

HIGHLIGHT



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

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NEW SERIES No. 108

January 1979

## Tanner's Quarterly Trade Journal

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*The Directors & Staff of  
R. T. Tanner & Co. Ltd.  
Wish you a Happy & Prosperous  
New Year*

In sending you our annual seasonal good wishes we do so with more than usual fervour. We feel as a Company that we are on the verge of a new and exciting chapter in our history.

The last major milestone that we passed was in 1961 when the whole Company was transported from the City of London to Crayford. This has been followed by a long period of consolidation and considerable growth.

Now we are about to embark on another giant step forward, having purchased the envelope and pocket making plant from Berry, Ede & White Ltd. of Rochester. With a mass of machinery to be moved from Rochester to Crayford no one but a fool would expect immediate results. Careful planning has been taking place over the last 2 to 3 months, but even then it will take weeks and even months to get the machines bedded down and running to our satisfaction. With the disruption entailed we in the Company are all aware that production will get worse before it gets better.

Better it will get and not a day too soon, as we are especially conscious of the grave shortage of stock envelopes and the appalling delivery dates we are having to quote. We are however trying to be realistic, rather than living in cloud-cuckoo land, thinking

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that the new plant being installed now will be the answer immediately. It will only achieve this wish after much physical hard work, additional labour, luck and co-operation from all our staff.

It must be realised that no firm can stand still in a cosy little corner expecting the trade to keep it comfortably supplied with orders, not too many, not too few. This pipe dream has never been achieved in our somewhat unpredictable trade, and with ever increasing overheads is the certain way to the bankruptcy court. The only way to succeed is by growth and increased production and more important still is to achieve this profitably.

Hence the necessity for us to expand. Not to such a degree that we lose the personal touch as we consider this probably the greatest asset we can offer our customers. But sufficient to ensure that we can meet the requirements of our salesforce and the demands of you our customers at competitive prices and at the same time to make sufficient profit to plough back into the business to ensure that it is maintained as a viable entity.

No one owes us a living, no Government department is going to bail us out if we fail to succeed. We are on our own and must succeed by our own efforts. 1979 would appear to be a year of challenge. The paper, print and stationery industry appears to be the one bright spot in an otherwise somewhat dismal outlook.

What has caused this position in the second half of 1978 no one seems to know, except for the fact that it has been in the doldrums for a number of years and stocks had been run down to a dangerous level. We feel that it goes a bit beyond this, and that print itself has increased considerably particularly in the advertising world. Even the various journals are bursting with advertisements and direct mail has certainly increased out of all recognition. Even the Post Office appears pleased with its efforts though their long term plans show a not inconsiderable deterioration in mail. They are banking on the telecommunications taking much of the present commercial mail, but we would disagree with this. True we do not know all the wonderful new gadgets they have in the pipe-line, yet we doubt very much if they will destroy the printed word. Telex has been the great growth over the last two or three years, yet it has been rather at the expense of the telephone than that of the post.

*(Continued on page four)*

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## HIGHLIGHT ALL PURPOSE

British made — Long grain — Flat  
Cut sizes precision cut

	<i>Smalls</i>	<i>500 Kgs</i>	<i>1000 Kgs</i>
<i>60 gm<sup>2</sup></i>			
420 × 530 mm.	£8.60	£7.33	£6.78
430 × 690 mm.	£11.88	£9.72	£9.00
450 × 640 mm.	£11.55	£9.45	£8.75
210 × 297 mm.	£2.56	£2.09	£1.93
<i>70 gm<sup>2</sup></i>			
420 × 530 mm.	£10.66	£8.32	£7.70
430 × 690 mm.	£13.55	£11.08	£10.26
430 × 610 mm.	£11.98	£9.80	£9.07
450 × 640 mm.	£13.16	£10.77	£9.97
210 × 297 mm.	£2.92	£2.38	£2.21
<i>80 gm<sup>2</sup></i>			
420 × 530 mm.	£11.60	£9.49	£8.78
430 × 690 mm.	£15.44	£12.64	£11.70
450 × 640 mm.	£14.98	£12.26	£11.35
210 × 297 mm.	£3.33	£2.72	£2.52

all per 1000's + VAT

Cut sizes: 60 & 70 gm<sup>2</sup> wrapped 500's & 5000 \$ per case  
80 gm<sup>2</sup> wrapped 500's & 4000 \$ per case.

**TANNERS**  
*for Paper*

Will you want to read your book by gazing at a television screen rather than read from the actual book itself at your own convenience? Messages on a television yet, but this will be at the expense largely of Telex or the telephone.

We therefore do not subscribe to the miseries of the Post Office who in their 10 year plan for the next decade forecast a decline of 5 to 8 per cent. in mail traffic.

They agree that domestic mail will continue to grow at a steady rate, so that the overall suggested reduction will come from business mail. Provided postal charges are not increased astronomically we beg to disagree, and it will be interesting to see who is right.

The Post Office with all their knowledge of the new gadgets and their boffins with their immense background of planning experience must be in the driving seat. Yet we rely on past experience and a hunch that things are never as bad as painted and bureaucracy growing at its present rate can never resist the printed and posted word.

Much as we dislike bureaucracy it may be to our trade the saving grace!

## Paper prices

Prices are once again on the increase and quite substantially. After two years of constant prices and in fact mostly reduced prices of paper, the picture turned in the Autumn of 1978 fairly rapidly.

Some of this was as a result of increased world-wide demand, but largely due to the disappearance of the mountains of pulp lying around. The pulp mills had taken belated action to cut production savagely and with the upturn in paper making the surplus of pulp soon disappeared.

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The drop in stocks among the major pulp exporting countries has been quite remarkable and from mid 1976 to 1978 amounts to almost 2 million tonnes—

	<i>End of June 1978</i>	<i>End of June 1976</i>
Finland ... ..	295,484	588,400
Norway ... ..	78,328	206,054
Sweden ... ..	572,937	1,426,911
Canada ... ..	543,162	612,327

The only country to show an increase is U.S.A. with 31,000 tonnes.

Pulp and paper mills who had throughout the world lost millions of £s or the equivalent in their respective currencies, took the opportunity to recoup at least some of their losses. No one as yet can say that they are profiteering, far from it, as they are probably only now showing a reasonable profit as a result of at least two substantial increases over the last six months.

All things being equal, and in these days, this is a stupid statement to make, we feel that prices should be held for several months probably till July, but much will depend on demand. If demand continues to increase the temptation is there for the taking. If on the other hand as a result of higher prices demand tends to remain stagnant or falls off then prices will stay put on their present plateau.

Another factor, always it seems nowadays to be with us, is the future of the dollar *viz-a-viz* sterling. As all pulp is quoted and sold in dollars, and the £ improving against it the mills have benefited accordingly. Hence the long period of price stability. However who is going to be brave enough to forecast the likely movement of these two currencies, let alone the Swedish krona, the German mark, the French franc and the many other currencies. We have little doubt that come the spring our £ will not be looking too happy against any currency, particularly the dollar.

You picks your fancy, and takes your chance.

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# ENVELOPE AND POCKET SPECIAL LIST

These are non-standard lines which we have acquired on the acquisition of Berry, Ede & White Ltd.

	<i>Small</i>	5,000	10,000	25,000	50,000	100,000
<b>No. 6 Manilla Pockets 80gm<sup>2</sup></b> 7½ × 5      191 × 127 mm	6.76	6.23	5.83	5.62	5.46	5.30
<b>No. L.80 Manilla Pockets 80 gm<sup>2</sup></b> 9 × 4      229 × 102 mm	4.70	4.35	4.07	3.92	3.80	3.70
<b>Strong Buff Manilla Pockets 90 gm<sup>2</sup></b> 9 × 4      229 × 102 mm	5.23	4.82	4.51	4.35	4.22	4.10
<b>A.B. White Parchment 80 gm<sup>2</sup></b> 9 × 4      229 × 102 mm	6.69	6.17	5.77	5.56	5.40	5.25
<b>No. L80 Manilla Pockets 80 gm<sup>2</sup></b> D.L.      220 × 110 mm	5.48	5.05	4.73	4.56	4.43	4.30
<b>No. L.80 Manilla Pockets 80 gm<sup>2</sup></b> 12 × 5      305 × 127 mm	11.17	10.29	9.64	9.29	9.02	8.76
	<i>all £'s per } 1,000 + V.A.T.</i>					

Ex stock offered subject to intermediate sale.

## Envelope and Pocket prices

Now we turn to envelope and pocket prices and it is the same story as for paper. After a fairly lengthy period of steady prices, these are going up sharply as from the early part of the year.

Envelopes and pockets are largely governed by the market price of paper, and this we are well aware has and is increasing rapidly. We have already maintained our prices during the last half of 1978 in spite of material costs having in many instances already increased considerably. With the latest movement in paper, particularly in M.G. Manillas we are forced to bring in new prices forthwith.

Raw material is only half the battle as all overhead costs have increased, power, light, heat, rates and water to name some, and as large if not larger than these is the cost of delivery. In carrying envelopes one is conveying a lot of air. One tonne of paper converted into envelopes will virtually fill up a 4 tonne lorry, so it is not surprising that transport becomes a very large on-cost of production. For many years the printing prices of envelopes have been totally unrealistic. We are now bringing them into line with present day costs.

New price lists will be printed and distributed as soon as possible, but meanwhile our sales staff will be pleased to inform you of the latest prices.

During the take-over of the plant of Berry, Ede and White we have been able to use plant surplus to their immediate requirements, and to utilise some of their material in stock. Accordingly we have and will continue to have for some while non-standard lines of envelopes and pockets which will no doubt be useful in meeting some of the many demands for our products.

In many cases these are of thicker quality than our standard lines, and you can order with confidence. Our staff will be pleased to advise. See previous page.

## Window Envelopes

Future supplies of Manilla Transparent Window Banker Envelopes in C6 and DL and Pockets 229 × 102mm (9" × 4") will no longer be made in Mailing Manilla quality.

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It is felt and here we have taken into account the wishes of many of our customers, that with this size and type of window envelope and pocket demands a better quality material. Accordingly these will now be made in Marshall Manilla, and although this is a heavier material, due to better runability on our machines, we will be taking this into account in our new prices, which will not reflect the full increase of the improved material.

In C6, the low window position 19mm left and 16mm up will continue to be called Maidstone, though it will be made in the Marshall Manilla material. This is to differentiate from the high window position which will be known as Marshall Manilla Transparent Window Envelope C6.

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We like the following story sent by a customer, who states "It's a true story—related just as it happened—to us!!"

## Trouble-Shooting in 'In-Plant'

Paper problems . . .

There was a young lady in trouble . . . (not that kind!)—with her offset machine.

The trouble-shooter arrived to find her sitting in an armchair, displaying a pair of shapely legs, delicately sipping coffee and drawing heavily on a cigarette.

He took one look at the machine, and decided—first things first—washed-up, set the duct, inked-up, mixed fresh fount solution, reset inking rollers, washed out and oiled the pump, adjusted the feeder, and started to run.

The young lady then took over and he 'stood-by' to see the first 1,000 off because of the 'large' solid— $\frac{1}{2}$ " ×  $\frac{1}{4}$ "!!!

As the sheets dropped into the delivery stack he remarked that the printing was on the wrong side of the paper and that the watermark was up-side-down.

After some moments deep concentration, a coffee refill and another fag, she replied "Yes, but, that's the way they come packed in the boxes, so its not my fault, is it?"!!!

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## Tanner's Staff

In this issue of our Journal several photographs are published of some of our envelope machine operators. Further pictures will appear in later issues of the Journal.

These people are all part of a team turning out many millions of envelopes every week. We acknowledge their work as an indispensable part of the team by reproducing their photographs in this and future issues of our Journal.

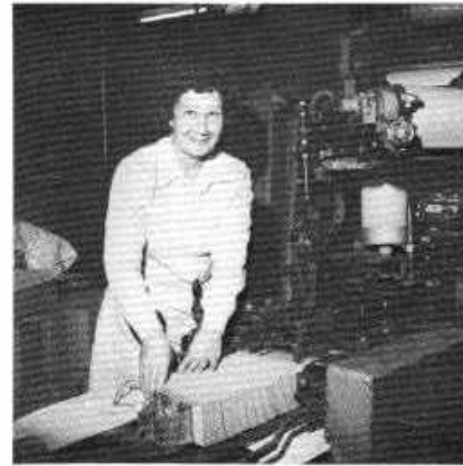
At least they all look as though they are enjoying life, or was it the photographer?



Mrs. Jan Cook



Barry Mole  
*Machine adjuster*



Mrs. Mary Knott



Mrs. Joan Guite



Miss Jean Coshall



Alan Shingles  
*Machine adjuster*

## Leeds

Due to the ever increasing expansion of our Leeds Branch we have added a new delivery van of our own. Up to the present all deliveries from Leeds were made by contract hire or general carriers. However the new van will augment our present arrangements and will enable us to cope better with urgent deliveries.

We have been appointed the official stockists for the Leeds area for DOMTAR Paper Mill.

We now hold stocks of most of the many varieties of VICTORY papers made by this well-known mill. In particular the the whole range of popular colours of Victory Tinted Cartridge is stocked in all substances in SRA1, SRA2 and A.

## Holiday Charts

We do apologise for several errors in our Holiday Charts which our representatives are taking around.

The most glaring of which is the Easter holiday, the dates of which are correct but shown under March instead of April! There are also various other dates in the month, which in our opinion are shown out of context, though it does not alter the use of the charts in the slightest.

We can but apologise for the errors, flay the printer, who is of course one of our customers, and in mitigation say that our Sales Director who normally passes the proof, was in hospital having an operation, not on his eyes but on his knee!

He is we are glad to say, almost fit to kick the back-side of the printer.

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*THE NAME TO REMEMBER*

## CRAYSEAL

*A high quality white opaque  
printed self seal wallet*

Stocked in:—

$3\frac{1}{2} \times 6$  (89 × 152 mm) C.6 & D.L.

Windows in C.6 & D.L.

*Sample pack and prices on request*

**TANNERS**  
*for Envelopes*