



HIGHLIGHT



The House Magazine of
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NEW SERIES No. 111

October 1979

Tanner's Quarterly Trade Journal

Always the most difficult issue of our Journal to write is the Autumn number. The reason is not too difficult to find in that we are enjoying our holiday by the sea when we should be putting pen to paper or at least be giving consideration as to what we propose to write about.

However we returned just in time to be greeted with every type of bad news and from every corner of the world. Each day's newspapers make even more lugubrious headlines, and the wireless and TV blare out more and more ominous predictions.

In our trade we have been told for the last few years that as pulp was quoted in dollars, and sterling was falling like a stone that the price of paper was increasing at a considerable rate. During the last six months or so, sterling has improved very steadily and the dollar has plummeted. Fine, you would think the price of paper if not down will stay reasonably steady. Not a bit of it. Since the end of 1978, most mills are now enjoying their fourth increase.

It will have to stop. You cannot go on increasing prices of a product however necessary it may be without a curtailment of its usage.

Before we get even hotter around the collar and become involved in a political argument we can only suggest that you read "In Our Opinion".

“In our opinion”

The early Autumn witnessed the third or fourth fairly substantial increase in paper prices during the last twelve months.

The situation is similar to that of 1973, and the prediction in our Journal published in October 1978 in which we stated that prices had bottomed out and would henceforth start increasing, up to £100 per tonne by the end of 1979, has been proved correct.

The difference between 1973/74 is that in those years there was a presumed shortage of paper, whereas today there is no real supply problem.

It is always very difficult to determine whether price increases are genuine or false. During the last few years the Price Commission employing many hundreds of highly trained and paid civil servants closely investigated every application for increases. In our trade there was hardly any application refused, and only one or two referred back for subsequent re-application.

We regret to say that costs of every material and service is governed by the OPEC price of oil. They know that they have the Western World over a barrel (no pun implied!), and it seems that they will keep it that way, by keeping prices at the maximum possible through regularly jacking the price up.

They could however be playing a dangerous game. If they overdo the increases, and they are very near the danger level, they could spark off a world recession. Those of us who recall 1930 remember how suddenly such events can happen. It only requires in the durables market for the price of articles to get beyond the reach of the ordinary man, and the bottom drops out of the market. Unfortunately to the media this is news and in no time at all it spreads like measles. It is quicker to talk oneself into a recession nowadays than to say one's prayers.

You will probably say what has all this got to do with our trade. Unfortunately quite a lot. If there is a general recession, then as a service industry with very heavy increases in its costs now coming through, it is more than likely that demand for printed matter will suffer in the same way.

We will only predict that this winter may not be very comfortable for anyone. We are likely to witness a great deal of industrial

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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

unrest and a not inconsiderable fall off in demand for virtually every industry. We can only trust that this falling away does not go too far, and that by the Spring we shall be seeking and talking sense again.

October will see yet another general increase in paper prices, but we venture to suggest that this may be the last for quite a while. We feel that the cost of paper and print has probably reached a plateau from which any further increase would result in a serious drop in demand. This in its turn would lead to price cutting and a reduction in orders.



Sabre papers For Plain Paper Copying

How many different makes of copying machines are there in use? A good dozen or more, and add to this small offset printers and spirit duplicators and you have a collection of machines using a lot of paper, yet many requiring different types of material.

There is no paper made which is universally acceptable to all makes of copier, and different machines require different characteristics in the paper.

The well known paper mill J. A. Weir Ltd. has for many years made a speciality of studying the various characteristics required by different machines, and has produced an attractively packaged range of papers under the brand name of SABRE. All these papers are the product of extensive research and development at the mill which is equipped with the most up to date computer controlled papermaking equipment to guarantee reliability and consistency.

SABRE print—white for offset printing, especially suitable for use on Rotaprint, A. B. Dick, Gestetner, Rex Rotary and Addressograph Multigraph machines.

SABRE duplicator—70 gm² for single sided work and 80 gm² white and five tints for double sided work.

SABRE-X white for use with Rank Xerox copiers and in spite of what Rank Xerox mechanics may say, SABRE-X works perfectly on this machine.

SABRE copier for all other copying machines using the dry system.

SABRE Unicorn for Nashua 1220 series, Kalle Infotec and spirit duplicating.

The papers are ream wrapped in moistureproof wrappers, and in cartons of 5 reams, light enough to be handled by secretaries and office staff yet are strong and sturdy.

All papers are constantly checked in actual use on Xerox, Nashua, Sharp, Gestetner, Canon and Rex Rotary copiers; Gestetner and Multilith Offset, and Roneo, Rex Rotary and Gestetner stencil duplicators. All these machines are in fact installed at the mill for testing purposes.

We are pleased to announce that we are now appointed the official stockist of these papers both at Crayford and Leeds.

No longer should you order Copier paper and hope that it works. Make quite sure that you specify the make of copier machine in use and then the right paper will be supplied and will be guaranteed to work without any problems.

One thing more. These prices are being held till end of January 1980. Now check against what you are paying, then order SABRE and save time and money.

SABRE COPYING PAPERS

Reliable Quality—White & Distinctive Tints
Manageable 5 Ream Cases & Waterproof Ream Wrapped

			<i>Smalls</i>	200 Kgs	1,000 Kgs	
Sabre Print—White						
For	A.4 210 × 297mm.	70Gm ²	£3.23	2.84	2.48	per 1,000\$
Offset	F/Cap 203 × 330mm.	70Gm ²	£3.53	3.10	2.78	..
Printing	A.4 210 × 297mm.	80Gm ²	£3.50	3.05	2.69	..
	F/Cap 203 × 330mm.	80Gm ²	£3.86	3.39	2.93	..
Sabre Duplicator—White						
For Stencil	A.4 210 × 297mm.	70Gm ²	£3.05	2.68	2.40	..
Duplicating	A.4 210 × 297mm.	80Gm ²	£3.42	3.00	2.69	..
<i>Tints</i>						
Blue, Green, Pink, Yellow & Gold	A.4 210 × 297mm.	80Gm ²	£3.69	3.24	2.91	..
Sabre X—White						
For	A.4 210 × 297mm.	80Gm ²	£3.50	3.05	2.69	..
Rank Xerox	F/Cap 203 × 330mm.	80Gm ²	£3.86	3.39	2.93	..
Copiers	American					..
	F/Cap 216 × 330mm.	80Gm ²	£4.20	3.70	3.19	..
Sabre Copier—White						
For all other	A.4 210 × 297mm.	80Gm ²	£3.50	3.05	2.69	..
Copier Machines	F/Cap 203 × 330mm.	80Gm ²	£3.86	3.39	2.93	..
other than Rank Xerox						
Sabre Copier—Tinted						
Blue, Green, Pink & Yellow	A.4 210 × 297mm.	80Gm ²	£4.06	3.48	2.99	..
Sabre Unicorn—White						
For all liquid	A.4 210 × 297mm.	80Gm ²	£3.79	3.34	2.88	..
toner Copiers	210 × 330mm.	80Gm ²	£4.47	3.93	3.39	..
Nashua & Kalle Infotec—Also suitable for SPIRIT DUPLICATING						

The right copier for your machine

SABRE X

All Rank Xerox machines

SABRE PRINT

for small Offset Printing

SABRE COPIER

Agfa Gevaert X10/11/20/21
Canon 5000 & 5500
Mitsubishi U-Bix
Gestetner FB12/Byfleet 2010
Oce Dry Copiers
Rex Rotary 5080
Sharpfax 710, 730, 810 & 830
Toshiba Dry Copiers
3M Secretary Mark II & III

SABRE UNICORN

Nashua 1220 Series
Kalle Infotec
and Spirit Duplicating

Tanners for SABRE papers

HUGH S. PEARSALL

At the end of August our oldest pensioner Hugh Pearsall passed away quietly in his 92nd year.

Hugh joined the Company in 1907, and except for a short break in the 30's when he joined a firm of printers, he returned to represent the Company until his final retirement in 1958.

He went to live in Guernsey, but when his wife died about two years ago he returned to live in Surrey near his son John, our Sales Director.

Hugh visited us at Crayford and appeared remarkably spry for his years. We are given to understand that he was in good form joining his son in a half pint the day before he died, and that his end was sudden and peaceful.

Are you making use of our direct telephone service? Cut out all the delays by 'phoning direct on

CRAYFORD 56626

This will connect you straight to our sales staff desks with no delays, but must only be used for orders or delivery queries for paper, boards or envelopes and pockets.

For any other calls you must use our usual number

CRAYFORD 526255

which will connect you to our exchange.

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Envelopes and Pockets

At long last we are nearing the production figures we set ourselves at the beginning of the year when we took over the plant of Berry Ede & White. Unfortunately this has taken considerably longer than we envisaged, not due to over enthusiasm, but to the difficulty of obtaining and training operators for shift work.

From now on we will be making inroads on the large waiting lists of most sizes and qualities. We hope that once again we shall be able to meet many of your requests from stock or with only a short delay. Our main trade has always been to be a stockist of envelopes and pockets for commercial use, and it has been most frustrating to all our staff to have to say to your requests that we have no stock and have scant ideas as to when we can fulfill them. However with our production almost double that of 1978, we can at last talk sensibly as to what we can and cannot supply within a reasonable period of time.

We are most appreciative at the patience you our customers have shown during the last twelve months, and we can assure you that we shall be striving to maintain the improvement in our production.

"One must resist the desire always to get the credit for what is done. The great thing is to see that it is done. Provided that happens it doesn't particularly matter whether it's back-seat driving or front-seat driving."—Mr. MacMillan, April, 1961.

Few people know how to hold a meeting, even fewer know how to let it go.

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Deliveries

We have been aware for some considerable time that our delivery service from Crayford has not been satisfactory. This has been mainly due to the considerable expansion of our business, and the ever increasing traffic delays in and around London.

We are therefore shortly adding yet a further van to our fleet, and this will enable us to give a better service in Essex, Kent, Sussex and Hampshire. From this you must not get the impression that this new van will cover all these Counties. It means that with a sixth van added to our fleet the pressure is taken off the others to enable them to cover their respective areas more frequently.

Zodiac Cards

We have recently become agents for the well known Zodiac fancy cut cards and these are now stocked at our Leeds branch.

Full particulars with samples and prices will be available on telephoning 0532 703316.

Our full range of Salisbury Ivory Cards is of course stocked at both Crayford and Leeds.

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KENT ART

The new Art paper to use when price is all important

<i>Smalls</i>	<i>500 Kgs</i>	<i>1000 Kgs</i>
69.3	56.7	52.5p per Kg.

Stocked in SRA 2. 450 × 640 mm.

	<i>Smalls</i>	<i>200 Kgs</i>	<i>1000 Kgs</i>
85 gm ² 24.5 Kgs	£16.98	£13.89	£12.86
100 gm ² 28.8 Kgs	£19.96	£16.33	£15.12
115 gm ² 33.1 Kgs	£22.94	£18.77	£17.38
	per 1000's		

Other sizes available for making.

Remember 85 gm² Kent Art has the same opacity as other coated papers in 100 gm²

The text of this issue is printed on Kent Art 100 gm².

Polyart 2 Pockets

For some time we have been experimenting in producing untearable pockets using Tyvek and other materials.

We have recently been testing Polyart 2, a plastic based product, and we think that we have succeeded in producing a winner.

For Airmail work—where weight together with strength is critical.

Security—when the gummed flap has been sealed the only way in is to break the seams.

Opacity—far better than any paper in a comparable substance.

Appearance—looks a good quality high grade coated cartridge.

Multi-use work. Virtually indestructible and will outlive any Manilla pocket.

Price—about half that of Tyvek or similar materials.

We have a small stock of C.4 pockets, and would be pleased to send samples, and quote for any requirements you may have for this very specialised market.

As from 1st October you will note that we have fallen into line with the NAPM 3 tier structure, and prices are now quoted and charged at Smalls, 200 Kgs and 1,000 Kgs.

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*ALL SIZES OF SELF SEAL ENVELOPES
EX STOCK SUBJECT TO INTERMEDIATE SALES*

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