

HIGHLIGHT



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

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# Tanner's Quarterly Trade Journal

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Some of us who are not so young take exception when we are told that we look older than we really are. We tend to engage in the delightful pastime of pretending we do not look our age. However, spare one's blushes when we find out that the Company for which we have worked all our lives is four years older than we realised.

During the last war practically all our records were destroyed in the Blitz, and we relied on the then old hands passing on the correct information. But although we managed to salvage some of the pre-war books, we never were able to obtain any confirmation of the founding of the Company, and it was then taken as 1863, and confirmed by the Bank.

Recently, following a death in the Tanner family, a silver cream jug came into the possession of our chairman and managing director. This is clearly engraved:—

*Presented to Richard Tupper Tanner  
as a mark of respect and esteem  
by his fellow employees on  
leaving the House of  
Messrs Spalding & Hodge  
1859*

All this was known except for the date. We could hardly expect that Richard Tanner, the founder of the Company, remained unemployed for 4 years. So back to the Bank's archives, and victory! On 2nd January 1859 appears the first entry of Hunt and Tanner of Upper Thames Street, in the books of The Union Bank, later to become The National Provincial Bank, and today the National Westminster Bank Ltd.

So here we are today all 117 years of us. Do we feel older?

Not really, but it is satisfying to get at the facts and have confirmation thereof, even though it was sparked off by accident and a suspicious mind. We take our hats off to our Bank Manager, who on receipt of our letter explaining the situation, spent the morning in his cellars with two of his staff, before coming up with this confirmatory information.

## In our opinion . . .

Pity the poor paper mills in this Country. They received approval for a price increase in April for about  $7\frac{1}{2}$  per cent, and in fact could have obtained approval for more, but kept generally to the lower figure as they felt the market would not stand any more. By this time the £ was slipping and before May was out, the whole of the increase had disappeared in higher pulp prices. Not higher as we know it, but having to pay out more devalued £'s to buy the same amount of pulp at the same basic price.

So now we are back on the treadmill of a further round of price increases. So long as we have to import our raw material, we must pay what price is asked, yet the irony of the present situation is that pulp prices themselves have not changed for a considerable time, and it is only sterling's miserable performance which has caused these latest increases.

However, paper is now becoming expensive, and as such users are starting to economise. This is the fundamental danger in the immediate future. The paper trade has been a growth industry for a long time as the material was cheap, expendable and easily disposable. Now as every printer will tell you, paper is no longer cheap, in fact over the last decade it has probably outstripped in rate of increase nearly all other basic raw materials.

The trade in this Country is still tottering along, Mills finding it very patchy indeed, one week of good orders to be followed by two poor and so on. However, not so in most overseas countries, where demand has picked up especially in the USA and Scandinavia. As a result this Country may well find itself caught up in an acute shortage of pulp. Pulp producers are at the moment

Compare the price and quality with any other boards, then order.

# KENTISH WHITE BOARDS

## TWIN WIRE

	cm		under		
		Microsis	6,000	6,000	12,000
Royal 2	52×63.5 cm	200	2.80	2.65	2.40
Postal 2	57×73 cm	200	3.50	3.25	3.00
SRAI 2	64×90 cm	200	4.85	4.50	4.15
Royal 3	52×63.5 cm	230	3.10	2.85	2.60
Postal 3	57×73 cm	230	3.85	3.55	3.30
SRAI 3	64×90 cm	230	5.30	4.90	4.55
Royal 4	52×64 cm	280	3.80	3.50	3.25
Postal 4	57×73 cm	280	4.70	4.35	4.10
SRAI 4	64×90 cm	280	6.55	6.00	5.55

Packed 200's £'s per 100 Boards + VAT.

SRA2 in all substances available shortly.

These prices are subject to an imminent rise, but will still be the cheapest twin wire pulp board on the market.

## *Tanners for Boards*

busily signing up contracts from countries who have already moved to higher production. Yet in Britain the demand is still sluggish, and anyway who wants to sell to a Country whose currency is depreciating daily? By the time that this situation has stabilised and demand has picked up there will be little surplus pulp to be had. Once again we are back to our theory that only those Mills using recycled waste will be in a position to enjoy the up-turn.

Mills mainly using imported pulp will be squeezed between the price extorted by the pulp producers and the overseas Mills exporting finished paper into this Country at really competitive prices. What an outlook!

We do however wonder what will be the situation towards the end of 1976. Provided the £ does not disintegrate entirely, in which case we shall no longer be writing these notes, we consider that paper supplies may well be getting into line with demand. We do not at this stage envisage shortage, but certainly delivery will be longer and the large tonnages being offered at knock-down prices will have largely disappeared. Shortages? Not in 1976, and we shall have to look towards the latter half of 1977 before we need worry unduly with regard to this.

It will be interesting to see in about two years' time, whether our crystal ball was more reliable than yours!

## Postal Wrappers

For over 70 years Tanners have specialised in producing postal wrappers for the publishing trade. Throughout this period many imitators have competed to obtain this trade, such as the old company Samuel Jones, now Wiggins Teape, and Backhouse and Coppock, now part of the Inveresk Group. In both these cases we have finished up by purchasing the wrapper making plant of these Companies, and ourselves have continued to grow.

Many efforts have been made to take away this business, and the Addressograph Multigraph produced a machine to print, address and chop off wrappers in one operation, but as we were able to produce the material on small reels for this operation it

caused us little inconvenience, and in most cases the users have reverted to wrappers produced entirely by us. The other attempt was and still is on the use of polythene wrappers, but again we are winning this war on price and the speed of wrapping.

There are in our opinion several reasons for this Company not only to retain this business, but also to increase it. The primary reason is to have a large enough plant to cope with emergencies, and there are plenty of these! Secondly and this is just as important, is to know this specialised trade, what the customer wants and when. It is quite useless delivering wrappers two or three days after the publication is printed. With us delivery date is number one priority, and if accepted by us must be adhered to. Quality must be standardised and in one of the well-proven papers we recommend for the particular job. With seventy years' experience we can at least tell you what will convey your publication to the four corners of the earth in safety, and with the least likelihood of loss in transit.

Wrappers must also be flat, trimmed to the correct size ready to be fed into the many types of sophisticated addressing machines. They should also be respectably printed, and not look as if the name and address of the sender was put on with a rubber stamp. It costs no more to have a decent impression than a miserable imitation, so make sure that the first reception by the receiver is a favourable one.

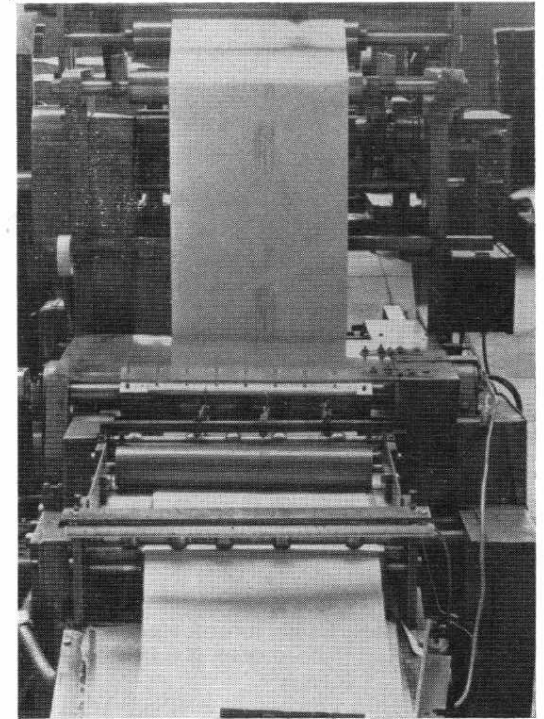
In most cases postal wrappers convey a publication direct to the private individual or the person in a company who authorises payment. Is it not therefore wise to ensure that the publication is presented in the best possible way, and is easily extracted from the cover? No searching for scissors or a knife to open the container.

If you require a first class job at a competitive price, come to the specialists. We would be delighted to advise, quote and ensure that your worries regarding wrappers are removed from your shoulders on to ours!

## POSTAL WRAPPERS

A battery of rotary machines producing postal Wrappers in our factory at Crayford.

A quality job, well printed, perforated or plain chopped and trimmed to correct size all in one operation.



High speed machines purpose built solely to produce postal Wrappers in every possible variety of sizes.



Tanner's wrappers conveying publications as safely as the bottle delivers the milk.



We are not quite sure from where the following emanated,  
but buyers beware when our representatives call upon you!

### THE COMMERCIAL TRAVELLERS' NATIONAL ANTHEM

Who are these with anxious faces—seen in towns and  
busy places;  
Journeying with weary paces carrying their attache cases.  
Some are short and some are tall—some have large bags  
others small,  
Some are dressed in style Ye Gods—others' down at heel  
poor sods.  
Watch them and you'll see them stopping—into shops they  
keep on popping.  
Then before your eyes can flicker—popping out again  
much quicker.  
What pray tell us is their mission—that they go with such  
precision?  
These let me inform you Sir! are commercial travellers,  
And their mission it transpires is pursuing men called  
Buyers.  
Who, although not 'Blind' at all—cannot see them when  
they call.  
Pity not their lot my brothers—their reward is not like  
others,  
When is ended their life mission—they don't go to  
perdition,  
For that's a fate reserved for liars, thieves, sales managers  
and Buyers.  
No, their path on earth was rough—they were punished  
quite enough;  
When they walked with anxious faces—through the towns  
and busy places;  
Journeying with weary paces carrying their attache cases.

### EPILOGUE

When these poor be-knighted mortals—knock at the  
Celestial Portals,  
Show their cards and tell their story—open fly the Gates  
of Glory;

For they have wiped out their transgression and they have  
a grand procession,  
Led by Angels playing lyres—last of all ten thousand  
Buyers,  
All by forcible persuasion—brought from Hell for the  
occasion.  
March behind them several paces—carrying their attache  
cases.

## 500 years of London Printing

William Caxton set up his press at Westminster in the autumn  
of 1476, and printing in London is therefore now celebrating its  
quincentenary.

The London Printing Industries Association has planned a  
number of events to publicise this unique occasion:—

8th September. There will be a Sponsored evening walk  
from Westminster to St. Paul's in aid of printing industries  
charities.

20th September. A national commemoration service at  
Westminster Abbey.

30th September. A special luncheon at the Mansion House,  
at which the Lord Mayor will be a guest.

13th October—20th November. An exhibition of modern  
printing at the Design Centre, Haymarket.

28th October. A LPIA reception for member firms and  
customers and a private viewing of Caxton's work in the  
King's Library of the British Museum.

13th November. At the Lord Mayor's show, a Caxton  
display will head the City section of the procession.

Let us hope that the publicity so rightly given to this event,  
will lead to an increase in the demand for the products of present  
day City printers, who for too long have been experiencing quiet  
trading conditions.

## Envelope Prices

On the 1st June this Company changed its price list for envelopes and pockets. What is so phenomenal about this at a time when everyone in our trade is punch drunk with ever-increasing prices? Merely that the last time we increased prices was July 1975, and that with this latest increase, there is no change in banker envelopes, but a small adjustment only for pockets, which had become considerably underpriced.

By consistently cutting costs wherever possible, and by long term forward buying of raw materials, we have been able to contain increases to a very small amount. This, therefore, makes our products really competitive throughout the whole range, but as our costs are now balanced nicely on a knife edge any further increase in costs or raw materials must be reflected in further price rises. Let us hope that this will be delayed for an appreciable period, though we have our doubts.

## Training

Training has in some peoples' mind become synonymous with 'Bull' and filling in vast amounts of forms. However, we do not level this against our own Board, the Paper and Paper Products Industry Training Board. As such we consider them reasonably human and they do follow out their theory that training should be geared to meet your own and the industry's needs, and not just for the sake of training.

The Board are now proposing that the industry should train 2,000 part time instructors over the next two years, and they are invoking the help of the Training Services' Agency. This sounds horrifying and yet it is nothing new. In our industry a beginner has sat beside Flossie and learnt how to do a job. In a short time she did the job and Flossie watched to see that she did it correctly. This was how the trade maintained its work force in face of a high turnover of women staff.

*Continued on page twelve*

## PURLEIGH BOARDS

Coated both sides and suitable for letterpress, litho and silk screen printing.

### ROYAL 51 × 63.5 cm.

Gm <sup>2</sup>	Microns	under			
		1,000	1,000	2,500	5,000
270	340	5.18	4.83	4.49	4.14
400	550	7.62	7.10	6.60	6.10
460	650	8.75	8.15	7.58	7.10
510	740	9.68	9.03	8.38	7.74

### SRAI 64 × 90 cm.

Gm <sup>2</sup>	Microns	under			
		1,000	1,000	2,500	5,000
270	340	9.28	8.66	8.05	7.43
400	550*	13.83	12.90	11.98	11.06
460	650*	15.95	14.88	13.92	12.76
510	740*	17.70	16.52	15.34	14.16

£'s per 100 + VAT.

Packed 100 sheets except \* packed 50 sheets.

*UNIQUE IN QUALITY & PRICE*

*Tanners for Boards*

Now the emphasis is on training Flossie, not on how to do the job, because Flossie could probably do the job better than any instructor. No, the training is purely to enable Flossie to impart her precious knowledge to her pupil in a better and more organised manner.

The training is of 3/5 days' duration, and is quite an eye opener. The members of our staff who have undertaken this course were enthusiastic at the result.

The Training Board include this under the title 'Training for the Upturn', and we feel that this is well timed. If there is an upturn in our trade which is now well overdue, the need for efficient instructors trained quickly and with the minimum of 'Bull' will become more than ever necessary.

Full marks to the Training Board.

## Tailpiece

Our favourite whipping boy the Post Office has once again achieved headlines in the Press. This occurred through making too much profit in too short a period. From an astronomical estimated deficit to a profit of £100 million in just over six months is not bad going.

A monopoly and increases over the last eight years four times larger than the rise in the retail price index has contributed to this situation.

Yet it required the Government to prohibit the increase in parcel and letter rates scheduled for 28th April.

If an industrial concern had as little budgetary control over its forecasting and running as the Post Office, it would be bankrupt in a few months or possibly weeks.

Light weight but tough

## METRIC MANILLA POCKETS

		100,000	50,000	25,000	10,000
229 × 102 mm	9 × 4	3.75	3.79	3.83	3.87
229 × 162 mm	C5	5.85	5.90	5.95	6.00
241 × 165 mm	9½ × 6½	6.15	6.22	6.29	6.36
255 × 178 mm	10 × 7	7.00	7.07	7.14	7.21
270 × 216 mm	10 <sup>5</sup> / <sub>8</sub> × 8½	9.00	9.07	9.14	9.21
305 × 254 mm	12 × 10	11.50	11.60	11.70	11.80
324 × 229 mm	C4	10.60	10.70	10.80	10.90
381 × 254 mm	15 × 10	14.10	14.20	14.30	14.40

£ per 1,000 + VAT

Orders under 10,000 add £0.20 per 1,000.

*Tanners for pockets*