



HIGHLIGHT



The House Magazine of
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NEW SERIES No. 106

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Tanner's Quarterly Trade Journal

At least we have seen the sun after a long and dreary Winter. We think that this is more than an omen for the Paper Trade.

There is no doubt that the trade has bottomed out, and with a steady though as yet slight increase in demand we are witnessing a climb out of the doldrums.

The mountains of pulp which have been evident throughout Scandinavia have largely disappeared due partly to increased demands, but mainly to the savage cut back in production. The result is a hardening of pulp prices, which have been at a ridiculously low level, and resulted in vast losses to the producers.

At present the increases in paper prices are not large, but Overseas Mills are raising these from £10/£20 per tonne as from June or July, with a threat of further rises to come in the Autumn. The main benefit will be to rid the market of much of the under-priced and carved up offers which have been disrupting trade.

Another and not inconsiderable feature in raising prices of both pulp and paper has been the recent weakening of Sterling. During the latter half of 1977 and the early part of 1978, Sterling was riding higher against the Dollar and this had a big effect on pulp prices. However, we appear to be slipping back again and Mills will have to pay more for pulp which is priced throughout in Dollars.

We must be honest and state that we could never understand the theory that the sliding or devaluing pound was advantageous in exporting. To a country which imports nearly all its raw materials it seems to us that by having to pay more sterling for our raw material we obtain very little advantage when it comes to

page one

selling the finished article abroad. If the devaluation is considerable we could agree with the theory as our exports become somewhat cheaper throughout the world, but up goes the cost of living and we are back in the old routine. However we do not profess to be economists, and must leave the mathematics to those who specialise in the subject, though up to the present we cannot say that they have made a great success of it.

Back we come to prices. Paper will be going up in price but we can only hope and pray that the Industry does not lose its head and raise its selling prices too much or too frequently. Now that trade generally seems to be improving do not kill it stone dead by being greedy.

We are only too well aware that Mills, Merchants and Converters have not made sufficient profits to re-invest, but do not spoil it all by killing demand. Let increased sales make up some of the difference. If the trade was working at a reasonable capacity of say 90%, we feel that even without an increase we should all be a lot happier.

Postal Matters

As one of the sternest critics of the Post Office (the words used by one of the Directors of the Post Office) we were delighted to receive recently a copy of "News from the Royal Mail".

1978 PRICES FROZEN

We are pleased to tell you that basic rates for inland and overseas letter and parcel prices are to remain unchanged for a further period—at least until the end of 1978.

Continued on page four

page two

NEW

HIGHLIGHT

OPAQUE D.L.

110 x 220 mm ENVELOPES

**A good quality banker envelope
opaque printed.**

Smalls	5,000	10,000	25,000	50,000	100,000
£6.67	£6.23	£5.83	£5.62	£5.46	£5.30

All per 1,000 Plus V.A.T.

TANNERS

for Envelopes

And that means that over a period of more than three years up to the end of 1978 basic letter rates will have risen by only 8% (June 1977). Quite an achievement, we believe. And hard evidence that we are after your business.

Good news for marketers

If you are involved in marketing or advertising we would like to draw your attention to the medium of direct mail: not just because the cost to T.V. and press advertising went up by an average 17.5% in 1977 alone, according to Advertising Association figures, but because we believe that good (creative) direct mail sent to a carefully selected target audience has an impact the other media can't touch.

The Post Office are following this up with a punchy advertising campaign in Marketing magazines. This highlights the basic postal prices of direct mail as opposed to Press and T.V. media rates. The former shows an increase over three years to end of 1978 of 8%, but the latter shows an average slightly in excess of 40% to end of 1977 with 1978 still to be finalised.

It is rather natural that as Paper Merchants and Envelope Makers we would wish to encourage this campaign, but surely there cannot be a better time for printers and direct mail houses to further their case with customers?

How often have you printers gone to see a customer and suggested a direct mail shot? Do you not wait for the customer to approach you with an enquiry or order to print a leaflet or brochure for circularising?

We consider that a great deal more work could be obtained by printers by selling direct mail to their customers. Never was there a more propitious time to do this.

B.S. & O.P.F.

The British Stationery and Office Products Federation held their annual conference at Marbella, Spain, in the first week of June.

The question frequently posed by outsiders are why abroad, why a conference and why a Federation? We will try and get the answers.

This is a fairly new idea, and conferences are only held abroad about once in three years. The main advantage seems to be that by taking the whole party together it is welded into one unit straight away, and from then on the audience is a captive one. If held in Great Britain, delegates can come and go under their own steam, which militates against the whole theme of a conference. The biggest disaster was the conference held many years ago in London. Delegates drifted away from the very beginning.

A conference is really an extension of the AGM which has to be held annually. It is an opportunity for all sections to meet, discuss problems, listen to expert speakers and meet socially. This is an unique Federation in that it comprises ten trade related associations together with manufacturers, wholesale and retail stationers. We know of no other Federation in which all stratas of a trade can come together to discuss mutual problems.

Why a Federation is the commonest question. Today business is no longer a question of buying, manufacturing and selling. With the spate of government legislation which has been passed out over the last few years, management is largely engaged in endeavouring to keep pace with them, and ensuring that it remains on the right side of the law. The Federation, with its power to talk to Government Departments, officials and MPs, is the only lifeline left to keep a business from drowning in this mass of administration.

Any retail stationer who is not already a member should seriously consider the matter and the advantage of the assistance offered by the Federation, apart from future opportunities to take part in conferences. There are of course all the local branch meetings and social functions which take place throughout the year.

Have you tried

ULTRABLADE ART PAPER & BOARD?

A top quality gloss Art, yet at an economic price.

Stocked in:—

			<i>Smalls</i>	<i>500 Kgs.</i>	<i>1,000 Kgs.</i>	
SRA2	45 × 64 cm.	100 gm ²	19.47	15.90	14.83	<i>£'s per 1,000 sheets</i>
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		135 gm ²	26.30	21.47	20.03	
SRA1	64 × 90 cm.	100 gm ²	38.94	31.80	29.66	
		115 gm ²	44.75	36.54	34.09	
		135 gm ²	52.59	42.95	40.07	
D/Crown	51 × 76 cm.	100 gm ²	26.23	21.42	19.98	
		115 gm ²	30.15	24.62	22.97	
		135 gm ²	35.29	28.81	26.88	
D/Medium	58.5 × 91 cm.	100 gm ²	35.96	29.37	27.40	
		115 gm ²	41.37	33.78	31.52	
		135 gm ²	48.60	39.69	37.03	
D/Royal	63.5 × 102 cm.	100 gm ²	43.80	35.77	33.37	
		115 gm ²	50.36	41.12	38.37	
		135 gm ²	59.08	48.24	45.01	

Ultrablade two-sided coated boards stocked in SRA2, SRA1, Royal, D/Crown Postal.

240 gm ²	=	200 Microns
270 gm ²	=	230 „
300 gm ²	=	270 „
360 gm ²	=	340 „

Also available in eggshell and canvas embossed in SRA2 and SRA1.

Send for samples. Once used, always used.

The cover of this journal is printed in Ultrablade Art Board 270 gm² and the text on Ultrablade Art 115 gm².



BRIAN MANSFIELD
Joined the Company in 1961 as
a warehouseman. After a spell as
an adjuster, was promoted to
warehouse manager.



MARGARET BARNES
Commenced in 1976 and is now
in our stock sales department.

DENISE BIGGS
Joined in 1977 and is employed
in the accounts office as relief
NCR operator.



JOY SMYTH
Joined in 1976 as invoice typist.



Envelopes

As members of the Postal panel of the Envelope Makers and Manufacturing Stationers Association, we have been pressing the Post Office vociferously to return to Sunday collections and for reduced postage rates for Christmas Cards.

Up to recently we have drawn a blank, but with the arrival of the new Board of Directors we have been gladdened to hear that the Post Office welcomed both ideas, though for a start the Christmas Card reduced rate was to be confined to local deliveries.

However the ideas have been referred to the Post Office Union, who in spite of the executive recommendation to support, threw out both suggestions with huge majorities!

The wheel has turned full circle, or at least half circle. When Sunday collections were suspended there was quite a furore at the reduction in overtime earned. Now they apparently do not want to know. It is not really surprising in that having tasted free weekends Postmen do not want to go back to Sunday working. It would appear that the only hope of resuming this very necessary function of the Post Office, which should never have been stopped in the first place, is some form of staggered week. After all it will only affect a very small portion of their staff.

The question of a 5p postage rate for Christmas Cards has apparently been vetoed by the Postmen on the grounds that it will not cover costs. This is in our opinion a very laudable reason, but we feel that it should be given a chance for at least one or preferably two years for an evaluation to be made, and it should not be the prerogative of the Postmen to decide one way or the other. After all other countries are trying it out, and the Postmen must realise that the Post Office will only succeed in balancing its books by a steady growth. It has been proved beyond doubt that the 7p rate for Christmas Cards has resulted in a very large reduction in postage particularly for local mail, which is the very target now aimed at by the Post Office suggestion.

Paper & Board Price Lists

For some months we have been producing a dummy Paper and Board stock and price list. Whenever we have reached a final draft prices have changed, first downwards, and now we hear upwards, so that the print run has been continuously deferred.

However, we reached a decisive point at the end of May, and a run was put in hand. About the time that this Journal is published supplies should be available through our representatives.

We feel that there should not be many if any changes in British prices till at least the end of the year, and immediate increases will be in the cut-price imported paper and catch lines which are not featured by us.

The price list will be in loose leaf form and it will be comparatively easy to amend any section which is thus affected. Our representatives will be kept supplied with the necessary amendments in the future, if you in your turn will keep the price list handy and see that he is given the opportunity to amend it up-to-date.

Envelope & Pocket Price Lists

A new Envelope and Pocket price list has recently been issued and is available through our representatives. There has been a small increase due to the April wage agreement and general overhead costs following inflation. These have been kept to 4/5% on the basic price, but a widening of prices has been necessary for smaller deliveries. As we all experience today the cost of delivery is one of the largest overheads, and accordingly we suggest that you raise your requirements to the maximum you can accept and therefore make use of the considerable reductions for quantity.

You certainly will not be able to buy Envelopes and Pockets cheaper than you can at present. Any future movement is certain to be upwards, as material costs tend to harden.

We wish that we could be in a position to meet all your demands, but this is unfortunately not so. We can meet most of your orders for Bankers from stock, but Windows and Large

Pockets are still very difficult. Requests for Windows have rocketed, and nearly all specials require windowing nowadays which take up much of our capacity. We are struggling to catch up with the shortage of stock, but our advice is order well in advance if possible.

The same applies to Large Pockets, where our output is virtually sold as it is made. It is a pleasant situation to be in, but we would like to have rather more in stock to offer customers, but there has been a significant upsurge in the trade, and we are not alone in not being able to meet requests off the shelf.

We are doing all we can to step up production, though the approach of the holiday period does not promise a great deal. At least we do not shut either for the Spring or Summer holidays, but stagger them throughout. Sometimes we no longer wonder that the operative word is stagger, but at least we are producing something, and can in many cases meet your requirements. Again we suggest that you order as far ahead as possible.

World Cup Results P.O. 1 v R.T.T. 0

Following upon the case of efficiency reported in our last issue when the Post Office delivered an envelope incorrectly addressed, we must now compliment them on a further piece of initiative. (Praising the Post Office is now becoming a habit, we must be slipping!)

An internal memo was enveloped and addressed to Peter Tanner Esq., nothing else. This envelope, instead of being placed on his desk was included in the out-going mail, and franked "Tanners for envelopes", and with the Dartford postmark. Twenty-four hours later it was delivered back to us marked "try Tanners of Crayford".

Game, set and match to the Post Office.

CRAYSEAL

*A high quality white opaque
printed self seal wallet*

	<i>Smalls</i>	<i>5,000</i>	<i>10,000</i>	<i>25,000</i>	<i>50,000</i>	<i>100,000</i>
89 × 152 mm (3½ × 6)	£5.61	5.17	4.84	4.66	4.53	4.40
114 × 162 mm (4½ × 6⅜, C6)	£7.14	6.58	6.16	5.94	5.77	5.60
110 × 220 mm (4⅝ × 8⅝, DL)	£9.05	8.34	7.81	7.53	7.31	7.10
Windows						
114 × 162 mm (4½ × 6⅜, C6)	£8.54	7.87	7.37	7.10	6.90	6.70
110 × 220 mm (4⅝ × 8⅝, DL)	£10.20	9.40	8.80	8.48	8.24	8.00

per 1,000's plus V.A.T.

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