



APRIL 2011

# TALK

## CEO CORNER

### PIFSA celebrates centenary

**THE Printing Industries Federation of South Africa (PIFSA), which represents a R45-billion industry with more than 45 000 employees through six regional chambers, is celebrating its centenary year. Celebratory dinners will be staged in Johannesburg, Cape Town and Durban over the next few months.**

The Central Chamber, headquartered in Johannesburg, is the first to celebrate with a gala dinner on May 19 at Emperor's Palace; the Cape Chamber event is on June 23 at Kelvin Grove, and the Durban Chamber holds its celebration on September 8.

According to PIFSA's CEO, Patrick Lacy, while the first South African printer, Johann Christiaan Ritter, arrived in the Cape in 1784 and brought a small press with him, it was not until 127 years later in March 1911 that four printing organisations met in Cape Town to establish the Federation of Master Printers of South Africa. Just three years later, the PIFSA Central Chamber was formed in Johannesburg.

'From initial roots in the Cape, commercial presses spread slowly to Grahamstown (1830), Port Elizabeth (1845) and to Bloemfontein and Durban in 1850,' Patrick remarks.

Today the printing industry ranks sixth in South Africa in terms of contribution to GDP with more than 800 registered company members. It is at the forefront of technological change with the introduction of advanced digital technologies and PIFSA offers a wide range of services to member companies focused on training, technology and skills development, labour dispute resolution, communications and human resources management.

Over the 100 years of its existence, PIFSA has promoted a world-class, sustainable and responsible print, packaging and newspaper sector in South Africa. Today, the Federation strives to protect, support and encourage members' interests, providing representation nationally and internationally, lobbying services, information services and an industry code of ethics and standards, among others.

Services have also extended to management development programmes, mediation services, management and support of credit documentation, and facilitation of expert legal and print advice.

'PIFSA has established a new strategic direction based on the four pillars of training, the environment, marketing the printing industry, and marketing the Federation itself,' Patrick adds. 'We have a proud history in South Africa and look forward to continued development and expansion over the next 100 years.'

Central Chamber manager, Colin de Jager, says membership and 19 sponsor companies associated with PIFSA have been very supportive of the centenary celebration plans. 'It's going to result in an annual dinner event to promote networking and the exchange of ideas. Our sponsor companies have really risen to the occasion in a tough economy.'

The Central Chamber's centenary event will be hosted by Derek Watts as MC. Bookings for the event are taking off. 'Because of the historic nature of the evening, we thought it fitting that it be open to not only PIFSA members but to anyone operating a business within the printing industry,' Colin explains.

As part of the celebration a high-value ticket draw will be held. First prize is an all-expenses paid trip for two to Phuket, Thailand. Other prizes include high-value i-Pods, i-Pads, cellphones and other electronic business aids.

'We're confident that the event will be a true celebration for the printing industry, an appropriate marker for a major milestone in our history and we look forward to a huge turnout of industry personalities reflecting the strength and diversity of our industry,' Colin concludes.



Patrick Lacy, CEO



# Is your Reality Augmented?

After 45 years in the printing industry, technology never ceases to amaze Erich K hl. He thought he was reasonably technology-savvy, but marvels at ARvertising which merges both printing and IT technologies and which must have endless possibilities. Most importantly, it still promotes printing on paper. He spotted Heidi Tolliver-Nigro's recently published article online in PaperSpecs.



**MOST designers are familiar with QR codes – 2D barcodes that point you to a website, launch an e-mail app, or take some other action when snapped with a cellphone camera. Augmented Reality goes one step further by launching users into a dynamic Internet world.**

AR has three components. It combines real and virtual; is interactive in real time; and is registered in 3D. In other words, AR spans both the real and virtual worlds.

Uses for marketing include the ability to view 3D content (such as 3D modelling of a new car) or enabling viewers to participate in some kind of alternate reality, such as playing games or placing themselves into an animated setting.

By turning viewers into active participants, this increases consumers' investment in the brand and has spawned a new generation of advertising called AR advertising, or ARvertising.

One marketer capitalising on ARvertising is Best Buy, recently using the technology in a weekly supplement to promote a brand of laptop. Readers could hold up the circular to a webcam or the camera on their cellphones, which then launched a 3D image of the device.

So instead of just telling customers about the laptop, Best Buy showed it to them – not just in a picture, but as they'd actually hold and use it.

ABC Entertainment also used ARvertising to promote a new TV show, Flash Forward. When scanned, the image on the computer screen turns into a 3D ad that featured photos from the show. When the images themselves are snapped, they turn into minute-plus clips. If the viewer watches all the clips, it turns into a ten-minute experience. 'In the normal world, you'd never spend ten minutes with a print

ad,' says Darren Schillace, ABC Entertainment advertising/marketing VP.

The ads appeared in publications such as Wired, Popular Mechanics and others that cater to a technology-savvy audience.

Other examples include the ability of users to insert themselves into video clips or participate in online games with themselves as characters. If you can animate it, it can become part of augmented reality.

It's this interactivity that makes AR campaigns so compelling. Plus, AR's appeal reaches into the hard-to-tap 20-something-and-mobile professional culture, where the cellphone has become the mobile laptop. It's no wonder that more and more of these codes are showing up in today's advertisements.

Your takeaway: ARvertising is yet another way to add real interactivity – and relevance – to the medium of print.

**PIFSA would like to thank PaperSpecs and Heidi Tolliver-Nigro for permission to use this article in PrinTalk.**

## About the author

Heidi Tolliver-Nigro has been a commercial and digital printing industry analyst, feature writer, columnist, editor and author for 20 years. Her industry commentary can be found on What They Think's Digital Nirvana (<http://thedigitalnirvana.com>) and in top industry publications.

## About PaperSpecs

PaperSpecs is an independent and comprehensive Web-based paper selection tool. PaperSpecs [www.paperspecs.com](http://www.paperspecs.com) currently features more than 4 300 papers from over 70 mills.

# What are the right viewing conditions?

**PRINTING Industries of America (PIA) recently published an article to remind us of the need to have standard viewing conditions when evaluating colour on proofs and press sheets.**

Colour critical viewing should be performed in a viewing booth with closed backs and sides to eliminate room light contamination.

Lights should be D50 which is 5 000K. However, not all lights are equal and sometimes D50 is not equal to 5 000K and vice versa. The proper spectral curve is between 300 and 780 nanometers and light bulbs that fall outside the tolerance aren't considered acceptable for ISO viewing.

ISO 3664:2009 specifies standard international viewing conditions for graphic technology and photography. This updated standard was revised incorporating tighter quality control guidelines. There's a significant reduction in the maximum amount of deviation from the accepted standard CIE D50 energy levels for the UV range. The appearance of the image under the new ISO viewing standards will be closer to viewing in natural daylight.

PIFSA members may contact Louise Moralee at the National Office ([lmoralee@pifsa.org](mailto:lmoralee@pifsa.org)) to register with the PIA to see the full article.



## Summary of changes in New Companies Act

**EVEN though the New Companies Act has been delayed again, it's a good idea to become familiar with the changes that are coming.**

Here's a brief overview of imminent amendments:

- Directors' names don't have to be published on all company documentation, only the company's full name and registration must appear. However, to ensure transparency it's a good idea to continue disclosing the names of the directors even though the law no longer requires it.
- A company may not issue a dividend to shareholders unless it satisfies the liquidity and solvency tests before and after the said dividends have been issued.
- The Memorandum and Articles of Association will be replaced by one document namely the Memorandum of Incorporation (MOI). Companies will have two years to submit their new MOIs and other changes to the Registrar of Companies.
- The MOI will specify a higher or lower percentage than 75% for the passing of special resolutions.
- The company will not be allowed to trade under insolvent circumstances. If a company does trade when it's insolvent, it will be seen by the courts as 'reckless trading', for which there are very serious ramifications for directors and creditors.
- Companies will be required to have a Social and Ethics Committee (SEC).
- A compulsory audit for all companies will be replaced by an independent review. The minister has not made a final decision on this point and it's one of the issues delaying the passing of the New Companies Act.

This is a basic summary of what the New Companies Act entails. To ensure compliance, it's a good idea to investigate the changes that will affect your company and implement them – better early than late!

Next month we'll return to our normal VAT column and look at payments received from government bodies.

## Employer's guide to staff resignations

**THE following employer guidelines, kindly provided by Geoff Warren, chairman of PIFSA's KZN Chamber, are applicable to employee resignations only and do not cover desertion:**

- A letter of resignation from an employee should state clearly the employee's intention and should not be ambiguous. If a letter is received from an employee that is not clear, he/she should be asked to write down his/her intention. A simple letter addressed to an employer stating: 'I hereby tender my resignation from the services of the company, my last day of service being . . . ,' would be acceptable.
- An employer does not have to accept an employee's resignation to validate it.
- If an employee hands in his/her resignation, then the resignation stands. If an employee has tendered his/her resignation, then it cannot be withdrawn unless the employer agrees.
- An employee should serve out the applicable notice period – one week's notice during the

first six months of employment; two weeks' notice if employed for more than six months but less than one year; and four weeks' notice if employed for more than one year.

In cases where an employee gives notice and leaves immediately, the employer is not obliged to pay the employee. In such circumstances, and where the employer doesn't agree to waive the notice period, the employer can attempt to hold the employee to the terms of the contract. This is seldom successful. An alternative would be for the employer to sue the employee in the civil court. The employer cannot refer the matter to the CCMA or Statutory Council as neither has jurisdiction over such matters.

Where the employee has not given the required notice, this does not mean that the resignation is invalid.

[Ref: SA Labour Courts – Judgements 2010: Lottering & others v Stellenbosch Municipality Case no: C159/2010: <http://www.justice.gov.za/labourcourt/jdgm-lbc/lbc2010.html>]



# KZN printers work hard to relax

**THE 14th Annual Tiger Fishing Tournament, organised by Chris Digges of Dimple Paper, Pinetown, was held in March. More than 150 anglers, the majority of them from the printing and packaging industry, tried their hand at catching the elusive tigerfish.**

The weather held good for the duration of the tournament and the heat, which can be a discomforting factor, was not too imposing. Having said that, the water temperature was in the region of 26° to 27°C.

The measurement format, introduced in 2010, allows for fish from 550mm length and upwards to qualify for entry into the prizes. As usual, the qualifying fish had to be laid down on a measurement template and photographed before being returned to the water. For the first time, a prize was awarded for the Biggest Barbel. Measurement of the fish is from the tip of the longest whisker on each side, and a template for this is made for easy measurement of the slimy blighters!

At the end of the first day, Geoff Warren, fishing off 'Yenalo', skippered by Cornel van Zyl, led the competition with a fish measuring 640mm. This wasn't to be beaten, although it was a pretty close finish.

## Results

- Biggest Tigerfish
  - 1st Geoff Warren – 640mm
  - 2nd Tony McGaw – 630mm
  - 3rd Lino Fernandes – 620mm
- Biggest Barbel
  - 1st Oliver Sclanders – 540mm
- Biggest Team Catch – Riyadh Cassim and Mark Mellon of team Mitsubishi Motors Umhlanga, with three fish totalling 1 625mm.
- Biggest Individual Catch – Louis Janse van Rensburg with two fish and a combined total of 1 125mm
- Qualifying fish were 3 x 600mm+, 9 x 550mm+ and 17 x 500mm+



**Biggest Team Catch went to Riyadh Cassim and Mark Mellon of team Mitsubishi Motors Umhlanga.**



**Louis Janse van Rensburg, overall individual winner with the most fish over 500mm.**

## PIFSA's address and telephone numbers:

The Braids, Unit D, Ground Floor, 113-115 Bowling Avenue, Gallo Manor, 2191  
PO Box 1396, Gallo Manor 2052

Switchboard 011 2871160 (Central & National)

Fax 011 287 1179 (National Office) | Fax 011 2871178 (Central Chamber)

### PIFSA REGIONAL CONTACT DETAILS:

**BORDER CHAMBER:** Sharonne Dewing  
Tel: 043 7022123 | Fax: 043 7435156  
E-mail: sharonne@dispatch.co.za

**CAPE CHAMBER:** Ken Leid  
Tel: 021 5951367 | Fax: 021 5951376  
E-mail: cape-chamber@pifsa.org

**EAST CAPE CHAMBER:** Lynette Milne  
Tel: 041 5816177 | Fax: 041 5816177  
E-mail: lynette1@iafrica.com

**KWAZULU-NATAL CHAMBER:** Geoff Warren  
Tel: 031 7058744 | Fax: 031 7054408  
E-mail: kzn-chamber@pifsa.org

**NORTHERN CHAMBER:** Lana Human  
Tel: 087 8053675  
Fax: 012 6871317 or 086 6275175  
E-mail: northern-chamber@pifsa.org

The views expressed in PrinTALK are, unless otherwise stated, not those of the Printing Industries Federation of South Africa (PIFSA). Everything in PrinTALK and any attachments relating to the official business of PIFSA or any affiliated or administered Association is proprietary to PIFSA. Whilst all reasonable steps are taken, PIFSA cannot ensure that the integrity of this communication has been maintained or that it is free of errors.

