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# Members' News August 2010

## PrintNZ Conference to cover key business topics

**Don't miss the opportunity to hear from quality speakers on topics of key relevance to the industry at the PrintNZ Conference from 11-13 October 2010 at Wairakei, Taupo – your conference brochure is included with this newsletter.**

The Print is Part of Life Conference includes keynote presentations and practical hands-on workshops on a wide range of topics including recruitment, making the sale, marketing your business, the impact of new technology on the print industry, environmental issues and variable data printing. Please refer to



Joan Grace

the enclosed conference brochure for the full range of topics and speakers.

The Print is Part of Life Conference follows on from the very successful events held in 2004, 2006 and 2008. This is the only opportunity for those working in the print and packaging industries to hear from world-class speakers right here on our doorstep. The speakers and topics have been carefully selected and include industry experts from New Zealand, Australia, the U.K. and the U.S.

Peter Muir is President of Bizucate in the U.S. and will present the keynote session on changing technology and the opportunities and challenges this presents to the industry. We are pleased to have secured Peter, who will attend as the replacement for Barb Pellow, who had to pull out because of ill health.

Phil Lawrence was a popular speaker at the 2008 conference and will return to present the environmental keynote session looking at green issues affecting the industry two years on.

Ambrose Blowfield promises to deliver an entertaining and informative session on making the sale in tough economic conditions. Ambrose is one of New Zealand's leading speakers in sales and marketing, with extensive experience from working at a number of well-known companies.

The conference programme features keynote sessions and practical workshops in the streams of technology, lean and green, business and sales/marketing. You and your staff will come away from conference equipped with knowledge, practical advice and tools to implement positive change in your business. The conference provides an excellent professional development opportunity for all staff who play a key role in the success of your business.

A range of conference packages are available with early bird rates for bookings received before 8 September. We look forward to seeing you at Wairakei in October.

If you have any queries regarding the Print is Part of Life Conference please contact Sue Archibald on 04 237 0482.

**Are you a Print Champion? Please see page 4 for a competition where you can win \$100 off your conference package.**

# Lights, camera ... action (plan)!

New Zealand's "Print Champions" are being encouraged to develop individual action plans to realise the vision of PrintNZ's Part of Life Campaign and help lift the profile of print in everyday life.

Iain MacIntyre

Launched in April this year, the innovative Part of Life campaign has already attracted 185 supporters and with new sign-ups occurring daily, PrintNZ expects Print Champions to number over 400 within another couple of months.

A key expectation of the campaign is the "multiplier" effect of having each Print Champion enthusiastically utilise the resources provided for their \$200 investment and thereby collectively creating an estimated \$1 million of market exposure.

To assist in this process, Print Champions are each issued with a starter pack containing material such as key campaign messages, images and sample stationery, with additional print ready resources readily available on the website [www.partoflife.co.nz](http://www.partoflife.co.nz). PrintNZ has now also recruited part-time employee Helen Kirk to provide direct campaign assistance.

PrintNZ chief executive Joan Grace hopes the industry will fully seize the opportunity to promote print as an effective means of communication to the general public.

"We are delighted to see Print Champions starting to use the Part of Life resources, including those who helped to create the Print Champion packs.

"Print Champions using the resources include Fisher Print,

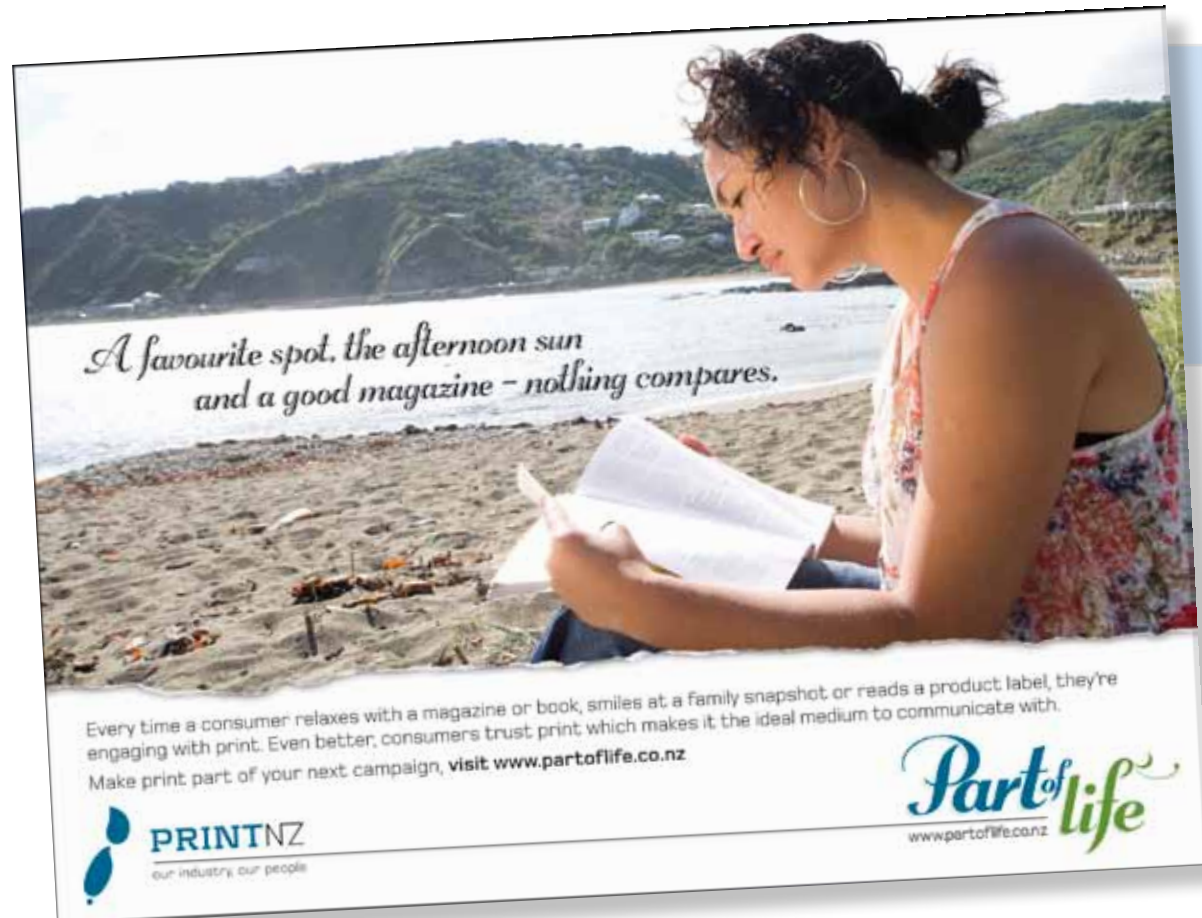
who printed Part of Life compliments slips and BJ Ball Papers, who have updated their website with reference to Part of Life, directing people to the campaign website.

"Rainbow Print Group used the Part of Life logo on a stage production poster they produced and GEON have used the Part of Life logo and words about the campaign on the Magazine Publishers' Association Awards brochure sent out to magazine publishers," says Ms Grace.

"We are asking the heads of print companies to look at how they can incorporate the Part of Life resources into their marketing strategy. This may involve teaming up with other Print Champions to produce material as necessary.

"Each Print Champion will provide support that is appropriate – some may be able to provide resources and sponsorship for activities associated with the campaign, some will ensure their customers are informed of the campaign and some will assist us to sign up more Print Champions.

"We urge all PrintNZ members to sign up as Print Champions. Part of Life will be an on-going campaign and the benefits will be maximised with the full support of the print industry behind it."



This advert is one of seven available for Print Champions to download on the Part of Life website.

## Potential marketing ideas for Print Champions

- **Printing and issuing Part of Life compliment slips with orders**
- *Putting up Part of Life posters in reception and workplace areas*
- **Placing Part of Life logos on products and websites**
- *Including Part of Life messages in newsletters and magazines*
- **Actively promoting positive print messages with customers and the community**
- *Working with other industry suppliers to provide school resources such as notebooks for teachers*
- **Providing paper for school projects**
- *Running a customer campaign on the benefits of print*
- **Sending direct mail material on the campaign to print buyers**
- *Running Part of Life advertisements in magazines where there is blank space available*
- **Encouraging recycling and print-is-good messages with customers**
- *Printing campaign billboards and large format posters*
- **Linking to other campaigns and activities, such as New Zealand Book Month**
- *Linking with other award programmes, such as Art of the Envelope and RSVP*
- **Using Part of Life collateral when printing demonstration jobs on machinery**

Speaking at this year's Pride In Print Awards, Chris Agius from Heidelberg New Zealand called for the industry to unite behind the campaign as a particularly effective means of redressing the negative "spin" generated by ill-informed critics of print.

"As an industry, we have done much more than many others to clean our backyard through technology and work practices with little to no fanfare," he said.

"So we have the choice – we can sit back and watch quietly, allowing misconceptions and untruths about our industry to persist or work as one to support the PrintNZ Part of Life campaign and highlight the important and vital role that print plays in our everyday lives.

"To those who have joined the cause I applaud and thank you. To those yet to sign up it's never too late to support our vocation."

Part of Life is being implemented in two phases – the first targeting print buyers with over 2000 personalised direct mailers sent to advertising, design and marketing people, and the second targeted at consumers via advertising in newspapers, magazines and on billboards.

The campaign has already received nationwide media coverage, such as the following editorial written by Nevil

Gibson of the National Business Review.

"Another 'indulgence' is under attack: no, not chocolate, though I am sure some health officials would like to ban it, but the printed word and the paper that accompanies it," he wrote.

"The print industry is under attack from environmentalists and, ironically, from a paper-hungry bureaucracy, the Ministry for the Environment.

"Consumers have bought into it and the print industry has a large image problem as a result. Industry research has found consumers like a lot about printed products, which they view mainly as magazines, newspapers, books and 'junk' mail.

"They like them because they are a treat, an indulgence – rather like they enjoy confectionery, cakes and fast food. And when they've done their reading they are left with feelings of guilt – where will that newspaper or magazine go next?

"The guilt runs so deep that the researchers found people equate a printed page or card with a leaf from a tree.

"So the industry is planning an image-lifting publicity campaign to emphasise the importance of print's role and help overcome those guilt associations. Partly this is to do with recycling; many people don't think you can recycle a glossy magazine or book, and some people are said to have stopped recycling newspapers because of the big pile they create each week.

"Yet these same people, who prefer to store their emails in the computer and read online, are blissfully unaware of the large environmental impact of the electricity needed to run the Internet and its large websites such as Google or Facebook.

"The industry campaign is called 'Part of Life' to emphasise that print is something we cannot do without. Look out for it."

For extra information about Part of Life and for non-members wishing to inquire about the benefits of membership, please contact **PrintNZ at 0800-654-455**.

## BECOME A PRINT CHAMPION

**Print Champions are any individuals or businesses who support a thriving print industry.**

Print Champions invest \$200 towards the development and implementation of the Part of Life campaign and in return, gain access to a range of quality resources and print-ready files to promote print with their customers.

Additional exposure is provided to Print Champions via the Part of Life Website

[www.partoflife.co.nz](http://www.partoflife.co.nz)

## Part of Life campaign pushes forward

With 185 Print Champions now signed up to support the Part of Life print marketing campaign, PrintNZ has recently recruited a part-time campaign assistant to help move the campaign forward.

Helen Kirk will be working with Print Champions to provide direct campaign assistance. Helen has previously worked in marketing roles and is excited about working on the print campaign.

Helen says it is great to join the Part of Life initiative, where the industry has embraced the campaign already.

"The positive steps the industry are taking are fantastic to hear, and the positive messages of the campaign are what we need all our Print Champions to help spread.

"The aim of the Part of Life campaign is to help improve the image of the industry with print buyers, including in terms of their print spend, and ultimately raise the profile of print with consumers." Helen says.

Print Champions are any individuals or businesses who support a thriving print industry. Print Champions invest \$200 towards the development and



Helen Kirk

**"The aim of the Part of Life campaign is to help improve the image of the industry with print buyers, including in terms of their print spend, and ultimately raise the profile of print with consumers."**

implementation of the Part of Life campaign and in return, gain access to a range of quality resources to promote print with their customers. They also get on-going exposure on the Part of Life website, [www.partoflife.co.nz](http://www.partoflife.co.nz)

The Part of Life resources were developed for Print Champions to use to spread the positive messages about print to their customers and within their communities. They include print ready compliments slips with room to add the Print Champion's logo, consumer and print buyer adverts, professional images and key messages.

**For more information about the Part of Life campaign, visit [www.partoflife.co.nz](http://www.partoflife.co.nz) or phone 0800 654 455.**



## ATTENTION: Print Champions Part of Life competition

### Print Champions

Your mission is to send us your Part of Life action plan (the work you are undertaking using campaign resources, e.g. printing Part of Life compliments slips or posters), or a case study of how you have worked with a client to produce an innovative print solution.

### The prize

Be in the draw to win \$100 off your PrintNZ conference package. There are two prizes to be won – send your entries to: [info@partoflife.co.nz](mailto:info@partoflife.co.nz) by 20 September.

### Conditions of entry

By submitting an entry you give permission for the material to be used on the Part of Life website and for other promotional purposes involving the campaign.

## Print Champions – proudly supporting the Part of Life campaign

We are delighted to list the Print Champions supporting the Part of Life campaign as of 10 August 2010. Visit [www.partoflife.co.nz](http://www.partoflife.co.nz) to sign up as a Print Champion. Get in behind this positive industry initiative.

A P Woodham  
 Action Media Ltd  
 Admark Visual Imaging  
 Adrenalin Publishing Ltd  
 Amcor Cartons  
 Anco Print Ltd  
 Apex Print Ltd  
 APN Print  
 Astra Print  
 B & F Papers  
 BJ Ball Group  
 Blenheim Printing  
 Blue Star Group  
 Boughtwood Design & Print  
 Bream Bay Design & Print  
 Broderick Printing & Design Ltd  
 Candida Stationery  
 Canon NZ Ltd  
 Canterbury University  
 City Print Communications Ltd  
 Clarity Press  
 CMITO  
 Copy Quality  
 Copybook Copycentre  
 Copyfast Ltd  
 Copyland Digital Print  
 Craigs Design & Print  
 Croft Printing Ltd  
 Custom Cutting Formes Ltd  
 DIC New Zealand  
 Digital & Wilson Ltd  
 Digital Print on Demand  
 Digitex Design & Print  
 Displayschemes  
 DPS Print Ltd  
 Dunedin Print Ltd  
 Elite Print  
 Elizabeth Taylor Graphics  
 Fairfax Media  
 Fisher Print  
 Fletcher Printing  
 Flint Group  
 Format  
 Fusion Print Group  
 GEON Group  
 Goldfields Print Ltd

Graphic Press Ltd  
 Graphix Explosion  
 H & A Design & Print  
 Heidelberg  
 Hot Printz Screenprinting Ltd  
 Images Unlimited  
 Impressions International  
 International Print  
 Interpac Packaging  
 Jago Print & Graphics  
 Joan Grace  
 Kale Print  
 KB Print Ltd  
 LabelTec  
 Landeman & Mint Print  
 Leading Label  
 Lithoprint  
 Logick Print & Graphics  
 Magazine Publishers Association  
 Magnets NZ Ltd  
 Mann Printing  
 Marton Print  
 Maxim Print  
 McCollams Print  
 McDowall Print Ltd  
 Megalith Ltd  
 Meteor Printers Ltd  
 Milne Print Ltd  
 Multimail Solutions  
 New Century Press (NZ) Ltd  
 New Zealand Printing Company  
 Newspaper Publishers Association  
 Nicholson Print Solutions  
 NZ Paper Forum  
 Pacific Magazines NZ Ltd  
 Panprint  
 Peacock Brothers NZ Ltd  
 Pivotal Technology Ltd  
 Plan Copy  
 PMP  
 Porirua Print  
 Precise Print  
 Premier Business Forms (NZ) Ltd  
 Pressprint Ltd  
 Print & Packaging Services Ltd

Print Central Ltd  
 Print Counsel  
 Print House Ltd  
 Print Monday  
 Print Yorkshire  
 Printcraft 81 Ltd  
 Printing House Ltd  
 Printlink  
 PrintNZ Training  
 Printstop Plus  
 Printstop@ Design & Print  
 -Whangarei  
 Publicity Print  
 Publishers Association of NZ  
 PublishMe Print & Publish  
 Pure Print  
 Quiqcorp Ltd  
 Rainbow Creative  
 Rainbow Print  
 Rapid Labels  
 Razz Print  
 Red-i  
 Ricoh NZ  
 Ruth Cobb  
 SALMA  
 Screen Printing Solutions  
 Sentra Printing Company  
 Simpson Print Ltd  
 Soar Printing Ltd  
 Southern Colour Print  
 Spectrum Print  
 Spicers Paper  
 Te Rau Design & Print  
 Thames Publications Ltd  
 The Caxton Press  
 The Printery - Massey University  
 Valley Printing Company  
 Verve Digital  
 Visy Board NZ Ltd  
 Waimea Print  
 Webstar  
 Whangarei Print Ltd  
 Wickliffe  
 Xact Labelling

## Member Profile

# Digital investment paves the way for future growth

Investing in the latest digital technology is all part of the master plan to promote business growth for Southland printer McDowall Print.

Managing director John McDowall grew up in the rural Southland town of Tuatapere. After leaving school John went to work in the farming industry but after realising it would be difficult to purchase his own farm, he moved into the city of Invercargill to explore other employment opportunities. This led to employment in the Whitcoulls Invercargill print division, where he completed an adult apprenticeship.

When Brierley Group, the owners of the Whitcoulls Invercargill print division, decided to sell off the printing plant and equipment in 1984, John seized the opportunity to purchase the equipment and establish McDowall Print.

McDowalls has a high profile central city location on the corner of two very busy streets. With a staff of 15, the business provides a wide range of commercial and label printing services including diecutting, embossing and foiling.

Their range of Heidelberg presses and other equipment has just been supplemented by an investment in the latest Xerox 1000 digital press which arrived on site in late July.

John McDowall says he decided to invest in the Xerox 1000 to meet the ever changing needs of McDowall Print's customers.

"In particular, this machine will add to the services we provide to our primary producer clients including meat packing factories, who often require variable data on labels, such as data changes and product changes, with printing at very short notice.

"A number of materials, such as synthetic label stock, adhesives and non-adhesives can be run through this machine."

McDowalls are unique in that they are the only printing firm in the southern region with the capability to offer reel to reel labels, in some cases with very short time lines. While they have been able to offer on-demand digital, laminating and plan printing services



McDowall Print managing director, John McDowall, with his son Joseph and their new Xerox 1000 digital press.

for some time, they are excited about being able to expand on these services with the new Xerox 1000 press.

John says his son Joseph is operating the new digital machine and has been receiving training to ensure he is up to speed on its operation.

"It is extremely important to have skilled staff in the workplace as they are able to take pride in producing high quality work. Training in the workplace is essential these days to keep ahead of ever changing technology."

McDowalls are strong supporters of the new Part of Life print marketing campaign which kicked off earlier in the year.

John decided to sign up as a Print Champion because he wants to see the printing industry continue to have a high profile as a manufacturer in New Zealand.

"The Part of Life campaign will enable us to attract more staff wanting a career in this industry. I also think that Part of Life will make people more

aware of printing on paper," said John.

As for future plans, John is looking at business strategies to ensure growth in all areas of the business.

"I also want to see expansion in our sheet fed and reel fed printing and to be able to provide more personalised printing for our clients. There are also more specialised printing areas that I am keen to expand into, such as niche markets within the food industries."

John says there have been a lot of positives about working in the print industry and he has enjoyed the challenges that come with updating to new technology.

"I have made many life long friendships with clients and suppliers. I enjoy the challenge of being able to see, with pride and satisfaction, orders from clients being despatched to a high quality from start to finish."

**Contact McDowall Print on**  
[John.McDowall@mcdprint.co.nz](mailto:John.McDowall@mcdprint.co.nz) or  
 03 214 4045.

# Top WorldSkills competitors head to Christchurch

After a very close competition, four sheet-fed printers have been selected to go through to the national WorldSkills sheet-fed printing competition in Christchurch from 24–26 September.

Judging had just been completed at the time of writing, with the top competitors going through to the national competition announced as Mitchell Tomai from Logick Print & Graphics, Rajnil Chand from Magic Print, Andrew McFadzean from Croxley Stationery and Johannes Willemen from Jeff Oliver Print.

Seven sheet-fed printers from around the country put their knowledge and practical skills to the test by completing a test job in their workplace under the supervision of a WorldSkills supervisor as part of the regional competition held in early August.

This year the test job included an image from the Part of Life print marketing campaign. The test job had different depths of colour and other elements to provide a challenge. Similar to previous competitions, entrants completed the test job on a wide range of presses, with some entrants having to put the job through multiple times on a single colour press.

The test jobs were judged by industry experts who scrutinised each entry to select the top printers to go through to the national competition.

WorldSkills judge, Grant Letfus, said the judging proved difficult with scores very close between the seven competitors.

“The test job was extremely difficult and put the competitors under pressure. The on-site judges have commented on the 100% effort of all the competitors and are very impressed with the quality of work and the diligence shown as the printers went about their tasks.

“I think we can safely say the industry is in very good heart with the quality of the trainees coming through,” said Grant.

The national competition will be held in Christchurch in late September and will involve the finalists undertaking a range of tasks and attending an interview

panel. Once chosen, if eligible to attend, the national winner will be given in-depth training to compete at the international WorldSkills competition in 2011.

Previous competitors have enjoyed the WorldSkills challenge and have shown that their skills and training put them among the best apprentices in the world.

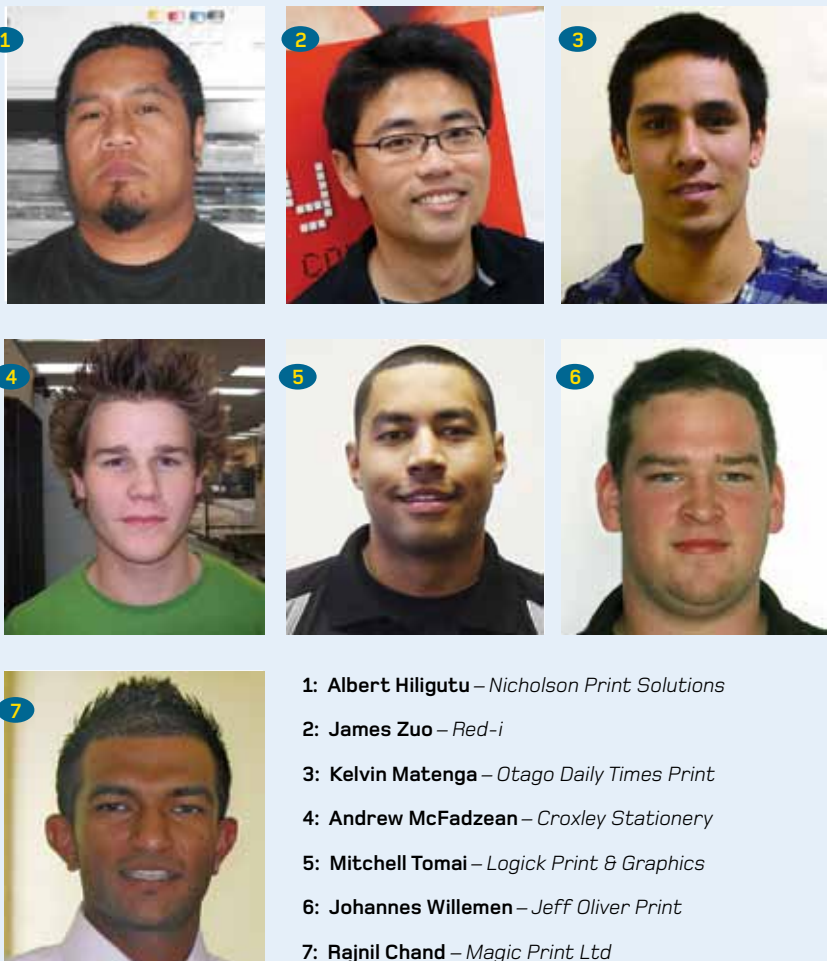
Royce Richards, of Rainbow Print in Christchurch, competed at WorldSkills

in Canada last year. Royce won a Medal of Excellence.

In 2006 Kieran Dale of Logick Print & Graphics won a bronze medal at WorldSkills in Japan.

Special thanks to our Industry Partner BJ Ball Papers and sponsor Trust4Skills who generously support the print industry's involvement in WorldSkills.

## WorldSkills Regional Competition Entrants:



- 1: **Albert Hiligutu** – *Nicholson Print Solutions*
- 2: **James Zuo** – *Red-i*
- 3: **Kelvin Matenga** – *Otago Daily Times Print*
- 4: **Andrew McFadzean** – *Croxley Stationery*
- 5: **Mitchell Tomai** – *Logick Print & Graphics*
- 6: **Johannes Willemen** – *Jeff Oliver Print*
- 7: **Rajnil Chand** – *Magic Print Ltd*

Industry Partner



Sponsor



## PrintNZ 2010 survey – please participate

The PrintNZ 2010 industry survey form has been sent to all members – we look forward to receiving your answers please!

The questionnaire forms are in the same smaller format as last year so will take less time to complete. We would appreciate members taking the time to fill in as much information as possible. Initial results will be discussed at the PrintNZ conference in October, so we would appreciate receiving completed survey documents back by 3 September.

The survey results are used by members every day when

making key business decisions and contain a wealth of information including wage and charge out rates, financial benchmarking, employment terms and conditions, staff training and other helpful information.

This is your survey – the more information we receive the more inclusive the results will be – please take the time to participate. If you have any questions please call Ruth Cobb on 027 248 9404.

All information provided is treated as completely confidential.

## Cooking Hijinks at Women in Print

Just over 50 women put their taste buds to the test at Women in Print in Christchurch on 21 July.

With the theme “Comedy Cooking Show”, the event was hosted by Randy and Sheila – although it was difficult to tell who was who. Rather than provide a cooking demonstration they tested the audience’s knowledge of all things culinary by way of a quiz and then a blind taste test. The ladies did well with all teams scoring full marks in the blind taste test!

In true Masterchef style the winning team got to take home a car – unfortunately the cars first had to be made out of

a very small collection of items including carrots, crackers, straws and sellotape.

The Chilli’s team, aptly named “because we’re hot”, were triumphant on the night. Congratulations to the ladies from Rainbow Print Group and APN Print.

Thank you to our sponsors BJ Ball Papers, Heidelberg, Spicers Paper and Amcor Cartons.



Ladies enjoy an evening of entertainment and fun at Christchurch Women in Print.

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