

A white starburst graphic is centered on the right side of the maroon cover. It consists of a vertical line and a horizontal line intersecting at their midpoints, with several shorter diagonal lines radiating from the intersection point to create a starburst effect.

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. 74

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Tanners Quarterly Trade Journal

As we pause to consider a suitable subject with which to open our Journal on this occasion, we suddenly realise that 1970 is without doubt going to be one of the busiest and most difficult we have ever faced.

Apart from the normal problems of running any business these days, we are about to be faced with metrication and at the same time decimalisation. These words are so easy to roll off the tongue, but what an enormous problem they will bring. We realise that decimalisation is officially due to start on 15th February, 1971, but long before that time we will all be using the dual currency.

Perhaps it is as well that the two will be changing virtually together, so that, in our trade at least, we can overcome the problems at one fell swoop instead of dragging it on over two or three years.

In all such exercises it is the smaller unit or trader who is at a disadvantage. The larger company is able to appoint and carry competent officials who can spend their whole time working upon the problems and indoctrinating the staff in the intricacies thereof.

Pity, therefore, the smaller company whose owner or managing director, apart from running the business, has to go back to his schooldays and re-educate himself in metrication and decimal currency before passing the necessary information to his staff both in the works and office.

We make no apologies therefore if the major proportion of this issue is devoted to these two subjects. Although most of this material is appearing in many guises it is only by constant repetition and thus recognition that the subjects will become second nature to us all.

In our opinion

As we warned in the last issue of our Journal prices are yet again on the move upwards. As from early July most grades are up from approximately £8-£10 per ton, as a result of increases in the cost of pulp.

Most people are beginning to wonder whether paper has, for the time being, reached a ceiling at which any further increase would cause a sharp drop in consumption. It would appear that this is so, because at the time we write this article demand certainly is not so buoyant and yet normally demand is lively before an anticipated price rise.

We do realise that we are in the midst of an important election campaign at which there is a good deal of uncertainty. Advertisers particularly tend to hold off at such periods waiting to know which way the cat will jump. Also due to credit restriction there is, these days, very little stock-piling of paper to take advantage of the anticipated rise.

However, paper is no longer the expendable item which is so necessary to our trade. Paper has always been predominantly, a means of conveying the printed word, and, with the exception of books, to be thrown away. To highlight this one has only to look at the growth of the tissue market, handkerchiefs, face tissues, serviettes, table cloths all of which are for one time use and immediate disposal.

Our trade has always flourished through a continuous demand, but it is problematic how long this will go on if paper reaches an uneconomic price. Already we are seeing synthetic papers coming upon the market both in this Country and from Japan. These are mainly the derivatives of the oil companies and once these become economic the vast resources of these companies will very soon be utilised to produce suitable materials upon which to pass the printed word.

At the same time, the general inflation which is attacking most markets in the world tend to hide the sharp rises in paper prices. These rises have in fact exceeded 33½ per cent. within the last 5 years and all in our trade will hope that this rate of increase will steady down.

However with the pulp market as tight as possible, there is still an acute shortage, and already there is talk of another increase in January, 1971.

Rising Prices

Economising ?

At a time of sharply rising prices consider a saving on your materials.

The following three lines are considerably cheaper than normal:—

SARUM Woodfree white bank and bond.

STADIUM White and tinted twin-wire pulp boards.

GAMBIT All purpose.

A 'phone call will bring you the latest prices and samples.

Price Lists

New increased prices are arriving daily from the mills. Some are announcing increases from the date of the notice, others are giving two or three weeks' notification and certain grades are not yet decided.

It is therefore quite impossible to produce a new paper and board price list, until about September. Meanwhile a 'phone call to our staff will elicit the latest information.

Early in the Autumn we shall produce new paper and board and envelope price lists, showing the standard imperial sizes followed by their metric equivalent. Prices will be quoted in the case of paper in 1,000 sheets and boards in per 100 sheets in shillings and pence with the new decimal currency equivalent against each figure.

This transition period will enable all of us and you to get acclimatised to the new sizes and currency. From early in 1971 a further price list will be issued in which metric sizes will be shown followed by imperial equivalents and prices will be solely in the new decimal currency.

To simplify the multiplicity of prices now pertaining we shall reduce the price range to four only. The present smalls and 100 lbs. rates for paper and smalls and 600 rates in the case of boards will disappear altogether and we shall be left with the following:—

for paper			
under			
(1) 250 kilos (5 cwts.)	(2) 250 kilos (5 cwts.)	(3) 500 kilos (10 cwts.)	(4) 1,000 kilos (1 ton)
for boards			
under			
(1) 3,400	(2) 3,400	(3) 7,000	(4) 15,000

All of you will be aware of the very steep increases in the cost of processing and delivering small orders and since we are scrapping the two price ranges for smallest quantities, showing the largest profit margins, we shall institute a surcharge of 10/- (50p) on all orders under £10 in value. This charge which is designed to cover part of the costs of handling and delivering

small quantities will be termed 'special delivery charge' (SDC) and as such is not subject to purchase tax.

The present SDC of 5s. on envelopes and pockets on orders under £5 in value exclusive of purchase tax, will now be raised to 10/- on all orders under £10 in value, to bring it into line with the charge on paper and boards.

In all cases orders for paper, boards and envelopes can be aggregated to a value of £10 to obviate the SDC of 10/-.

Unlike many of our competitors we do not stipulate that you must order a minimum quantity in value of envelopes and pockets and in fact we do not have a smalls and 5,000 rate. Our basic rate is 10,000 with an addition of 1s. per 1,000 under this quantity. Taking this into consideration and with the deletion of the two highest rates in value of paper and boards we shall be showing you a considerable saving and a great deal of simplification.

Interlith

Interlith 1970 was from all points of view a great success, and the opportunity to meet many old and new friends was accomplished.

The target of 20,000 visitors during the 5 days, April 13th-17th, was easily reached and the whole standard of the exhibition was far superior to that of previous occasions.

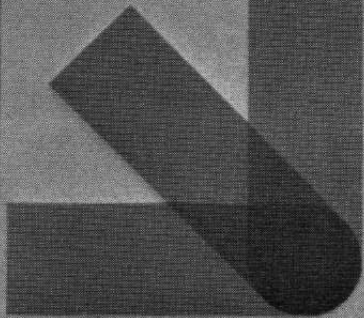
Nothing is more tiring to the visitor than touring an exhibition and we certainly proved our point when we planned our stand to be an oasis of rest. Many customers were only too pleased to ease their weary legs and have a chat with our representatives in peace and quiet.

A photograph of our stand is reproduced overleaf. The two representatives, Derek Tonks and Geof. Smith are shown relaxing in comfort before the doors were opened.

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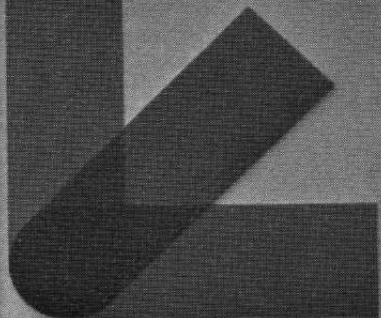
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**3 into 1
will go
at Tanners**
the only independent
to stock Papers
Boards
Envelopes
all under one roof
over 1000 tons stock



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Postal Wrappers

Since the last issue of our Journal in which we informed you that we had taken over the plant and business of postal wrappers of Messrs. Backhouse and Coppock (Inveresk Stationery Ltd.) we are pleased to notify you that we have also taken over the plant and contracts for postal wrappers from Messrs. Samuel Jones (Wiggins Teape (Stationery) Ltd.).

For some 60 years this company has been in the forefront in the production of postal wrappers, and we can now say, without the possibility of contradiction, that a Tanner's wrapper covers virtually every major publication in the post, both for home and overseas.

Every type of plain, strip or perforated wrapper for rolled folded or flat wrap publications, plain or printed are produced in an infinite variety of sizes and qualities.

Output is now well in excess of a million per week and with our increased capacity we will be able to extend our production considerably.

Not Me!

Sometime when you're feeling important
Sometime when your ego's in bloom
Sometime when you take it for granted
You're the cleverest man in the room
Sometime when you feel that your going
Would leave an unfillable hole
Just try this little experiment
And see how it humbles your soul
Take a bucket and fill it with water
Place your hands in it up to your wrists
Pull them out and the hole that remains
Is the measure of how you'll be missed
You may splash all you please when you enter
You may stir up the water galore
But stop; and in just a minute
It will look the same as before
The moral of this story is quite simple
It's just do the best that you can
Be proud of yourself but remember
THERE IS NO INDISPENSABLE MAN

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Centenary White

The sample enclosed is D.L. transparent window envelope (110 × 220 mm.)

This is one of 16 different stock sizes of envelopes and pockets made in this quality.

Ever increasing sales of Centenary white envelopes and pockets confirm that this is the outstanding grade for commercial use at a reasonable price.

Samples are available on request.

Metrication

The main I.S.O. paper sizes are as follows:—

	mm	inches
A.1	594 × 841	23.39 × 33.11
R A.1	610 × 860	24.02 × 33.86
SR A.1	640 × 900	25.20 × 35.43
A.2	420 × 594	16.54 × 23.39
R A.2	430 × 610	16.93 × 24.02
SR A.2	450 × 640	17.72 × 25.20
A.3	297 × 420	11.69 × 16.54
A.4	210 × 297	8.27 × 11.69
A.5	148 × 210	5.83 × 8.27

RA sizes are to allow for normal trim and at this stage we consider that this will be the standard for banks and bonds and probably writings.

SRA sizes are to allow for bled work and extra trims and will, we believe, be the standard sizes for printings, cartridges and coated papers.

Meanwhile many normal imperial sizes will be in use so long as the mills are prepared to make them and we therefore list the most popular sizes in present usage.

inches	mm
8 × 5	203 × 127
10 × 8	254 × 203
13 × 8	330 × 203
13½ × 22½	343 × 572
13½ × 25½	343 × 648
15½ × 20	394 × 508
16½ × 21	419 × 533
17 × 27	432 × 686
18 × 23	457 × 584
20 × 25	508 × 635
20 × 30	*504 × 768

*agreed metric size for Double Crown and not metric equivalent.

No Double sizes are listed as these can be easily computed.

Printing boards will be made largely in the following sizes:—

SRA.1	640 × 900 mm	25.20 × 35.43 inches
SRA.2	450 × 640 mm	17.72 × 25.20 inches

White and Tinted boards will be available for a limited period in Royal and Postal.

All substances will be given in microns rounded off to the nearest 10 microns.

Microns	inches
180	.007
200	.008
230	.009
250	.010
280	.011
300	.012
380	.015
430	.017
500	.020
580	.023
750	.030
1000	.040

Conversion

Here are a few conversion factors which will be of use.

1 inch = 25.4 mm

lb to kilograms—

Number of lb. × 0.454 = No. of kilograms

Thousands of an inch thickness to Microns—

Multiply thousands of an inch by 25.4

To establish weight per ream (500's) in kilos given gm² and size of sheet in mm

$$\frac{\text{substance in gm}^2 \times \text{width} \times \text{length}}{2,000,000}$$

To find gm² knowing size in mm and weight in kilograms of a ream (500's).

$$\frac{\text{Kg} \times 2,000,000}{\text{width} \times \text{length}}$$

Price per lb. to price in new pence per Kg.

d/lb	p/Kg	d/lb	p/Kg	d/lb	p/Kg
	0.115	1	0.918	1/-	11.02
	0.229	2	1.836	2/-	22.04
	0.344	3	2.755	3/-	33.06
	0.459	4	3.673	4/-	44.08
	0.573	5	4.592	5/-	55.10
	0.688	6	5.510	6/-	66.12
	0.803	7	6.428	7/-	77.14
		8	7.347	8/-	88.16
		9	8.265	9/-	99.18
		10	9.183	10/-	110.20
		11	10.102		

Cutting Charges

As from 3rd May and in line with the remainder of the trade we have been forced by increased costs to raise our cutting prices as follows:—

Paper per folio ream and boards per 100 or any even pack

2 out 2/6d.	3/4 out 4/6d.	5/6 out 8/-d.
7/8 out 6/6d.	9/12 out 11/-d.	13/16 out 13/6d.

All items of board 6 sheet and upwards, heavy cover boards, pasted manilla over Double Crown 100 lb. gummed paper and strawboards

2 out 3/8d.	3/4 out 7/-d.	5/6 out 8/-d.
7/8 out 9/-d.	9/12 out 11/-d.	13/16 out 13/6d.

This includes packing.

Breakage Charges

Due to the heavy cost of counting out and repacking broken reams and taking into account the large wastage involved, the trade is raising its charge for breakage to 10/-d. irrespective of the quantity ordered.

This means that even if you require 5 reams 4 quires of a quality you will be charged a breakage of 10/-d. This may sound expensive but printers might care to see the vast number of remnants in every merchant's warehouse, which seldom if ever get called for in their entirety.

The answer is quite simple in that reams or packs should always be ordered and the customer educated to receive the resultant quantity or pay the extra.

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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

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

Paper — Boards — Envelopes