



HIGHLIGHT



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

WHEATSHEAF WORKS,
CRAYFORD, DARTFORD, Crayford (CY) 26255
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CORNER HOUSE,
WHITEHALL ROAD, (0532) 30805
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NEW SERIES NO. 79

OCTOBER 1971

The cover of this Journal is printed on Astralux Board
640 x 900 mm 250 microns and the text on Sarum White
Bond 419 x 533.85 gm².

Tanners Quarterly House Journal

We are pleased to be able to inform you that we have installed TELEX at both our Crayford and Leeds offices.

Apart from the advantage of obtaining immediate communications between our head office and Leeds branch, most of our suppliers at home or abroad are already connected and this should speed up the time taken to obtain requisite answers to queries. Many of our customers are also on Telex and it is hoped that they will make use of our installation whenever necessary.

Our TELEX Number is:

TANNER CRAYFORD 896048

TANNER LEEDS 557201

Crystal Gazing

Are we talking ourselves into a major recession? We do not mean in the paper trade only, but throughout this Country and further than that, throughout the world. There had to come a time when pressures became so great that they blew the lid off the pot, and a halt has had to be made. This time it was the United States which "blew up" first, and surely this must have a salutary effect, when the richest nation in the world is unable to cope.

We are no experts in the world of international finance, but the so called financial wizards seem to us to be horribly

incompetent. This is not a political problem, but an international one, and it surely must be within the compass of the clever man to find a solution to enable countries to enjoy full employment within their boundaries without constantly running into international crises, as a result of a too fast cost of living increase. No country has yet mastered the problem except perhaps the Communist world where you do what you are told.

As we all want a larger slice of the cake, yet we are too lazy to make the cake big enough, there is never enough to go round to satisfy everyone.

Basically in this Country there seems to be very little wrong and our balance of payments situation is better than many expected. We are not however making sufficient or aggressively selling either at home or abroad. This is where we contend that we are talking ourselves into a recession. In all business confidence is essential. One has to be confident in the product, confident in the right price, and confident that one can sell all one makes. In this Country we have lost our confidence and we can only regain it if we cease to talk about recessions, and get out and sell.

In this Company we have done just that, we have confidence in our products and prices and we have gone out to sell. In spite of the holiday season we have never been busier in our factory, and our only problem is to increase production sufficiently to cope with the demand.

The paper trade is a supreme example of this lack of confidence. No sooner do the Mills get one or two large orders which push their delivery out to 4 to 6 weeks, than they get inundated with orders from customers trying to safeguard their supplies. It only requires 2 to 3 per cent. increase in demand to fill up the order books, and only confidence in the future of our trade will produce this.

We realise that we are a service industry and demand largely depends on the tempo of trade throughout the Country and in fact throughout the world. However let us cast out our fears for the future, and talk a little less of recessions but a lot more of production.

SPECIAL OFFER

144 Centums

IVOREX MATT SUPER WHITE

572 × 724mm 300 g/m²

Postal 4 Sheet

Normal price £3.74 per 100

Now offered at **£1.99** per 100

Minimum order 1,000 boards.

These boards are perfect in all respects
and once cleared cannot be repeated.

Sarum Bank and Bond

The text of this issue features the new Sarum White Bank and Bond. This is already becoming extremely popular, and no wonder. The excellent quality and bright white shade, puts it in the forefront of most banks and bonds, yet the price is way below other comparable qualities. Just compare it with what you are using.

Here is a way to save money, so change to Sarum for your next order. Samples will gladly be forwarded on request.

Envelopes

The demand for our envelopes and pockets has literally rocketed and in spite of working two shifts we are hard pushed to keep up with demand, and our stocks are becoming dangerously depleted. However, now that holidays are over we hope to reach maximum production in September and hold this to the Christmas break.

We have made several changes to our pockets which will improve the demand yet further. Firstly nearly all our pockets have been altered to square flaps as opposed to diamond shape, as they seal easier and more securely. In our opinion they also look neater.

Secondly all sizes of our two best qualities Osotuff manilla and Supertuff pockets will in future be double gummed for quicker and tougher adhesion.

Finally we have changed the quality of our Supertuff to a duplex paper which is slightly lighter in substance, but considerably stronger. We think that this new quality will prove extremely popular as it is nearly untearable yet costs little more than normal manilla qualities.

There is of course no change in the prices of our envelopes or pockets.

This is

SARUM BOND

made specifically for your requirements and at prices you cannot afford to miss.

Compare the quality and price with what you are using and phone:

CRAYFORD CY 26255

LEEDS (0532) 30805

for immediate delivery:

Stocked in the following sizes and substances:

Prices

| | | | <i>price per 1,000 sheets £</i> | | | |
|---------------------------|--------------------------------|-----------------|---------------------------------|-------------|-------------|-------------|
| 45 g/m² | <i>Weight per 1,000 Sheets</i> | | up to 250 kg. | 250 kg. | 500 kg. | 1,000 kg. |
| Large Post | 419 × 533mm | 10.0 kg. | | | | |
| Dbl. Cap. | 432 × 686mm | 13.3 kg. | 2.75 | 2.45 | 2.25 | 2.05 |
| *R.A. 2 | 435 × 620mm | 12.1 kg. | 3.66 | 3.26 | 2.99 | 2.73 |
| 71 g/m² | | | 3.33 | 2.96 | 2.72 | 2.48 |
| Large Post | 419 × 533mm | 15.9 kg. | | | | |
| Dbl. Cap. | 432 × 686mm | 21.0 kg. | 4.05 | 3.50 | 3.26 | 3.02 |
| *R.A. 2 | 435 × 620mm | 19.1 kg. | 5.36 | 4.62 | 4.31 | 3.99 |
| 85 g/m² | | | 4.87 | 4.20 | 3.92 | 3.63 |
| Large Post | 419 × 533mm | 19.0 kg. | | | | |
| Dbl. Cap. | 432 × 686mm | 25.2 kg. | 4.84 | 4.18 | 3.90 | 3.61 |
| *R.A. 2 | 435 × 620mm | 22.9 kg. | 6.43 | 5.44 | 5.17 | 4.79 |
| | | | 5.84 | 5.04 | 4.69 | 4.35 |

* It will be noticed that the R.A. 2 size is slightly larger than normal to allow for bleed-off work, yet is not so wasteful as S.R.A. 2 size.

This sample is printed on 85 g/m²

SARUM BANK & BOND

THE SEVEN AGES OF MAN

Starts as bouncing Baby Boy,
Mother's little pride and joy
Gleeful gurgles whilst he's happy
Until it's time for changing nappy.

Pimplly Schoolboy—standing there
Socks round ankles—untidy hair
Climbing trees—or apple scrumping
Tears his trousers—gets a thumping.

See the boys in Jeans and Braces
Bovver Boots with leather laces
Close cropped hair and dirty faces
Skinheads are the breed.

Leaving teenage—now he's twenty
Wears his hair long—girls in plenty
Hippy gear—all psychedelic
Man! That's just his scene.

Bowler hatted—natty suiting
Briefcase—Brolly—goes commuting
Old School tie—so high falluting
Quite the city gent.

Does life begin now he is forty
Takes up golf to show he's sporty,
Finds the nights are getting colder
And his children getting older.

In retirement—now takes stock
Before his presentation clock,
His thoughts revert to days gone by
And asks himself—WHY DIDN'T I????.

Contributed by a member of our staff.

Obtainable only from:

R. T. TANNER & Co. LTD.

CRAYFORD AND LEEDS

Given time, any difficult job becomes impossible.

In our opinion . . .

The paper making industry will not forget the latter half of 1970 and the first half of 1971. It has been a pretty disastrous time for them and very few have worked to a capacity which has ensured profits.

However now that the holiday period is over, there are signs that matters are improving, and that demand is increasing at last. Over and over again we have reiterated that the large paper making industry in this Country is a service industry, and is and always will be dependent on the general activity in every trade. There are signs with the financial position so much improved, that demand will pick up. This Autumn well over £1,000 million in reduced taxation and increased benefits have been handed out in the last twelve months and so far much of this has gone into savings, though this tendency may shortly alter when fear of further redundancies and unemployment are halted.

Confidence is the keynote, and this has been sadly lacking over the last year. The pendulum has swung very sharply, and no longer do we see the position when demand has to be constantly damped down, but every sinew is being strained to increase demand. Many financial experts are fearful that too much has been pumped into the economy already, but as yet their fears appear to be groundless. Unfortunately over the last decade politicians have consistently taken steps too little and too late. You cannot turn a tap on and off at Whitehall to regulate industry. Either way it takes six months to a year to surge forward or backwards and let us hope we don't go too far and fast for the brakes to be put on again in 1972.

So far as the paper trade is concerned this is unlikely to happen, as we are faced at the present time with a world wide over capacity of production, or if you prefer an under capacity of consumption. All the large producing Countries are feeling the effect, and in 1972 there are further large installations coming into operation in Sweden increasing production by over 100,000 tons per annum.

Consumption has stagnated to add to the problem. The increase in paper prices over the last few years and the heavy increases in postal charges has had the effect of considerably

(continued on page 12)

And now

SUPERTUFF MANILLA POCKETS

Lighter in substance, yet stronger than ever—Double gummed flaps for easier sealing—Virtually untearable.

| | mm. | ins. | 100,000 | 50,000 | 25,000 | 10,000 |
|-----------|-----|--|---------|--------|--------|--------|
| 279 × 127 | | 11 × 5 | 5.20 | 5.23 | 5.26 | 5.29 |
| 305 × 127 | | 12 × 5 | 5.48 | 5.51 | 5.54 | 5.57 |
| 381 × 152 | | 15 × 6 | 8.10 | 8.13 | 8.16 | 8.19 |
| 229 × 152 | | 9 × 6 | 4.80 | 4.83 | 4.86 | 4.89 |
| 270 × 216 | | 10 ⁷ / ₈ × 8 ¹ / ₂ | 8.05 | 8.08 | 8.11 | 8.14 |
| 305 × 254 | | 12 × 10 | 9.90 | 9.93 | 9.96 | 9.99 |
| 324 × 229 | | 12 ³ / ₄ × 9 | 9.48 | 9.51 | 9.54 | 9.57 |
| 331 × 279 | | 13 × 11 | 12.30 | 12.33 | 12.36 | 12.39 |
| 356 × 229 | | 14 × 9 | 10.98 | 11.01 | 11.04 | 11.07 |
| 381 × 254 | | 15 × 10 | 12.02 | 12.05 | 12.08 | 12.11 |
| 406 × 305 | | 16 × 12 | 16.18 | 16.21 | 16.24 | 16.27 |

£ per 1,000. For quantities below 10,000 add £0.05 per 1,000.

All sizes except for 229 × 152mm are exempt from purchase tax.

reducing the substance of paper made particularly for the large tonnage users such as periodicals and journals, and direct mail catalogues, and thereby reducing tonnage.

We do not expect therefore a sudden increase in consumption this Autumn, though a modest increased demand will no doubt occur. A 2 to 4 per cent. increase over the next twelve months is about as much as we can expect and we feel would be welcome to the paper manufacturers, though by no means enough to satisfy them.

By this time we should be considering the full effects of the entry into E.E.C. This should undoubtedly help the British paper mills, but it is too early yet to make any forecasts, particularly since the question of tariffs on paper and paper products has not been finalised, nor has the position of certain Scandinavian countries. In addition at the time we write this, nor has our position been established!

Staff changes

We have recently made a major change in our internal organisation. Anthony R. Tanner who has for some years been in charge of our distribution department has changed positions with Robert L. Kent who was previously Sales Manager.

It is thought that these two people who have always had to work very closely together will, with the experience gained in their previous jobs, contribute fresh ideas and new initiatives to their latest positions.

If you despatch publications in

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Flat wrapped

Plain

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Perforated

Tear Strip

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Tanner's wrappers travel the World