

TRUE TO TYPE

My dad Harry trained as a type compositor, and so did his dad before him. As for me, well...I arrived in printing via chartered accountancy. Just as well really, because type compositing has gone the way of the dinosaurs now. I don't even like to think about how long it used to take to prepare artwork for printing – like watching paint dry to the power of 10.

But printers still get nostalgic about typesetting. I remember in 2000, before Soar Printing moved from Onehunga, my dad Harry took his grandkids to work and helped them to typeset their names using an old wooden type set drawer as a frame. The kids and Harry chose some of the old wooden letters that Fred Soar Snr would have worked with. The piece of art that they created now hangs on the wall at home.

As a third-generation printer, I've watched the evolution of printing from the inside. If it turns out that the fourth generation of Soars wants to get into the family business, I can only imagine the changes they'll see. Holographic business cards? Brochures with imbedded video screens? Only time will tell.

FRED SOAR
SOAR PRINT



Meet the family: three generations of Soar

Soar Printing is one of Auckland's oldest family enterprises. Established in 1920, the business has been passed from generation to generation, all the while adapting to new printing technology and changing customer requirements.

1ST GENERATION – FRED AND EDNA SOAR

- After serving in Europe in World War I, Fred Soar returned to New Zealand and married Edna.
- In 1920 Fred bought a small printing business in Onehunga and commenced trading as FC Soar Printer. Business premises were the basement of the Onehunga Orphan's Hall in Church Street.
- During World War II, Fred became a Lt Colonel and Commander of the 1st Field Regiment. He spent the war years as a full-time soldier in charge of Rotorua and then the Ngaruawahia Military Camps.
- In his absence, Edna Soar ran the printing business. She rode to work



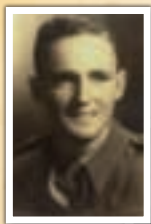
on a bike from Seacliffe Road in Hillsborough, sometimes with her youngest child sitting on the back. During the week she operated the printing press and managed the books, assisted by a typesetter who worked nights and weekends.

- At the end of the war, Fred returned home to family and business. He worked until he was well into his seventies.

2ND GENERATION – HARRY SOAR

- Fred and Edna's son Harry started his printing apprenticeship as a compositor before joining the New Zealand army in 1942. After the war, he completed his apprenticeship at Wright and Jaques then joined the night shift at the NZ Herald.
- When Fred Soar passed away in 1965, Harry Soar took over the family business without giving up his Herald job. He ran Soar Print during the day and set headlines for the morning paper at night. His hard work helped him to invest in new offset printing technology from Germany.
- In 1972 Harry quit the Herald and moved Soar Printing to a new purpose-built factory on the other side of Church Street.
- The company grew rapidly over the next 15 years. In the late 1980s, just as the age of digital print was dawning, Harry decided it was time to bring in the third generation of Soars.

1950's
HARRY SOAR



3RD GENERATION – FRED, VICKY AND JENNY SOAR

- In 1990, after careers in other industries, all three of Harry's children came to work in the family business. Fred and Jenny arrived from chartered accountancy, Vicky from the legal sector.
- While their only experience in the printing industry was from holiday jobs, all three had business skills and experience that could be applied in the print world.
- Between 1993 and 2006, Soar Printing bought up a number of Auckland print businesses that were either struggling or had owners ready to retire. During this time the company relocated to New North Road, formerly the site of Impex Press, which merged with Soar.
- Harry Soar passed away in 2002, after working alongside his children for 12 years.
- The company now has a staff of 70 and is looking ahead to 100 years in business in 2020. Will the 4th generation of Soars come on board? It's a little too early to tell, but we're keeping our fingers crossed! →

1990



1920

- Printers were used for all business stationery, forms, tickets, invitations and brochures.
- All type was hand set using wooden or metal letters.
- Paper was cut using a hand-operated guillotine.
- Printing was done on a hand-fed platen press.



2011

- The art of type composing (the trade that both Fred Soar Snr and Harry Soar learned during their apprenticeships) no longer exists.
- Computer to plate technology has eliminated the need for film.
- Digital printing allows personalisation of each sheet.
- The newest offset presses, such as our Anicolor, are economical for smaller runs.
- The inks we use are vegetable-based. →



GREEN INK IN EVERY COLOUR

All around the world, printing companies with a conscience are turning to vegetable-based inks. **Soar Printing** has been leading the change in New Zealand – we've been using vege ink for more than 10 years.

THE PROBLEM - TRADITIONAL PETROLEUM-BASED INK

Conventional petroleum-based inks contain high levels of solvent, which evaporates during the drying process, releasing volatile organic compounds (VOCs) into the atmosphere. Additional solvents are required to clean the printing press after production – adding even more VOCs into the air. These inks can also leach into the water table when sent to landfill and are more difficult to remove from paper during the paper recycling process.

THE SOLUTION - NEW VEGETABLE-BASED INKS

While some vegetable-based inks still contain 10% petroleum-based ingredients, the inks we use at Soar Printing are 99% vege, derived from sources such as corn, walnut, coconut, linseed, canola and soya beans. Vege inks release significantly fewer VOCs into the atmosphere during the drying process, plus we can use water-based products to clean the press after production. And stripping ink

from paper during the paper recycling process is much easier with vege inks and produces less hazardous waste.

QUESTIONS ABOUT VEGETABLE INKS

The subject of vege inks brings up all sorts of questions from our customers, such as:

ARE VEGE INKS AS GOOD AS PETROLEUM-BASED INKS?

They certainly are. In fact, vegetable-based inks are known to produce brighter, more vibrant colours

HOW MUCH DIFFERENCE DOES IT REALLY MAKE TO THE ENVIRONMENT?

A lot. When the Los Angeles Times switched to soy-based ink, they reduced their VOC emissions by 200 tons per year and won an air quality award from South Coast Air Quality Management District.

DOES IT COST MORE TO USE VEGE INKS?

No, but vege ink does require more drying time. However we can speed things up by using an aqueous

coating, a fast-drying, water-based coating applied on the press.

OTHER PRINTERS USE VEGE INKS TOO...WHY SHOULD I CHOOSE SOAR?

We've been working with vegetable inks longer than other printers. As a result, we have minimised the use of alcohol on our presses to just 3.5% (alcohol is required during the vege ink printing process). Other printers use as much as 10% alcohol. →

Soar cuts water and electricity usage

Over the last three years, Soar Printing has cut electricity usage by 23%* and water use by 52%*. These impressive statistics were delivered to members of the Sustainable Business Network at an event hosted by Soar earlier this year.

Around 80 people attended the event, which included a programme of PechaKucha presentations (PechaKucha is a presentation format where you show 20 images, each for 20 seconds).

- Other sustainability facts presented by Soar at the meeting:
- Waste to landfill tonnage has dropped from 24.45 to 16.35 in the past year.
- Waste paper to recycling has reduced from 786 tonnes to 563 tonnes in the past two years.
- Over three years, fuel consumption has dropped from 92,000 litres to 47,000

*Relative to activity

TIN SOLDIER – A FOOT IN BOTH CAMPS

Usually there's a distinct line between ad agencies working with traditional media and digital agencies working with online media. Which is why **Tin Soldier** is something of a conundrum.

Like Zaphod Beeblebrox, the Hitchhiker's Guide to the Galaxy character with two heads, Tin Soldier has an online brain and an offline brain.

Craig Rundle is the agency's online brain. From a background that includes pharmaceutical science, Craig converted to web work in 1996, just as the internet was taking its baby steps. While he has a vast knowledge of web engineering, his primary concern at Tin Soldier is usability-led design. Craig never loses sight of achieving an end result that really works.

The other head at Tin Soldier is Paul Grondin, who hails from an advertising agency background. Paul has the special ability to blend traditional marketing methods with the web world. He directs the creative abilities and strategic thinking skills of the Tin Soldier team.

Craig and Paul are backed up by a team of developers and designers, so that Tin Soldier's ideas and strategies can be expertly executed in house.

One of Tin Soldier's recent projects – and an excellent demonstration of how they mesh online needs with paper media – was the creation and launch of Soar Printing's PDF2PRINT service.

“THE PDF2PRINT PROJECT INVOLVED DESIGNING AND BUILDING AN E-COMMERCE WEBSITE, AND THEN MARKETING THE SITE TO BUSINESSES IN THE TARGET MARKET”, SAYS PAUL GRONDIN.

“To launch the service, we created a series of direct mail pieces, which Soar did a fantastic job of printing.”

Another great example of digital-meshes-with-traditional is the work Tin Soldier have done for Pet Doctors, a nationwide veterinary group. Beginning with a complete rebrand, Paul and Craig rolled out an integrated communications programme for Pet Doctors – clinic design, website, advertising, emailers and online training programmes. →



To see more of Tin Soldier's work, go to www.tinsoldier.co.nz



WORKING STYLE – A GREAT FIT WITH SOAR PRINTING



Working Style has grown from a door-to-door shirt seller to a valuable New Zealand brand. Along the way they've made friends and influenced people, including Fred Soar.



Chris Dobbs, Working Style

In 1987 when Chris Dobbs was selling the first Working Style shirts door to door, Fred Soar was settling into the family printing business and on the hunt for new clients.

"I REMEMBER THAT FRED WAS PRINTING PLANET MAGAZINE AND WE WERE JUST GETTING STARTED – SELLING OUR SHIRTS DOOR TO DOOR. HE WAS KEEN TO WORK WITH US, EVEN THOUGH WE DIDN'T HAVE A LOT TO SPEND ON PRINTING. SOAR SUPPORTED US WITH GREAT PRICING AND IT'S A RELATIONSHIP THAT'S STAYED STRONG THROUGH THE UPS AND DOWNS OF BUSINESS", SAYS CHRIS.

Working Style and Soar Printing evolved together – one moving into bespoke suits; the other into ever-larger German printing presses. "Fred was always improving the business, just as we were evolving ours.

He personally handled our account for many years."

As a brand built on design, detail and making a great impression, Working Style is careful to ensure that printed materials have a quality look and feel. "Our marketing materials have to reflect what we stand for – made-to-measure quality."

Now with seven stores throughout New Zealand – the most recent opened in Ponsonby late last year – Working Style continues to rise in the corporate menswear market. New additions to their range include Spanish-made Working Style shoes and an all-leather luggage collection. →

WIN A WORKING STYLE SHIRT

You can find out more about Working Style at www.workingstyle.co.nz. And if you'd like to WIN a Working Style shirt, be sure to complete the entry form on the back page of this newsletter.

WORKING STYLE

www.workingstyle.co.nz



SOVEREIGN HELPS PROTECT THE FUTURE WITH SOAR

For financial services company Sovereign, building and protecting lives includes caring for the environment, as well as providing competitive insurance, home loans and investments.

As part of their sustainability programme, Sovereign strives to use print companies that follow environmentally responsible practices. The printers must also use paper stocks that are FSC or PEFC approved.

Sovereign New Zealand's print procurement specialist, Claire Wilkins, says Sovereign maintains a panel of printers that meet their sustainability standards. "Then within that group we look at who is offering us the best pricing and Soar seems to consistently come out on top."

ANOTHER PLUS FOR SOVEREIGN IS SOAR ACCOUNT MANAGER BRIAN LANDRY'S ABILITY TO UNDERSTAND AND SUPPORT THEIR BUSINESS. "WE HAVE QUITE TIGHT DEADLINES SOMETIMES,"

EXPLAINS CLAIRE. "I'M SURE WE'RE ONE OF BRIAN'S MOST DEMANDING CLIENTS, BUT HE'S ALWAYS TRYING TO GO THE EXTRA MILE FOR US. SOAR HAS ACHIEVED SOME MIRACLE TURNAROUNDS ON URGENT ITEMS."

Claire also appreciates the way Brian is always thinking about what Sovereign is trying to achieve, rather than simply taking the print order. "He'll quite often ring me up and say, hey have you thought about doing it this way because it will save you money or will look better."

Like Soar, Sovereign does what it can to help out in the community. Check out www.sovereignsunshine.co.nz and you'll see how Sovereign donates \$15,000 to children's charity every month. →



UNDERSTANDING YOUR HEALTH INSURANCE PREMIUMS

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SOVEREIGN



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Chris is a
Winner!

Congratulations to

Chris Windsale from Bluelab Ltd Tauranga, winner of the previous "Your Print" competition. Chris is now the winner of the Estée Lauder Gift Pack valued at \$250.



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YOUR PRINT
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P8

HOW TO... GET YOUR MAIL DATA IN SHAPE

The arrival of a new flow wrapping line at Soar Printing means we can take your job from disk to lodgement. Keeping everything in house saves days, allowing you to get to market faster.

FIRST STEP: CLEAN UP YOUR DATA

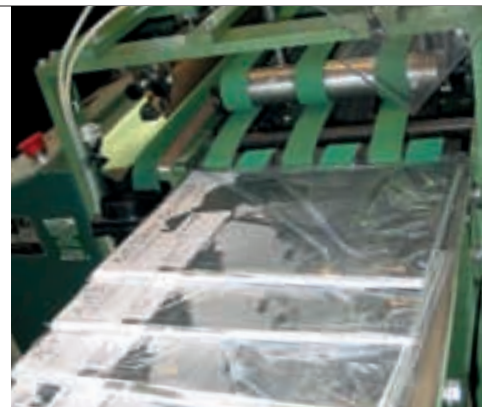
Before you provide us with mailing data, it needs to be clean and have a Statement of Accuracy. By 'clean data', we mean a mailing list supplied as an Excel spreadsheet that shows only the columns to be used in the personalisation process, including post codes (these have changed recently, so they should be checked for accuracy).

SECOND STEP: DATA VERIFICATION

Your mailing data needs to be verified. This is done by running it through a programme that checks the accuracy of the information. When the programme is happy, your data is assigned a Statement of Accuracy (SOA), which qualifies you for a reduced mailing cost chargeable to your NZ Post account. There's a cost associated with SOA, but it applies for one year so consequent use of the data in the same year won't involve any additional cost.

WHAT WE DO TO HELP

For jobs that we're taking all the way, our processes are set up to ensure smooth workflow.



- Your account manager is fully briefed on best practice and can assist with the data verification process
- Department supervisors are alerted
- High-resolution proofs for base shells are run, along with HP Indigo proofs that are fully personalised with sample data on the chosen paper stock
- Proofs are supplied as a trimmed, folded mock-up for approval – this step allows us to address any potential for hiccups

OUR NEW FLOW WRAPPING MACHINE

Soar's new flow wrapping machine can run two kinds of wrap - matt (standard plastic film) and gloss (cellophane which is actually BOPP - bi-axially oriented polypropylene).

Our machine produces clean sealed edges with optional perforation for easy opening – there's no unsightly double seam strip that some machines produce. Ask your Soar account manager for samples.

From an environment standpoint, clients who consider environmental sustainability important usually pick plastic wrap because it can be recycled in New Zealand. Cellophane, on the other hand, isn't recycled in New Zealand, but it is bio-degradable. However there is some controversy about whether cellophane needs composting rather than standard landfill burial for biodegradation to take place efficiently.

WIN A WORKING STYLE SHIRT!

Answer these questions, fax your entry to us before 30th June, 2011 and you'll go into the draw to win a Working Style men's business shirt worth \$200.

QUESTION 1: In what year did Fred Soar (the first) start trading as FC Soar Printer?

A:

QUESTION 2: What sort of plants are vegetable inks made from?

A:

QUESTION 3: How much does Sovereign donate to children's charity each month?

A:

Your Name: _____

Company: _____

Mobile: _____

Email: _____

FAX YOUR COMPLETED ENTRY TO 09 379 0458

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

