



FEBRUARY 2009

TALK

## CEO Corner

### 2009 – a year of positive change!

**YOU don't have to be an economist to realise that 2009 is proving to be a challenging year; and those who were forecasting a slow year are already being accused of being optimists! Throughout our industry we're seeing mergers and co-operation between suppliers; and both locally and internationally we're seeing ongoing cost containment and cost reductions by converters and printers. PIFSA staff have already assisted member companies with retrenchment negotiations and more are likely.**

An unfortunate consequence of the current economic slow-down is the skills loss – either as experienced workers are retrenched, or as training is curtailed. As we have seen over several decades, this becomes even more apparent when the business cycle turns and money again begins to chase scarce skills.

We continue to do all in our power to assist PIFSA members through this challenging period. For instance, we are acutely aware of the cost constraints facing members, and have once again maintained subscription adjustments within single digits. We are currently busy with three applications to reduce or eliminate tariffs with ITAC which, if successful, will help to contain raw material costs. We have successfully assisted many members with wage negotiations, and this has had a dampening effect on wage inflation. Our own staff increases have been about 5% below the inflation rate.

2009 will be a year of change for our industry in other ways too.

PIFSA is working on establishing its own training standards that it's hoped will be accepted by our industry. The Cross Media Training Centre is closely collaborating with PIFSA to address the industry's skills shortfalls in a cost-effective manner that is as non-disruptive to the production environment as possible.

The view of the PIFSA board of management is that the long-standing SETA administration problems affecting our industry are getting worse. Trade tests and assessments are not happening. Incorrect theoretical exam questions are being set. Incorrect trades are reflected on certificates. Examiners are not paid. Senior SETA staff make promises, which are not translated into action.

South Africa's largest packaging group is pursuing its expressed intention to move to another SETA, although this is being resisted by the MAPPP SETA.

It's clear that this state of affairs cannot continue, and PIFSA is working on a solution in the interests of all members.

I would like to thank all members for their ongoing support and direction. We're confident that 2009 will be a year of positive change for all of us.



Chris Sykes, CEO



# Vinyl application training offered



**DNA Services Training & Consulting now offers year-round Vinyl Application Training at the Cross Media Training Centre in Honeydew (Gauteng). Response so far has been encouraging, with numerous requests for training from all provinces and plans are being drawn up to visit each region during the coming months.**

## Dates

February 16 & 17 – bookings available  
February 23 & 24 – bookings available  
March and April dates to be confirmed (watch for the next issue of PrinTalk).

## Course content

### Day 1

Differences between cast and calendared vinyls – theory  
Design considerations & material choice – theory  
Surface preparation & cleaning – theory and practical  
Dry flat surface application – practical  
Dry corrugated surface application – practical

Dry riveted surface application – practical

### Day 2

Full coverage vehicle wrapping techniques – practical  
• Includes:  
• Complex curves, recessed areas, door handles & working around obstacles.  
• Finishing methods – practical  
• Wrapped vehicle aftercare – theory  
Wallpaper installations – practical and theory

## General information

Course starts promptly at 09h00 and ends between 15h00 and 16h00.  
The cost – R2200 per candidate for two days – includes various refreshments, a light lunch each day and manual for future reference.

**The new training venue is 1050 PrinTech Avenue, Laser Park, Honeydew, Gauteng (Cross Media Training Centre); [www.crossmedia.co.za](http://www.crossmedia.co.za)**

## CMTC prize-giving



**ON January 21, the Progressive Management and Progressive Supervisor prize-giving event took place at the Cross Media Training Centre, recognising students who had completed their training programmes at the end of 2008.**

The Progressive Manager programme is a two-year programme consisting of three phases. This programme develops business skills to prepare candidates for effective company management.

The Progressive Supervisor Programme is a one-year programme consisting of two six-month phases. Its main objective is to develop leadership and interpersonal skills. Preston Thulsie (not pictured here) was presented with the highest achievement award.

# Even small printers can be green

**ACCORDING to Gail Nickel-Kailing, MD of US company, Business Strategies, and managing editor of Going Green Digest, a regular feature on WhatTheyThink? 'regardless of which side you fall on – going green or waiting to see – your customers are thinking green'.**

While 'Green Printer' accreditations or certifications are not yet serious considerations for most printers in South Africa, it's still an excellent marketing strategy to be identified as an environmentally sensitive business.

Increasingly, more of your customers are being sensitised to sound recycling practices at home and at work. They expect their suppliers to be responsible as well and these considerations influence their purchasing policies.

It's important to ensure that your company does not fall foul of waste management legislation. Clean up your act before it costs you dearly – it's easy to do and will save you money.

If you dispose of your waste materials and chemicals, wash-up solution and rags, etc, in an environmentally-responsible manner by recycling them, tell your customers either in a newsletter, promotional materials or a notice in your reception. It will improve your image in their eyes.

- Additional actions and hints even a small printer can implement:  
Promote the use of recycled paper, oxygen bleached paper, Triple Green paper or paper produced by paper mills practicing sound stewardship/sustainable forest management principles (your paper merchant will happily identify them).
- Reduce waste to the minimum, thereby saving time, energy and money.
- When matching or mixing ink, take care to mix just the right amount. Remix leftover

inks for use on non-critical jobs such as flyers and handbills. Promote the use of standard colours where possible.

- Recycle or return pallets, drums, tins, plastic containers, plates and other materials.
- Use the right size press for each job. Printing small jobs on large machines is not energy efficient.
- Use energy-saving lighting where possible. Monitor electricity and water consumption.
- Fit cling film to your windows to reduce temperatures in summer and eliminate air conditioning.
- Improve the efficiency of delivery vehicles and consider alternative methods and services.

In addition to those simple moves, consider replacing older equipment with more efficient new technology. Implementing computer-to-plate technology is not as expensive as it may seem. Apart from cutting down the use of film and chemicals, it saves time and money, even reducing make-ready time on the press and the number of sheets needed to set up the press. It also eliminates dot loss and improves quality.

Gail's newsletter reports on innovative projects and provides strategic advice for environmental improvement and marketing. Subscribe to Going Green Digest at [www.whattheythink.com](http://www.whattheythink.com).

A 'Buy Environmental' Trade Show and Conference is being organised by EGSF (Environmental Goods & Services South Africa Forum) and will be held at Vodaworld Midrand in May 2009 – exact dates to be advised.

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## KZN Chamber News

### Tough year ahead

As KZN Chamber director GEOFF WARREN notes, it's evident that many employers are concerned about ways in which the economic downturn will impact, or has already impacted, upon their businesses.

**OVER recent months, media reports have been prolific concerning the global economic downturn. Emerging markets such as South Africa seem to be in the thick of things. Our trading partners, such as the Euro region and the US, are reported to be in recession; and a reduction in their production output translates into a decline in demand for exports from countries such as ours.**

Many employers are concerned about the ways in which the economic downturn will



impact on their businesses. Some have already implemented changes to shift systems; others have implemented short time to avoid laying off employees; and yet others have commenced with restructuring to meet operational requirements.

### Focus on the opportunities

The moves that employers have made have been implemented to ensure the survival of their businesses. The industry will be in for some trying times this year. But it's often in times such as these that new and exciting opportunities present themselves. By having a positive outlook on business, employers can seek opportunities rather than focus only on the threats.

### Apprentice training

The start of the second year of apprentice training at the KZN Branch of the Cross Media Training Centre Great has been greeted with enthusiasm. The TT1 first semester kicked off with five Lithography Sheetfed apprentices attending lectures. While this intake has been disappointing, indications are that the TT2 and TT3 blocks will be better supported.

The KZN Branch of the Cross Media Training Centre offers training the following trades:

- Lithography Sheetfed
- Flexography Rotary
- Re-reeling
- Packaging

Should there be sufficient interest, Rotary Web Offset and Book Binding will be added to the above.

Between them, lecturers Graham Sperring, Stuart Schaffer and Allan Arderne have many years of lecturing experience, as reflected in the student results in 2008.

### In-house technical training

The Chamber offers in-house technical training. A popular programme has been the Flexography Rotary Re-reeling programme.

Training is customised to suit the requirements of business.



TT1 apprentices at the KZN Branch of CMTC with lecturer Graham Sperring.



## ESTIMATING FOR PRINTERS 2009



Central Chamber

There are two categories of employees within any one printing organisation who are capable of causing ruin and/or internal dissent:

1 Annual manned hours @ 100% Productivity      The wage clerk; and/or

2 Investment in Cost Centre      **The Estimator**

The wage clerks, through incorrect calculations, often not checked by management and misunderstood by audit clerks, are capable of overpaying employees for overtime, holiday pay and other remuneration. It is highly unlikely that a wage clerk would ever be capable of underpaying an employee, as this would be picked up, within nanoseconds, by that same employee - and a correction demanded!

However, the estimator is capable of making errors which may only be detected after the job has been delivered and invoiced (and hopefully, also paid for) and it will be very difficult, if not impossible, to recover the cost of an incorrectly calculated estimate from the client. In some companies, where even post-production costs are not compared with the estimate, it is likely that these errors will not be picked up and will only reveal themselves when the financial statements are produced - often revealing a loss for the year.

The estimating course run by PIFSA's three main Chambers has been offered over a period spanning more than 50 years and is well supported, almost every year. We have found in the past that, not only do aspirant estimators enrol for the course, but also those with many years' experience, in order to confirm their understanding of the logic behind the theory.

Especially useful to sales representatives and those who have only been trained in computerised estimating, the PIFSA Estimating Course covers a great deal of practical printing theory and explains the mysteries of many technical aspects of the job which are not clearly understood by those who only operate a software program. It also provides sales representatives with technical knowledge which they would otherwise never understand.

During this year of 2009, when business is likely to be more difficult than it has for many years (or even decades?) members are earnestly requested to consider the benefits of improving their service delivery to clients, by improving the skills and technical knowledge of their employees.

This course will assist individuals in not only calculating estimates but also production planning, management and sales.

**Course Contents:**

|                                                                                                                                                                                                                                                                                                                                        |                                                                                                                                                                                                                                                                                  |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> <li>• Introduction to Estimating</li> <li>• Computers and Computer Assisted Estimating</li> <li>• Paper and Paper Calculations</li> <li>• Type Calculations</li> <li>• Technical Terms</li> <li>• Imposition</li> <li>• Schemes</li> <li>• Standard Layout for the Preparation of Quotes</li> </ul> | <ul style="list-style-type: none"> <li>• Magazine Production</li> <li>• Label Work</li> <li>• Book Work</li> <li>• Hourly Cost Rates</li> <li>• Jobbing Work</li> <li>• Carton Work</li> <li>• Estimating for Web-Offset</li> <li>• Gravure and Flexographic Printing</li> </ul> |
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Starting Date: 3 February 2009

Duration: 40 x 2 hour lectures on Tuesday evenings

Time: 17h30

Course Fee: R3650.00 per delegate (members)  
R7300.00 per delegate (non members)  
(inclusive of VAT and course notes)

Please complete the Enrolment forms and email to [poveshnie@pifsa.org](mailto:poveshnie@pifsa.org) or fax it to 011 699 3042

# Let's make it legal

PIFSA's LOUISE MORALEE provides an update of recent enacted legislation.

## **Act 44/2008: National Environment Laws Amendment Act (5/12/2008)**

*Provision for the Atmospheric Pollution Prevention Act of 1965 to be regarded as a specific environmental management Act until section 60 of the National Environmental Management: Air Quality Act of 2004 takes effect.*

## **Act 48/2008: Regulation of Interception of Communications and Provision of Communication-related Information Act (9/1/2009)**

*Inclusion and amendment of certain definitions; provision for information to be obtained and kept in respect of cellular phones and SIM-cards; and regulation of offences and penalties.*

Sections 40 and 62 of this Act deal with the registration and verification of all users of cell phones and SIM cards. Section 62 deals with users of services prior to this Act coming into operation and requires registration of all users and verification of their personal details. The time frame given is 18 months from the set date.

Section 62(C) is of interest to companies who provide staff with cell phones or SIM cards and persons who lease SIM cards. It also increases the number of records a company must keep.

Juristic persons who have complied with

section 40 and provide a SIM card to a person within their employ must record all particulars required in section 40(2) and the date on and the period for which the SIM card is provided. The full name, identity number and address of the person must also be verified according to the documentation contained in Section 40(3) (b). The information must be kept for a period of five years

Act 48/2008 will come into effect on a date to be determined by the President by proclamation in the Government Gazette.

## **Act 63/2008 Tobacco Products Control Amendment Act (9/1/2009)**

*Inclusion and amendment of certain definitions; provisions for advertising, sponsorship, promotion, distribution and information required in respect of the packaging and labelling of tobacco products; include importers in regulations governing tobacco manufacturers; prohibition of sale to under 18s; extension of provision relating to free distribution of tobacco products; new provisions for tobacco vending machines; extension of ministerial powers and adjustment of offences and penalties.*

No new schedule of wording has been published with this amendment act and most changes relate to advertising, importing, and sale of tobacco products.

Section 3 amendments refer to the advertising, sponsorship, promotion, distribution, display and information required in respect of packaging and labelling.

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