



HIGHLIGHT



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

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NEW SERIES No. 109

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Tanner's Quarterly Trade Journal

We have done it! We told you in the last issue of our journal that in January we would be moving all the plant from Messrs. Berry, Ede and White Ltd. from Rochester to our works at Crayford, but that it would take weeks and even months for it to be in production.

Well we exceeded all expectations and nearly every machine was installed and running within four weeks. This is not to say that these additional machines are yet in full production. They are at present running on day shift, and our intention is gradually to turn these over to double day shift in line with our existing plant. This takes time and is dependent on obtaining shift operators, which we are attempting to recruit.

However, we are benefiting from the increased output, and we are hopeful that considerable inroads will be made on the fearful backlog of orders for stock envelopes and pockets. Within the next month or so many of these demands will have been met, and we can then start to quote more realistic and reliable delivery dates.

We apologise to the many customers new and old who have offered us business which we have been perforce unable to accept, but this has been to their benefit. We were determined not to get in such a position that no orders were being delivered on due date. We are aware that we have put our head on the block and many of you will now come back with fearful stories in which we have let you down and have been weeks and even months over our quoted dates. We will here and now admit this, but the situation would have been considerably worse, if we had not been ruthless and turned away vast quantities of orders particularly those we had not supplied before.

We have faithfully tried to maintain regular business which we have had before, and supply those customers who have over the past supported us. We can now be in a better position to improve our service to them and to see if we can help the old customers of Berry, Ede and White and many others who have approached us, and have had to be brutal and asked them to hold off until such time as we could give them a realistic service.

We are now approaching this period even though our production is nowhere near full, and demand still seems to be ever increasing.

Much will depend on what the Post Office has in store regarding postal rates. No doubt they will be increased, but for their sakes, ours and the users, we trust that they will not be too severe. After the last somewhat savage increases there was a dramatic downturn in postal usage, as has happened on every previous occasion on which this has taken place. Throughout the last two years or so in which postage rates have remained constant, the mail has steadily increased. We feel sure that with the Post Office's present marketing approach this will not be lost upon them.

What does worry us is the fearsome rise in raw material prices. The cost of paper is on one of its periodic stampedes, much of which we will try and analyse in a separate article, and this together with freight charges, and no doubt a substantial wage increase throughout the industry due in early spring, will result in a further rise in envelope and pocket prices in the near future.

The combination of the two will no doubt have the usual effect of dampening down demand. However, when one sees the escalating costs of advertising both on the media, and in newspapers and periodicals, direct mail is still likely to be competitive and more effective.

We are looking ahead at Tanners and with the increased envelope and pocket plant taking up more of the space previously allocated to stock holding, we have already taken additional space outside for the storage of raw materials. We should then have sufficient room for carrying stocks of most of our standard lines as and when we are in the happy position of having stocks!

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UNLINED STRAWBOARDS

Do you have problems in obtaining strawboards decently packed?

All our finest Dutch Strawboards are in nylon tied bundles of 25 Kgs.

Stocked in 635 × 760 mm.

	Approximate Count per bdl.
500 gm ² 8 oz.	100
900 gm ² 14 oz.	60
1400 gm ² 24 oz.	35

We also stock

M. G. Pure Ribbed Kraft.

Acid Free Tissue.

TANNERS
for Paper & Board



Presentation to Bob Kent at his retirement party—

During the last month or so we have said farewell to two of our staff who have retired after lengthy service.

R. L. Kent, known throughout the Company and the trade as Bob, commenced service in 1937, after gaining his knowledge with the Hale Paper Co. He served in the Royal Navy during the war years, being torpedoed in the original Ark Royal. Commanding a Tank Landing Craft at the Normandy beaches he rescued a considerable number of men from the sea for which he was awarded the Distinguished Service Cross.

On demobilisation he returned to the Company as a representative, and in the early sixties he was promoted to Southern Region Sales Manager, a post he occupied until his retirement.

Unfortunately his wife died after a short illness a few months prior to his retirement, but he has two married daughters and grand-children to keep him occupied.

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The Directors and all the office staff bade farewell to Bob at a pleasant little wine and cheese party, where he was presented with a radio and cassette recorder.

The second retirement was that of R. (Dick) Turner who came to the Company early in 1946 after war service. He commenced as representative in Kent and Sussex and continued throughout his long service in this area.

Of a retiring nature, Dick was extremely conscientious and made a large number of friends in his area. He had a dry sense of humour though how anyone in the South East ever understood his strong Derbyshire brogue, which he never lost, we cannot realise!

We shall miss these two stalwarts, and can only wish them a long and happy retirement.

Prices

During last year we warned you that as soon as the market picked up, prices would start to rise sharply. Well it is happening faster and more furiously than we thought, and not entirely due to heavy demand.

It is true that the mountains of pulp have virtually vanished, due to reduced production, and this was enough to cause the Pulp Mills to recoup some of their enormous losses by increasing prices as quickly as possible. However the demand for paper has only increased in a small way, particularly on the Continent so we cannot say that the large increases in prices is due to demand. The large percentage of the increase is the result of hefty cost push, not demand pull. Practically every item that a Mill uses is soaring in price, and most Mills started from a very low level of profitability. There is no room for Mills to swallow such increases, be they Pulp, Chemicals, Power, Machine Parts, or Wages. All must go on the bill to the consumer, and the largest item of all will be the increased delivery charges.

Between the backend of 1978 and July 1979 we would be safe to say that the average increase for Woodfree papers is likely to be £100 per tonne or 25% as a rough guide.

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Tanners' Staff

In this issue of our Journal we publish some further photographs of our envelope machine operators.

Several of these have given considerable service to the Company, and we are pleased to acknowledge this, by reproducing their photographs in this issue.



Mrs. Hilary Hearn



Mrs. Joyce Starkey



Paul Collins
Machine adjuster



Mrs. Dot Hayle

Mrs. Joan Wright



Mrs. Vee Bemford



One consolation is that plastics, which are tending to become quite a competitor of paper in certain markets is increasing at a far more furious rate.

Another consolation is that the United States is now becoming more competitive in the Pulp market, due to the weakness of the Dollar, and are shipping certain grades to this Country at prices below Scandinavia, and this will undoubtedly help in tending to keep the trade on a more even keel.

Such a situation as we have of large price increases without demand pull to stimulate it, must result in a lowering of consumption, and no one wants to see this.

The outlook therefore is rather bleak. We can only hope that the forthcoming general election will result in a mandate sufficiently stable to pull the Country out of the slough in which it is at present wallowing. May it give confidence to get trade moving again, with the resulting demand for the products of our trade.

Wishful thinking? maybe, but we can only wait and see.

Our Managing Director

Our Managing Director A. Derek Tanner is a man of many parts, believing in the adage all work and no play makes Jack a dull boy—

He delights in being the last or last but one leaving the office in the evening; and is a member of the Paper and Paper Products Industry Training Board, the Manufacturing Stationery Industry Group of the British Printing Industry Federation, Chairman of the Stationery Industry Advisory Group of the I.T.B., member of the Envelope Makers and Manufacturing Stationers Association, and of the British Stationery and Office Equipment Federation.

His main hobby is organising schoolboys seven-a-side rugby, and for 13 years has run the National Schoolboys sevens, which has now reached a total of 250 schools.

This year he has reached the summit of his achievements in organising the first ever World Schoolboys Sevens Tournament.

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Sixteen sides from all parts of the world were hosted by his club Rosslyn Park F.C., and took part in this unique event.

This effort, which had taken about three years of preparation, was crowned by the attendance of His Royal Highness The Duke of Edinburgh, who attended the final rounds and presented the trophies to the winners and runners-up.

Our Managing Director has now informed us that he is returning to normal business forthwith.

Leeds

Our Leeds Office and warehouse are on the move again. For the fourth time since we set up a warehouse in Leeds we are forced to find more space. The expansion here has been quite phenomenal, and to meet the ever increasing sales we have been fortunate to obtain a purpose built single storey warehouse in the heart of the City.

Here we shall have space to handle the many lines of paper, board, envelopes and pockets which we now stock in Leeds including almost the full range of the well-known Domtar papers.

At the time this journal is published we should be moving to our new location, a not inconsiderable feat, and we look forward to giving you a better service.

The new address will be

WHEATSHEAF HOUSE
2 LOCKWOOD CLOSE,
LEEDS LS11 5UU.

Telephone Leeds 703316/7 Telex unchanged. G. 557201

Full details of the date of changeover will be circularised to all our customers who receive their supplies from our Leeds Office, prior to our move. Until you are notified please use the existing address and telephone numbers.

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With Apologies to our Staff!

COMPANY CARS have the following features rarely found in private cars:—

1. They travel faster in all gears, especially reverse.
2. They accelerate at a phenomenal rate.
3. They enjoy a much shorter braking distance.
4. They have a much tighter turning circle.
5. They can take "ramps" at twice the speed of private cars.
6. Battery, water, oil and tyre pressures do not need to be checked nearly so often.
7. The floor is shaped just like an ashtray.
8. They only burn the petrol with the highest Green Shield Stamp rate.
9. They do not require to be garaged at night.
10. Can be driven for up to 160 miles with the oil warning light flashing.
11. They need cleaning less often, especially inside.
12. The suspension is re-inforced to allow carriage of concrete slabs and other heavy building materials.
13. They are adapted to allow reverse gear to be engaged whilst the car is still moving forwards.
14. The tyre walls are designed to allow bumping into and over kerb stones.
15. Unusual and alarming engine noises are easily eliminated by the adjustment of the fitted radio volume control.
16. No security needed, can be left anywhere, unlocked with the keys in the ignition.

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SALISBURY IVORY

The top quality Dutch Ivory Board in
Royal 510 × 635 mm. 300 Micron

also

Rotary cut cards—

Boxed in 104's 10 Boxes per Bdl.

Ex. Thirds

Smalls

Large

Corres.

Unboxed—Banded 104's Boxed 1040's

Ex Thirds

Smalls

D/Ex Thirds

Large

Corres.

D/Smalls.

A famous name from the
well known Board Merchants

TANNERS

The Tate family in the Company

Whether your Company numbers 20 or 2,000 you must have some members of the Tate family amongst them.

"There's old man Dic Tate who wants to run everything in the firm. Uncle Ro Tate tries to change everything, and sister Agi Tate stirs up trouble whenever possible. Her brother Iri Tate helps her, and whenever new projects are suggested, brother Hesi Tate and sister Vegi Tate pour cold water on the proposals.

"Then there is sister Imi Tate who tries to have the staff mimic everybody else. When the Company budget is announced everybody tends to quake if brother Devas Tate stands up in the meeting. And brother Poten Tate wants to be a big shot.

"But not all members of the family are bad, for brother Facili Tate is quite helpful. A delightful member of the family is Miss Felici Tate, and the boss is always delighted by brother Cogi Tate and his twin brother Medi Tate".

Editors note:

Whoever thought this one up, should have put his/her head on the block for me to Ampu Tate!

As we go to press a general election is notified, with a resultant upsurge in demand for printed matter. With the present cost of paper and print most candidates are going to be hard-put to keep within the limits of his election expenses, yet large quantities will be used to the benefit of our trade.

This will be followed by the EEC elections in June, so the jobbing printer can look forward to a busy spring and early summer. For urgent supplies of suitable paper phone us at Crayford or Leeds.

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THE NAME TO REMEMBER

CRAYSEAL

*A high quality white opaque
printed self seal wallet*

Stocked in:—

3½ × 6 (89 × 152 mm) C.6 & D.L.

Windows in C.6 & D.L.

Sample pack and prices on request

TANNERS
for Envelopes