

**HIGHLIGHT**



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

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NEW SERIES No. 104

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# Tanner's Quarterly Trade Journal

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*The Directors and Staff of*

**R. T. Tanner & Co. Ltd.**

*once again send you their best wishes*

*for*

*A Happy and Prosperous New Year*

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Those of you who have been in our trade for many years, not the 119 years in which this Company has been trading, but one or two decades will have witnessed some quite remarkable changes.

In particular we refer to prices. Throughout the 30's prices barely altered, printings and writings selling at £30 to £50. per ton, and orders were won or lost on 1/16th of a penny per lb.

With the advent of the war prices tended to rise but not by a great deal. Since rationing was finally abolished prices have see-sawed according to the supply situation. They reached a high spot during the Korean war, only to drop like a stone soon afterwards when paper began to get plentiful.

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The tendency has been however generally to increase the price, the rises always being greater than the falls. This developed to an enormous degree during the so called shortage of 1974. The following year of the glut of paper, when it was readily available but no one wanted it, prices did not fall particularly because we were entering a period in which politics and international finance took over from the normal supply and demand.

Sterling all but collapsed and costs rocketed, in particular that of pulp for the British Mills. Enormous increases occurred in paper prices throughout 1976 and stability was only witnessed at the beginning of 1977 when the £. steadied.

Soon however we began to witness the strengthening of sterling and other currencies, largely in the Scandinavian Countries, starting to fall. This resulted in a not inconsiderable fall in imported paper prices and pulp. British paper mills have not been able to show much advantage due to lower pulp prices, because all their other costs and overheads continued to rise. Recently the other traditional paper exporting Countries have engaged in a price war, which has made nonsense of established prices, bringing these well below the figures being quoted by the British mills.

Do not presume that this is going to last. The main reason is that the Scandinavian, E.E.C., Canada and a few other paper and pulp producing Countries were stocked up to the eyeballs with pulp and paper and had to liquidate some of it to stay alive. They are obviously trying to get as much business as possible on the finished product paper before they slash the price of pulp to the same extent.

A look at the financial position of many of the exporters to this Country will make one realise the situation. They are practically all losing money at a very considerable rate, and are being kept in being with the aid of Banks and/or Governments.

This situation is bound to arise when governments and financial institutions enter the field to subsidise industries just to keep them alive. Little do they appreciate that by bolstering up a large undertaking to safeguard jobs therein they are jeopardising the livelihood of all. By keeping a pulp or paper mill from going bankrupt and selling off the products at below cost, they are reducing all other plants in every Country down to the level at which none of them are making a profit. Without profit in a capital intensive industry such as ours means either further subsidies or curtains.

Have we not witnessed this situation in the shipbuilding industry, when every shipyard throughout the World is losing

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## EXTRA SPECIAL OFFER

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### KENT WHITE ALL - PURPOSE

A4 210 × 297 mm 70 g/m<sup>2</sup>

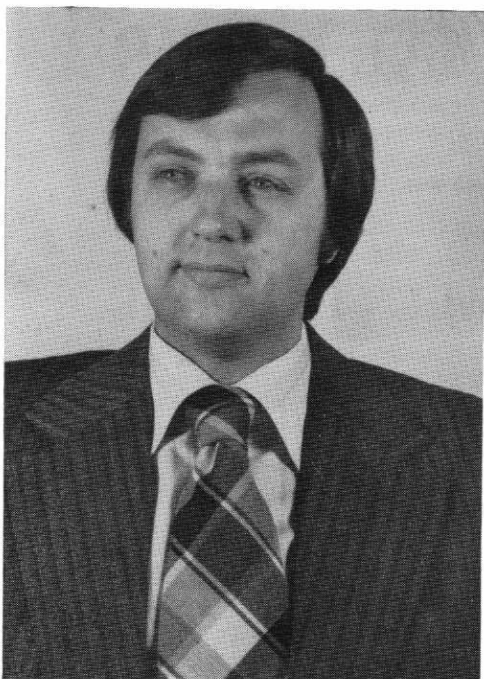
£1.99 per 1,000 sheets ... .. under 96 reams

£1.85 per 1,000 sheets ... .. under 200 reams

£1.79 per 1,000 sheets ... .. 200 reams and over

PACKED 8 Reams per Bundle

*Tanners for Paper*



Mike Kerlogue joined in July 1977 as Commercial Manager. He has a wealth of experience both with a Mill and as Manager of a large paper merchant.



Jeff Sainsbury joined in the Autumn of 1976 and is a representative in West London and Buckinghamshire.

money? The writing is on the wall for the paper industry unless it returns to free and unfettered trading and those which cannot make it are allowed to close the doors.

We do not wish to see British or any other mills going to the wall, but by propping up a few by government or other subsidy, is putting at risk the life of all, good or bad.

This is the reason why we say that this cutting of prices cannot last, and that the day of reckoning will come as soon as trade begins to improve. The second that demand for paper and pulp shows signs of increasing, prices will harden and move up once more. The move when it eventually comes will be large.

## Our staff

In this and over the next few issues of our Journal we have recommenced publishing some more photographs of our staff.

It is not that we consider that we are so beautiful that we wish to record our faces for posterity, but rather that we are a personal business. We want you to know with whom you may be dealing and a face and a name are frequently of considerable assistance.

## Kentish White Boards

Following upon the reduced prices and improved quality of our Kentish White Boards we have experienced a huge upsurge in sales, and have now increased the range.

We now maintain very large stocks in SRA1, SRA2, Royal and Postal in 200, 230, 250 and 280 microns, and in SRA2 and Royal in 300 and 360 microns.

For the small or very large quantity for that rush job requiring a high class board at a very economic price, try Kentish. We are sure to have stock. Full details on centre spread.



# GOOD NEWS — REDUCED PRICES

## KENTISH WHITE BOARDS

		<i>Under 6,000</i>	<i>6,000</i>	<i>12,000</i>
<b>200 Microns—2 sheet</b>				
SRA2	— 450 × 640 mm.	£25-40	£23-60	£21-90
Royal	— 520 × 640 mm.	£29-30	£27-30	£25-30
Postal	— 570 × 730 mm.	£36-70	£34-10	£31-60
SRA1	— 640 × 900 mm.	£50-70	£47-20	£43-80
<b>230 Microns—3 sheet</b>				
SRA2	— 450 × 640 mm.	£29-30	£27-20	£25-20
Royal	— 520 × 640 mm.	£33-80	£31-50	£29-20
Postal	— 570 × 730 mm.	£42-30	£39-40	£36-40
SRA1	— 640 × 900 mm.	£58-50	£54-50	£50-40
<b>250 Microns—3½ sheet</b>				
SRA2	— 450 × 640 mm.	£32-10	£29-90	£27-70
Royal	— 520 × 640 mm.	£37-20	£34-60	£32-00
Postal	— 570 × 730 mm.	£46-50	£43-20	£40-00
SRA1	— 640 × 900 mm.	£64-20	£59-80	£55-40
<b>280 Microns—4 sheet</b>				
SRA2	— 450 × 640 mm.	£37-90	£35-30	£32-60
Royal	— 520 × 640 mm.	£43-80	£40-80	£37-60
Postal	— 570 × 730 mm.	£54-70	£51-00	£47-10
SRA1	— 640 × 900 mm.	£75-80	£70-50	£65-20
<b>300 Microns—5 sheet</b>				
SRA2	— 450 × 640 mm.	£40-10	£37-30	£34-60
Royal	— 520 × 640 mm.	£46-30	£43-10	£39-90
<b>360 Microns—6 sheet</b>				
SRA2	— 450 × 640 mm.	£50-70	£47-20	£43-70
Royal	— 520 × 640 mm.	£58-60	£54-60	£50-60

(Postal & SRA1 sizes available in 300 & 360 Microns to Special order)

per 1,000 Boards — Packed 200's

*Tanners for Boards*



Dennis Manning joined in the Autumn of 1976 and is a representative in Kent and Sussex.



Bill Walford was originally in our Stock Sales department for some years, and after a period as representative for another manufacturing stationer, rejoined the Company recently as representative in the City and West End.

## Concerning ourselves . . .

This is the time of year in which we look closely at ourselves to see where we are going. The year 1977 was not exactly buoyant in our trade, but a great deal better than 1976.

We have continued our expansion in spite of keen or should we say overkeen competition. In three years sales turnover has doubled, much of this but by no means all, has been due to increased prices. The Merchating side has maintained and improved its share of the market, and with the new lines we are now offering we look forward to a substantial increase in tonnage.

With the Envelope and Pocket trade still somewhat in the doldrums as a result of high postal charges we are more than holding our own share of the market.

As a result of our long awaited improvement in production which has taken place in the last six months our stock position has improved considerably, and this in turn has increased sales. Pockets in particular have shown a healthy upwards movement. We look forward in the coming year 1978 to yet further fields to conquer and a further increase in sales.

To what do we attribute our sales increase? An excellent product range, service and enthusiasm in that order. We look forward to demonstrating to you these points throughout the coming year.

## Some interesting facts

The British Printing Industry Federation has published in its monthly journal some interesting facts about the industry.

The British Printing Industry is the biggest in Western Europe. Its sales record puts it among the 12 top manufacturing industries in the Country.

It earns a substantial export surplus, mostly in books and pamphlets, journals and security printing. It loses little time through industrial disputes compared with other industries, and it is one of the safer industries to work in.

# NEW

## HIGHLIGHT

### OPAQUE D.L.

#### 110 x 220 mm ENVELOPES

**A good quality banker envelope  
opaque printed.**

Smalls	5,000	10,000	25,000	50,000	100,000
£6.45	£6.10	£5.70	£5.46	£5.38	£5.30

All per 1,000 Plus V.A.T.

**TANNERS**  
*for Envelopes*

## Industry Training Boards

The following amusing skit on Training Boards has been going around for some time, but we publish it with apologies to one Managing Director, who is a member of the Paper and Paper Products Industry Training Board.

### Glossary of Training Board Terminology

Understandably, the sophistication of The Training Board is often misunderstood by the untrained. The following explanations may, therefore, be helpful:

- On a Course : away from wife and screaming children, with ample opportunity of wine-tasting and sampling Cordon Bleu cookery.
- Study group : a collection of people looking closely at each other.
- Trained : now eligible for further training.
- Further training : course after course, academic and gastronomic.
- Untrained : seldom found anywhere but at work.
- Health at work : a desk in the sun by the window.
- Training for the upturn : a couple of quick gins before the moon rises.
- On the job : actively engaged in productivity.
- Self appraisal : marking one's own examination papers.
- Seminar : a small water-hole ten miles East of Cairo.
- Human relations : Brother, Sister, Father, Mother (not Mother-in-Law).
- Training grant : similar to Barclaycard and particularly useful for dining out.
- Induction : production of magnetic state due to body proximity. Forbidden on residential courses.
- Framework of broad objectives : an indescribable washing line.
- Pilot programme : a taste of things to come. Normally one five course dinner, room with bath and full English breakfast.
- Training levy : a form of taxation.

## Eastern Counties

We were sorry to say goodbye on 30th November to Tony Phair our representative in the Eastern Counties. As from 1st December Peter Tanner, younger son of our Chairman and Managing Director, took over the area.

Peter after completing a three year business studies course, during which he spent seven months working shifts on a paper making machine, has been in our Stock Sales department. He has gained a considerable knowledge of the trade, and as a voice he is known to a great many of our customers in the area.

We wish him the best of luck, and can assure our many customers in the area that both he and the Company will offer an unrivalled service.

## What's new?

The new supplies of SARUM White Bank have arrived, and are now stocked in A4, RA2, SRA2, SRA1, Large Post and Double Cap.

Just compare what you are paying for SRA2. If it is, and it will be, more than £6.27 per 1,000 sheets, phone Crayford 526255 or Leeds 30805, and ask for full particulars and samples.

We can save you money.

## CRAYSEAL D.L.

**110 x 220 mm.**

**A high quality White Opaque  
printed self seal wallet**

	Smalls	5,000	10,000	25,000	50,000	100,000
Plain	£8.40	7.95	7.40	7.10	7.00	6.90
Windows	£9.50	8.90	8.35	8.00	7.85	7.75

per 1,000's plus V.A.T.

**TANNERS**  
*for Envelopes*