

HIGHLIGHT



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

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NEW SERIES No. 95

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Tanner's Quarterly Trade Journal

Certain ministers are exhorting us to buy British cars to help maintain employment in the badly stricken car industry, but this seems to have either fallen on deaf ears, or buyers have definitely decided that foreign cars are more reliable, so have defeated this plea by increasing purchases of overseas makes.

What has been happening in the motor industry, is not far removed from that in the paper industry. Not only has demand overall subsided, but what has been required has been imported. Their price and quality have been consistent and this is just what the industry requires. In spite of ever increasing costs and a heavy drain on the exchange rate as a result of the falling value of the £ sterling, foreign mills have kept their prices steady with a few exceptions. Whether they can hold this remains to be seen, but they realise that any sharp increase will result in yet fewer orders.

In spite of galloping inflation, more so in this country than abroad, mills must realise that the continuing spiral of increases in price for their product, plus huge increases in printing and converting costs must result in a sharp falling off of orders. The demand will just not be there. The time has been reached where printing costs have outstripped the capacity of people to absorb and there must be a long period of peace on this front to allow consumption to catch up. One has only to see what is happening in Fleet Street to realise how easy it is to price oneself out of a market.

We are not suggesting that mills should not be permitted to price their paper sufficiently high enough to make a profit, but when they are running at only 50/60% capacity they are not likely to break even. A price increase is unlikely to achieve this, and in the present circumstances will no doubt have the reverse effect.

Surely the main criterion is to stimulate trade by maintaining prices at a level, even if the profit margin is somewhat eroded.

The overseas suppliers, even though they are also very short of orders, have appeared to see the reason in this, and in most cases have kept a stability in their prices in spite of the lower returns they will receive owing to the shrinking £. They seem to look ahead a

great deal further than our mills, but doubtless they have the back up facilities in pulp and above all finance, to see them through bad trading periods. They also have not got the same kind of galloping inflation, which is so gravely affecting this country.

Opportunity Knocks

At a time of ever rising prices, we would draw your attention to the enclosed sample of our 998 White Bond 75gm² A4. Suitable for letterpress, offset or photo copying, it is offered at a really competitive price.

Just compare this with what you are now paying.

We regret we are unable to supply less than 56,000 sheets.

Postal Rates

On 29th September 1975 the Post Office went metric and some people think it not a bad idea if they went altogether.

However, for the convenience of our customers we publish the new weight steps together with the new price structure.

It will be noted that as a result of considerable pressure from the British Stationery and Office Products Federation the lowest weight is 60 gms. (2.1 oz.) against the present 2 oz. although previously it was 4 oz. It is the intention of the Post Office to reduce this to 50 gms., and they have stated that they will retain it as 60 gm. for a minimum of one year only.

MAIL GOES METRIC

from 29th September 1975

NEW RATES

LETTER RATE	INLAND	
	1st Class	2nd Class
60 gms (2.1 oz)	8½p	6½p
100 gms (3.5 oz)	11½p	9p
150 gms (5.3 oz)	15p	11p
200 gms (7.1 oz)	18p	13½p

OVERSEAS

Air letters to Europe and all surface letters		Air letters outside Europe		
		Area A	Area B	Area C
20 gms (0.7oz)	10p	15gms (0.5oz) 10½p	11p	13p
50 gms (1.8 oz)	19p	30gms (1.1oz) 21p	22p	26p
100 gms (3.5oz)	24p	40 gms (1.4 oz) 27p	29½p	34p
250 gms (8.8 oz)	44p	50 gms (1.8 oz) 33p	37p	42p

Post Office News

Federations and Associations are frequently looked upon as excellent 'old boys' clubs in which everyone talks their heads off on every conceivable subject connected with their particular trade, and frequently outside their trade, and yet nothing gets done.

However, no one can accuse the British Stationery and Office Equipment Federation of standing still with regard to the price rises suggested by the Post Office. Immediately these were announced they went into action, supported by the Envelope Makers and Manufacturing Stationers Association and The Greeting Card Associations. Both these two are Associations federated within the B.S. & O.P.E.

Members of Parliament were lobbied; provided with briefs for their debate; a working luncheon with these M.P.s and Lord Peddie, the chairman of the Post Office Users National Council, were invited together with the Post Office panel of the Federation.

Great pressure was exerted throughout, backed up by the Periodical Publishers and the Book Publishers Associations.

The Post Office Users National Council were doubtless impressed, because the case submitted by them was a strong one, and not complimentary to the Post Office.

However we now know that their protestations fell upon deaf ears and the new postage rates will come into effect on 29th September 1975. The government has agreed to an inquiry into the Post Office, but whatever emerges eventually from this will have little bearing upon the situation. The damage will have been done, and it will be the classic position of closing the stable door after the horse has bolted.

The envelope trade had by no means recovered from the mauling it received as a result of the previous increase in postal rates, and heaven alone knows what will happen now.

Unfortunately it is not only the envelope trade which will suffer but paper and print will also be dragged down, as the market diminishes.

At least we cannot blame the position on the various Federations and Associations who have never ceased to fight a vigorous campaign. They have suffered, through no fault of theirs,

a crushing defeat, but we are sure that when it comes to an inquiry, they will be able to put their case clearly before the board of inquiry.

We would like to see a much bigger sliding scale of rebates provided by the larger users of mail. The Post Office does not exist on the domestic posters of one or two letters sent from A to B. We have in mind the firms who send out literature, maybe advertising, invoices, statements in quantities as low as 1,000 at a time, who sort into London or Country, or the larger posters who sort in areas, districts, and even postal towns. These people although getting a rebate, do not get sufficient for the business they generate or the sorting work they carry out for the Post Office.

We say to these Federations and Associations, do not give up the fight. We may have lost the first battle, but we have not yet lost the war.

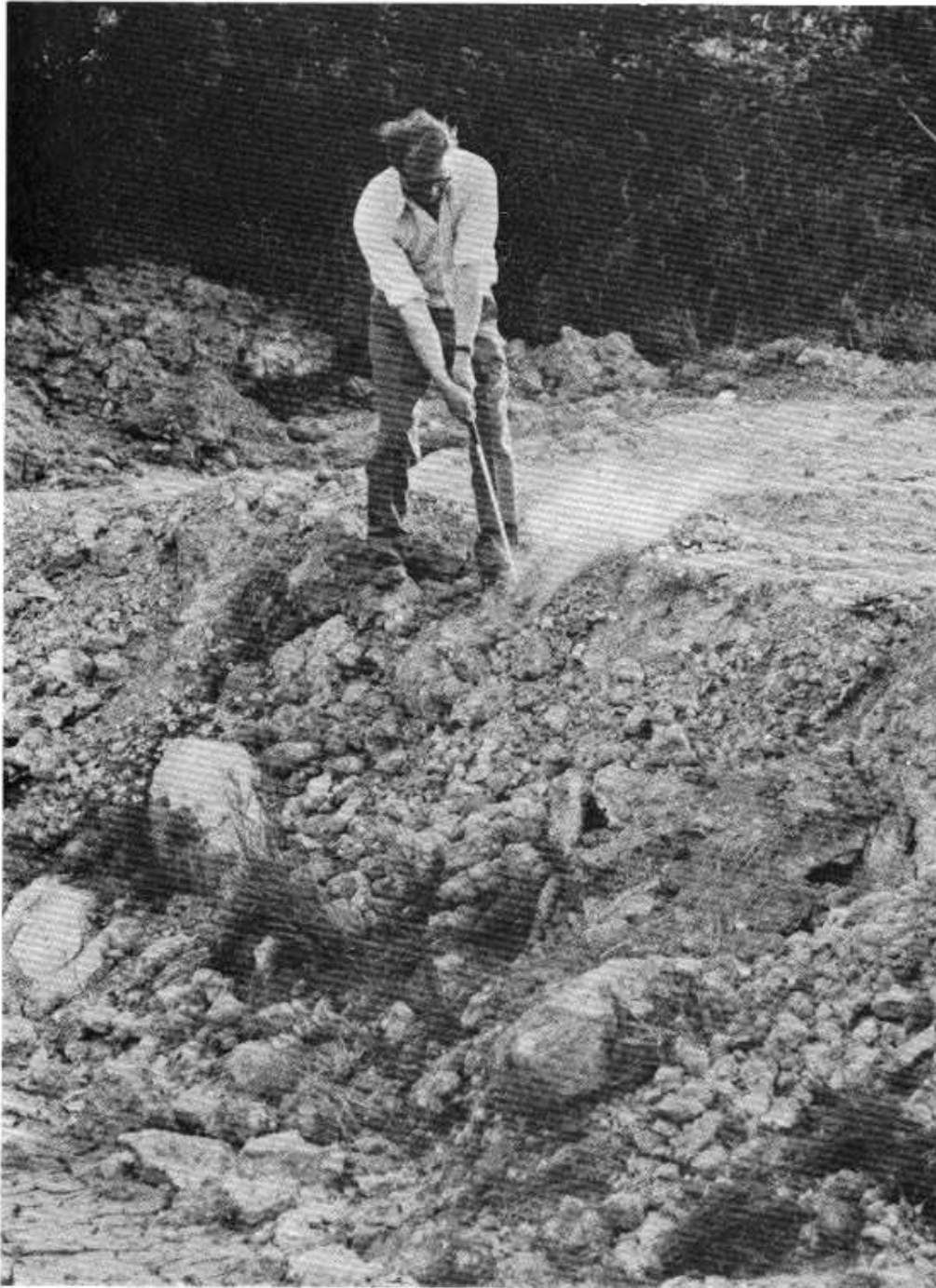
Leeds Office

We are pleased to announce that Jeremy Akeroyd in our Leeds Office has passed his N.A.P.M. part 2 examinations, and offer him our congratulations.

Further in the field

Following upon the photograph which we published in the last issue of our journal, where we pictured our sales director John Pearsall in the field digging up a few orders, we now show one of our representatives Derek Tonks.

Derek appears to have got himself into not a bunker, but a veritable quarry but seems to have negotiated this rather well. History does not relate how many he took for the hole!



In our opinion . . .

The demand for everything including paper seems to have reached the predicted all time low. It is of course difficult to know how much is attributable to the traditional drop in demand during the holiday period and how much to the general lowering of internal and overseas trading activity.

Whilst we ourselves can see very little immediate change in the position, one or two of the larger paper producing groups in this country are making more encouraging noises and seem to think that demand is slowly increasing.

However, the Cleveland based research group of Predicasts Inc. recently published a study "World Paper and Board".

This forecast a world consumption of paper and board of 266 million tonnes (excluding fibreboard) in 1985, compared with 138 million tonnes in 1972, an annual increase of 5.2%. The report further states that world consumption of paper and board in 1972 averaged 37 tonnes per 1,000 population. The disparity between countries being large, 263 tonnes for the U.S., 208 tonnes for Finland, 20 tonnes for Latin America, and 4 tonnes for Asia (excluding Japan).

The forecast for 1985 world consumption is 56 tonnes per 1,000 population. The increase per year will be U.S. 3.5%, Japan 7.9% EEC 5% and USSR 6.8%.

The growth rate of the World's consumption of printing and writing paper is projected at 5.8% per annum approaching 62 million tonnes in 1985.

The shortfall in pulp supplies is expected to be met by Canada and Scandinavia, aided from 1980 onwards by the USSR and Brazil. It is also envisaged that the use of re-cycled paper will contribute increasingly to help ease the strain on pulp supplies.

This is all most encouraging news, and at this time would sound very much like a fairy tale to our hard pressed mills.

Whilst not appearing to be derogatory to such knowledgeable experts, we feel that the figures are unlikely to be attainable in this limited period.

After the sharp rise in world consumption in 1973/74 it is probably safe to say that 1975 will eventually show figures not much advanced on those of 1972. This then means that from a metaphorical standing start the world will have to double consumption within 10 years.

Unless there is a very sharp pick-up in demand from the end of 1975 onwards we cannot possibly see these figures being reached, but we hope we have to eat our words rather than the world having to eat paper to achieve the tonnage forecast.

Postal Wrappers

It is estimated that over 75% of periodical publishers use Tanner's wrappers; rolled, folded, flat wrapped, perforated, tear-strip, printed or plain in virtually every possible size.

Quality, price and reliable delivery are the three keynotes making us the leaders in this market.

A Glimpse of the Past

The advertisement printed alongside is really rather unique. It is the exact facsimile of one published in 1893 in the British Printer.

We are indebted to Mr. Bartle of Bartle & Son of Scunthorpe, Lincs., who cut it out and gave it to our representative Bill Pearson.

Although it was published 82 years ago the Company, then a partnership and not a Limited Company, was already 30 years old.

Tempus fugit!

page eight

THE BRITISH PRINTER.

TELEGRAPHIC ADDRESS:
"TANNER, LONDON."
TELEPHONE NO. 2526.



R. T. Tanner & Co.

WHOLESALE
- AND -
EXPORT

STATIONERS,

SALISBURY SQUARE, FLEET STREET, E.C.,

HAVE A LARGE STOCK

OF ALL DESCRIPTIONS OF PAPERS AT THEIR WAREHOUSE.

FINE
PRINTINGS

FOR BOOKS, &C.

CREAM LAID
WOVE

FOR PAMPHLETS AND
WRITINGS.

Super Calendered,
Friction-Glazed & Enamel Papers

FOR HIGH-CLASS ART PRINTING.

A VERY LARGE AND VARIED STOCK OF

Coloured and Tinted Papers.

Cheap News. Special Set-Off Papers.

SAMPLE BOOKS SENT ON APPLICATION.

R. T. TANNER & Co.,

SALISBURY SQUARE, FLEET ST., LONDON, E.C.

The Envelope Trade

As a result of the sharp down-turn in demand and a consistently high output of our envelopes and pockets the position of stocks has followed upon that of paper, and most sizes and qualities are obtainable off the shelf.

It is quite remarkable the speed with which the trade went from famine to plenty, although the envelope and pocket situation was much slower appearing due to the time lapse for the chronic raw material shortage to catch up and the huge back-log of orders which most manufacturers had on their books.

How much of this over-ordering was due to stock piling, which has to be worked off, and how much consumption has reduced due to the general lowering of business activity will never be known, but the result is that the manufacturer's stocks are mounting.

The great advantage of this period has been that we as manufacturers have no longer had to use ersatz material to keep supplies going, but have now reverted to our original well proven qualities and in fact have improved many of them. The Manillas, Mailing, Marshall, Metric, Wheatsheaf and Osotuff are back to normal or improved. In whites Centenary is maintaining its high standard, as is also Castle Cartridge, which is much improved. Supertuff the duplex white quality has been fundamentally changed. The substance has been reduced to help with postage costs, but strength has been retained and in fact the tear ratio is now better than the original quality.

We have also reinstated the maxi-pop size of pockets which we withdrew during the shortage and now stock in Centenary White and Marshall Manilla 235 × 120 mm.

In spite of ever increasing costs we have made no change in our prices since January except that the quantity rate steps have been widened.

With the closing down of our old friends and competitors Thorburn Bain & Co. (Spicers) we are now the only envelope manufacturer making and carrying stocks for the trade in the G.L.C. London area.

NEW SUPERTUFF WHITE POCKETS

Stocked in:—

10 $\frac{5}{8}$ × 8 $\frac{1}{2}$	270 × 216 mm.
12 × 10	305 × 254 mm.
C 4	324 × 229 mm.
13 × 11	331 × 279 mm.
15 × 10	381 × 254 mm.
16 × 12	406 × 305 mm.

Strength - Tear resistance - Security
Opacity - Double gummed flaps

Tanners for Envelopes

Stop Press

At the end of September our representative Tony Fiske left us to join his father's firm. At the same time Peter Bird left, and this has resulted in several changes.

Tony Phair is joining us and taking over Peter Bird's area in East London and East Anglia. Having been with R. A. Brand & Co. he has good knowledge of the trade and is known to many customers in this territory.

Paul Dalton who has been employed in our stock sales department for many years is being given the City and West End areas, previously looked after by Tony Fiske. He is of course well known on the telephone to many of these customers, and will we feel sure prove highly effective.

We have two new faces in our stock sales department, Nigel Goodayle, who joined us on 1st September from Reed Paper and Board Co., and Peter Tanner the younger son of our Chairman Derek Tanner. Peter has completed a three year course for a Higher National Diploma in Business Studies, which involved six months practical shift working in the paper mill of Messrs. Townsend Hook & Company at Snodland.

Publishers

You spend thousands of pounds producing your journal and yet frequently send it out wrapped in any old tatty paper.

You are living in an era of specialisation. More and more publishers and printers are turning to the specialists for their postal wrappers. Why not join them and ask us to quote for your requirements?

Certainly your wrapper will be better and you never know, we could save you money.

*Tanners —
the wrapper specialists*