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# Members News September 2009

## Research highlights positives of print

Consumers love print, particularly relaxing with a good book or magazine and the feeling of indulgence this provides – this is just one finding from Chilli Marketing’s detailed qualitative research into the perceptions of print.

The research will form the backbone of an industry marketing campaign as part of PrintNZ’s ongoing commitment to raise the profile of our industry.

Funded jointly by PrintNZ, PrintNZ Training, the Paper Forum and GAPF, the research involved face-to-face interviews and focus groups with print buyers from the creative, corporate and Government areas and with consumers aged between 16 and 50, with participants discussing their views of the print industry as a form of communication.

The research results offer no surprises, but underline the need for us to listen to our customers – print buyers, and their customers, “the public”.

The consumer group were very positive about print. They like the portable nature of printed products and being able to take items into different environments to view at their leisure. Consumers prefer a printed product that has a long life span (that can be kept or passed on), that they



Joan Grace

chose themselves and that is relevant to them.

Print buyers see the industry as innovative and providing high-quality products. They are aware of the different capabilities of digital and offset print, including the new applications in digital print such as personalised campaigns. With offset they recognise the

craft and technical features that this technology offers.

Of course consumers and print buyers also see negatives with print, including “waste” that they have to get rid of, print being “old-fashioned” and the print industry as being “cut-throat and aggressive.”

PrintNZ will discuss the research in its entirety at a series of seminars with members (refer to pg8). We will start looking at low cost actions that all of our members can implement to improve the image of our industry while we are working on our bolder, and inevitably more expensive, marketing campaign with the public.

### PrintNZ 2009 Survey

The survey forms are with members now – please fill these out and return them to us. We value your input and the more information we receive back, the more inclusive the results will be. If you have misplaced your survey please contact Ruth Cobb on 09 2668523.

## New faces join PrintNZ Board

PrintNZ recently welcomed three new faces on to the PrintNZ Board of Management – John Boyle from Rainbow Print Group (Canterbury), Lawrence Evans from Astra Print (Wellington) and David Jupe from Blue Star Print Group (Auckland).

The PrintNZ Board sets the direction and oversees the effective operation of the organisation. In particular in these current economic times their role is essential to ensure that PrintNZ meets the challenges the industry faces and remains relevant to members.

Stepping down are Grant Chellev from Canterbury who has been a Board Member since the foundation of the new organisation in 1998, and Glen Climo from Auckland who was elected to the Board in 2007. Our thanks go to both these people for the time and commitment they have made to both the running of the organisation and to the industry.

Warren Leslie, President of PrintNZ, said that it is pleasing to see the increasing breadth of coverage and knowledge that the new members bring to the Board and knows the fresh ideas generated will ensure PrintNZ remains focused going forward.

### John Boyle



John Boyle

John, a co-director of Rainbow Print Group in Christchurch, joins the PrintNZ Board after four years on the Mainland Executive.

John's print career started when he joined his father-in-law in a family owned business that John and his wife purchased in 1996. In 1997 A&A

Printers merged with Rainbow Print and with fellow director Graeme Duncan the company has grown to be one of the largest commercial printers in New Zealand.

John says he is looking forward to helping PrintNZ achieve its goals and ensuring that our industry (and its members) is well placed to succeed in the future.

### Lawrence Evans



Lawrence Evans

Lawrence is the owner of Astra Print and Printstop. He came to the print industry 12 years ago from a career in the building construction industry which included starting, managing and ultimately selling his business. The proceeds allowed Lawrence the opportunity to buy the family business, Astra Print.

"I have taken the project based disciplines from the construction industry and applied them to Astra's business, he says."

Lawrence is married with four young children but always

manages to find time to dive and fish whenever the weather allows.

Lawrence sees his appointment to the Board as a chance to make further use of his skills and to represent the members of the Wellington region.

### David Jupe



David Jupe

David is CEO of Blue Star Print Group New Zealand. David has been in the print industry since 1988, predominantly in sales and marketing roles with a particular focus on new ventures.

His experience covers business forms, commercial colour printing, quick print, pre-press, design, print management,

document management and logistics. Over the last 12 years he has held general management roles within the industry in both New Zealand and Australia.

David is looking forward to contributing to the industry through his position on the PrintNZ Board.

## PrintNZ 2009 survey – please participate

The PrintNZ 2009 industry survey form has been sent to all members – we look forward to receiving these back (filled in) please!

The questionnaire forms are smaller this year so will take less time to complete. We would appreciate members taking the time to fill in as much information as possible.

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 completely confidential.

## Christchurch Women in Print

Over 40 ladies attended the Canterbury Women in Print function on 22nd July with another great evening had by all.

Held at Hintons Restaurant, the ever-popular event provided an evening of fun and laughter with attendees enjoying the opportunity to relax and catch up with industry colleagues. PrintNZ's Joan Grace gave a quick update on the projects the industry is working on for 2009/10, followed by dinner and entertainment in between courses from The Court Jesters, who enacted a "Murder Mystery". (Please note that no live printers were harmed in the course of the event.)

Thank you to sponsors Heidelberg, Spicers Paper, Natcoll and Amcor Cartons and to the employers who support their staff attending Women in Print.



The Canterbury ladies enjoyed networking over dinner.



## Wellington members enjoy catch-up

Over 30 print industry members turned out to the PrintNZ Wellington Members Evening on 26 August to take the opportunity to chat with others and catch up on news in the industry.

At the function Joan Grace provided a PrintNZ update, reminding members to fill in their industry survey, and discussing the results of the latest barometer and the recent research into perceptions of the printing industry.

Anne Read, President of the Wellington Region presented a \$5,472 cheque to Wellington Free Ambulance on behalf of the industry. This represented the proceeds from this year's Wellington golf day and will go towards a new front-line ambulance for the region.

Sue Archibald from Pride In Print outlined proposed



Wellington Region President, Anne Read, presents the cheque to James Crow from Wellington Free Ambulance.

changes to the categories for the Pride In Print Awards for 2010 and changes to the format of the Awards presentation evening.

Enviro-Mark's Charlie Bartlett also attended the function with members taking the opportunity to talk to him about the Enviro-Mark environmental management system and its benefits. PrintNZ has an alliance with Enviro-Mark and PrintNZ's Glenda Keegan can provide initial assistance to members looking at implementing this programme.

Overall a great time was had by all (one of the members told us to say this!).

## Member Profile

# Quality Print – “Taupo Business of the Year”

Taupo commercial printer Quality Print blitzed 82 local businesses to be named “Taupo Business of the Year” at an awards function in July.

Quality Print has a staff of ten (including two apprentices), who produce a wide range of jobs and cater to the popular Taupo tourism industry.

Director, Shawn Vennell, says he and his staff were delighted with the win, which proves that small to medium sized businesses can achieve big things.

“Getting this award shows what the little guys can achieve in business. It doesn’t have to be all big companies, especially in printing.

“I think the key reasons for our win were the super friendly and responsive welcome we give, our good public profile with happy staff, our support of many great causes over the years and it may have helped that we have a nice aroma of fresh coffee in our foyer with customers offered coffee when they visit.”

Town Centre Taupo, which represents more than 550 businesses in the Taupo CBD, developed the excellence awards to recognise and reward businesses for service excellence. For the Business of the Year Award, customers

nominated 82 companies before judges whittled them down to 22 finalists, visiting the businesses on a mystery shopper basis. Judges assessed each business on criteria that included customer service, presentation and layout, marketing and branding, and follow-up service.

Quality Print was named as Taupo’s best service or trade business – one of five category finalists, and then went on to be named overall Business of the Year.

Shawn says the Quality Print team has been on a real high since their win and work has been rolling in.

“Since the awards we have been run off our feet. It has been great for confirming our place in the Taupo print market and a suggestion to our existing customers that “we must be shopping with the right printers”

*“Shawn says the Quality Print team has been on a real high since their win and work has been rolling in.”*

For more information on Quality Print visit [www.qprint.co.nz](http://www.qprint.co.nz)



Quality Print’s Shawn Vennell accepts the award with his staff alongside him.

## Kiwi printer wins Medal of Excellence at WorldSkills

Sheet-fed printer Royce Richards will bring home a Medal of Excellence when he returns from competing in the WorldSkills International trades competition held in Canada from 1–4 September.

The results were announced just as this newsletter went to print and a huge congratulations goes to Royce for this achievement in a very tough competition that included having to operate a print simulator, something he was unable to have any training on. Royce is one of only six in the New Zealand team to earn a Medal of Excellence.



Royce takes on the challenge of WorldSkills.



going about his normal duties at Rainbow Print Group, he spent time in Auckland at the Heidelberg Academy and also trained with previous WorldSkills bronze medal winner, Kieran Dale, who shared his knowledge of using a densitometer.

Royce travelled to Canada with the rest of the Tool Blacks team, including young tradespeople from fields such as

floristry, cookery, automotive refinishing and bricklaying. While in Canada the team lived together and will visit some tourist attractions now the competition has finished. Royce was looking forward to seeing some of Canada before heading home to New Zealand later in the week.

Royce's participation at WorldSkills was made

possible by the generous support of BJ Ball Papers and Trust4Skills. PrintNZ would like to thank everyone who helped Royce prepare.

Royce, from Rainbow Print Group in Christchurch, travelled to Calgary with WorldSkills judge Grant Letfus, to compete against 14 young printers from countries including Belgium, Japan and the U.S. From Canada, Grant Letfus said "it has been a challenging international competition with extremely high standards and Royce was well deserving of his medal".

Royce had prepared for the international event since last year, when he won the national WorldSkills competition. As well as

WorldSkills Industry Partner



Sponsor



## Full Colour Trust benefits from golf day

The PrintNZ Mainland Executive handed over a \$2000 cheque to the Full Colour Trust at a recent get-together of trustees, beneficiaries, supporters and Executive members in Christchurch.

The cheque comprised the proceeds from the 2009 Mainland Golf Day and was presented by Mainland Executive President, Mike Dawson. Mike acknowledged and thanked the sponsors of the Charity Golf Day for supporting the event and the Trust.

The get-together also provided an opportunity to review where the Trust was at and to look at ideas for the future. A number of ideas were put forward and will be considered by the trustees. The Trust now has full Charitable Trust status allowing it to seek funding from other organisations, but it still requires fundraising to



Mainland Executive President, Mike Dawson, (right) speaks at the function.

keep its work going. Several beneficiaries have benefited from Trust funds over the past few years and took the opportunity to thank the Trust for its help in their time of need.

The Full Colour Trust was set up to financially and emotionally assist employees in the printing, design and advertising industries in Canterbury, South Canterbury, West Coast, Nelson and Blenheim who face urgent, short-term need. Every year nominations for

beneficiaries are called for. For full details visit [www.fullcolour.org.nz](http://www.fullcolour.org.nz)

## New Trust4Skills team

New Trust4Skills chairperson, Phil Winstone, joins PrintNZ's Heather Letfus as the go-to team for matters concerning the Trust.

Phil has been involved with Trust4Skills for five years and replaces Megan Henson from the Open Polytechnic who has been chairperson for the past six years and will remain a Trustee - thanks to Megan for her input as chairperson.

Phil says he is looking forward to the challenge his new role will entail.

"I am looking forward to helping people develop and become involved in further training and education in the print and packaging industries. I encourage anyone thinking of taking on further training to put in an application to Trust4Skills.

"We work in an exciting industry making things people want or need. Packaging is a major part of the selling process and I enjoy the creative process, seeing packaging developed that sells products and makes them successful."

Phil initially gained a Commerce Degree from the University of



Phil Winstone



Heather Letfus

Auckland before entering the paperboard packaging industry. His numerous roles include managing director, paper and plastic packaging, at Lilypak Industries (now Huhtamaki) from 1970 to 1985. He is a Life Member of the NZ Paperboard Packaging Association and a Business Mentor at Business Mentors NZ.

### Apply now!

**Are you looking at upskilling or even completing an Outward Bound course? Funding is available for people working in the print and packaging industries.**

*Visit our website for further information including how to make an application for funding. Eligibility criteria applies – you need to be employed at a company which deducts EPMU (Union) fees from staff (you do not need to be a member of the Union yourself). Individuals, companies and industry organisations can apply for funding.*

*Visit [www.trust4skills.co.nz](http://www.trust4skills.co.nz) email enquiries to [heather.letfus@printnz.co.nz](mailto:heather.letfus@printnz.co.nz) or phone Heather on 027 249 1037.*

## Paperboard recovery rates remain high

The New Zealand paperboard packaging industry continues to achieve high rates of recycling, with 70% (228,500 tonnes) recovered during 2008 and an overall recovery rate of 65% for all paper.

Both of these figures remain in line with world standards and confirm the conscientious approach both

businesses and individuals take to ensuring we recycle as much as possible.

New Zealand Paperboard Packaging Assn President Jack Hayward said "it is pleasing to see the recycling figures remaining at this level, endorsing paperboard packaging as an environmentally sound choice of packaging".

## Manawatu members enjoy social evening

PrintNZ members from the Manawatu gathered for a Members Night on 16 July at Lonestar in Palmerston North. The evening was a chance for local members to catch up on what is happening in their region and get an update on PrintNZ activities.

Konica Minolta kindly sponsored food and drinks for the

evening, with Konica representative Chris O'Hara speaking briefly about their current work in the industry. PrintNZ membership coordinator, Glenda Keegan, also spoke about PrintNZ's partnership with Enviro-Mark and how this can benefit members.

Special thanks to event sponsor Konica Minolta.

# Barometer shows extent of recession affecting Print Industry

PrintNZ has over recent years spearheaded in-depth surveys which have revealed the profitability levels and benchmark performances of various sectors in the print, packaging and associated industries. Now, with the recession biting, PrintNZ has moved to take "barometer" readings of the market so that members can get a feel for how they are doing during the global economic crisis.

The idea of taking snapshot indicators of the performance of the industry came about during a meeting of the PrintNZ Management Advisory Group (MAG) in May.

PrintNZ Chief Executive Joan Grace says MAG members discussed the need for a regularly-updated barometer of the position the industry is in during such a challenging time.

"The comments were that members would like to have this information as a way to keep in touch with what is happening in other businesses across the industry and to compare their 'feel for the market' with that of others.

"People see the effects of the economic downturn globally but don't know how things are at a personal or industry level. They wonder 'Is this just happening to me or are others in the same position?' The only way to give them that overview is to go to the members and get a snapshot of how the industry is doing as a whole.

"We felt it was necessary to meet that demand for information from members. We needed some data that could give members a view of how things are across the different sectors of the industry.

"As a result, we devised a short, focused set of questions designed to show how businesses rate their performance on four key indicators, comparing what is happening today with two months and also to one year ago," said Joan.

This barometer will be sent bi-monthly to a group of companies comprising the MAG members plus some additional companies that have been included to give a better spread representing all regions and major sectors of the industry.

It will be a constantly-moving and quickly-updated reflection of what is happening in the industry at any given time.

Heather Letfus, Membership Coordinator for PrintNZ, said the four indicators chosen for the barometer are:

- Level of sales.
- Profitability.
- Staff numbers.
- Debt collection.

Respondents then have to rate their

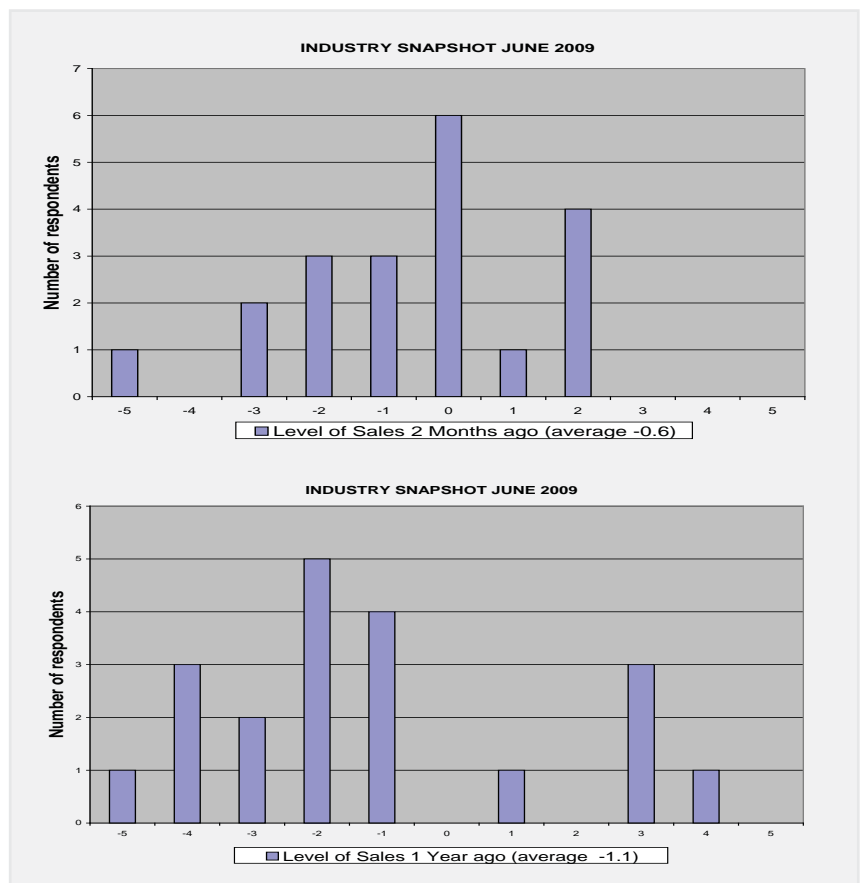
answers on a simple scale ranging from minus five to plus five, based on how they see their current performance compared with how it was two months ago and similarly compared to how it was a year ago.

The first barometer was sent out in the second week of June with 20 of the 21 circulated companies returning the survey. The results show the industry is definitely going through a negative patch, says Heather Letfus.

"Comments from respondents clearly show how businesses are struggling with the recession – many commenting on low margins, lower sales levels, concerns over dropping staffing levels and aggressive pricing in the market.

"The spread of results is wide indicating that the recession is having different effects on different companies. Geographically there are variations too. Sales drops have been greater for North Island companies than for the South Island. Other

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indicators are reasonably close.

“The staff numbers result is the most negative. This is backed up by the members we have been assisting with restructuring and redundancy issues,” says Heather.

Other major findings are:

- The debt collection indicators for both periods are very similar.
- Regional businesses have fared better than city businesses apart from debt collection where they are worse off.
- Profitability has worsened for the two month indicator over the twelve month one. This is backed up by many comments about the poor margins for work in recent times.

Analysis of these results shows that many companies are achieving good work flows but at reduced margins.

“This is an important statistic because companies which take on extra work at poorer profit levels may have difficulty later in improving their margins when the economic conditions improve,” says Heather.

However, there are some positive signs emerging too. Regarding staff numbers, the two-month comparison with the 12-month result shows the decline may have slowed.

“There are also positive comments indicating that while the start of the year was very bad there have been some glimmers of improvement recently.

“Sales level averages indicate that the rate of decline may have slowed for print sales. This is consistent with broader economic indicators released in the last few weeks.”

On a broader scale, the barometer findings may be useful to members in showing where they need to tighten up their terms of trade, or their staff employment agreements. PrintNZ is already helping many members in this regard and is available to provide advice to any member who wishes to address these or other issues.

Heather says this first barometer result will be the base to which future surveys will be compared.









“From now on, surveys will be sent out in the first week of every second month and we will have the results available by the end of that month. As we go out to the industry in the months to come we will be able to show shifts in the indicators and build up a history of what is happening.

“Our thanks go out to the businesses that sent back the results and comments. We would welcome any comments members may have on how to improve the results of the barometer findings,” says Heather.

For information on the two-monthly Barometer Surveys contact Heather Letfus 027 2491037 or e-mail [heather.letfus@printnz.co.nz](mailto:heather.letfus@printnz.co.nz). Anyone wishing to benefit from membership of PrintNZ can do so by visiting [www.printnz.co.nz](http://www.printnz.co.nz) or by calling 0800 654 455.

## Meetings to discuss perceptions of print research

Location	Date	Time	Location	Date	Time
Dunedin	Thur 17 September	5.00 – 6.30 pm	Wellington	Wed 21 October	5.00 – 6.30 pm
Auckland	Mon 21 September	5.30 – 7.00 pm	Palmerston North	Tues 10 November	5.00 – 6.30 pm
Tauranga	Tues 29 September	5.00 – 6.30 pm	New Plymouth	Mon 16 November	4.30 – 6.00 pm
Hamilton	Tues 6 October	12.00 – 1.30 pm	Whangarei	Mon 23 November	5.00 – 6.30 pm
Christchurch	Wed 7 October	5.30 – 8.30 pm	Nelson	Thur 26 November	5.00 – 6.30 pm

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