

**HIGHLIGHT**



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

WHEATSHEAF WORKS,  
CRAYFORD, DARTFORD, Crayford (CY) 26255  
KENT.

Leeds Office and Warehouse  
CORNER HOUSE,  
WHITEHALL ROAD, (0532) 30805  
LEEDS LS12 1AQ

NEW SERIES NO. 72

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*The cover of this Journal is printed on Astralux  
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Double Medium 70lb.*

## Tanner's Quarterly Trade Journal

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*The Directors and Staff of  
R. T. Tanner & Co. Ltd.,  
extend to you our  
Seasonal Greetings and  
wish you a  
Happy and Prosperous  
New Year.*

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### **In our opinion**

As we enter a new decade we are about to witness great changes in our trade. Firstly rationalisation in qualities, sizes and substances resulting in considerably less multiplicity of papers and boards, than we have at the present moment. Secondly metrication with a leap forward into I.S.O. sizes. Thirdly decimalisation of money and paper will be sold per 1,000 sheets or by 1,000 Kilograms. Board substances will be expressed in microns.

*one*

All the changes will take place within the next twelve months and, for those of us who left school many years ago, the prospect is rather frightening and a considerable challenge.

Rationalisation has been talked about for a number of year and everyone from paper mills downwards has kidded themselves that they have rationalised, whereas all they have done is to cut out any slow moving qualities, and immediately replaced the range with a new and so called better one. This is done so as not to lose any business to their competitors who have a similar range.

There are mills producing Banks and Bonds in 18 colours and 18 sizes and substances, and Boards in 14 colours also in a variety of substances and sizes. They will be the first to admit that some colours move very slowly as do some substances and sizes yet they will not delete from the range for fear of losing an order.

Can mills and merchants really lock up so much money in items which turn over so rarely? Again what sort of a run can they have when they have to remake? Not one that is remunerative we'll be bound. Be bold, get the knife out and cut out the slow movers; concentrate your energies on the bread and butter lines so that these are always available. For every order you lose through discontinuing a line we guarantee you will recoup yourself tenfold by not being out of stock of the popular quick moving lines.

Metrication means forgetting about the Large Posts, Mediums and Double Caps, because although these will continue to be made in the nearest millimetre size for the time being, the substances will be in grammes per square metre based on the R.20 series, and the weight will be expressed in Kilos per 1,000 sheets. The simplest way is to change, as far as possible to the I.S.O. sizes, the A, R.A. or S.R.A. ranges, because although these tend to vary slightly according to the mills' interpretation, they will settle down when metrication is accepted in the mills. Also the printer's customers will, in their turn, have to think and plan in metric measurement before long and the printer, already versed in the use of I.S.O. sizes will be in an excellent position to convert his customer quickly and easily.

In the next few issues of our Journal we shall endeavour to keep you informed of the alterations as they take place.

# CROXLEY SCRIPT

## White



Demand exceeds supply, but we do stock it in depth.

Try us first—you will probably be lucky.



*Tanners for Paper*

## Interlith 1970

We are pleased to announce that we shall be exhibiting at the 4th Litho Exhibition in the National Hall, Olympia from the 13th to 17th April, 1970.

This exhibition incorporates the Printer's Services and Supplies Exhibition, and we shall welcome all our friends on Stand FF7 in the National Hall Gallery.

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## Prices

As we forecasted in our last issue of the Journal the further price increase we anticipated has arrived, but even we were slightly astonished by the size of the increase.

Up to 10 per cent., following upon the two increases in 1969, is no small rise and it is to be hoped that this will satisfy the mills during 1970, but there is no guarantee as to this, and many sources are talking of further pulp increases of up to 20 per cent. by 1973. So much will depend on the world demand for paper and board and the subsequent requirements of woodpulp. Any large increase in consumption will result in yet higher costs of pulp, and a world shortage over the next three years. So many people seem to consider that it is only the U.K. who are forcing the price of paper up, but this is certainly not the case. The use of pulp is world-wide and it is reacting in the same way as other basic raw materials, such as nickel, copper and tin.

New Paper and Board price lists will eventually be produced when we know that prices are fixed for a reasonable time, and meantime we shall have duplicated price lists available from our representatives.

The prices of envelopes and pockets are being increased forthwith, due to the steep increase in raw material as from early January 1970. In addition to raw material rises there has been a wages award and, in common with every other industry, we are faced with many other increased costs, particularly in distribution.

## New Stock Line

SRA 2  $17\frac{3}{4}$  x  $25\frac{1}{4}$  has now been added to our well-known

## Stadium Twin Wire

White Boards in 2, 3, & 4 sht substances

The ideal size for covers of all A size journals catalogues etc.

Get with it with . . .

*Tanners*

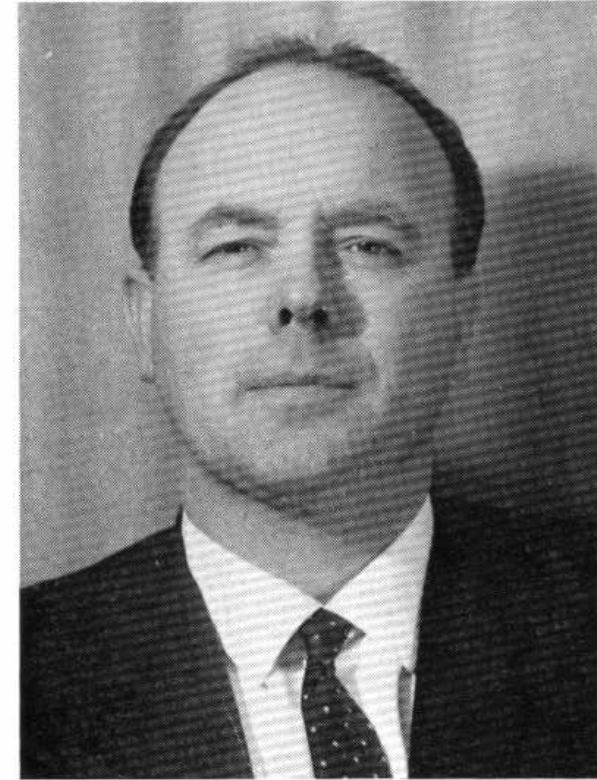
*The one that didn't get away.*



This Tope, weighing 25 lbs. 6 oz. was recently caught by Miss Sue Jones off Old Harry, Swanage during her holiday.

After a lengthy struggle she brought the 'tiddler' in for gaffing. Luckily for her she was able to record this catch otherwise we would never have believed her.

Miss Sue Jones is employed in our accounts department so we warn any of our customers who are overdue in payment that she lands her catch!



Peter Bird joined the Company on 3rd November, 1969. He was previously purchasing officer, paper, print and stationery for a large national company, and as such he has a wealth of knowledge from the consumer as well as the seller's point of view.

He has now taken over as representative part of the large area of East London and East Anglia formerly called upon by Ted Prisley—Ted was never able to give the full coverage required over such an immense area, and Peter Bird will assist him by giving the personal attention which is so necessary.

## Paper Statistics

The British Paper Board Maker's Association have recently published some interesting figures for 1968.

The tables show that the United Kingdom consumption of paper and board per head rose by 13.9 lb. to 269.3 lb. in 1968. This compares with 515 lb. in U.S.A. and 399 lb. in Sweden.

The total U.K. consumption rose by 6 per cent. (377,000 tons) over 1967 and was the largest increase since 1963/4. The consumption in 1968 reached a record level of 6.6 million tons and half of the increase was captured by imports.

The U.K. production rose in the year 1968 by 5.1 per cent. over the previous year and reached the record level of 4.6 million tons.

The 1968 imports reached 2.23 million tons, 2½ times more than 1954. Canada was the largest supplier with 622,000 tons followed by Sweden with 525,000 tons.

The consumption of waste paper rose to 1.77 million tons, and this figure is largely governed by the great shortage of this material. The production of U.K. wood pulp rose by 12 per cent. to 369,000 tons in 1968 and by 1973 the figure is expected to reach 616,000 tons.

We are somewhat surprised at the figures for coated printing papers which rose from 232,000 tons in 1967 to 247,000 tons in 1968. This has been a fast growing market for some years and we imagined that the increase would be considerably greater. No doubt 1969 figures will show a different picture.

## Credit

The acute shortage of woodpulp is, in a few cases, causing a change in the traditional method of supplying the British consumers, as the suppliers are demanding payment in advance of shipment. This, together with the Bank squeeze,

is resulting in the British mills requiring quicker payment of their accounts.

We paper and board merchants are therefore no longer able to provide excessive credit, and except in exceptional cases, accounts will have to be met on the month. For instance by mid January your November account should be paid, and your October account **MUST** be paid.

We appreciate that printers are not able to obtain payment quickly from their customers, but now is the time to be tough. You cannot afford to give excessive credit even to your best customer with the cost of borrowing money, if you can get it, so high.

It is common knowledge that several large companies are using their well-known image and the size of the orders they can place to obtain far more credit than is justified, but now is the time in which to pressure overdue accounts in any field. None of us are in the business of paper and printing to act as money lenders and if we were we should be charging at least 2 or 2½ per cent. over bank rate from the day on which the invoice is issued, and not when the account is three months overdue.

The trade as a whole gives a fair service at a reasonable cost, in many cases at too low a return on capital involved. Is it too much to expect payment thereof within a reasonable period?

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## Obituary

We regret that on the day on which we published the last issue of our Journal featuring Sydney Trowbridge and his historic visit to Flanders, he passed away.

Sydney Trowbridge had enjoyed a very full life, and in fact he experienced far more than any normal man could expect in one span of life and he retained a fine sense of humour to the end.

His passing was very peaceful after only a short illness and the large number of floral tributes bore witness to his many friends and included many from the various army units with which he had been connected.

## Crayford Factory

The demand for our envelopes and pockets continues to increase at a great rate and a further new pocket machine is being installed at the moment. This brings our investment in new machinery since we moved to Crayford in 1961 to over £100,000. This is no small sum in anyone's language and for a medium sized private company a bold venture.

We now have one of the most modern productive units in the country which shows our faith in the future. Faith based on good products at fair prices backed by personal service. All these facts are necessary but we believe that personal service is the most important.

In difficulties with envelopes? Then try us out.

## Wrappings

January 1970 was supposed to see the commencement of wrapping papers in metric sizes and substances. In spite of a considerable build-up between the British Paper and Board Maker's Association and the National Association of Paper Merchants, they seem to have forgotten that it takes a long time to educate the consumer and as yet the user shows no interest in the new sizes.

In company with most of our competitors we shall continue to stock Pure Kraft in the usual imperial sizes and weights. We are not adverse to the change to metric sizes but we consider that the matter has been unduly rushed, and since we are the servant of our customers we must meet their request to stock what they demand. Just as soon as the demand appears for the new metric sizes we shall stock them.

# Purleigh Perfect Pasteboards

Perfect quality - Perfect bulk - Perfect rigidity

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6 to 14 sht in Royal & Imperial

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If you use Pasteboards you must use Purleigh  
. . . *and save money*

*Tanners for Boards*

## Postal Wrappers

As the largest makers of postal wrappers for periodicals we can at least pride ourselves on knowing the many problems with which we may be faced.

Firstly a great variety of material from which to make wrappers, M.G. Manilla, M.G. Sulphite, Bleached M.G. Kraft, Pure Kraft and M.G. Ribbed Krafts. Each publisher tends to want his own individual packaging apart, of course, for the printing thereon. Secondly the length of the wrapper is governed largely by the width of the reels used and as the length is in its turn tied to the size and bulk of the periodical you can realise that a working stock of 50/60 tons with another 100 tons assorted sizes and qualities in substances from Double Crown 21 lbs. to 35 lbs. at the mill is necessary.

These are only initial problems as there are many more such as the special perforation which tears on receipt, but not in transit; flatness for addressing particularly with computer addressing; the correct substance and quality for wrapping machines. But above all is the necessity for delivery on due date, as a periodical publisher without wrappers is rather like packing sugar without any cartons.

We know about all these problems and have built up our business by overcoming them, hence nearly all the large publishers use our wrappers by the million. If you have a problem on despatching your periodicals ask us to put up a proposition.

Customers in the North of England, North Wales and as far south as Nottingham and Lincoln please note that our Leeds Office has now a coded address.

**CORNER HOUSE  
WHITEHALL ROAD**

**LEEDS LS12 1AQ**

Telephone (0532) 30805

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Kindly adjust your records accordingly and contact them first for all your requirements.