

**HIGHLIGHT**



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

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NEW SERIES NO. 83

OCTOBER 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 118 gm<sup>2</sup>.

# Tanner's Quarterly House Journal

At long last the paper making industry of the Country knows what will happen on entry into the E.E.C. The London agreement should at least satisfy the mills as it goes most of the way to meet their demands.

From 1st January, 1973 to 1st January, 1977 Britain will raise her tariffs on paper products from Austria, Finland, Norway and Sweden in stages to 8 per cent. Meantime the six countries of the E.E.C. will reduce their tariffs from 12 to 8 per cent. by the same date. Thus in 1977 all countries of the enlarged E.E.C. will be in line. From then to 1984 the duty will be gradually decreased to zero.

There are exceptions during this period to cover papers and boards which are traditionally imported into this Country, which will help large users and also the main paper exporting countries.

Newsprint will continue to be duty free from outside the E.E.C. on a quota basis, which will be large enough provided home production is maintained.

Magazine papers (coated and art) will be imported duty free from non E.E.C. countries up to the end of 1973. On 1st January, 1974 duty will be 3 per cent., then yearly to 4½ per cent., 6 per cent. and finally in 1977 8 per cent.

In addition there will be duty free import quotas of magazine papers to the U.K. from Finland, Sweden, etc., during the period 1974 to 1984. These will be at least 80 per cent. of average 1968/71 annual imports in proportion to consumption, and shared over the countries again in proportion to their export of the paper. There is also a stipulation in the event of general trading improving to the extent that the enlarged E.E.C. members are unable to meet demand, the import quota could be raised in stages to 95 per cent. of the average.

Thus all parties should be satisfied after a long and tedious battle.

*page one*

## In our opinion . . .

Once again we must face rising prices of paper and board. As a result of the floating of the £ imported pulp for our paper mills was automatically costing the paper mills about 8 per cent. extra. We are all aware that nearly all the mills were running dangerously near the break-even margin of profitability. In fact many mills were not even running at a profit, especially if they were not working near capacity. They were therefore unable to contain this substantial increase and in most cases raised the price of printing and writings and coated papers by about £5.00 per ton, but this was merely to take account of the immediate rise in pulp prices, and these increases will only be held for the remainder of the year. Then the mills will re-examine the position, and as naturally all their other costs have escalated during 1972, it is almost inevitable that a further rise will take place at the beginning of 1973.

Meantime all imported paper has been similarly affected and a full 8 per cent. has been added to the cost, so the advantage is tending to assist the British paper mills.

Many other grades are being increased by larger amounts, but in the case of M.G. Manillas, sulphites and krafts it is hoped that the new prices will be retained to at least March 1973.

The whole future is largely to be dictated by the value of sterling, and the rate of demand upon the British mills. If a mill is not running to near capacity it is not making any money, but it is fearful of putting up prices in case it should lose orders and thus worsen the position. On the other hand if a mill is running near capacity it should be making a profit and can risk putting its prices up. It is a nice balancing act which the British mills must face on 1st January, 1973.

No one would suggest that the British mills are making sufficient profit, since few if any are generating enough cash to keep their mills really up-to-date, and until they do that they are in dead trouble. It would seem therefore that we must expect a sizeable increase in January 1973, and a further increase in 1974 when we have the advantage of the E.E.C. tariff. By then the demand should be sufficient to ensure that British mills are running near capacity, since we are now in a demand cycle at least until 1975.

*page two*

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



Virtually all our envelopes and pockets now carry this outstanding label. Each quality printed in a brilliant colour with the quantity and size easily distinguishable.

This is your guarantee of quality. 109 years of trading has convinced us and our customers that it is quality which counts. Look for the T label on your boxes of envelopes and know you have the best.

# NOT ONLY . . .

do we stock in depth the following MILL BRANDED lines—  
all proven leaders in their field:—

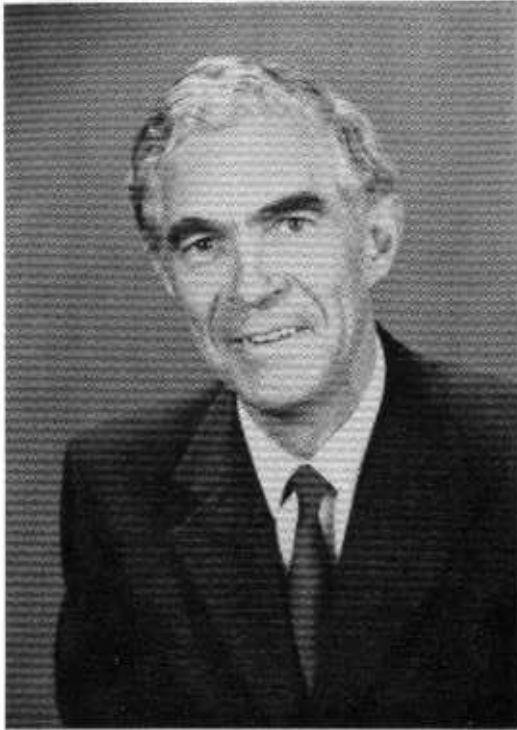
CROXLEY TRANSCRIPT  
VICTORY WHITE BANK & BOND  
CROXLEY SCRIPT WHITE & TINTED  
DARTFORD TINTED BANK & BOND  
EDEN GROVE HI WHITE BOND  
CROXLEY COPIER BOND—for Zerox machines  
HI FIDELITY WHITE ART PAPER  
GB AZURE LAID LEDGER  
64 MILL WHITE & TINTED DUPLICATOR  
CROXLEY WHITE DUPLICATOR  
FILEMASTER PASTED MANILLA  
HI SPEED CARTRIDGE  
MELLOTEX CARTRIDGE  
ENERGY WHITE BOARDS  
VANGUARD TINTED BOARDS  
IVOREX WHITE BOARDS  
HI FIDELITY WHITE ART BOARDS  
QUEEN ANNE TINTED ANTIQUE BOARDS  
FORDS BLOTTING  
JH3 NON CURLING GUMMED  
FLAT SAM GUMMED

# BUT ALSO . . .

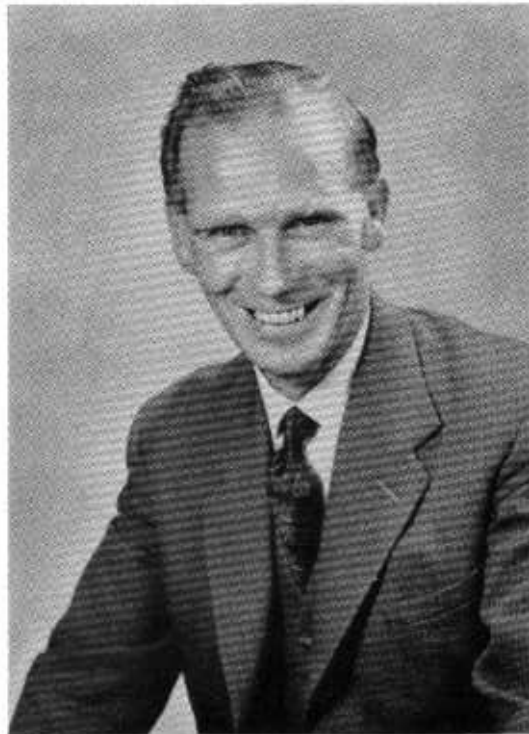
SARUM WHITE BANK & BOND  
PURLEIGH WHITE PASTEBOARDS  
STADIUM TWIN WIRE BOARDS  
SALISBURY IVORY BOARDS  
GREYHOUND UNGLAZED TICKET BOARDS

MADE SPECIALLY TO OUR SPECIFICATION

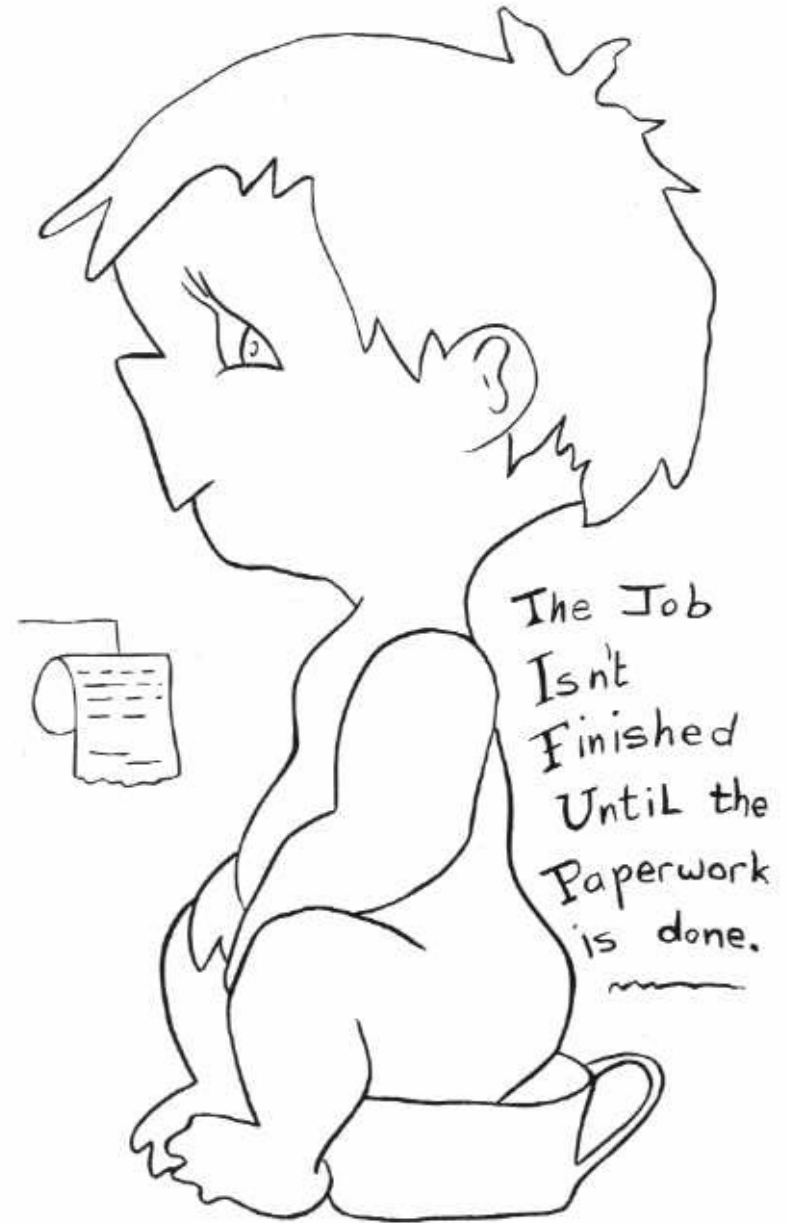
# TANNERS



*Geof. Smith, son of Monte Smith, who served with the Company all his life. Geof. joined soon after the war and now represents us in South and South West London.*



*Dick Turner joined the Company as a representative at the end of the war. Travels in Kent and Sussex and the outskirts of South-East London.*





## Croxley Transcript

We have been appointed stockists of the John Dickinson & Co's. new product Transcript. There are now many of these no carbon required papers on the market, but we have delayed taking these up until we were certain that the best one would be available at a competitive price.

We are now assured that Transcript is the right one at the right price, and stocks of RA2 are now available at Crayford and Leeds. Limited stocks of A4 are also available at Crayford, but we are not stocking this in depth in this size until we can gauge the market more accurately. Supplies of these at present non-stock items can be readily obtained from the mill.

Transcript is the only micro-encapsulated paper made in this Country. The micro capsule is extremely small and therefore when it is broken by pressure from a ball point pen, typewriter, pencil, computer printer etc., the image, which is produced on the reactively coated sheet underneath, is much clearer than other qualities. It does not feather, producing clear and even reproductions. It is smooth and easy to handle, and less likely to smudge during conversion or subsequent use.

The body stock is of the usual Dickinson extremely high standard and is giving printers and converters the bonus of better runability, therefore significant savings on machine time.

The chemically reactive colour-forming system used in Transcript is particularly colour-fast, and there is little change in colour density when exposed to daylight. The shelf life of copies can be assumed to be approximately 10 years.

Transcript is non-toxic and virtually odourless, both important points when forms are being produced for food van salesmen, restaurant bills etc.

Transcript can be strip gummed and photo-copied. Water will temporarily damage the copy, but copy quality will return on drying.

Transcript is clearly labelled, and should be retained in its pack until required for use. The top sheet coated on underside is the A sheet; the centre sheet coated both sides is the B sheet; and the bottom sheet coated top only is the

*(continued on page 10)*

*page eight*

## CROXLEY TRANSCRIPT

Stocked in Crayford and Leeds

A sheet (Top copy)

		under 200 kgs.	200 kgs.	500 kgs.	1,000 kgs.
<b>WHITE</b>					
A4.	210 × 297mm	2.18	2.12	2.04	2.00
RA2.	430 × 610mm	8.31	8.06	7.74	7.54
<b>TINTED Blue, Green, Pink &amp; Yellow</b>					
A4.	210 × 297mm	2.22	2.16	2.08	2.04
RA2.	430 × 610mm	8.48	8.22	7.89	7.70
<b>Old Gold</b>					
A4.	210 × 297mm	2.26	2.20	2.12	2.07
RA2.	430 × 610mm	8.65	8.38	8.05	7.85

B sheet (Middle copy)

<b>WHITE</b>					
A4.	210 × 297mm	2.95	2.87	2.77	2.71
RA2.	430 × 610mm	11.21	10.86	10.43	10.17
<b>TINTED Blue, Green, Pink &amp; Yellow</b>					
A4.	210 × 297mm	3.00	2.92	2.81	2.75
RA2.	430 × 610mm	11.40	11.05	10.61	10.35
<b>Old Gold</b>					
A4.	210 × 297mm	3.04	2.96	2.86	2.79
RA2.	430 × 610mm	11.59	11.23	10.79	10.52

C sheet (Bottom copy)

<b>WHITE</b>					
A4.	210 × 297mm	1.76	1.71	1.65	1.62
RA2.	430 × 610mm	6.65	6.44	6.19	6.04
<b>TINTED Blue, Green, Pink &amp; Yellow</b>					
A4.	210 × 297mm	1.80	1.76	1.71	1.66
RA2.	430 × 610mm	6.83	6.62	6.36	6.20
<b>Old Gold</b>					
A4.	210 × 297mm	1.85	1.80	1.73	1.69
RA2.	430 × 610mm	7.01	6.79	6.52	6.36
<b>C System Card. White, Natural, Blue, Green, Pink &amp; Yellow</b>					
SRA2.	450 × 640mm	18.56	17.99	17.28	16.85

ALL PRICES IN £ per 1,000 sheets

Sizes RA1 and B1 in paper and SRA1 in boards are available ex mill

C sheet. Up to 8 copies can be easily accepted on a typewriter, and all can be printed by offset, gravure, typographic or other methods, though a certain amount of care in the pressure exerted must be taken. Likewise with guillotine cutting the clamp pressure should be reduced to 2-3 kg. (cm<sup>2</sup>), and various other precautions taken to avoid rupturing the capsules, as with all these types of paper.

Transcript is packed in reams of 500 sheets and a small proportion is packed in 125 sheets. We will not on any account break parcels, but with this method it should be possible for us to supply say 1,125 sheets of a grade. This is done in the best interests of the printer, because it is an expensive paper, and by its nature delicate, so the less handling it receives before machining, the better it will be.

Try Transcript for that next job, test its machinability and then receive the plaudits of your customer.

## Increased prices

As from 4th September, 1972, following upon the increase in raw material prices as a result of the floating of the £, all envelope and pocket prices were raised by 5 per cent. Orders already placed and awaiting manufacture or delivery would be honoured at the pre-rise price.

Paper and board prices were also raised by an average of 5 per cent.

It is not possible in this fluid state to print full price lists, but this will be done just as soon as prices settle and the future is established. Meanwhile our staff will be able to quote you the current rates.

## A taste of wealth

While we may face serious problems, as I have indicated, in disposing of unwanted or unsolicited credit cards the banks may be moving in quite another direction. How about a nice edible cheque as a mid-morning snack? Litton Industries tell me that 154 million cheques made of sugar cane material will be used in the United States this year.

The stuff is actually called bagasse and it is becoming a popular alternative to woodpulp. About 1 million trees have been chopped down every year to make enough paper for all the cheques cashed and bounced in the United States. The sugar cane cheques will save some of these trees and will use an agricultural waste which would otherwise have to be burned. It can be printed in just the same way as wood pulp paper and is much more tasty.

*Reprinted from The Director.*

## The Journal

After at least two years effort trying to convince you our customers to change over from imperial to metric sizes, we realised that we were the chief culprit.

Accordingly we have altered our Journal to conform, and this is the first issue in A5. size.

## Beauble Nimrod Art

Beauble Offset and the Beauble Letterpress made by Bowater Paper Mills have now been discontinued.

A new grade Beauble Nimrod Art has now taken its place. This is a dual purpose paper suitable for either process, and we will of course be stocking this paper in the popular sizes and substances.

## J. S. P.

We do not know whether to congratulate or commiserate with our sales director John Pearsall. At an age when he should know better, though the years have dealt kindly with him and he appears as the eternal Peter Pan, playing for Teddington Cricket Club in July, he made a sparkling century.

He modestly says that he was only able to do this, because being the usual summer week-end, the rain came intermittently, and play was held up at intervals allowing him to come in and rest his somewhat weary bones. We are equally convinced that he must have had a few quick ones to fortify himself before doing battle again!

Seeing him on the following Monday when he had to be gently lowered into his office chair, and equally gently lifted onto the stool at the pub for his lunchtime pint, we, at the age of wisdom, were full of commiseration! However on hearing of the exploit we hastily changed our expressions to those of congratulations, which doubtless were well merited.

For the last ten years we have been told annually that this was the last season. Frankly, we do not believe it—he will still be making runs at an age when many people are considering retiring from business. Well done, John, and keep it up.

*page twelve*

# TIME IS MONEY

# USE OUR TELEX

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TANNER LEEDS 557201

*It is cheaper and quicker*

**Tanners keep up with the times**