sizes at equally competitive prices

TANNERS for envelopes

In July we issued our new paper and board price and stock list. This has been entirely re-designed and now gives at a glance stock sizes and weights held by us and also by the Mill together with all prices up to 1 ton ex stock and 1 ton ex Mill. Unfortunately no sooner was it published than prices commenced to change. This is a perpetual problem now that the Restrictive Trades Practices Act has prevented the mills getting together to announce their price changes at a given date. What happens now is that one mill or group of mills alters its price and the others follow suit over a period, which may take up to 2/3 months to complete. Then imported papers change at another period followed possibly by a cut in EFTA duties. All this adds up to the impossibility of issuing a price list which is 100% correct for any length of time. As it is, the price increases from the mills have added about ¼d. to most lines, and if in doubt please telephone our Crayford, London or Leeds offices for the latest prices.

In September there was by all merchants a further change in prices, due to the fact that 'smalls' and 100 lb. prices are quite unremunerative today with present-day costs. We make no excuse for these increases because with the exception of 'smalls' the prices of paper and board are lower than those ruling in 1951, yet all costs have soared.

The Printer today stocks little in the way of material and relies for supplies on the merchant stockist. He has every right to demand a first-class service, yet this costs money, and the return on deliveries up to ¼ ton have been far below the actual costs. The new schedule of prices is designed to overcome this problem, and enable us to improve our service to you.

We think that the recent speeches by two leading figures in the paper trade explain the position far better than we can, and we are reprinting extracts from these speeches:—

G. B. C. Johnston, President, British Paper and Board Maker's Association:

"... As you must realise I have some slight opportunity of seeing how a merchant business works, and one cannot but be concerned at the problems which are facing you. I think few people realise that over the last four or five years the mark-up in £'s per ton has shown no increase, but everything connected with business—salaries, wages, rents, rates and transport—have shown an increase. The answer does not lie in lower mill prices unless you are able greatly to increase

your margins. I calculate that the reduction of one penny per lb. in our most popular merchant line, with unchanged mark-ups, would reduce the amount of money going to the merchant trade by (the equivalent of) 15/20,000 tons per annum. How much more would this be if applied to the whole of the tonnage which you buy? This loss in sterling could never be replaced. I hope we may see an increase in paper prices rather than a reduction.

I believe that the Americans have solved the distribution of the paper problem better than we have—they seem to set themselves out to deliver in much larger quantities of fewer grades. I have seen a warehouse in New York with over 2,000 tons of stock almost all packed on skids, ready to deliver in large quantities to the printers. On the question of smaller quantities, they seem to have the right idea in that for one cwt. cases of paper the mark-up is mill prices plus 30%, if the case is broken the mark-up is mill price plus 80%, and if a ream is broken it is mill price plus 160%. These last figures may appear very high, but I wonder if the printers of this country have been conditioned to appreciate the service that the merchanting trade gives them. The old story that small orders lead to larger ones is, I think, no longer true. The service you perform is exceptional, and it does not seem to be adequately remunerative . . ."

Mr. Andrew Gibson, President of the N.A.P.M.:

"... It has been apparent for some time that the stocking and distribution of printing papers (we need not add "and writings" these days) has been becoming progressively less profitable for the stockist merchant. The reason for this is not far to seek. The mark-up margins which are now applied have altered scarcely at all since they were fixed by the Paper Control during the last war. The only upward moves made by merchants themselves were the extra ¼d. per lb. for under 3½ cwt. in 1957 and the extra 1d. per lb. for under 1 cwt. in 1961. The resale price of paper therefore has been since the end of the war almost entirely dependent on the manufacturing price. The latter reached its peak in 1951 and during this and the following year printing papers were anything up to 3d. per lb. dearer than they are today. Since 1955 Mill prices have remained stable, moving only fractionally up or down at infrequent intervals, and therefore resale prices have, except for the increases in smalls, remained equally stable. Thus during the last eight years the mark-up margins have

(continued on page eight)



438

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made no allowance for the increased costs of running a distributing business, rent and rates, wages, light and heat, transport, etc. . . .”

Accordingly the margin on ‘smalls’ has been substantially increased, and the 100 lbs. price which has taken the place of 1 cwt. lots has also been increased though not so sharply. We have now wherever possible brought boards into these categories, and these will now count towards the quantity rates for over 100 lb. lots.

We would make it quite clear that we do not wish to charge the ‘smalls’ rate, and the remedy is for you to increase your order, assorted if necessary, to over 100 lbs. or if possible to 400 lbs. both of which show a considerable saving.

A sizes

The International A sizes are beginning to be asked for in increasing quantities and we are now stocking several qualities and substances to meet the demand. We are also stocking three sizes of envelopes in Eden Grove Bond and Castle Cartridge qualities.

A small folder, which gives you all the sizes and the qualities stocked or obtainable by us together with details of envelopes, was issued in June to our customers. If you would like a copy or extra copies for your staff we should be very happy to send them.

Packaging

Some months ago we scrapped the whole of our box making department, and re-equipped with the most modern plant to make stronger wire stitched boxes. It will be found that these boxes travel and stack very much better, and the envelopes and pockets receive full protection both in transit and in store.



At the end of February our head guillotine cutter, Bill Cook, retired on pension. Bill had been employed with us since 1911 with the exception of war service in 1914 to 1918. When we moved to Crayford, Bill continued to travel from London daily but he is now residing at Footscray, Kent.

On 20th March, 1963, a pleasing ceremony took place, when our Managing Director presented Bill Cook with a suitably inscribed tankard to mark the occasion.



As a prelude to the expansion programme now being undertaken by this Company, details of which will be published in our next issue, our Mr. Robert L. Kent has been appointed area manager southern region.



After 45 years with the Company Mr. Eric D. Dennison (Den) has retired on pension.

Den had been through practically every department in the firm and prior to the war was appointed factory manager, a position he continued to fill, apart from service in the R.A.S.C. in World War II, to the end of August, 1963.

Ever since we moved to Crayford Den has travelled from his home in Upminster, and in spite of rail strikes, fog, snow and ice never failed to make the difficult journey somehow.

He will not be leaving us altogether, as he has agreed to assist our sales force in the London office on a part-time basis.

We doubt whether Den has ever made an enemy in his life. He has the great asset of being able to tell off anyone in a variety of "languages", yet he is the friend of all.

Now that he has retired from active service, we wish him many years of relaxation and happiness.

KENTISH (Darwhite)

White Bank and Bond

Stocked in:—

16½ x 21. 11, 15, 18 lbs.

18 x 23. 13, 18, 21 lbs.

17 x 27. 14½, 20, 24 lbs.

500 Sheets.

Smalls 100 lbs. 400 lbs. 10 cwt. 20 cwt. 20 cwt.
ex mill.

Bank ... 1/10¼d. 1/7¼d. 1/5¼d. 1/4d. 1/3d. 1/1⅝d.

Bond ... 1/8½d. 1/5½d. 1/3¾d. 1/2¾d. 1/1¾d. 1/-⅝d.

Also stocked in 10 x 8 and 13 x 8 cartoned.

TANNERS for paper

Stop Press

We have recently altered the shade of our Wheatshaeaf Manilla envelopes and pockets. It was felt that the original shade was too dark, and we have therefore lightened the colour without altering any of the characteristics of the paper. The adhesive qualities of the gummed flaps have also been improved.

Sales of this quality have sharply increased which proves that the alteration has been successful. A printed sample is enclosed and a comparison of the prices will doubtless convince you that this is the leading quality on the market in this price range.



We are now able to offer quick delivery on hand-folded envelopes and pockets. Any special sizes, shapes and qualities which do not conform to stock envelopes can speedily be made to your requirements.



We keep nearly the whole range of Dartford Mill White and tinted banks and boards. Situated within one mile of the mill we can always obtain immediate supplies in the event of our being out of stock. Try us for Dartford's papers.



Every month our delivery service is being steadily improved. We consider that our customers are entitled to a daily delivery in London, the Home Counties and the North from our Leeds depot. We are now busy improving the service further afield.



The cover of this Journal is printed on our Chichester Deep Blue Royal 3 sheet and the text on our Illustration Art Double Medium 70 lbs.

We stock

COTINEX W

White Printing

20 x 30. 36, 40, 45, 50 lbs.

23 x 36. 50, 55, 62, 69 lbs.

25 x 40. 60, 66½, 75 lbs.

500 Sheets.

Smalls	100 lbs.	400 lbs.	10 cwt.	20 cwt.	20 cwt.
					ex mill.
2/-½d.	1/9½d.	1/6½d.	1/5½d.	1/4½d.	1/3d.
					per lb.



TANNERS for paper
