DRUPA, Düsseldorf, West Germany -- June 1982

We now have a proposal concerning TAGA participation at DRUPA. Enclosed are details submitted by Siegbert Holderried. John Crosfield has tentatively agreed to chair the panel at the special TAGA meeting.

We must have an expression of your interest promptly in order to finalize the proposed arrangements. Act decisively. Respond to the organizer:

America-Tours Inc.
217 West Illinois St.
Chicago, IL 60610

S. R. O. AT
TAGA '81
ROCHESTER

A Report to
the Membership

Standing room only was the order of the day. While the staff of the Marriott Inn and the TAGA committee scrambled to accommodate the record number of attendees and to find adequate supplies and literature, Chuck Rinehart and Brent Archer calmly compiled a computerized list of registered members, guests, and students. They report a record of 245 in attendance at TAGA '81. Orchids to Anson Hosley and his local committee!

The papers sessions, Gordon Johnson's panel discussion "Graphic Arts Research--Where Is It Taking Us?", the early-morning Color and Ink Workshops, the evening social events, and the tours were booked to capacity. Feedback to the TAGA Office indicates a most successful meeting.

The principal speaker at the TAGA Awards Banquet, Dr. Bradford Washburn, presented an appropriate and enthralling report of his mapmaking activities in the Grand Canyon, accentuated by slides of the work in process--an awesome display of scenic wonders of the Grand Canyon area.

We were especially pleased this year to admit 36 full-time graphic arts students to the sessions of their choice -- an indication of TAGA's total commitment to the future of our industry. We value the enthusiasm of student members, knowing that they ensure the continuity and vitality of the TAGA organization.

Announcement --
TAGA '82 TORONTO

Ian Muir, local chairman of TAGA '82 Toronto, remarked: "This will be a tough act to follow." True, Ian, but we know from experience that the 1982 Toronto meeting is in capable hands. So, TAGA members and friends, join the rising tide and keep in mind this advance announcement for:

TAGA '82 TORONTO
"FOCUS ON TOMORROW'S TECHNOLOGY"
May 16-19, 1982

Walter Bruehs is 1982 Papers Chairman. If you have a prospective paper, or know of someone who wishes to participate, contact Walter at Eastman Kodak Company, Research Laboratories, Building 59, Rochester, NY 14650.
Printing revolution

By BRUCE FRASER

In the publishing industry, video display terminals are replacing typewriters. Computers are usurping the functions of cameras. Digital cameras are capturing pictures without film and word processors in offices can be connected by means of telephone lines to typesetters. These changes have been brought about by a technological revolution that has enveloped the graphic arts industry over the past 10 years, caused in part by increased productivity requirements and escalating costs of film, paper and other materials.

Last week, the changes and other issues faced by the industry were the concern of several hundred U.S. and foreign graphic arts experts who gathered in Rochester for the 33rd annual meeting of the Technological Association of the Graphic Arts (TAGA). The four-day conference, which ended Wednesday, was held at the Marriott Thruway Inn.

One issue discussed was the possibility that the United States may be losing ground to Japan and European countries, which are producing many of the new graphic arts products on the market. The fragmented nature of the industry was another. Some participants maintained that the industry is so split up with companies of different sizes, disseminating educational material in a major problem and many graphic arts firms experience a tough time keeping up with all the technological changes.

Despite its size, Rochester plays a significant role in the $80 billion graphic arts industry. New York and Chicago may be printing centers, but Rochester has more than 5,000 graphic arts-related companies based here and is a center of research within the industry.

Local graphic arts companies include commercial color printers like Case-Hoyt Corp.; ink manufacturers; equipment manufacturers; Bauch & Lomb Inc., a producer of sensitized optical products, as well as hundreds of small printing shops. Approximately 9 percent of Eastman Kodak Co.'s total product output, noted a company official at the conference, is related to graphic arts products, which comprise printing plates, photographic films and visual aids and instructional materials.

Kurt Pfahl, TAGA president, points to the educational importance of Rochester Institute of Technology and the research laboratories of Kodak and Xerox Corp, as evidence of the significance of the city to the industry.

Herbert Phillips, director of RIT's technical and educational center of graphic arts, points out Rochester's background as a technological center. "Kodak has been a leader in the community and has been supported by other companies requiring a large amount of printing," he said.

For all its bigness, the industry is fragmented with more than 50,000 plant establishments in the United States devoted to some phase of the industry. These companies, employing a combined total of 1,500,000 people, range in size from giant Kodak to a one- or two-man printing shop.

Pfahl, corporate director of research and engineering at Hallmark Cards, said, "A select few concerns like the U.S. government and R.R. Donnelly & Sons Co. do 56 percent of all the commercial and specialty work." Another industry problem: rising equipment costs. A large printing press today costs between $5 million and $7 million. "The big graphic arts companies are getting bigger and the small ones are getting smaller. A medium-sized company finds it very difficult to compete," said Pfahl.

People entering the field today need more specialized education, he said, "Their background is going to have to be in electronics and computer technology, in addition to basic chemical and mechanical engineering."

With the exception of RIT and California Polytechnic Institute, few educational institutions in the country are able to respond to the industry's needs for more thoroughly trained people, Pfahl maintained.

Edward Berg, president of Bedford Computer Corp., Bedford, N.H., which manufactures pre-press systems for commercial applications, claimed graphic arts is the most demanding application for computer science. "It requires capabilities on the fringe of computer technology."

Michael H. Bruno in a graphic arts consultant, editor and publisher. Bruno, 70, has 45 years of experience in the industry, has published several hundred technical papers and edited "What's News in Graphic Communications," a sort of industry newsletter.

He feels the greatest challenge to the U.S. graphic arts industry is increased competition from foreign markets. "Europe and Japan are beginning to move into the equipment sphere. Most of the printing presses used in the United States come from overseas," Bruno said.

Still, the United States has a leg up on foreign competitors in the area of computer technology, according to Bruno, and newspapers are on the cutting edge of this technology. "They (newspapers) have encouraged the development of computer typesetting and page makeup assemblies," he said.

Bruno, author of a graphic arts primer, "Pocket Pal," noted that the three major newsware magazines--Time, Newsweek and U.S. News & World Report--are now being composed in the editorial departments of their publishers instead of being typeset by printers, and that their contents are being transmitted across the country by satellite.

The significance of this, he said, is that the publications can be locked up by 9 p.m. Friday, mailed a few hours later and be in the mailboxes of subscribers by Monday morning. Before the changes, these publications often had to pay workers overtime to get deliveries out to customers on time, Bruno said.

The most important thing happening in the industry, he said, is that "printers are beginning to realize that their main purpose is not only to put ink on paper. They are part of the large information and knowledge industry, which now represents two-thirds of the workforce of the United States."

Siegbert Holderrried, a representative of the German Association of Machinery Manufacturers, noted that West German exports account for approximately 45 percent of the world's printing and paper converting machines.

1981 TAGA PROCEEDINGS

We are now gathering together all elements of the 1981 TAGA Proceedings and hope to make distribution to members in October. As in the past, all 1981 members of record will receive a copy in a direct shipment from the bindery.

TAGA HONORS AWARDS

John F. Crosfield and George W. Jorgensen are recipients of 1981 TAGA Honors Awards, presented at the Awards Banquet, Tuesday evening, May 5. A copy of the awards brochure is included with this newsletter. Congratulations, John and George, TAA's highest honor is awarded in recognition of your dedicated service to the graphic arts industry.

ELECTION RESULTS

For those who could not attend TAGA 1981 Rochester, we announce the results of the 1981 election of officers and directors:

President -- Brian M. Chapman
First Vice President -- Walter A. Bruehs
Second Vice President -- Anson Hosley
Secretary-Treasurer -- Herbert E. Phillips

Directors:
S. Thomas Dunn
Gary Field
Charles E. Rinehart

(TAGA '81 generated much interest in Rochester as evidenced by the following clipping from the Rochester Democrat and Chronicle, May 10, 1981.)