



YOUR PRINT

ISSUE 003

YOU THINK IT WE PRINT IT

SPECIAL FEATURE

Soar goes lean

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in brief

TRIMMING THE WASTE

Do you remember the Star Trek salute 'live long and prosper'? Well, we've got a new one: Live lean and prosper.

At Soar we've been trimming down in all kinds of ways. I'm not talking about a corporate weight loss programme, I'm referring to our induction into the ways of lean manufacturing.

As part of a cluster group that included a supermarket, a baker, a rubbish recycling company and a plastics injection company, we've been learning about the seven deadly wastes (explained by Clinton Yeats on page 4). For you, it can only mean good news – the more efficient we become, the sharper our pricing becomes.

If you're interested in taking the lean route yourself, I can highly recommend it. Your questions are welcome – just drop me an email fred@soarprint.co.nz

Fred Soar

FRED SOAR
SOAR PRINT



P.S. SOME OF YOU MIGHT KNOW THAT I SLEPT ROUGH ON OCTOBER 14TH – NOTHING BUT A LEAN SLEEPING BAG BETWEEN ME AND THE CONCRETE. A BIG THANKS TO MY BIG SLEEPOUT SPONSORS – THOUSANDS OF DOLLARS WERE RAISED TO HELP AUCKLAND'S HOMELESS.

Soar goes lean

As one of five Auckland companies in a Competitive Edge cluster group, Soar Printing has been embracing the concept of lean manufacturing.

The Competitive Edge programme is designed to help Auckland businesses to grow and increase their productivity. Run by Skills 4 Work, the programme involves intensive lean manufacturing training for leadership teams and 'shop floor' employees.

WHAT IS LEAN MANUFACTURING?

Lean manufacturing is about reducing waste of all types – waste of time, energy, materials, resources and space. It takes a major effort to adopt a lean business culture, but the benefits are long-term and potentially huge.

TRAINING THE LEADERS AND THE SHOP FLOOR

Soar's leadership team joined leaders from the other companies in the cluster group for five six-hour training sessions. Held every two weeks, the sessions were run by lean manufacturing specialist Clinton Yeats.

At the same time, Soar's manufacturing team worked on understanding and implementing lean principles with Julie Hazelhurst from Skills 4 Work.

"If you want to put lean principles into action, you have to work with both the leadership team and the shop floor", says Ian Lines, National Productivity

Manager at Skills 4 Work. "Everyone in the business needs to understand what lean means and how to use it. If you don't understand the principles, you won't keep doing it."

Ian uses an amusing analogy to explain the basics of lean manufacturing. "The premise of lean is 'a place for everything and everything in its place'. For example, cutlery is usually kept in a handy place in the kitchen and the lawnmower is kept in a shed, handy to the grass. In non-lean businesses, where senior managers are making shop floor decisions, it's like coming to work and finding the lawnmower in the kitchen and knives and forks scattered across the lawn!"

To date, lean manufacturing has inspired several changes at Soar: Ink storage has been moved to provide easier access and reduce motion waste; printed pallets of sheets are stored differently, so that less time is wasted moving them to the next process; and the Soar job bag has been redesigned, to make it easier to follow and more relevant.

Fred Soar is confident that lean thinking will gain momentum as the months pass. "The ultimate goal of lean is to provide perfect value to the customer through a perfect value creation process that has zero waste. It's a journey that demands we're all on the same page." →



ENVIRONMENT

WE'VE CORNERED THE **GREEN** STOCK MARKET

TO OFFER YOU A WIDER CHOICE OF SUSTAINABLY-FORESTED PAPER STOCKS, SOAR PRINTING HAS ACHIEVED CERTIFICATION WITH TWO OF THE WORLD'S LEADING SUSTAINABLE FORESTRY CERTIFICATION ORGANISATIONS - FSC AND PEFC.

CHAIN OF CUSTODY CERTIFICATION

Both of these organisations provide certification for forestry management companies. They also certify organisations that consume forestry products, such as paper. Known as 'Chain of Custody' certification, it allows forestry-based products to be tracked from the certified forest to the end product and vice-versa.

To achieve and sustain Chain of Custody certifications, Soar Printing must follow specific auditable processes. These include how we identify, source, track and label paper stocks that come from sustainably managed and certified forests.

THE BENEFITS FOR YOU

Both FSC and PEFC certification provide you with:

- ▣ Certainty that Soar's claims about products originating from well-managed forests are credible and verifiable
- ▣ Use of the FSC or PEFC logo when identifying your paper source to your customers
- ▣ Commercial advantage in today's procurement and end-user markets, which are increasingly demanding sustainably-managed suppliers and products

WHO ARE FSC AND PEFC?

The Forestry Stewardship Council (FSC) is an independent, non-governmental, not-for-profit organisation established to promote the responsible management of the world's forests. The organisation has certified forests that cover more than 135 million hectares in 81 countries. Globally there are more than 18,000 FSC Chain of Custody certified companies, including 131 in New Zealand.

The Programme for the Endorsement of Forest Certification (PEFC) is also an international non-profit, non-governmental organisation. It's dedicated to promoting sustainable forest management through independent third-party certification. Operating as an umbrella organisation, PEFC has endorsed around 30 national forest certification systems and 232 million hectares of certified forests. PEFC is the world's largest forest certification system. It is also providing Chain of Custody certification to around 7,300 companies. →



To find out more visit:

www.fsc.org
www.pefc.org

PRINT QUALITY MARKS



Quality
ISO 9001

Environment
ISO 14001





THE SKINNY ON BECOMING LEAN

Clinton Yeats from Yeats Consulting is a 'lean thinking' specialist who works with Skills4Work to train organisations on how to become lean. Before moving to New Zealand in 2004, he spent 18 years in the automotive manufacturing industry in South Africa, the UK and Japan – a sector that has always been a major contributor to lean thinking.

Here's how Clinton explains the seven types of waste that lean thinking aims to reduce.

- ▣ **Motion waste** – the time and effort spent searching for the information or physical tools required to get the job done.
- ▣ **Waiting waste** – the waste of bottlenecks, or batch-and-queue approaches, that cause processes and customers to wait.
- ▣ **Transportation waste** – information or materials that are being moved too far and/or too often. For example, when information passes back and forth without anyone adding value to it.
- ▣ **Inventory waste** – the unnecessary storage and management of information and materials. Lean teaches us that inventory is a liability not an asset.
- ▣ **Defect waste** – we all understand the waste of physical defects, but the same applies when we don't have the right information at the right time.
- ▣ **Processing waste** – not doing what we do in the most efficient way, because we're using the wrong tools, processes or materials.
- ▣ **Over-production waste** – producing products or information too soon or in too greater quantity. Toyota's cure for this was called 'just in time' manufacturing.

"The tools and processes for lean manufacturing are widely available and are only 20% of the answer. The other 80% is how you implement and integrate them into your business."

Clinton Yeats,
lean thinking specialist

Fred sleeps rough to help Auckland's homeless

On the night of October 14th, Fred Soar joined 65 other business and community leaders to sample a night of homelessness on the Lifewise Big Sleepout. With nothing but a sleeping bag between him and the concrete, he dossed down in a central city carpark to raise funds for a growing social problem.

Numerous friends and clients sponsored Fred, contributing towards the \$95,000 that Lifewise will use to help homeless people in Auckland city.

"It's important that people feel empathy for the homeless, rather than jumping to conclusions, and that we as businesses and individuals help agencies such as Lifewise to put steps in place to help reduce homelessness in Auckland," he says.

Fred says the event gave him insights into why people become homeless and helped him to understand that it usually arises from circumstance, rather than choice. →



Fred with his coreflute mattress...



SANDERS ARE BRANDERS

Elegantly housed in a heritage bank building on Khyber Pass Road, **Sanders Design** works with some of New Zealand's most beloved brands, including Four Square, Oyster Bay and the Auckland Museum.



The fine art of branding has evolved significantly over the last few years. Once it meant your logo and stationery design; today branding can encompass the entire consumer interface – even how you answer the phone.

“WE BEGIN BY DEFINING THE BRAND PERSONALITY”, SAYS STEFANO CANESTRI, DESIGN DIRECTOR AT SANDERS. “THEN WE FLOW THAT ESSENCE INTO THE LOGO, STRAP LINE, COLOUR PALETTE, BRAND STORY AND OTHER ELEMENTS. IDEALLY, EVERY FACET OF THE CONSUMER EXPERIENCE – FROM YOUR NAME TO THE LOOK OF YOUR WEBSITE – SHOULD ACCURATELY REFLECT YOUR BRAND.”

Stefano's business partner Karl Burke agrees. “Your brand is the foundation for all customer contact. A core part of our work involves defining the standards so that your brand is communicating its character clearly and consistently.”

Clarity and consistency require careful control, and that's why Sanders choose to work with Soar Printing.

“There's no point spending thousands of dollars on your brand and then printing 30,000 brochures that don't conform to your brand colour standards”, says Karl. “We like working with Soar because they're quality focused and go an extra step that other printers wouldn't. Like doing you a proof that's mocked up to look like the finished product.”

Of all the work they do, Sanders enjoy working on home-grown Kiwi brands the best. And their style suits the New Zealand way of doing business. Stefano sums it up like this: “We're not a big agency, so our clients get to talk directly

to the owners of the business and the people who will do the work – we have no middle management layer.”

Sanders' tips for better branding:

- ▣ Define the true character and strength of your brand
- ▣ Ensure design solutions express your brand's individuality
- ▣ Appeal not only to your customers' logic, but also to their emotions
- ▣ Understand that even a small budget can achieve a good result, if you choose the right people to work with
- ▣ Regularly step back from day-to-day issues and look at the progress, challenges and opportunities for your brand.



Sanders Design
Phone: 09 358 0526
www.sandersdesign.co.nz



PRESTIGE BEAUTY BRANDS LOOK GOOD WITH **SOAR**

Many of the world's most famous beauty and fragrance brands live under the **Estee Lauder** banner - La Mer, Bobbi Brown, MAC, Clinique and Tommy Hilfiger, just to name a few.

In New Zealand, Estee Lauder Companies trusts Soar Printing to faithfully reproduce artwork that is designed in New York and customised for local use at the company's art studio in Mount Wellington. At any point in time, Soar will have as many as 20 Estee Lauder jobs trucking through the printworks.

Kevin Wildman, Creative Director for Estee Lauder in New Zealand, says that Soar's ability to successfully manage many jobs at once takes a load off his mind.

"OUR SOAR ACCOUNT MANAGER ANDREW LIGHT IS IN TOUCH ALMOST EVERY DAY AND WE HAVE A STRONG WORKING RELATIONSHIP, WHICH IS INTEGRAL TO OUR SUCCESS."

Globally, Estee Lauder requires suppliers to meet quality and environmental management standards. This is another reason why Soar Printing, which is ISO 14001 and Enviromark certified, is a good fit for the beauty giant. The two companies also share a commitment to the New Zealand Breast Cancer Foundation. Estee Lauder provides all the pink fabric ribbons for the October fundraising campaign.

Right now Estee Lauder's two-person creative studio is in high gear, preparing material for the pre-Christmas retail boom. "We're busy all year round", says Kevin, "but deadlines can get squashed at this time of the year. Soar works around the clock to deliver on time." →





Putting the **yellow** into Daffodil Day

Soar cracked out the yellow ink for this year's Daffodil Day printing, so that the Cancer Society of New Zealand could get busy with the task of fundraising.



Like all charities, the Cancer Society has to watch every penny. But at the same time, image quality is important because material needs to look good to have the required impact. By choosing to use Soar Printing, the society gets a great print job done for a sharp price.

This year the Cancer Society's national office contracted Soar to print posters and householder appeal mailers for Daffodil Day. Soar also handled design of the householder mailer. Money raised during the appeal goes towards vital support services such as the Cancer Information Helpline, practical support, counselling and help with transport to treatment.

Soar Printing also works closely with Cancer Society Auckland, providing an annual allocation of free printing, plus competitive quotes for work beyond the allocation. Participating in the Cancer Society Auckland Golf Open every year is another way for Soar to help out – this year Brian York, Peter Lloyd, Mark Bowyer and Murray Holmes brandished their clubs for a good cause.

“IT’S GREAT TO BE ABLE TO WORK WITH A PRINT PROVIDER THAT UNDERSTANDS HOW IMPORTANT IT IS FOR US AS A CHARITY TO KEEP COSTS TO A MINIMUM. SOAR ARE VERY SUPPORTIVE OF THE CANCER SOCIETY AND OUR WORK, AND OFTEN GO OUT OF THEIR WAY TO HELP US OUT,” says John Loof, CEO of Cancer Society Auckland. “When we ran a Christmas card design competition with local schools, Soar arranged for the winner to push the button to start the print run. They also framed his winning card and presented it to him. It’s all the little things that make a difference”

DID YOU KNOW?

Anyone can dial 0800 CANCER (226 237) to ask any question about any cancer. The helpline is staffed by experienced oncology nurses, so you can be confident you'll get the information you need. →

OCTOBER WAS BREAST CANCER ACTION MONTH

As a Corporate Partner for the New Zealand Breast Cancer Foundation, Soar Printing got behind fundraising efforts that helped thousands of New Zealand women. In preparation for the month, Soar printed thousands of donation boxes, flyers, appeal posters and Breast Cancer Awareness Month stickers.



WIN AN ESTEE LAUDER GIFT PACK!

Answer these questions, fax your entry to us before 12/12/10 and you'll go into the draw to win an Estee Lauder gift pack valued at \$250.

QUESTION 1: What does FSC stand for?

A:

QUESTION 2: Name one of the wastes that lean manufacturing aims to reduce?

A:

QUESTION 3: Name one benefit of an aqueous coating?

A:

Your Name: _____

Company: _____

Mobile: _____

Email: _____

FAX YOUR COMPLETED ENTRY TO 09 379 0458

HOW TO...

ADD IMPACT AND PROTECT PRINT QUALITY WITH AQUEOUS COATING

Benefits far outweigh the cost of adding an aqueous coating to your offset print job. Your job will look sensational, feel silky smooth and survive rough handling at the mail house.

WHAT IS AQUEOUS COATING?

An aqueous coating is a fast-drying, water-based protective coating that is applied in-line on press right after the inks. A heated air system quickly dries the coating, which means printed sheets can progress immediately to the finishing department.

HOW DOES IT IMPROVE THE LOOK OF YOUR JOB?

Aqueous coating can provide a matte, gloss or satin finish. Gloss helps to make images 'jump off the page'; matte helps to make text areas more readable; satin's an all-rounder that works for anything.

IS IT POSSIBLE TO HAVE MORE THAN ONE TYPE OF COATING?

Yes, you can have satin and gloss applied at the same time. A special 'one pass coating' gives a satin finish to un-inked areas and gloss finish to inked areas.

Printed on our Heidelberg CD 74-5+LX using vegetable based inks on 170gsm Summit Matt sourced from responsibly-managed forests. To read more about FSC paper and our environmental values visit www.soarprint.co.nz

Last edition's
prize Winner



Congratulations to
Emily Hingston from Hancocks Ltd, winner of the previous 'Your Print' competition. Emily's now the proud owner of Jan Hellriegel's 'All Grown Up' coffee table book with CD and vinyl LP.

WHAT ABOUT SPOT COATING?

If you're not under a lot of time pressure, you can apply aqueous coating as a 'spot' effect - this involves purchasing a laser cut application blanket from Australia.

WHEN TO USE IT

- ▣ **You want your printed material to feel and smell nice:** Aqueous coating kills nasty ink smells and makes your piece nice to touch.
- ▣ **Your printed piece will be heavily handled:** Aqueous coatings provide more scuff resistance than varnishes; they also won't yellow with age.
- ▣ **You have a super-tight deadline:** Aqueous coating ensures your freshly-printed job can be handled immediately, even in the bindery.
- ▣ **When you've chosen a cheap stock:** Aqueous coatings can enhance lesser grade papers by giving them a glossier and smoother finish.

