

GET INTO WIDE FORMAT WITH DES AND ROLAND
 "YOU TRUST US WITH YOUR COLOUR"
 NOW TRUST US WITH YOUR SIGN & DISPLAY SOLUTION"



Printing news and information for Australia & New Zealand

news

shop

employment

trade services

Print21



Search

Latest News

PRINT



Read the latest issue of Print21 magazine

Subscribe for your print copy



Awards for the Business of Printing – James Cryer letter

Thursday, 23 September 2004

By Print21

The Coming of Age of the Printing Industry

After the intoxicating extravaganza served up by the National Print Awards in May, I came away from last week's awards program in Leura, with the feeling I had digested a veritable ploughman's lunch. Full of meaty substance, I felt it went a long way towards drilling down into the very core of what are the essential ingredients for our survival as a viable, competitive and socially responsible industry, able to compete on a number of fronts in today's confusing and complex world.

In some ways, the printing industry has experienced a dream run for the last 400 years or so, where it's enjoyed a virtual monopoly status: if you wanted to communicate you had few options but to have it printed. Now that we are moving into a more fluid and chaotic era where the communication lines are blurred and client loyalties are less predictable, we have no option but to recognise the existence of new threats and opportunities – and to re-define ourselves accordingly.

We've been forced to join the 'real world', where we are required to satisfy several stakeholders or vested interests – not just those of the owner. In this politically correct world we increasingly have obligations to our employees, the environment, and society at large (the James Hardie saga is a case in point). I feel that these business-related awards reflect this transition, as we mature as an industry and accept our broader obligations in the market place.

This whole concept of "corporate responsibility" is here to stay, whether we like it or not, and organizations can now be measured against an index that has been developed, specifically to benchmark companies' performance in the areas of :

- the community,
- the environment,
- the workplace, and
- the marketplace.

And other concepts such as "triple bottom-line" reporting are creeping in at the upper levels. We expect our banks, mining companies and other large corporate citizens to behave more responsibly – why not us as printing companies?

Certainly one may critique aspects of the evening's program, for example some may favour a couple of winners in each category, but overall I believe it was a worthy attempt to acknowledge that there are many other dimensions than mere quality that will become the drivers of the long-term success and viability which our industry seeks, as it re-adjusts itself to the new reality.

W. James Cryer

JDA Print Recruitment

Click for SCODIX Options

GET INTO WIDE FORMAT WITH DES AND ROLAND

SUBSCRIBE TO OUR FUJIFILM GRAPHICS BLOG & BE ENTERED FOR YOUR CHANCE TO WIN AN Instax Mini 50S Camera with Film!

Trade Service of the week

Job of the week

Apprenticeships

latest news

packaging

labels

wide-format

Supported by

Twitter Feed

A pathway to failure – Alan King on OnDemand. There are some intractable problems facing the industry . This is one. <http://t.co/Tjh6xANmqD>

Michael Wu wins the battle for OnDemand – Plenty of disappointed printers in Melbourne over missing out <http://t.co/IXv3PtckzF>

Starleaton expands with Zund agency takeover | Print21 Ben Eaton is on the takeover track. <http://t.co/GRtavWVg6C> via @sharethis

Joan Grace quits Printing Industries & Future Print –

If you enjoyed reading this article

Subscribe to the FREE Print21 news bulletin

Comment on this article

Name

E-Mail (will not be published)

Website

Receive comment notifications?

Comment

Submit Comment

To receive notification of comments made to this article, you can also provide your email address below.

Email address

Submit

[Advertising Enquiries](#) | Copyright © 2012 PRINT21 | Published by blueline media

The industry can't afford to lose talent such as Joan Grace
[.http://t.co/DuGDpXtwbC](http://t.co/DuGDpXtwbC)

Colin Longbottom heads towards the exit Good man Colin, hope your saddlebags are well loaded for the sunset ride.
<http://t.co/d5oamorf2X>

