



**HIGHLIGHT**



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

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NEW SERIES NO. 82

JULY 1972

The cover of this Journal is printed on Peerless cast coated board 240 gm<sup>2</sup> and the text on Hi-Fidelity Art Double Medium 580 × 914 mm 118 gm<sup>2</sup>.

# Tanner's Quarterly Trade Journal

Consumption of paper and board in this Country is now on the up grade, and although several British Mills are busier the bulk of the increased supplies are coming in from overseas. It is not surprising when one sees the prices which some Scandinavian Mills are offering, as these are in many cases far below those at which British Mills can cover their costs.

Meanwhile more British Mills are closing down and this process will inevitably continue, leaving a handful of large highly modernised and mechanised mass production units and several smaller mills making speciality papers and boards.

It is becoming apparent that little assistance from overseas competitors is to be expected on our entry into the E.E.C. The pressure from the Scandinavians for minimal import duties is such that the Community is set on a course of assuring that they will maintain their premier position of paper exporters. The small duties which are expected to be levied will of course assist our mills in a little way, but will not compensate for our higher costs, and our mills will have to realise that they will only manage to compete by rationalising their products to the maximum. Huge runs of minimum qualities and substances are the answer, and special makings of different shades, substances and finishes under twenty five tons should be left to the small speciality mills.

So long as the British mills are not running to capacity there is little chance of them refusing these special comparatively small tonnage orders. Gradually certain mills are realising the position and will only make special sizes in their standard substances, shades and finishes. The sooner they realise the answer to this problem the sooner they will be in a position to make paper at a competitive market price.

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## Concerning ourselves

We may be justifiably blamed for blowing our own trumpet, but in these days if one doesn't advertise one's successes, precious few other people will do it for you.

We refer of course to our envelope and pocket sales. Apart from a short period immediately after the postal strike, when the trade was naturally at a very depressed stage, our sales have continued to increase steadily, nay even astronomically.

Our main problem is getting sufficient production to meet the demand, and in the past two years we are more than pleased at the situation. However we are never satisfied, and we are the first to realise that we must improve the stock position, and maintain our delivery promises for special makings. To this end we are continuing to improve our already modern plant, and were fortified by the arrival in June of a larger new rotary press for printing and window patching larger pockets.

This allied to the two smaller rotaries we already have in production will immediately improve the bottleneck for large sized printed pockets, for which demand has escalated.

A further necessity has been the rationalisation of stock. The envelope trade has in our opinion continued to live in the past. Every manufacturer of commercial envelopes and pockets kept a huge size range in many qualities. When the International sizes became popular they merely added these sizes making the ranges larger than ever. This in our opinion was ridiculous, and time has shown us to be correct. The sales of many old traditional sizes have plummeted and have been discontinued by us, and several others will follow suit as soon as stocks are cleared. All this enables us to concentrate on a reduced range ensuring more production of sizes which are in demand.

We are well aware that when you order stock envelopes and pockets you want delivery within at least a few days if not beforehand, and we are striving to ensure that the demand is met.

*continued on page 5.*

*And now unaltered in price*

# 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
381 × 152	15 × 6	8.10	8.13	8.16	8.19
270 × 216	10 <sup>5</sup> / <sub>8</sub> × 8 <sup>1</sup> / <sub>2</sub>	8.05	8.08	8.11	8.14
305 × 254	12 × 10	9.90	9.93	9.96	9.99
324 × 229	12 <sup>3</sup> / <sub>4</sub> × 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 are exempt from purchase tax.

## Croxley Transcript

During the last few years, the greatest growth in demand for paper has been in the N.C.R. (No carbon required) range of papers.

Recently there have appeared many different imitations, but we have refrained from taking any of these up as a stock line.

We did this for one good reason. For nearly two years we knew that John Dickinson & Co. Ltd. were spending huge sums of money on perfecting a new no carbon required paper, and in August this range will be put on the market. We are pleased to announce that we are appointed an official stockist.

Named as Croxley Transcript it is stocked in white and 5 colours in I.S.O. sizes only. The top sheet is labelled A, the middle sheet B, and the bottom sheet C, and these are all carefully labelled and colour wrapped, thereby avoiding the mix-ups which frequently occur.

Micro-encapsulated clarity, up to 8 copies; Colour fast; Quality controlled; Non toxic and almost odourless; suitable for photo-copying. All these advantages are obtainable in Croxley Transcript, which incidentally sells at a competitive price.

As from 1st September we will hold Comprehensive stocks of this paper in RA2 and A4 sizes. If you would care to try it, we would be pleased to send samples and prices in the very near future.

There will of course always be some items in such a large range, which are temporarily cleared, because no crystal ball will ever give the forecast demand of any size, quality or shape, but we are determined to ensure that such lines are replaced at the earliest opportunity.

## Apologies

We got into quite serious trouble with the last issue of our Journal, as it was sent out some four to five weeks later than usual. Several of our customers were making odd noises as to why they had not received their copy in early April, and wondered whether we had discontinued publication. We hasten to assure you our readers that we have no intention of ceasing our efforts to keep you informed both as to ourselves and to the trade as a whole. We can only blame the delay on an inexplicable delay at the printers which we are assured will not occur again.

In any event we do not publish to a day, but only in the early part of each quarter. It must be realised that the whole production is in the hands of our staff, who think it up, write it, type it, correct it, arrange the photographs, write the advertisements, read the galley proofs, make it up into page form, check the page proofs, and finally have it addressed, inserted and posted. All this is carried out as a spare time exercise in addition to normal duties, so issue time must be somewhat elastic.

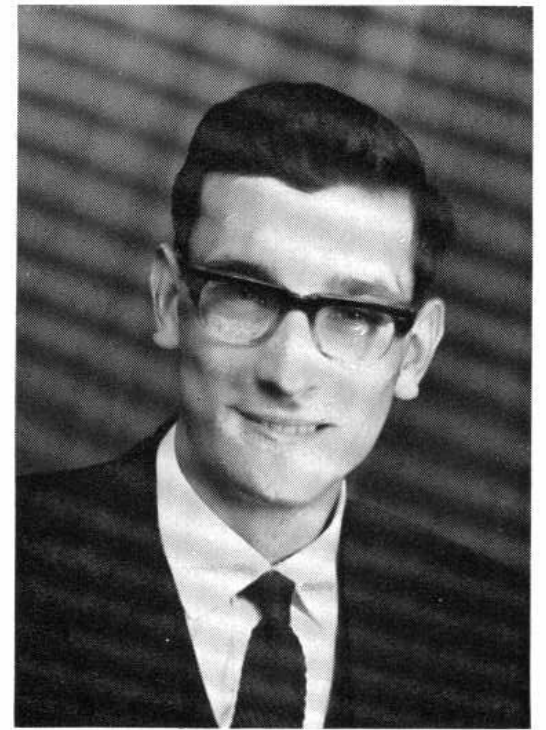
However we do draw encouragement when we hear that our customers notice that we are late on publication which infers that at least they read it. Long may it continue, as we shall continue to let you know in our brusque and straightforward language what is happening to us and to the paper trade.



Pat A. Johnson,  
who represents us in  
North and  
North-West  
London



E. (Ted) Prisley,  
who represents  
us in the City and  
East London.



Tony J. Fiske who  
represents us in London,  
Buckinghamshire and  
Bedfordshire.



## Representatives

Once again we publish photographs of some of our representatives. We do not hesitate to do this again, as we consider our representatives of some importance to the Company.

They are our only direct link with you the customer, and they can with their not inconsiderable knowledge help you with any problems you may have.

We go to a lot of trouble to find suitable people to represent the Company, and we are convinced that you will find them, helpful enthusiastic and pleasant to work with.

## Courtesy

An English writer who has been negotiating for the translation into Japanese of one of his books has just received the following letter from a firm of publishers in Tokyo.

"We have read your book with inexpressible pleasure. We swear to you on the sacred memory of our ancestors that we have never before had occasion to read such an admirable masterpiece. If we publish it his majesty the Emperor will insist on its being a model for us and will not permit us to publish any work inferior to yours. This would make it impossible for us to continue in business until at least 10,000 years have passed. We are therefore constrained to refuse your divine work and to deposit it at your feet, trembling meanwhile at the thought of the severe judgment we shall receive from all future generations for having given way to such a criminal action."

This is a rejection slip that the most sensitive author might be pleased to receive.

## Highlighted Hobbies

*(Contributed by a member of our staff)*

Have you wondered how your workmates spend their leisure  
with what hobbies do they while their time away  
So I took a look around  
and this is what I found  
Are things my colleagues do when they're at play.  
One lady seems to be a frantic KNITTER  
with knitting needles flashing to and fro  
And what one chap holds so dear  
is a foaming glass of beer  
He gets it too—the lucky so and so.  
Of course we have our fans of football  
Statistics—How they seem to know them all  
and we have at least one fan  
who—to prove himself a man  
Chases round an EGGSHAPED leather ball.  
One lady is an expert with the needle  
and dresses in a very modern way  
In trousers—Oh so tight  
she presents a marvellous sight  
How can I make this headache go away?  
In Accounts we have a very ANGLING lady  
with rod and line she's happy night or day  
For when she slung her HOOK  
it was clear her bait was took  
She's getting married soon—or so they say.  
Some stalwarts are enthusiastic Golfers  
reaping vengeance on a little pill  
Whilst another got a shock  
from a flying shuttlecock  
At badminton he demonstrates his skill.  
"Do it yourself" has captured several of us  
with paintbrush—Hammer—Chisel we perform  
some join cricket elevens  
whilst others stick to SEVENS  
Not forgetting those who study form.  
Some would say that WORK'S their only hobby  
whilst others say their HOBBY is their work  
But in times of stress and strife  
I try to look at life  
with some humour—that's failing?—NOT AT ALL.

## Delivery holdups.

We must apologise to some of our customers for temporary lapses in our delivery service in London and Home Counties during the last few months. We are well aware that in some cases we have fallen from the high standards which we have always set, of delivering stock items the following day in and around London area.

This has been due to a variety of reasons which started with the power strike. The severe reductions in production hours resulted in raw material not being processed at the programmed speed and a pile up of incoming pallet loads filled our warehouse bays to overflowing. Loads could not then be prepared for loading in advance thus delaying the despatch of our vans, together with a huge increase in road traffic, as a result of the rail go slow, caused our vans to be unable to clear their daily loads, thus adding to the congestion.

In addition to these problems we are in the midst of installing a fire sprinkler system throughout the whole of our factory and warehouses. With ladders blocking gangways and pipes strewn all over the place it has not been easy to get our materials in and out. All this has accumulated to a short lived, but somewhat chaotic period, though now we are virtually free of our troubles, and we can assure you that we are now able to offer our normal reliable delivery service.

We can say no more other than to thank you for your patience and forbearance in a somewhat difficult time.

## The Corniest Gag of all

A chap goes into a newsagents and enquires "I say, how much do your manilla envelopes run at?"  
"they don't run, sir—they are stationery!!"

*Reprinted from the Sunday Express.*

*page ten*

*Not the cheapest, but the best value . . .*

## SARUM

### *White Bank & Bond*

		up to 250 kg.	250 kg.	500 kg.	1,000 kg
45 gm <sup>2</sup>					
Large Post	419 × 533 mm	2.85	2.50	2.33	2.15
D. Cap.	432 × 686 mm	3.79	3.33	3.10	2.86
R.A.2.	435 × 620 mm	3.45	3.03	2.82	2.60
61 gm <sup>2</sup>					
RA2	435 × 620 mm	4.44	3.89	3.61	3.33
71 gm <sup>2</sup>					
Large Post	419 × 533 mm	4.20	3.68	3.42	3.16
D. Cap.	432 × 686 mm	5.54	4.87	4.52	4.18
R.A.2.	435 × 620 mm	5.04	4.43	4.11	3.80
A.4.	210 × 297 mm	1.25	1.10	1.04	0.94
85 gm <sup>2</sup>					
Large Post	419 × 533 mm	5.02	4.41	4.09	3.78
D. Cap.	432 × 686 mm	6.65	5.84	5.42	5.01
R.A.2.	435 × 620 mm	6.05	5.31	4.92	4.56
A.4.	210 × 297 mm	1.50	1.31	1.22	1.03

price per 1,000 sheets £

*Tanners for the best paper*

## Stocks

Following our practice of changing our stock lines of paper and board to suit the rapidly altering demands, we have added to our range Hi Fidelity two sided white art paper and boards. This well known high grade coated paper shows considerable savings over the traditional brush coated arts, yet the printing qualities are excellent.

We have also added Croxley Copier Bond 80 gm<sup>2</sup> in 203 × 254 mm (10" × 8") 210 × 297 mm (A4) 203 × 330 mm (13" × 8") 216 × 330 mm and 254 × 381 mm. This paper produced solely for use in copying machines is available from stock, and demand is increasing rapidly.

Peerless cast coated one sided boards are also added to our range in 180, 240 and 290 gm<sup>2</sup> in SRA1 size and also in Royal 521 × 635 mm in the two heavier substances.

We continue to change our stock lines, not because we want change for changes sake, but because we are determined to remain in the van of stockists, by keeping the lines which are most popularly in demand, and not because the trade has always run it, the Mills make it, and therefore we must hold it. This is backward thinking when the printing trade is changing quicker than ever before in the qualities and sizes in use.

We have decided that the time has come to cease breaking reams or mill packs. The wastage entailed in the 'remainders' left after a few quires are counted out, do not warrant being kept in stock. Also the condition of the paper and board you receive will be better, and unopened. We shall in future therefore supply to the nearest ream or mill pack.

*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*