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Printing news and information for Australia & New Zealand



agency takeover | Print21 Ben

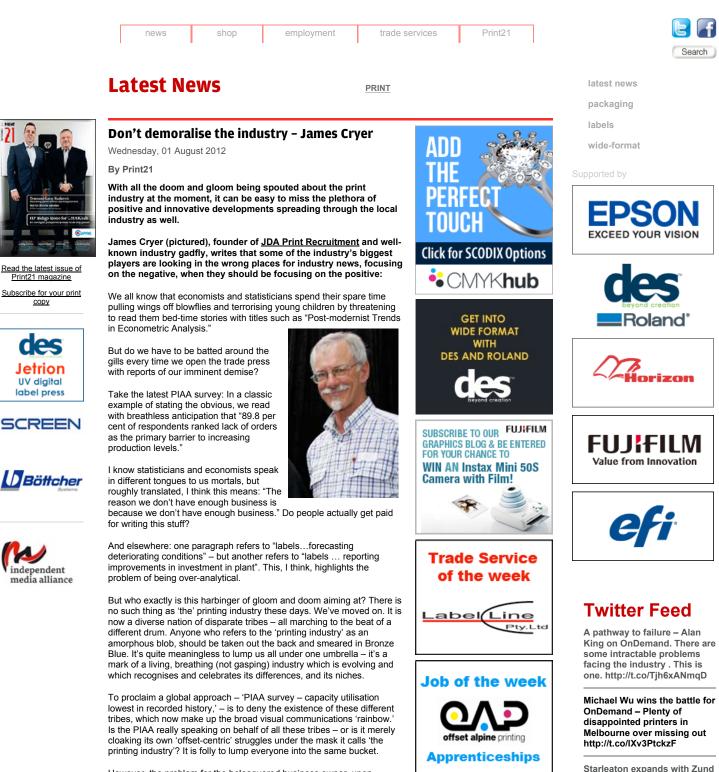
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Eaton is on the takeover

Joan Grace quits Printing

Industries & Future Print -

via @sharethis



However, the problem for the beleaguered business owner, upon reading all this depressing 'news' is this: just what evasive action is he supposed to take?

The survey's author is long on description, but short on prescription. Given this depressing news, what are we meant to do? Are printing company proprietors meant to miraculously transform their printing business into a video outlet, or a guesthouse for destitute printers?

The point is, I'm sure we're all aware of the difficult environment - but there are no short-term fixes.

However, there are lots of encouraging signs of little green shoots breaking through the permafrost. Recent articles in various trade press have highlighted them. There is a list a mile long of exciting initiatives occurring within various print segments.

At this difficult time in our transformation, what the world needs now, are fewer econo-sadists and more promotional press releases and pronouncements from personable, persuasive publicists, preferably promoting print as a positive proposition.

The industry can't afford to lose talent such as Joan Grace

.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

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