



HIGHLIGHT



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

WHEATSHEAF WORKS,
CRAYFORD, DARTFORD, Crayford (CY) 26255
DA1 4BQ

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

NEW SERIES NO. 80

JANUARY 1972

The cover of this Journal is printed on Astralux Board
640 × 900 mm 250 microns and the text on Invercarron Art
100 gm² SRA1 and centre spread on Sarum White Bond
419 × 533 mm gm².

Tanner's Quarterly Trade Journal

The Directors and Staff
of

R. T. TANNER & CO. LTD.,

Wish you a happy and prosperous 1972.

1971 will go down in the annals as the year of the postal strike, which in our trade and very many others did a great deal of harm. This was followed by the new postage rates which in turn resulted, as was generally expected, in a lower volume of mail.

Now we are told that the postal services are losing so much money that the charges must be increased overall and we are only saved from savage increases by the ceiling limit of 5 per cent, initiated by the C.B.I.

We realise that there must be a reduction in the services such as a second delivery in residential areas and County districts and a cessation of parcel deliveries on Saturdays. We wonder whether a second delivery is really necessary in cities, provided that the post office could improve the first class mail service, so that one could rely on delivery the following day within reasonable distances.

The post office propose that on 21st February 1972 the overall letter and parcels tariffs be increased by 5 per cent., but there is apparently to be no increase in the ordinary 2½p, and 3p, letter rate. The maximum weight for this rate would however return to 2ozs. Over this weight there would be some sharp increases throughout. At the same time the post office

page one

are going forward with an aggressive marketing programme to increase the postal usage, yet it is the large users such as the direct mail and publishing houses who are going to be most hit with the new rates. These two alone offer enormous scope for increased mailings, when compared with countries such as the United States, yet they are to be clobbered again with a proposed average increase of 20 per cent. on mailings of 4ozs and above. The result is certain to be a further run down in these mailings unless the post office users National Council are able to make them realise that one does not go looking for increased usage after putting the postage rates up by such large amounts. It is also noticed that under their schemes for marketing and promotion "Attracting more business" comes number 7 out of 7 suggestions. Not what one would call a good omen.

In our opinion . . .

There are signs albeit very remote that the paper trade is struggling to emerge from the dark and dreary period through which it has been during the last year or two. There are still some Mills finding the going particularly tough, and who will not last the course, and the same can be said for some paper merchants and printers. More amalgamations and closures are inevitable in the long run.

Virtually every facet of the paper trade is making insufficient profits, be it Mill, Merchant or Printer, and prices throughout are being shaved all the time in order to sustain a flow of orders. Meantime every type of cost is increasing, so the time of reckoning is not far away. As we write this rumour is rife that woodfree papers are going up by £6.00 per tonne early in the new year, and no doubt this will be fact before you commence reading this article. Some mills will hold out for some months longer in the hope that they will thereby obtain some orders at the present price from the mills which have increased their prices, but sooner or later they will fall into line.

As yet there is no news of the negotiations between the E.E.C. countries and the Scandinavians, who without committing themselves to entering the enlarged community wish to export their products of paper duty free. The British Mills

continued on page 4

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 ⁵ / 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.

should exert every possible pressure to prevent this if they wish to remain in business. The paper making industry in this country should benefit substantially with our entry into the community, though there are many excellent mills already in the continent. The wider market particularly in coloured paper must benefit the British mills, but entry for Swedish and Finnish paper and board on the same terms as this country will only result in the present position being continued *ad infinitum*. With the margin between pulp and the finished paper product narrowing at every price rise, there is insufficient margin for the British paper mills to convert and they are rapidly reaching a position of unprofitability.

To add to their troubles they have not sufficient orders on hand to ensure maximum working, and it is only when mills are reaching full capacity that profits are assured.

As we stated earlier, we feel that 1972 will certainly begin to see an improvement in the paper industry.

Since writing this article we hear that the Foreign Ministers of the E.E.C. are reported to have reached agreement on the terms on which they will negotiate with Sweden, Finland and other Countries not seeking full membership of the Common Market.

These Countries will be offered free trade agreements for their industrial products with certain exceptions, of which one is paper. Furthermore the individual member Countries of E.E.C. will have the right to clamp down on imports in the event of a deterioration of market conditions.

Paper imports will not be wholly exempt from tariffs until 1985, and even then there is an escape clause applicable in the event of market recession.

Over the years 1973—1977 Britain, Denmark and Norway will be required to raise their tariffs against these Countries outside full membership from 0 to 5 per cent., while simultaneously the existing six E.E.C. members will reduce their tariffs from 12 to 7 per cent. Thereafter all remaining tariffs will be abolished after 7 years. In the first five year period of membership, Great Britain, Denmark and Norway will be allotted free import quotas for certain kinds of paper to be agreed later.

continued on page 8

page four

Why make do with second best when you can use

PURLEIGH

PERFECT

PASTEBOARDS

for the same price or cheaper.

Available in Royal 508 × 635mm

and Imperial 572 × 762mm

6, 8, 10, 12, & 14 sheet.

16 sheet will be available shortly.

Tanners for Boards



Not infrequently on enquiring about delivery of a manufactured article one is told that the material has not arrived and in our trade this is unfortunately only too true. Only too often Mills do not keep to their promised dates of delivery, and this at a time when they are far from busy. The Mills do not seem to worry about the odd few days adrift, and also consider that a promised date is that of dispatch and not of delivery, totally ignoring the delay occasioned by rail or carriers.

Recently we had to visit a Company and tell them we were unable to deliver on the promised date as the material en route by rail from the Mill had been overturned from a trailer at Kings Cross. The customer rather naturally said "tell us that one again, we seem to have heard it before." Luckily a tame photographer was at hand, and took two photographs showing some twelve tons of envelope paper in pallets completely tipped off the trailer, and fit only to be repulped.

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

price per 1,000 sheets £

	<i>Weight per 1,000 Sheets</i>	<i>price per 1,000 sheets £</i>			
		up to 250 kg.	250 kg.	500 kg.	1,000 kg.
45 g/m²					
Large Post	419 × 533mm 10.0 kg.	2.75	2.45	2.25	2.05
Dbl. Cap.	432 × 686mm 13.3 kg.	3.66	3.26	2.99	2.73
*R.A. 2	435 × 620mm 12.1 kg.	3.33	2.96	2.72	2.48
61 g/m²		4.29	3.71	3.46	3.22
*R.A. 2	435 × 620mm 16.5 kg.				
71 g/m²					
Large Post	419 × 533mm 15.9 kg.	4.05	3.50	3.26	3.02
Dbl. Cap.	432 × 686mm 21.0 kg.	5.36	4.62	4.31	3.99
*R.A. 2	435 × 620mm 19.1 kg.	4.87	4.20	3.92	3.63
85 g/m²					
Large Post	419 × 533mm 19.0 kg.	4.84	4.18	3.90	3.61
Dbl. Cap.	432 × 686mm 25.2 kg.	6.43	5.44	5.17	4.79
*R.A. 2	435 × 620mm 22.9 kg.	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



In this case we were fortunate in obtaining a swift remake, but even then some ten days were lost, though we managed to meet a deadline, and assure a harassed customer that we were telling the truth.

This is only one of the many problems which face manufacturers and there are many others, such as cutting knives breaking, machines breaking down and sickness in staff. Sometimes we wonder how we generally meet promised delivery dates, and we do not always have a photographer at hand to prove we are not spinning a yarn!

Obtainable only from:

R. T. TANNER & Co. LTD.

CRAYFORD AND LEEDS

Sarum

The new Sarum white bank and bond has arrived on the market with a bang, and is selling extremely well. No wonder at the prices we are offering it at there is absolutely no competitive line for such a bright white shade.

Incidentally we have many comments from our customers on its excellent machinability.

Have you tried it yet? If not, get weaving and order a trial supply. You won't change again once you have used it.

Telex

Our telex is proving invaluable for quick communication between Crayford and our Leeds branch. We are also finding that many of our customers are using it, and we wish to encourage this to the maximum.

Please make a note of our number:—

TANNER CRAYFORD 896048

TANNER LEEDS 557201

continued from page 4

We doubt very much if this will have any effect in reducing the amount of paper imported into this Country from these specified nations, but the reduction from 12 to 7 per cent, in the initial 5 years by the existing 6 member Countries may turn some of the pressure off the British Market on to them, though this would not assist in widening our market. However at this stage every little helps, and we can but wait and see the outcome.

page eight

CENTENARY **500**
White Pockets **229x152 mm**
9 x 6 in



In the following weeks you will notice that gradually all our envelope and pocket boxes will carry our new box end label embodying our new House Motif. The motif consists of a reverse symbolic T with tan solids either side. The top half of each label is printed in a second brilliant colour, each quality being produced in a different shade. The quality, shape and size both in mm and inches shows up clearly. Our name does not appear on the labels anywhere, so these can safely be sent on to your customer.

It is felt that this clear re-labelling of all our envelopes and pockets will assist in identification by our customers as well as by our warehouse staff and drivers. Besides without being big-headed we think that they look nice!

page nine

V.A.T.

The Bill providing for a Value Added Tax to replace Purchase Tax and S.E.T. in April 1973 will not now be published until March 1972. This delay is to allow the customs and excise further time for discussion with the 400 trade and professional associations who have applied to them matters for consideration.

One item of great importance to all has however been made clear. Credit of input tax will be able to be claimed in the return for the accounting period in which the goods are purchased, whether or not they have been sold in that period. V.A.T. liability is on the difference between all goods sold in an accounting period and is not tied to any particular items.

This means that you set off against the tax on the goods you have sold in a period NOT the tax you paid when you purchased those goods, but the tax on the total goods you have purchased in the same period.

This simplifies the system, in that you merely have to record the total V.A.T. you have been charged with in a period, and deduct this from the total V.A.T. you have invoiced out at the same period. The difference is what you have to pay to customs and excise and would be of great help when large amounts of material have to be purchased and which may take many weeks and even months to process before being invoiced out. Believe it or not there may be occasions when the customs and excise actually owe you money, though we are not quite certain yet of the drill you will have to follow to obtain your recompense! Over the next twelve months we shall of course keep you informed of all the V.A.T. details affecting our trade.

You will never find time for anything, if you want time you must make it.

In order to make space for additional new lines we are stocking, we have decided to discontinue holding Double Impact tinted writings and the following stocks are offered subject to intermediate sale, to clear at below the 1 Tonne rate:-

Large Post 419 × 533mm 71gm²

16 Reams Blue	4 Reams Lemon
10 .. Buff	19 .. Old Gold
10 .. Canary	5 .. Silver Grey
6 .. Cyclamen	4 .. Wedgwood
6 .. Jade Green	5 .. Apricot

Double Cap. 432 × 686mm 71gm²

12 Reams Blue	6½ Reams Jade Green
12 .. Buff	6 .. Lemon
1 .. Canary	9 .. Old Gold
7 .. Cyclamen	3 .. Silver Grey

11 Reams Apricot

Large Post @ £3.40 per 1000 sheets

Double Cap @ £4.40 per 1000 sheets

Reminiscences

We find that this issue completes the eightieth edition of our Trade Journal over twenty years during which we have never failed to publish in spite of printing and postal strikes, illness and many other adversities.

Looking back we find it was 1906 when we published the last of the previous series and 1952 when we restarted this present series.

The year 1952 witnessed the bursting of the bubble in paper prices after the fantastic speculation in paper prices throughout 1951, to be closely followed by a period of considerable growth in our trade, though supplies were restricted on a quota system. After the Coronation this Country witnessed a remarkable surge forward in supply and demand, and in the IpeX edition in 1955 we see that paper supplies were still on a quota and deliveries from the mills were 6 to 12 months! Yet in the Autumn of 1956 paper was plentiful and deliveries ex mill were quoted at 7 to 14 days. Such are the inconsistencies in our trade!

In 1957 we achieved some notoriety when we published an article showing how to save £200 on a postage account by sending the consignment to Holland for bulk posting. This was taken up by the *Evening Standard* apart from many provincial and trade papers, finally resulting in a statement from the Postmaster General's Office which stated that the Post Office *could* refuse to accept such mail. Funny how this repeats itself in 1971!

In 1958 we published an article from our Managing Director on his visit to Southampton to see the new experimental sorting machines in use at the Post Office. In 13 years what a little way we have progressed. These machines in use today are virtually the same as were seen in 1958, slightly tarted up, and even now how many are there of them?

Through the printing strike in 1959, followed by a period of increasing supply and demand for paper we entered 1961, when after 98 years in the city of London we moved to our new home in Crayford.

(To be continued in our next issue)

page 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