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HIGHLIGHT



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

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NEW SERIES No. 100

January 1977

Tanner's Quarterly Trade Journal

The Directors and Staff of
R. T. Tanner & Co. Ltd.

extend to you our Christmas Greetings
and for
A Happy and More Prosperous
New Year

We welcome you with the one hundredth issue of our Journal since it was re-activated twenty-five years ago. Even the printing strike in the 50s failed to prevent it being issued, and come what may we have always managed to bring you the latest news and views which apparently you have appreciated.

In our last issue we said that we were considering giving up the publication because first the editor was tired and secondly it was getting costly, particularly the postage, and we called for comments. Little did we imagine the number of letters which we received and which said in effect 'publish and be damned'. In fact every letter received said that it was appreciated and a few are repeated anonymously to save any embarrassment, and to prevent our competitors getting the names of our customers!

Dear Sir,

In my opinion **Highlight** should continue to **Print and be Damned**.

I look forward to reading your interesting articles, to stop would be another blow to the feeling we have a certain amount of freedom left to the small businessman and probably to most of your suppliers.

We do need to know what is happening in the paper industry, your magazine does keep us informed.

Look forward to your Century.

Yours faithfully,

Dear Editor,

Thank you for our copy of 'Highlight' and, although we never take the trouble and time to say so, we appreciate it.

It often mirrors our opinions and 'fears' but also helps us in the knowledge that we are not alone with them and you always manage, somehow, to leave us with a small gleam of light at the end of the passage.

We especially like the simplicity with which the hard basic facts of life are put to us for consideration and action, if possible, the humour helps the medicine go down and brightens our routine although we can appreciate it must be difficult to summon up at times.

Please carry on the good work, even though we fail to send the bouquets and we hope that this one short note will charge the pen (or typewriter) for at least another edition, and our typist is doing her level best to keep you in business by doing everything twice - including this!!

Yours sincerely,

Dear Sir,

Early birthday wishes for the 100th edition of 'Highlight'. It would be unthinkable for this lively, forthright and factual Journal to die.

Continued on page four

page two

KENTISH WHITE BOARDS

TWIN WIRE

	<i>Microns</i>	<i>Under</i>		
		6000	6000	12000
Royal 52 x 64 Cms.	200	3.35	3.13	2.90
" "	230	3.70	3.45	3.18
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" "	230	4.59	4.26	3.94
" "	280	5.60	5.20	4.80
SRA2. 45 x 64 Cms.	200	2.90	2.70	2.49
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SRA1. 64 x 90 Cms.	200	5.80	5.40	4.98
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£'s per 100 — VAT.

Packed 200's

Why pay more?

Tanners for Boards

We wish it and your independent company every success in the future.

Yours faithfully,

Dear Sir,

Thank you for the copy of your Journal recently received. You ask for comments so I take the trouble to send these, but do not trouble to acknowledge them.

The Journal is nicely produced but seems a little old fashioned in that it is on Art paper, stitched with a board cover, printed letterpress too. While the process is nice nowadays for the same money you could probably have a great deal more if you used a litho printed, folded sheet, possibly without justification of the measure. Perhaps the size could be altered to fit with the monthly statement – we do receive such news sheets from others.

You mention that all the articles are the work of the Editor (with one or two previously published articles). I would suggest that perhaps all should be the work of others, but brought together by an editor. Articles on the use or care of machines or inks, etc. we find particularly useful and usually get passed round the works, long after other 'news' has been passed to the WPB. I would suggest such things as the mixing of inks and some of the theory of drying on Tanner's Paper. Use of numbering machines, their care and some of the tricks they can perform.

Maintenance that could be required on such machines as the Linotype, Ludlow or even the humble Wharfedale where the instructions have long since been lost and the makers no longer have the handbooks in print. It might prove interesting to show how certain things have developed over the years. We have for instance an old 'Hammond' typewriter made in Queen Victoria's time which types in a very similar manner to the IBM in that the type is on a central rotating drum.

We find any article a little different from the ones that extol the qualities of modern expensive machines much more interesting, since they are usually not pushing so obviously. They would however cause us to remember the name 'Tanner' and we always find that simply causing the customer to remember our name is sufficient to create a friend – and very often a customer.

We shall look forward to your next edition, and remain,

Yours faithfully,

It is a pleasure to know that at least some people read what one writes and seem to benefit therefrom. We have always maintained that the Journal was no literary gem, but was designed to let our staff and our customers know what was happening in our trade and what in our opinion was likely to happen in the future. This was always a crystal ball exercise, but we were never afraid to stick our neck out and wait for someone to chop it. However after 25 years we can at least look back on a fair amount of success in our forecasts, and our head is still on our shoulders!

We think that we can say that this has been the success of this Company during this period. Whereas so many of our competitors have come unstuck financially we have progressed steadily throughout good and bad times. We are a very cyclical trade and always have been, and it takes a lot of know-how when to fill up the shelves with stock and when to run them bare. When the great boom of 1974 broke our shelves were pretty bare and continued to remain so, yet we never cancelled any contracts with our suppliers. Many merchants were groaning under huge stocks which they were unable to finance, and this in spite of cancelling untold numbers of orders on the Mills. It only goes to prove that the trade is an ass. There was no real shortage of paper, but that this was solely caused by greed. Printers, users, merchants all trying to obtain and sell more paper than could be made, and when the bubble burst they were the first to cry into their handkerchiefs, instead of looking ahead and ordering their business accordingly.

It is always so easy to be wise after the event and surely, the government of this Country during the last decade is a prime example. There does not today seem anyone, anywhere in authority, whether it be politician, civil servant, those in charge of Nationalised Industry, who does not seem overtaken by events, instead of foreseeing them.

The Post Office for instance who was surprised at its heavy losses, put up postage and 'phone costs twice in one year substantially by any criteria, and then is surprised at the 20 per cent. fall in the amount of post. This is rapidly followed by the surprise at the amount of profit to be shortly announced which is more than was expected!

We have a nasty feeling that far too much emphasis is placed on what the computer says, and not enough thought is being given by the people in charge. We may have entered an era of relying on machines and not using our normal intelligence, and from our point of view we would rather rely on the latter, and use the machines to provide the statistics upon which to base our judgement.

We seemed to have strayed somewhat from our introductory thoughts, but it would appear that we are filling a need in publishing our Journal, and we shall continue to do so in the foreseeable future. Thanks are due to those of you who took the trouble to reply to our inquiry in the last issue. Certainly one of the published letters has opened the door for ideas. If anyone has plans for an article to do with our trade, we would be very happy to receive it and publish with due acknowledgements.

Special Offers

At the close of the year we have a look around to see what odd or redundant lines we have had around for some time and of which we wish to dispose to make additional room.

These are listed opposite and are all perfect papers offered at pre-rise prices. They are of course offered strictly subject to intermediate sale, and samples may be obtained on application.

The large tonnage of Sarum White Bank which we featured in the last issue of our Journal, has as a result nearly all been cleared with the exception of SRA2 and RA2. For anyone using White Bank this is a must, since it is at least £150 per tonne under the ruling prices today.

23,000\$ Silver Star SRA 2 75 gm²
@ £8.55 per 1,000 to clear

20,500\$ Star Utility SRA 1 70 gm²
@ £12.40 per 1,000 to clear

400,000\$ Star Utility A 4 70 gm²
@ £1.40 per 1,000

price negotiable over 100 reams.

500,000\$ Sarum White Bank SRA 2
under 25,000\$ over Minimum
25,000\$ 1 Tonne
£6.45 £6.25 £5.80 per 1,000

130,000\$ Paladin SRA 2 115 gm²
@ £15.98 per 1,000

All plus VAT.

Subject to intermediate sale.

In our opinion

The paper producers have certainly hit us on the jaw with a somewhat unexpected increase in November. Unexpected because we felt that the increase would not come before January and also it was larger than we anticipated.

The dreadful nose-dive of the £ sterling and the continual increase in the rate of inflation was entirely the cause both as regards timing and the size of increase. With pulp price in dollars every one cent drop in sterling added £1 per tonne to the cost, so it did not require much commonsense to realise that the Mills could not continue to lose money at this rate. What we all had not foreseen was the speed of the fall of sterling, and this cannot be blamed on the paper trade. Perhaps the one thing which triggered off the increase earlier than expected was the overseas suppliers who were losing out on the exchange rate daily.

The increase in the price of imported papers is now as great or in many cases greater than the amount the British Mills have added. The figure of 10 per cent. on cost, give or take a few £s per tonne either way, has as yet not taken into account any increase in the basic pulp prices, which have now remained static for a long time. It was thought that these would be adjusted in the New Year, but now we doubt whether this will happen, as it would in all probability prove the straw to break the proverbial camel's back.

Little did we foresee in the 60s that printing and writing paper in the 70s would be selling at £600.00 per tonne or more. Could it be that it will have reached £1,000.00 per tonne by the early 80s? Unless there is a very sudden change in the value of sterling, we would think that this is virtually a certainty, the only problem being when.

How will this affect our trade? There will obviously be a reduction in quantity and quality particularly when it first occurs. Every time postage is increased the Post Office expects a 10 per cent. drop (20 per cent. with the last savage increase) and then within a year anticipates that 5 per cent. will come back. However you cannot take this as a fair comparison, because the Post Office is a monopoly, and the paper trade is not. More worrying still is the fact that this time there are little if any signs of the 5 per cent. recovery for the Post Office.

Probably the greatest effect will be with the printers and merchants, as to how they will finance stocks. Obviously stocks will have to be kept to the minimum, but rationalising of qualities will continue over the years and far fewer grades will be on the market.

We have been giving much thought as to the immediate future of our trade. Whereas we were fairly certain that the basic pulp price might be hoisted early in 1977, it now appears unlikely. Although these have remained static for almost two years and they would dearly like to increase their selling prices they realise that no Country is working their paper machines to capacity, and therefore there is a surplus of pulp. In these circumstances they will have to sit back and sweat it out, merely waiting for the long awaited upturn in trade to push up their prices. When is the 64,000 dollar question, and it entirely depends on world trade.

The paper trade being a service industry must never be viewed in isolation. When world trade is buoyant so will be the paper industry. Certainly this seems unlikely till at least the latter half of 1977, but as most people have been talking about this expected boom for so long we are somewhat sceptical as to its outcome.

At least we will go so far as to say that the prophets of another shortage are not likely to see the fulfilment of their dreams. The only shortage likely is probably in waste, as more and more mills change over to using at least a proportion of waste in order to keep their costs down.

So at this stage we merely wait and watch the gyrations of the £, the inflation rate and a distinct possibility of a rise in oil prices. If this is not enough for you, we have no doubt we can think up a few more, such as rates and power charges. It's being so cheerful that keeps us going!

THE MODERN LITTLE RED HEN

Once upon a time, there was a little red hen who scratched about the barnyard until she uncovered some grains of wheat. She called her neighbours and said, "If we plant this wheat, we shall have bread to eat. Who will help me plant it?"

"Not I," said the cow.

"Not I," said the duck.

"Not I," said the pig.

"Not I," said the goose.

"Then I will," said the little red hen. And she did. The wheat grew tall and ripened into golden grain. "Who will help me reap my wheat?" asked the little red hen.

"Not I," said the duck.

"Out of my classification," said the pig.

"I'd lose my seniority," said the cow.

"I'd lose my unemployment compensation," said the goose.

"Then I will," said the little red hen, and she did.

At last it came time to bake the bread. "Who will help me bake the bread?" asked the little red hen.

"That would be overtime for me," said the cow.

"I'd lose my welfare benefits," said the duck.

"I'm a dropout and never learned how," said the pig.

"If I'm to be the only helper, that's discrimination," said the goose.

"Then I will," said the little red hen.

She baked five loaves and held them up for her neighbours to see. They all wanted some and, in fact, demanded a share. But the little red hen said, "No, I can eat the five loaves myself."

"Excess profits!" cried the cow.

"Capitalist leech!" screamed the duck.

"I demand equal rights!" yelled the goose.

And the pig just grunted. And they painted "unfair" picket signs and marched round and round the little red hen, shouting obscenities.

When the government agent came, he said to the little red hen, "You must not be greedy."

"But I earned the bread," said the little red hen.

"Exactly," said the agent. "That is the wonderful free enterprise system. Anyone in the barnyard can earn as much as he wants. But under our modern government regulations, the productive workers must divide their product with the idle."

And they lived happily ever after, including the little red hen, who smiled and clucked, "I am grateful. I am grateful."

But her neighbours wondered why she never again baked any more bread.

The tale above was printed in the PENNWALT PROFILE, the internal magazine of the Pennwalt Corporation which is the parent company of Wallace & Tiernan of Tonbridge, and we acknowledge with thanks permission to reproduce.

Window Envelopes

The joint Post Office/EMMSA Technical Sub-Committee has been giving a great deal of attention to the problems which arise in regard to coding and window envelopes.

The Post Office has produced a memorandum on the subject the terms of which are as follows:

Certain types of envelopes with badly positioned windows can cause difficulties for the Post Office, when letters are sorted by machine. Initially the machine imprints on each item a double row of phosphor dots—sorting instructions to the automatic equipment. If the windows—primarily of the plastic rather than glassine variety—are in the wrong place, the phosphor dots are imprinted on them rather than on the cover. The hot press method used causes the plastic to wrinkle thus making it difficult both for the machine to "read" the dots, and for the sorter to decipher the address.

The Post Office standard specification for window envelopes required that window panels must be parallel to the length of the envelope, the panel must be located at least 40 mm from the top edge of the envelope and at least 15mm from the left and right hand and bottom edge of the envelopes. In addition to these regulations the Post Office recommends that where the right hand edge of the window panel is situated less than 115mm from the right hand edge of the window, the top edge of the window is not more than 60mm from the bottom edge of the envelope.

The Post Office recognises that window envelopes make good economic sense for many users. They avoid the need to type an address more than once and the risk of a letter being put into the wrong envelope. The regulations and recommendations are designed to make it possible for the Post Office to give the best service it can to this mail.

Glassine—a popular material for the window—is not completely transparent. Although it does not suffer from the "wrinkling"

problem, it can on occasions be sufficiently misty to make reading of the address difficult, unless the address is typed or printed boldly in an ink which contrasts well with the colour of the paper.

Users should recall also the need to fold contents so that they "fit" the envelope and cannot move about, leaving only the address to show through the envelope.

We are always willing to help customers on any postal problem concerning window envelopes.

Envelope Prices

We must apologise to our customers for the peremptory way in which we brought in our new prices as from 1st November.

We did warn you in the last issue of our Journal that this was likely to happen, but we had intended to issue our new price list in the latter half of October, but as with all good intentions this was delayed and was not ready for issue until early November.

At this time we were faced with the heavy increase in paper prices and as these were not taken into account in our new price list we were forced to bring it into action immediately.

You will notice that there is little change in the 100,000 quantity rates and in fact some of these were reduced quite considerably. The higher prices have been put on the smaller quantities reflecting the heavy increases in handling and delivery costs.

As yet none of these prices reflect the new paper costs and we are giving you the benefit of the stocks of raw material that we hold.

However early in the New Year, we shall have to take these costs into account, with the result that prices will be on the upturn again. This time we will notify you in advance. Meanwhile you should take advantage of our current prices and place your orders well ahead. At present we are very busy in our factory and our stocks are not as high as we would wish. With a lengthy shut down at Christmas coupled with a week's winter holiday for our staff, we fear that there will be a delay in the execution of many orders. Be forewarned and place your orders now.

We've got them licked!

TANSEAL POCKETS

SELF ADHESIVE

Stocked in:—

C5	229 × 162 mm.
10 $\frac{1}{8}$ × 8 $\frac{1}{2}$	270 × 216 mm.
C4	324 × 299 mm.
15 × 10	381 × 254 mm.

Save time and lick!

Specify TANSEAL

Tanners for Envelopes