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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 –

Letters, feedback, get it off your chest: 3 May 2011

Friday, 29 April 2011

By Print21

It's déjà vu, not a manifesto! writes Mark Reid in response to James Cryer's commentary, while another reader offers their thoughts on how green the industry is.

Re: Print has an exciting story to tell ... why is no one telling it? asks James Cryer

James Cryer's article is more like a rambling dose of déjà vu than a manifesto. It raises a smorgasbord of familiar issues about the print industry, and even more familiar suggestions about how to deal with them.

And why suggest an industry debate about the proposed carbon tax is unusual? Printers everywhere talk about matters outside the industry's usual purview, all the time. It's perhaps a little condescending to suggest otherwise.

The implication that printing has severed its ties to the real world is curious. Every printer knows the industry is stuck in a very real world. It's a tough world where you struggle to remain profitable, or even just preserve equity, while technology renders paper-based media less relevant (not irrelevant). It's the real world where an increasing oversupply ratchets up the pressure on everyone. If as James suggests, printing is about creating content, printers could just create more of it to keep busy. But it is customers (those pesky agencies, publishers, mail houses, manufacturers and so forth) that create content for us and there aren't enough of them. Without content what is there to print?

Maybe it hasn't occurred to James that the environment, school leavers, apprenticeship training are the same dog's breakfast the every manufacturer – not just printers – deals with all the time. (Oh – I think a sovereign wealth fund is great idea when we recover some wealth to add to it!)

Like James, I look forward to seeing the newly structured PIAA board raise the industry's profile. Let's hope it attracts the attention of the press as well as clients, school leavers, and more than a sprinkling of new investors. (A tweet-wielding media savvy press relations person and relocation to Canberra might be useful first steps ...)

As for those extravagant back-slapping events, some external promotion would be useful, but any chance to get together with industry colleagues is valuable in itself.

It's a useful place to see familiar faces and talk about familiar issues and familiar solutions to familiar problems.

Mark Reid

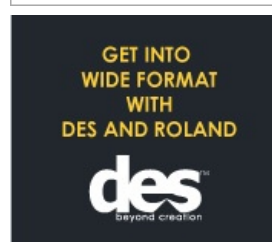
Good article. The print industry has been for so long hanging on to past comforts of the major communication supplier. Challenges have been coming over the last 50 years, Television, satellites etc. and advances in technology of course has improved printing techniques and quality. The changing technology has seen significant changes such as traditional areas made obsolete (unthinkable years ago) but replaced with new techniques. Now with computerisation and the threat of obtaining print we should be looking at enhancing this technology in print.

We now have a lack of trade people and apprentices in the industry. Have we been keeping up with these



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changes at the grass roots?

As far as apprentices are concerned there are good Government incentives but a total lack of print knowledge in school career advisors. I have said for years that the industry should have a print understanding program for these areas or a representative to promote the industry to schools.

Apart from that Industry companies need to look at keeping an apprentice scheme going to stop the short fall in trade personnel.

*Gordon Brian
Teacher Print Finishing
School Graphic Arts Ultimo*

I am all for apprenticeship training and promoting the printing industry however, it is difficult to glorify our industry with the current apprenticeship wages and even the pay rates some qualified adults receive in this ever competitive digital world. Let's face it, attractive remuneration attracts employees and self promotes industries.

Vick Tsaccounis

Thanks James, a positive view and thought-provoking.
Bruce Sinnott

Re: Taking the spin out of green – a printer's perspective
A very confusing article.

It started well, but at the end it is not clear what it is about or what the author tries to say.

One of the 'green' challenges in Australia is that we are not very well informed what the rest of the world is doing. For example, Germany has been using 100 per cent recycled paper for many years. The recycled paper is not bleached. Recycled paper is a way of life in Germany and it seems nobody is complaining about not having white paper.

Printers learned to live with recycled, unbleached papers years ago and are processing that paper on the same type of printers as used in Australia.

Jorg Koplin

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>

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