

HIGHLIGHT



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

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# Tanner's Quarterly Trade Journal

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*The Directors and Staff of  
R. T. Tanner & Company Limited  
send you their best wishes  
for a  
Happy and Prosperous New Year*

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The aforesaid somewhat hackneyed words have been echoed for centuries, and yet today surely they have special meaning. Prosperous has become a dirty word, and yet is it not the lack of prosperity which has and is causing so much trouble in our land today?

If industry is prosperous it will spend money on investment to modernise, increase production and extend its business, often in new fields, thereby employing more people. 1974 was a catastrophic year as far as prosperity for general industry was concerned, and although many firms produced excellent results, much of the reason for this was stock appreciation at a time of galloping inflation, and little liquidity was left for investment. Apart from cash, all confidence in the future has vanished and a great part of the world was left to ponder on the spectacular cost of power and in particular that of oil, and to wonder how they were going to persuade the oil barons to recycle some of their enormous profits back to the developed nations, so that they can go on purchasing their raw materials largely from the underdeveloped countries, that they will not collapse entirely.

In any event recycling is what you and we would call old fashioned borrowing, and borrowed money has to be repaid some time. Quite how no one seems to have been bold enough to suggest.

Meanwhile the civilised world staggers on, making no attempt to face realities. We are no economists, but we should have imagined that everyone from the top to the bottom of the scale should have cut their income and standard of living by 10 per cent., instead of which most people have increased their wages and salaries, and inflation continues to gather pace. Oh yes, cutting wages and salaries would have put many out of work, but this would be of small consequence compared with the position when this Country and others go bankrupt and we are all out of work. Who will pay us then, the oil barons?

1975 therefore opens at a time of great uncertainty and an air of depression. Let us make one hope at this season in that our government, and those of the western world awake to the realities of the situation and work together to establish a solid and realistic base, on which once again prosperity may flourish for the benefit of all. We cannot see this happening this year, but let us earnestly wish a start is made upon the problems.

## **Bandy?**

Humour surely is one of the matters of life which is not taxed, and yet seems lacking in these somewhat straightened circumstances. We were pleased therefore to have the following correspondence with John Dickinson & Company Limited Nash Mills, who make the well known Vanguard Boards of which we are a major stockist (when we get supplies!)

On the 15th November, 1973 we forwarded an order to the mill for amongst other items some jade boards. In November 1974, having failed to receive supplies, we sent a birthday card for one year olds with a suitable inscription inside, which resulted in the following correspondence:

*(continued on page four)*

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# **CROXLEY TRANSCRIPT**

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In spite of irregular deliveries from the mill, we hold good stocks of most colours and white in SRA 2 in A, B and C sheets.

*Tanners for Transcript*

"Dear Mr. Tanner,  
Your card will be stored as a memento as was the one received in 1954. We regret the necessity for this but circumstances have been extremely difficult over the last year.

Our new machine is now producing and we hope to be able to remedy the delays in Vanguard in the near future. We will be making Jade in 10 days and will see that your order is one of the first to leave the Mill.

Your card was received with some dismay  
Unusual problems have turned me grey  
A New Machine—All problems fade  
In ten days, we will make Jade".

Yours sincerely,  
D. A. GRIVE,  
*Commercial Manager*

D. A. GRIVE, ESQ.,  
John Dickinson & Co. Ltd.  
Nash Mills,  
Hemel Hempstead,  
Herts.

"Dear Duggie,  
Now we have your latest news  
We might disperse the lengthy queues  
Of angry clients mouthing abuse,  
Not believing Nash Mills excuse.  
Your new machine, now a producer,  
Duggie you were ere a seducer!

Yours sincerely,  
A. D. P. TANNER

## Profitability

At present the British Printing Industry Federation is engaged in educating its members to the fact that profit must be increased to at least 17 per cent. in order to ensure a net profit of 8 per cent. which surely is not excessive.

This follows upon the realisation that in times of inflation and heavy taxation, replacement of raw materials and plant at ever increasing prices cannot possibly be made with the normal rate of profit to which industry has been accustomed. At last this seems to have been realised by the chancellor in his November budget, but is it too late and too little? The lack of cash is going to prove the greatest threat not only to the smaller printer, but to every business in any trade. At this time a high profit is essential to remain in business and no one should be ashamed of making one. After all much of the profit will be a paper one (no pun intended), as a result of the large increases in the price of your raw material, paper, over which one has little if any control.

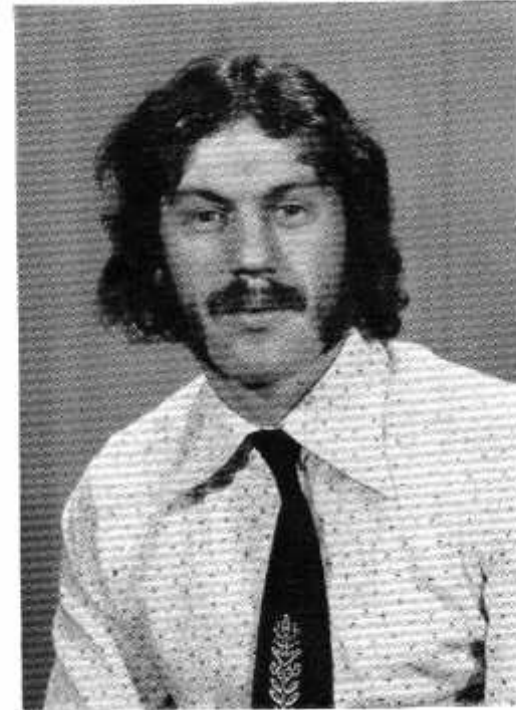
Let us hope that the printing trade, now that the industry is experiencing a quieter period, does not revert to carving up prices in order to obtain business, because this is the surest way of leading to bankruptcy. Overheads today are so heavy that paper and print must be sold at a price showing a fair return of profit otherwise trouble will be just around the corner.

Also the era of extended credit has probably gone for good, or should we say evil? Merchants must pay the mills on 30 days, or supplies are not forthcoming. In their turn merchants are having to press their customers for quick payment. It is therefore up to printers to ensure that they get paid promptly. How often we hear from our printer customers when pressed to pay that they are owed large sums for work done for companies which are household names, frequently the larger they are the worse they are in paying. This is a problem that printers must face up to and not expect to finance customers who in all probability are vastly larger than themselves.

We are often told that "I cannot press my customer, or he will take his business elsewhere". Well let him, and you will be no worse off than you are at present, and doubtless the errant customer will come crawling back to you.

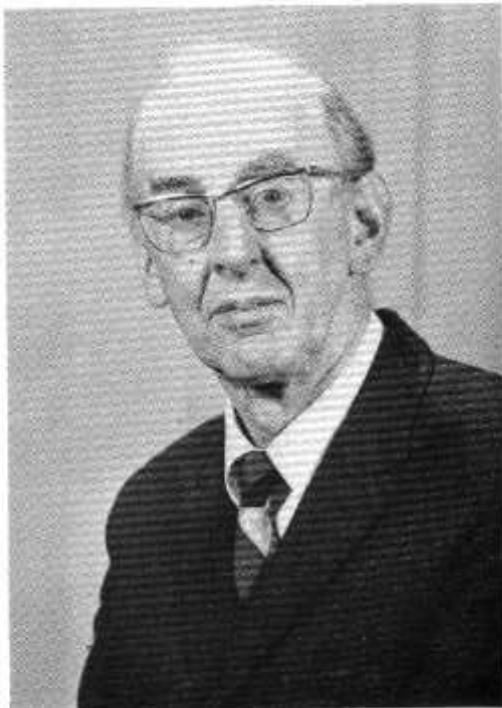


Wally Ellwood  
Joined the Company  
in 1945. Was appointed  
factory manager  
and then production  
controller and  
programmer.



Dennis Appleby  
Joined the Company  
in 1965. Originally as  
estimator and now  
order processor.

John W. Muir  
Joined the Company  
in 1937. Served in the  
Senior Service during  
the war and returned  
in 1946. Commercial  
manager and also  
chairman of the South  
East Area of the  
NAPM.



Wm. Hedley  
Joined the Company  
in 1934. Served in the  
RAF during the war,  
rejoining the Company  
in 1946. Production  
Director and Training  
Officer.



## In Our Opinion . . .

Our forecasts concerning our trade have proved pretty accurate, and paper is generally easier to obtain at the moment. Due to excellent production from the British Mills and much increased imports together with the anticipated falling off in demand, the stock position is far better.

However we must look beyond the present situation and here matters are not so rosy. The pulp supply is still static and in short supply, and is not increasing as fast as the world consumption, so that paper production is unlikely to increase much beyond the present figures. Imports will continue to increase, though not so fast as in 1974 unless we are prepared to pay the fancy prices asked, and this would be accentuated should the value of the £ deteriorate yet further.

The whole situation is governed in 1975 not so much by production as by consumption in the coming year. The demand fell away in the final quarter of last year due to the general business recession and shortage of cash in industry. Paper is fast becoming an expensive item and print even more so, and economies are being made by users. Paper prices are continuing to rise again not so fast as during 1974, but more in relation to world wide inflation, so this year should at least see some stabilisation, though rises will continue probably due more to energy increases than pulp.

At last the paper mills are seeing some reasonable return on their investment and this must continue if we are to ensure that we retain a modernised paper making industry in this country.

Do not let the present position of easier paper supplies fool you. Unless there is a complete international world wide financial crash, which we do not anticipate, the demand for paper and paper products will resume its upward growth, and paper will again assume scarcity proportions and this will continue for several years.

We shall have our periods of more plentiful supplies, but certainly into the 80's paper demand will continue to be greater than supply.

## Envelopes and Pockets

The envelope supply position improves slowly but it has a very long way to go before we can see any daylight, (at this juncture during the typing of this article, the lights failed, but we hope that this was not an ill-omen).

The large backlog of orders we have are being attacked steadily, but new orders are still being received at almost the same rate, so the lists are not being cleared fast enough. Supplies of raw materials are still proving difficult, and we have received recently supplies of M G Manilla ordered eleven months ago. We are hopeful that supplies will improve during the next three months, and that we shall at last get back to the situation where materials arrive within a reasonable period in which they have been ordered and acknowledged. So long as mills acknowledge orders with the date of delivery which we request and then fail to complete frequently by many months we cannot control our production of the delivery promises we may have given. We would prefer that they state clearly when they can deliver, and carry it out. We are then able to programme with some certainty and meet the delivery schedules we have set.

Unfortunately we lost ten days production at Christmas, when we closed from 20th December till the 2nd January. During this period our staff enjoyed a week's winter holiday, and we carried out some much needed maintenance of the plant. We now look forward to a period of good production to the benefit of all our customers, and a load off our backs.

## Waste not, Want not

The European Economic Community must surely be one of the largest consumers of paper in the world. Every item has firstly to be translated into eight languages and issued to all and sundry from Brussels.

The contractor who has the duty of collecting the waste has removed over 800 tonnes over the last five years, and as this is only the waste, it is a small part of the annual consumption.

# PURLEIGH BOARDS

*For many years we have sold hundreds of tonnes of these boards, mainly as a display paste board, for letterpress, litho and silk screen printing.*

*The mill have now improved this board by coating both sides, which has vastly increased its printing characteristics and it is now unique in its field.*

*Its main advantages are:—*

*Twinsidedness*

*Printability*

*Folding properties*

*Dimensional stability*

*Flatness*

*Ink holdout*

*Good lacquering properties*

*Flexibility of end use*

*Samples will gladly be sent on request.*

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# PURLEIGH BOARDS

*Royal 51 × 63.5 cms.*

		<i>under 1500</i>	<b>1500</b>	<b>3000</b>	<b>6000</b>
270 GM2	340 Microns	4.38	4.11	3.84	3.56
400 GM2	550 ..	6.45	6.05	5.64	5.24
460 GM2	650 ..	6.93	6.47	6.01	5.54
510 GM2	740 ..	7.68	7.17	6.66	6.14

*SRAI 64 × 90 cms.*

270 GM2	340 Microns	7.86	7.37	6.87	6.38
400 GM2	550 ..	10.69	9.98	9.27	8.56
460 GM2	650 ..	12.33	11.51	10.69	9.86
510 GM2	740 ..	13.67	12.75	11.84	10.93

all £ per 100

*Tanners for Boards*

The following is reprinted from a women's magazine:—

There's a pretty way to reuse old envelopes now. You can buy sticky labels, to cover up the old address and reseal the envelope, which are printed with a bright green tree and the slogan: "Reuse paper, save trees." From Conservation Books, 28 Bearwood Road, Wokingham, Berkshire, 30p per 100, £2.50 per 1,000, including p. & p.

However as these cost about double the price of envelopes, apart from the labour and 'lick' required, we do not prophesy an enormous demand!

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## Postal Wrappers

In spite of an ever increasing demand for postal wrappers we can look back on 1974 with some degree of satisfaction. During the year not one of our many customers was let down on delivery, though there were many close shaves.

In fact some of our major users have gone out of their way to compliment us on our service.

If you have problems on despatching publications can we help you?

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# TIME IS MONEY USE OUR TELEX

**TANNER CRAYFORD 896048**

**TANNER LEEDS 557201**

*It is cheaper and quicker*

**Tanners keep up with the times**