

December 2011

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From the President

It's hard to believe but as I write this column it's less than four weeks to Christmas.

This time last year many of us were pretty optimistic about the year ahead. I for one was confident that we would see the market start to pick up in 2011. General feedback from printers and print finishers alike tells me that the hoped for upswing has not eventuated.

Consumer confidence is a key driver of any economy and it continues to be affected by, amongst other things, the ongoing problems in the Eurozone - something Australia has little control over. In spite of this, our current government insists on introducing a Carbon Tax in 2012.

I was fortunate enough to attend a PIAA function last month at which Peter Anderson, chief executive of the Australian Chamber of Commerce and Industry addressed the gathering on just this issue. He made the point that the current economic climate and a strong Aussie dollar make this the worst possible time to introduce such a tax. "Any major reform which is going to affect the economy has to work in the real world context of people doing business. Current trading conditions would make a strong case for any government to hold back on policy change that would embed costs into globally competing products and services", Anderson said.

This tax will further undermine already low levels of consumer confidence, add significant cost to doing business and make it even more difficult to prevent print going offshore. Hence, the outlook for 2012 looks to be similar to that of 2011. Whilst we will all work harder and leaner to keep our heads above water, it's times like this that you can really benefit from involvement with industry associations such as **apfa**.

Your committee has organized a number of events this year to provide opportunities for you to get together with industry colleagues in a relaxed and social environment while keeping up to date with the latest technology directly related to print finishing. These events included our Annual General Meeting, Technical Evenings where the latest print finishing equipment was on show and our annual Golf Day at Box Hill Golf Course. I would like to thank Heidelberg for hosting our AGM/Technical Evening in August and Ferrostaal for the Technical Evening held on their premises last month.

I am pleased to announce that apfa has decided to sponsor an award for the RMIT Apprentice of the Year in Print Finishing. The recipient of the 2011 award will receive \$500 from apfa to be presented at the RMIT awards ceremony on December 6.

Our final event of the year is our apfa Christmas Dinner to be held at Chill Restaurant Bar on Friday December 9. I encourage all members and their partners to come along for a great night out. I hope to see you there.

Don't forget to book your advertising space on our popular apfa Wall Planner that will be hand delivered to printers throughout Victoria in the New Year.

Thanks go to each committee member for the time and effort they have contributed this year to ensure your association continues to remain relevant and of benefit to members.

To those not able to get to our Christmas function, I wish you and your families a safe and happy Christmas and look forward to seeing you in 2012.

Peter Johnston

President



Bookings Closing! apfa 2012 Calendar

The **apfa** 2012 Wall Calendar and Planner will make sure the year starts well for **apfa** members, but if you've not yet booked your ad it's time to do so, without delay!

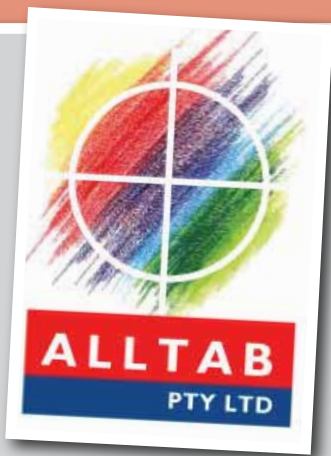
This indispensable calendar and wall planner includes details of all **apfa** members for quick reference, as well as plenty of room for appointments, deadlines, production details and other important information.

Bookings end this week, so there's no time to lose. To book your ad, call Mandy Palmer at Printing Industries on (03) 8541 7320 or email her mandyp@printnet.com

Introducing Mandy



Meet Mandy Palmer, who recently joined Printing Industries as their new Marketing Co-ordinator. As part of her role, Mandy will also be your first point of contact for all things **apfa**.



Alltab Pty Ltd apfa Member Profile

Like so many in print finishing, Jacqui Russo came into the industry more by accident than good management, but while she may have 'stumbled in', it's clear she has fallen on her feet.

After starting her working life in the print room at Melbourne University, Jacqui built her expertise with positions in finishing and bindery, sales, estimating and production and, ultimately, management.

Such a broad knowledge led Jacqui and husband Nick to their own business, EH Stationery and, more recently, to the purchase of Melbourne tabbing specialist Alltab Pty Ltd.

"The opportunity to purchase Alltab came up four years ago," Jacqui explains.

"The company was in administration but we had dealt with them for years and knew they had an excellent operation and a reputation for service and stability.

"Once we'd had a look, we could see that it would be a perfect complement to EH Stationery - the two businesses really go hand in hand - and we were confident that good management was all that was needed to restore stability and reinstate that good name in the industry, so we took it on."

Happily, that has been the case and the two businesses now operate out of a shared headquarters in Coburg, with Alltab specialising in tabbing, print finishing and collating, Wiro and Plastikcoil binding, bulk packaging and, on occasion, some specialised hand work to complement a client's job.

"We joined *apfa* when we took over Alltab simply because we feel it's important to be part of industry associations," Jacqui adds.

"While we don't have the time to make use of all *apfa* offers, it's great to catch up with colleagues from the industry and get to know other members - having a network of people for reference or referrals is very valuable in business today."

...AGM News...AGM News...AGM News...

The *apfa* Annual General Meeting was held on 17 August, with familiar faces re-elected to the committee and general consensus about a challenging year met with creativity and tenacity by *apfa* members.

The 2011/2012 committee is: Peter Johnston (President), Wayne Eastaugh (Vice President), Chris Palamara (Treasurer), Craig Huckstep (Secretary), Alf Puglia and Phillip Barnes (Committee Members). Addressing the meeting, the President reflected on a tough year and said tough international conditions and local pressures including a new Carbon Tax would make for a challenging year ahead.

"I am confident that the initiative, resourcefulness and persistence of our members will triumph," he said, "and I would encourage you all to continue your positive approach while taking advantage of the benefits your *apfa* membership provides - news and information, training, and the invaluable support and networking opportunities social functions provide. We look forward to your ideas and feedback as we navigate these challenging times together."

Finishing First at PICA Victoria

Australia came to a halt on Tuesday 1 November, to watch a thrilling photo finish in the Melbourne Cup. Later in the week, 300 guests at the Victorian PICA presentation night at Sofitel Melbourne held their breath as the race for Gold came down to the line.

Numerous *apfa* members were involved in the finishing or embellishment of medal winning entries on the night, including Allkotes, Alltabs, Avon Graphics, CP Gluing, Lorimier, Marvel Bookbinding and Printfinishing and Pandora's Boxes.

Avon won the Gold Medal in Category 30 for Embellishment, presented to Steve Madin by Iain Sim, Sales Manager Victoria/Tasmania from Ferrostaal Australia.

PICA Victoria Chairman Trevor Hone said all medal winners and entrants should be congratulated.

"It is people like these whose creativity, commitment, innovation and passion will not only ensure the survival of our industry but give it the bright future it deserves," he said.



Above (from top):

Ferrostaal's Iain Sim (right) presents a Gold Award to Steve Madin from Avon Graphics.

Gold medal recipient David Rutter from Pandora's Boxes, with the night's mascot.

Above (from top):

Wayne Eastaugh (right), Marvel Bookbinding & Printfinishing, presents a Gold Award to Andrew Gaspar from Hannanprint.

The night was hosted by media, fashion and sports personality Emma Freedman, pictured with legendary race caller Jack Styring who called the 'PICA Cup' on the night.

Guests danced the evening away to the music of 'Big City Beat'



Golf Day a Great Success

A fine, sunny Melbourne day greeted some 60 **apfa** members and guests on 18 October as they gathered for the Annual **apfa** Golf Day at the Box Hill Golf Course, one of the city's best courses.

Divided into 12 teams, the golfers teed off in blazing sunshine to compete for trophies for first and second place, and other prizes including a NARGA Award and awards for closest to the pin and longest drive.

To add extra excitement to the day, major sponsor McKenzie & Ross Insurance Brokers had stumped up a grand prize of \$20,000 for a hole in one - a prize that remains unclaimed by this year's golfers. In the end, it was Team Avon taking out the honours ahead of Team CP Gluing in second place.

Team Precision Forme Cutting had the dubious honour of winning the NARGA award - given for finishing in last place.

As well as plenty of friendly competition and ribbing on the course, the day was capped off at the '19th hole' where guests enjoyed a sumptuous dinner MC'd by Gavin Ward from CP Gluing. Among other things, he exposed an appalling lack of patriotism on the part of Allied Printing Machinery's Craig Huckstep, whose attempt at the Australian National Anthem was an epic fail.

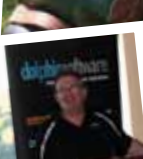
The highlight was a highly entertaining presentation by ex Richmond AFL player, captain, coach and 'all-round living legend', Kevin Bartlett, who spoke about his football career before mingling with guests.

Thank you to event sponsors McKenzie & Ross Insurance Brokers, Trimat and Seaga, CT Consulting, Muller Martini, Heidelberg Australia, Dolphin Software, Prepak Cartons, Allied Printing Machinery and Ferrostaal for their continued support, and to **apfa** Golf Day guest Suzie Leverington for providing us with these great shots of the day.

Top Row (L-R): The beautiful Box Hill Golf Course; one of the teams ponders the course; all the day's essentials ready to go.

Middle Row (L-R): Team Allied Printing Machinery stops for drinks; Alf Puglia, Precision Forme Cutting and Wayne Eastaugh, Marvel Bookbinding; Craig Huckstep attempts the National Anthem.

Bottom Row (L-R): The 19th Hole; Special guest Kevin Bartlett with Gavin Ward from CP Gluing; Kevin addresses the crowd.



Members Benefit from Tech Talks

One of the most popular and valuable **apfa** activities continues to be the technical evenings hosted with the help of industry suppliers.

Since our last newsletter, two **apfa** technical nights have been held - one at Heidelberg Australia's Print Media Academy in Notting Hill to co-incide with our AGM on 17 August and one at Ferrostaal on Wednesday 26 October.

Visitors to the Heidelberg night (pictured right) were able to see equipment including a fully-automated TH 82 folder, Polar 115X-Plus cutting system and KAMA Procut 74 with hotfoil in action and talk to Heidelberg product specialists about solutions to suit their specific requirements.

Later in the year, more than 20 members and guests attended a similar information night at Ferrostaal (below) where the company's Andy Cooper took a very humorous approach to outlining how the Morgana range of equipment came about and how the machines work, before the company's experts took over the showroom floor to provide demonstrations on a range of systems.

Special thanks to Heidelberg and Ferrostaal for their continuing support with these important technical functions.



Happy Christmas

To all **apfa** members,
friends and colleagues
in the industry,
we wish you a very
happy Christmas
and a healthy and
successful year ahead
in 2012.



apfa Sponsors Student Award

apfa has always been committed to fostering the talent of young people in our industry and, as part of that, has now decided to sponsor a new award for students, the RMIT Outstanding Apprentice of the Year in Print Finishing.

The recipients of this prestigious award for 2010 and 2011 will be presented with a cheque for \$500 each, by **apfa** President Peter Johnston at the RMIT Awards Night on 6 December.

"There is perhaps no more important issue for our industry than fostering the talent of a new generation of print finishers," said Johnston.

"**apfa** is delighted to be part of these important awards which encourage excellence and recognise the achievements of our Print Finishing students. We warmly congratulate the students who have won the award this year and look forward to following their careers in future years."

For more detail about the awards and this year's winners, check the next issue of **apfa** news or go to www.apfa.asn.au

apfa

Australian Print Finishers Association
www.apfa.asn.au

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APFA is an association of companies from across Australia that provide trade services for the printing industry. Our objectives include:

- Providing resources and information including annual directory, publications, technical literature and industry news
- Creating awareness and facilitating training not only for print finishers but in the design, print and print buyer community
- Setting and maintaining standards for the print finishing industry
- Promoting our members businesses by providing easy access to their contact details on our website and industry directory.
- Facilitating training for print finishers, printers, graphic designers, buyers and students.
- Sponsoring an excellence award for the print finishers sector with an apprentice award and an innovation award.