



**HIGHLIGHT**



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

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*The cover of this Journal is printed on Astralux  
Board 572 x 724 mm 200 microns and the text on  
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# Tanners Quarterly House Journal

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At the annual dinner of the National Association of Paper Merchants the chief guest, Mr. Don Ryder, chairman of Reeds, made a speech heavily criticising the Scandinavian paper and pulp producers, and followed by castigating the policy of the British paper merchants. He gave his views to the press and this has resulted in a vast amount of publicity both for and against these ideas which have been given much space in the public and trade presses. Meetings have been arranged between the British Paper and Board Makers' Association, Government departments and Scandinavian producers.

As we reported in the last issue of our journal the main problem is that the pulp producers have raised the price of their product over the last few years by almost the same percentage as the finished paper and board which they export to this Country. They cannot technically be blamed, and as long as the consumption of paper and board continued to increase yearly in this Country no one particularly worried. However as soon as consumption ceased to increase and in fact from the second half of 1970 actually dropped, the British Paper Mills suddenly found that, at a time when their overhead costs were rocketing through inflation, paper from overseas was flooding into the Country at prices they could not match competitively. This was the case for large tonnage orders, which are what the foreign mills mainly want and which the British mills have always required to keep their machines full and to cover their overheads, profits if any coming from the smaller stock and special making orders. The only hope in the short run is for the Scandinavians to relent somewhat on their pulp prices, as they cannot really want to smash their traditional chief market for pulp. There are in addition two reasons for a change of mind, and these are; firstly, a continuation of the increase of paper imports into this Country will

assuredly result in action by the government for an approach to the E.F.T.A. countries to limit this increase, preferably voluntarily. Secondly, and more likely, the action of supply and demand will take effect, as the manufacture of pulp by the Scandinavians, and for that matter any other producing country, cannot be turned on and off by a tap. At present a surplus of production is showing as a result of the world downturn in paper consumption, and this can quickly show in spot shipments being offered at more competitive prices, and this can soon be followed by a general and more realistic pricing of pulp.

The other criticism made by Mr. Ryder was the position adopted by the Paper Merchants and here he slated them for not buying British and supporting British mills at any cost, mainly on the grounds of saving imports with the resulting saving on the balance of payments. However we consider that Mr. Ryder is treading on very dangerous ground in his assertions. Though we should very much like to see the getting together between the merchant trade and the mills, it must not be forgotten that the mills have generally shown scant regard for the merchants, and in certain grades take 50 per cent. of the trade direct from the consumers. Mr. Ryder's company also has bought a very large stake in the merchant trade and thereby can dictate not only prices but methods of trading.

In many other countries abroad all supplies of paper are channelled through merchants, which are fewer in number, but generally much larger. The trade in our Country is far too fragmented, and now that the mills are being forcibly thinned out due to the contraction in consumption of paper, it is expected that there will be further amalgamations in the merchant trade, and it is hoped that the non-stockist merchants, who cannot in the long run assist the mills to increase their tonnage in hard times, will also contract in numbers. The mills have in fact contributed to the fragmentation of the trade, by supporting anyone setting up as a merchant who had an order to place.

Meanwhile as the mills show little regard for putting the trade into good order, they cannot criticise the merchants, who have, in many cases, to compete with the mills' direct trading; and also have to serve their customers with the best

*(continued on page four)*

## The new tough lightweight

# METRIC MANILLA POCKETS

	GUMMED FLAPS:			
	100,000	50,000	25,000	10,000
<b>D.L.</b>				
<b>220 × 110mm</b>	<b>£2.08</b>	<b>£2.11</b>	<b>£2.14</b>	<b>£2.17</b>
<b>C.6</b>				
<b>162 × 114mm</b>	<b>£1.56</b>	<b>£1.59</b>	<b>£1.62</b>	<b>£1.65</b>
<b>C.5</b>				
<b>229 × 162mm</b>	<b>£2.81</b>	<b>£2.84</b>	<b>£2.87</b>	<b>£2.90</b>
<b>C.4</b>				
<b>324 × 229mm</b>	<b>£5.08</b>	<b>£5.11</b>	<b>£5.14</b>	<b>£5.17</b>
<b>10<sup>5</sup>/<sub>8</sub> × 8<sup>1</sup>/<sub>2</sub></b>				
<b>270 × 216mm</b>	<b>£4.18</b>	<b>£4.21</b>	<b>£4.24</b>	<b>£4.27</b>
<b>15 × 10</b>				
<b>381 × 254mm</b>	<b>£6.73</b>	<b>£6.76</b>	<b>£6.79</b>	<b>£6.82</b>

per 1,000, Purchase tax is only chargeable on D.L., C.6 and C.5.

Under 10,000 add £0.05 per 1,000

*Tanner's new Pockets*

and most suitable paper at the best possible price. If they do not do this, they will be out of business. Perhaps this is what Mr. Ryder wants, but at least, thank goodness, the printers do not apparently wish such a situation to develop and we do not forget that the customer is always right.

The falling off in paper consumption has largely occurred in the cheaper mass produced papers, the bulk of which are made by Reeds and Bowaters. Both these mills sell a large part of their output direct, and certainly do not go out of their way to support or increase trade through the merchant trade. Is it small wonder that the merchant trade does not reciprocate and tends to place their orders with the smaller mills, who consistently support them in good or bad times?

There is a moral here and let us hope that the mills and merchants will take this opportunity to get together and form a policy which can only benefit both.

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## Lost or mislaid?

Normality is returning to the post after the disastrous strike in the early part of the year, although it is estimated that following the increase in postal charges, the amount of mail has dropped after the initial impetus stored up by the strike. No figures have however been released and it is not possible to hazard a guess at the suggested reduction.

What really puzzles us is what happens to the letters which are mislaid and never seem to reach their destination or get returned to sender. We have recently experienced the loss of several cheques which were sent to suppliers. Agreed these were despatched prior to the commencement of the strike, but they have never been traced and never returned, yet the envelopes carried our name and the remittance advice carried our name and address. The strike may be blamed but we all seem to suffer from post which is lost, whether it be business or private, and alas this phenomenon seems to be increasing. If it is mislaid or misdirected why does it seldom get delivered or returned eventually?

## Freepost

The Freepost service is now in use. In a way it is an extension of the Reply Paid Service, but does not require a printed envelope.

All that a company or person who wishes to obtain a reply from members of the public without putting them to the expense of paying postage, has to do is to include in his communication or advertisement a special abbreviated address. The reply bearing this address can then be posted in the ordinary way but without a stamp.

Firstly the person or firm must obtain a licence from the Head Postmaster of the district in which he or they are located. This costs £5.00 per annum plus a sufficient down payment to meet expected postal charges for one month.

The Head Postmaster then will issue to you the special address which you must use on all advertisements inviting a Freepost reply.

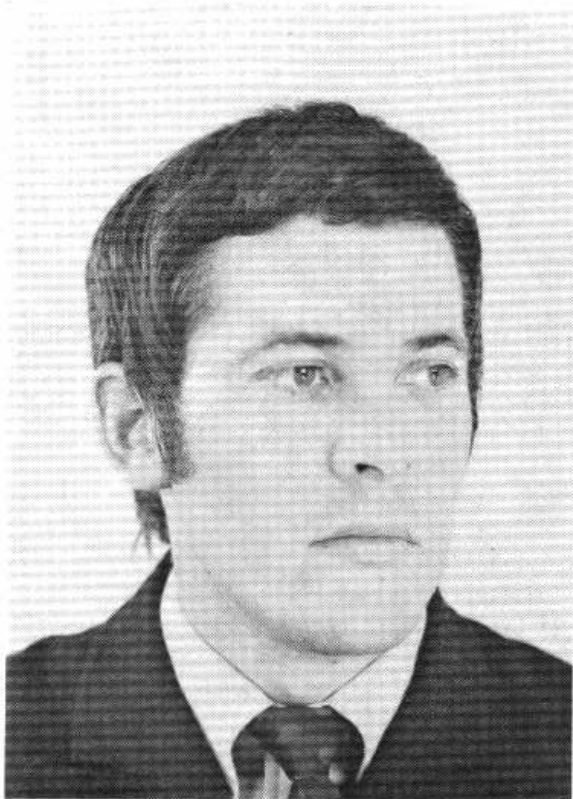
Freepost letters are dealt with as second class mail for inland postal services only and then the postage is the ordinary rate plus  $\frac{1}{2}$ p per item.

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## Statistics

As anticipated, production of paper and board by British Mills in the first quarter of the year was down by 9 per cent. on the similar period of 1970. The figures are 1,134,000 tonnes in January, February and March 1971 compared with 1,244,000 tonnes in the previous quarter of 1970.

At the same time imports were down by  $1\frac{1}{2}$  per cent. during the same periods, and overall consumption was 6 per cent. less.



Alan Leggett

Alan Leggett joined our Sales team on 15th March 1971 and will represent us in South East London and Kent.

He was formerly with Spicers (Stationery) Ltd., and has an extremely good knowledge of Commercial Envelope & Pocket manufacture and distribution.



Trevor Rowland

Trevor Rowland joined our sales force in Leeds in May 1971. He joined Wiggins Teape from school and was employed by them for 19 years then moved to Robert Horne until joining us.

He is a keen cricketer, playing in the North Yorkshire-South Durham league for Marske C.C. and has played for The Yorkshire Paper Trade for the last 10 years.

The N.A.P.M. recently conducted an interesting investigation into the quality and type of paper imported into this Country by merchants. Out of 179 requests sent, 106 replies were received and from information given it would appear that 32,500 tons were imported into the country. Allowing for a further 15 per cent. of imports by members who did not reply to the questionnaire, the N.A.P.M. estimates that a total of 37,500 tons may have been imported.

These figures rather give lie to the suggestion that the N.A.P.M. merchants were importing ever increasing quantities of overseas supplies, and this is highlighted by the fact that from all of the replies received 57 per cent. showed that they were not importing any paper at all.

The breakdown of tonnage returned by the 106 members of the N.A.P.M. was as follows:—

Coated printings	...	...	13,051 tons
Uncoated printings	...	...	8,598 "
Banks & Bonds	...	...	7,654 "
Writings	...	...	283 "
Miscellaneous	...	...	2,986 "

This total is a mere fleabite of the amount of paper and board imported into this Country. The bulk must therefore be passing through the hands of agents, either British or Scandinavian, and finding its way to the large printers and converters. Newsprint and carton board of course are the chief imports together with kraft, fluting and various wrappings.

This trend must continue until such times as this country gets accepted into the E.E.C. when the British Paper and Board Makers may find that a tariff may well save them from virtual extinction, once again. We are careful to say that it "may save them" as it seems likely that Sweden and Finland may not enter the Common Market and it is not certain whether imports from outside the market will be on quotas or have to pay tariffs or even a combination of both.

It must not be forgotten that the British Paper and Board Industry is still easily the largest in Europe and there is no doubt that it would benefit substantially by incorporation into the E.E.C.

*(continued on page ten)*

## Two new lines

### PENGUIN WOVE ENVELOPES

	100,000	50,000	25,000	10,000
89 × 152mm (3½ × 6)	0.72	0.74	0.76	0.78
229 × 102mm (9 × 4) Pockets	1.42	1.45	1.48	1.51

### CRANLEIGH WHITE ENVELOPES

89 × 152mm (3½ × 6)	0.89	0.91	0.93	0.95
102 × 229mm (4 × 9)	1.83	1.86	1.89	1.92
114 × 162mm (C6)	1.34	1.37	1.40	1.43
110 × 220mm (DL)	1.78	1.81	1.84	1.87

### Windows

89 × 152mm (3½ × 6)	1.14	1.17	1.20	1.23
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£p per 1,000—Subject to Purchase Tax—

For quantities below 10,000 add

£0.05 per thousand.

*Tanners for Envelopes*

However, there is the other side of the coin in that far more large printing contracts may find their way to the Continent, and it will be up to our printers to prove that they can give the same or better quality at a competitive price. It is a great challenge, but one which can and must be met.

There are over 8,000 print firms in Britain, which, excluding the newspaper industry, produce about £1,000 million of printed matter. It is the biggest printing industry of any European nation, employing 260,000 people in general printing; 76,000 in packaging and packaging products; 55,000 in periodicals; 32,000 in manufactured stationery and 99,000 in printing and publishing newspapers—a total of 522,000.

Printed material imports in 1970 totalled £41 million, and exports totalled £81.5 million and exports of British printing are increasing at a faster rate than imports.

## Farewell Linda

Many of our customers and mill friends will be sorry to know that our Managing Director's secretary, Linda Green, has departed. Her husband's employment changed to Gloucestershire and early in July Linda moved from Crayford to Duns Tew in Oxfordshire.

She will be missed not only by the Company, but by the Rosslyn Park Rugby Football Club, for whom she did the bulk of the administration for the Schoolboys' Seven-a-Side Tournament every year. In recognition of this work over the last four years, the Club presented her with a mounted shield of their crest.

In her place we are pleased to welcome Mrs. Gillian Seeds.

# BUY WISELY— BUY SARUM

## White Bank & Bond

*Weight per  
1,000 sheets*

45 g/m<sup>2</sup>

L. Post 22 lb.	419 × 533mm	10.0 kg.
D.Cap 29 lb.	432 × 686mm	13.3 kg.
RA2 26.5 lb.	435 × 620mm	12.1 kg.

63 g/m<sup>2</sup>

L. Post 31 lb.	419 × 533mm	14.1 kg.
D. Cap 41.2 lb.	432 × 686mm	18.7 kg.

71 g/m<sup>2</sup>

L. Post 35 lb.	419 × 533mm	15.9 kg.
D. Cap 46.4 lb.	432 × 686mm	21.0 kg.
RA2 42 lb.	435 × 620mm	19.1 kg.

up to 250 kg.    250 kg.    500 kg.    1,000 kg.

Price per kg. p.

45g/m <sup>2</sup>	27.5	24.5	22.5	20.5
63g/m <sup>2</sup>	26.0	22.5	21.0	19.5
71g/m <sup>2</sup>	25.5	22.0	20.5	19.0

*Tanner for Paper*

## Purchase tax

The war on purchase tax is still being fought relentlessly by our managing director, Derek Tanner, who seems to have developed a phobia for anomalies in purchase tax. He has and is waging a war on three points, firstly certain duplicating papers carrying a lower rate of tax than others, which has been successfully cleared up; secondly the purchase tax on postal wrappers which, now that large pockets, one of the alternative methods of packaging, have been exempted and shrink wrap film is tax free, is a gross anomaly and is being looked at by Customs & Excise at the moment; thirdly he is still campaigning for the abolition of purchase tax on all commercial envelopes. The recent ruling for the abolition of tax on pockets over maxi-pop (235 × 120mm) is perhaps the best example considering that the Post Office require the opposite. By present arrangements mail is being put in larger pockets to escape tax, to the benefit of the manufacturers, and the detriment of the Post Office. The only real answer is to exempt commercial envelopes and pockets from purchase tax, which in any event is highly inflationary.

We are aware that Value Added Tax will alter the whole concept of purchase tax, but our Managing Director is not content to wait till 1973. Good luck to him, even if he does butt his head against the wall occasionally. You never know—the wall **may** fall down!

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At a medical conference attended by a couple of hundred doctors, one delegate finished reading his report, sat down and crashed to the floor as his chair collapsed. When it became clear that he was unhurt, a voice from the back of the hall called out:—"Is there a carpenter in the house?"

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Experience is the name everyone gives to his mistakes.  
*Oscar Wilde*

*twelve*

*If you despatch publications in*

## WRAPPERS

Rolled

Flat wrapped

Plain

Printed

Perforated

Tear Strip

*Then contact the largest and most modern wrapper  
making plant in the Country*

*Tanner's wrappers travel the World*