



# Printalk

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## CEO Corner

### In Pursuit of the Truth



The Chairman of MAPPP SETA, Martin Deysel has issued a statement about some of the distortions and misrepresentations emanating from certain parts of the Arts and Culture industries and the suspended CEO of the SETA. After a period of two years, PIFSA has decided that enough is enough and is bringing some of this dishonesty to the attention of stakeholders.

It is interesting to note that the AAA School of Advertising which has been vilified and prejudiced in a similar manner (albeit to a lesser extent) last month won their case against MAPPP SETA in the Labour Court. This follows the Cross Media Training Centre's court success at the end of 2005. The views of the SETA's CEO have now been twice proven wrong in court. It's a pity so much time and money has been wasted in the process.

False allegations that are repeated often may be believed, but they remain false. An example is the repeated allegation that the Arts and Culture industries are subsidising the Packaging and Printing Industries! Have a look at the table reproduced in Martin Deysel's letter and you will see that the very opposite is the case.

The breakdown of the audited grant payments for the 2005/6 financial year is as follows:

Sector	Levies received	Grants paid	%
Advertising	9,351,938	9,141,065	97.74%
Arts and Culture	8,657,120	8,419,723	97.25%
Film & Electronic Media	14,899,953	13,671,503	91.75%
Printing & Packaging	55,731,217	44,232,994	79.36%
Publishing & Print Media	20,336,736	18,353,844	90.24%

To state the obvious, there is only one sector which is receiving less than 90% of the levies available, and that is Printing and Packaging.

The secretary of the South African Screen Federation is a vociferous critic of our industry and PIFSA, and her attacks are notable only for their unqualified support of the suspended SETA CEO, and her ignorance concerning the long history of investment in the development of people by the printing and packaging industries.

She seems to have forgotten (or perhaps it is another case of ignorance) that from inception, the Arts and Culture sectors have had two members on the much vilified Executive Committee of the SETA. She has also apparently forgotten that on many occasions, PIFSA has voiced support for subsidising sectors such as craft. To critics like this person however, the "transformation" for which they claim to be struggling, seems to be that the printing and packaging industries should pay up and get out so that the levies paid by our industries can be utilised by themselves.

The supporters of the suspended SETA CEO should be a little more interested in facts and a little less interested in emotion.

PIFSA will pursue this issue until the truth prevails.

Chris Sykes Chief Executive of Pifsa

# Power of Print-Making Impressions

Isn't it funny that there are a number of words in the English dictionary that have vastly different meanings. 'Impression' is one of them. 1.) an effect produced in the mind by a stimulus; sensation 2.) an imprint or mark produced by pressing 3.) a vague idea, consciousness or belief 4.) a strong favourable effect.

Certainly all of these apply to the industry in which we serve. Let's look at them individually...

1.) an effect produced in the mind by a stimulus; sensation ....well most certainly print does that. You only have to look at the daily newspaper or at a young child learning to read. See a woman shopper as she automatically reached out for her favourite Brand in the supermarket. The stimulus that print creates is absolutely amazing yet we all take it for granted whether in the industry and the makers of that stimulus or outside of the industry as the automatic acceptors of such stimulators.

2.) an imprint or mark produced by pressing...well, again is that not what we do. It is the everyday effort of the printer and the machinery that brings to imprint to the public at large in every conceivable form:-information from newspapers, books, magazines, reference materials, correspondence even e-mails and the internet.

3.) a vague idea, consciousness or belief ...what print does is to turn such a vague idea into a reality. Print once again is the forefront of information and the technology to turn such a vague idea consciousness or belief into something that is feasible, practical and comprehensible. No longer something that is in the mind it is now something of a reality and workable. The beginning of the reality. The prototype so to speak. No longer a 'dream' in the mind of one individual but a possible reality for all to see and to share and to develop.

4.) a strong favourable effect....absolutely. Nothing is more real than print. There for all to see and to assimilate. It's alive. It's reality. It's in being. And therefore it has a visual and a mental effect on those who come into view of it. Print works through the eye into the brain to act as the stimulus we saw in 1. above.

Yes print has been making impressions in more than one way since Gutenberg discovered it ever so long ago. It is impossible to estimate what print has done for modern civilisation. But I do know there would have been no modern civilisation were it not for his wonderful discovery and for all of the amazing technological advances over the subsequent years.

So be proud of the contribution you make on a daily basis to today's society and salute those who went before you!

## Profile: John Latter



### Academics

Higher Diploma in Industrial Admin  
Process Engineering.  
Post Graduate Wits Business School  
Certificate - Industrial Relations, IMM  
Marketing Diploma, Post Graduate Wits  
Business School - MAPP Management  
Advancement Programme, Gordon  
Institute of Business PIFSA Management  
Executive Development Programme

Past Member of Junior Chamber of Commerce  
Vice President of PIFSA Central Chamber  
President of PIFSA Central Chamber  
Member of Wits Business School Association

Entering my career, I decided on the field of packaging specialising in a number of forms namely; metal, plastics, board and aluminum in the disciplines of extrusion, forming, converting and printing.

### Career

1970	Engineering
1974	Production Planning
1975	Production Planning and Distribution Control
1978	Sales Executive
1980	Regional Commercial Manager
1982	Joined Britepak as Sales Manager
1987	Appointed as a Director
1989	Appointed as a Director of Conductor System
1990	Appointed as a Director of Artyefects Advertising
1992-2005	Director and Shareholder of Britepak
2005	Appointed as Managing Director of Britepak with the Transpaco Group

I joined a national company whom offered all these disciplines progressing from the functions of tooling to in process conversions techniques, systems and efficiency management. In order to experience the academic knowledge, I attended the then Technical Higher Diploma course on industrial administration. This launched my interest into production management and analytical assessment of production processes though system productivity became a passion.

My involvement with all facets of business applications in engineering, production, sales and commercial management has provided myself with the capacity to undertake the function of General Management.

Supported by the knowledge gained from the tertiary courses attended.

John is married to Kim, and has 3 daughters aged 19,15 and 13.

### Extra-Mural

Past President and Chairman of a number of community programmes and initiatives

## Central Chamber News



### PRINT EXPO CONFERENCE

The Central Chamber, at the invitation of Specialised Exhibitions, arranged a one-day conference during the currency of the Print Expo at Nasrec, on Thursday 15th March 2007. Although the initial registration figures were slightly disappointing, the last minute registrations, including delegates who "walked in" from the exhibition on the day gave satisfying

results. Delegates were able to register, either for a full day attendance, including lunch or pick individual sessions and elect to have lunch, at a separate fee.

A total of approximately 100 delegates registered eventually, for either the full day or one or more of the six sessions. The largest exhibitors on the exhibition were approached by the Chamber, with the invitation to supply a speaker and nominate a technical subject of their preference. The opportunity was seized and all of the speakers were visiting international experts who were able to share their knowledge and experience on a variety of subjects, as follows:

#### Session 1

##### TRENDS IN DIGITAL PRINT

Delivered by Mr Richard de Boissezon, Worldwide Marketing Director: HP Indigo (sponsored by Kemtek) Amongst a variety of points made by Richard, the following became clear:

- There are national and international common problems in finding suitably qualified people;
- South Africa, being somewhat behind international developments, can exploit the experience of the West and cut out a great deal of the "learning curve";
- YOU be the expert - don't let your customer have greater technical knowledge than yourself;
- Diversify! - stop thinking you are a Printer. Printing is merely a medium of communication;
- The older you get, the grumpier you get.

#### Session 2

##### STANDARDISATION AND OPTIMISATION OF CMYK DATA EXCHANGE

Delivered by Mr Patrick van Dam: Alwan Colour Expertise (sponsored by Digital Distributors) Points made by Patrick were that:

- He was able to bring relevance to his presentation with regard to the previous presentation;
- In so doing, he reinforced the point that South Africans are able to benefit from research and the pain of mistakes of other countries;
- He clearly explained the advantages of standardisation for the industry and repeated the emphasis of education of staff;
- It became apparent that South Africa has grasped these benefits and proof of this is the fact that South Africa was one of the first countries in the world to establish colour standards for newspaper printing.

#### Session 3

Delivered by Mr Jules Deitz, Product Manager: Muller Martini (sponsored by Thunderbolt Solutions) Points made by Jules were that:

- Finishing has always suffered from low priority and glamour, compared with the "sexier" technologies of pre-press and press;
- Product knowledge was lacking and was evident from the low support amongst the audience from those in the sales department;
- J D F will have a significant impact on improving the focus of the production chain on finishing;
- You get nothing out of your printing efforts and you don't get paid - if you don't finish the job.

#### Session 4

##### LATEST C&P PLATE TECHNOLOGY INCLUDING PROCESSLESS PLATES

Delivered by Mr Stefan Taubmann, Technical Sales Support Manager: Printing Plates - Kodak Polychrome Graphics (sponsored by Antalis Graphics) Points made by Stefan were:

- He delivered a clear and concise explanation of the market driven trends, leading to processless plates;
- He explained the implications for growing technological/environmental lobbies and their impact on effluent disposal;
- He explained the cost and technological benefits of moving towards processless plates.

#### Session 5

##### TRENDS IN LONG PERFECTING TECHNOLOGY

Delivered by Mr Michael Fallenbacher, Heidelberg Area Sales Manager - Italy and Africa. Points made by Michael were:

- The variety of options available currently in respect of perfecting;
- Statistics relating to the increasing trend towards effective use of both sides of a sheet of paper;
- The future possibility of commercial web offset perfecting presses;
- In five years' time, today will be referred to as "the good old days".

#### Session 6

##### HARNESSING THE POWER OF DIGITAL PRINT

Delivered by Mr Randall Hardy, Senior Consultant: Rodger P Gimble & Associates, New York (sponsored by Bytes Document Solutions) Points made by Randall were:

- In contrast to the saying "It is always easier to get into something than to get out of it" - the Xerox Digital Readiness Assessment programme will help to avoid getting into something unwisely;
- Resistance to change, including the resistance to change to digital printing is a great hinderance;
- The presentation taught that the solution to the problem is usually only 25 per cent printing technical problems and 75 per cent managerial thought-processes (or lack thereof);
- He produced a point-by-point checklist to minimise or avoid serious mistakes, leading to failure. This did not just cover the transition to digital printing but also to managerial errors.

In conclusion, the Chamber records its sincere appreciation to the sponsors, who not only provided the speakers but also subsidised the luncheon.

## KZN Chamber News



### KZN Chamber moves to new premises

After some six years at its home in New Germany, the KZN Chamber has moved on to new premises – a little further down the road - also in New Germany. When the Chamber staff relocated from Pinetown in 2001, the staff, especially Bookkeeper Dianne

Coventry pleaded with Chamber Director Geoff Warren not to do it again.

During the Chamber's stay at 64 Henwood Road, the premises were sold three times. With the most recent landlord in place, repair, maintenance and security became issues. The property was purchased as an investment, and little was done for the structural upkeep. Finally, the Chamber experienced an armed hold-up during the evening Estimating for Printing lectures in 2006. This prompted Geoff to seek new premises.

Chamber Bookkeeper, Dianne is due to retire at the end of July 2007, and she thought that her remaining few months would involve a quiet exit and hand over to the new incumbent. Not so! The most recent move has been the third that Dianne has experienced during her employment with the Chamber. When asked for comment, Dianne said "I hope that this is the last!"

### Other activities

Whilst the Chamber has been very busy in the move to new premises, all other business has continued as usual, including:

- dealing with some serious labour disputes
- unions seeking recognition with some of its members
- the hosting of the Annual General Meeting
- the facilitation of a number of public courses on administrative training
- hosting of a BBBEE workshop dealing with the requirements that businesses need to put in place to ensure that they are best able to adapt to the Scorecard requirements to qualify at the highest level
- hands-on in-plant technical training for Flexographic Machine Minders

PIFSA KZN Members are reminded that they should approach their Regional Chamber where a host of services are offered to Members some of which are:

- labour advice and hands-on assistance
- training and development
- drafting of Skills Plans
- BEE assistance
- financing of capital equipment

### Old Equipment finds a new home

In 2001 the Chamber received a telephone call from a gentleman who told Chamber Director, Geoff Warren that he had some old printing equipment that his late father had left to him, and that it was unused and lying in his garage.

It transpired that the gentleman had originally contacted Alan Hay of Shave and Gibson. Alan had referred him to Geoff. Always interested in preserving the past, Geoff went around to view the equipment – and old guillotine and a foiling machine. He agreed to take it over, thinking that he would easily find a printing company that would like the equipment for their foyer. This proved to a little more difficult than expected.

When Shave and Gibson began their move to their new premises in 2006, Geoff spoke to Print Manager, Martin Conway, and it was agreed that they would restore the equipment for display in their foyer.



After an excellent restoration job, Geoff was invited to view the handiwork. Interestingly, a full circle had been completed, with the initial contact being Alan Hay of Shave and Gibson, and the equipment finally coming to rest with Shave and Gibson some six years later.

**The new Chamber Premises are:**  
**Unit 2 Afriscan Park**  
**21 Shepstone Road**  
**New Germany**  
**Tel 031 7058744**  
**Fax 031 7054408**



Seen in the photographs is Alan Hay together with Geoff Warren.

## Cape Chamber News



In 1985, Dennis Nick, the then Chairman of the Cape Chamber of Printing, approach Allan Roberts, who at the time was the chief estimator at CTP Book Printers, to present a course on Print Estimating.

Allan Roberts agreed to present a course, which he designed and at the beginning of February, 1985, the course commenced with 54 students at the Gardens Commercial High School. At that time the largest classroom at the school could only accommodate 35 students and it was then necessary to split the class in two and lectures were presented on a Tuesday and Thursday evening.

The sole objective of the course was to give the students thorough grounding in estimating and as such the final examination comprised one three-hour theory paper and two three-hour practical estimating papers. The pass mark required was 60% for theory and an average of 80% for the practical estimating paper.

With the class of 54 in that first year, it was thought that it would be a "once off" course. However, 22 years later the course is still running with a average of 20 students a year being successful in passing and obtaining the Estimating certificate. This certificate was also recognised as a credit for the National Diploma in Printing Management.

With Cape students obtaining credits for estimating, both the Central Chamber and Kwazulu-Natal Chamber also wanted to receive the same accreditations, and Allan Roberts was asked to prepare the course syllabus. This led to Allan writing the textbook, Estimating for South African Printers, which today is recognised as the estimators "Bible".

With the success of the estimating course, Dennis Nick asked Allan to run a follow-up course. This course became known as the Advanced Estimating and Production

Planning course and has been held approximately every other year on a Saturday morning from 08:30 to 11:30am

After discussions with the course presenters of the National Diploma in Printing Management, it was finally agreed that Estimating theory was not enough to prepare someone for print management and the requirement now is that Estimating theory, Estimating practical and Production and Planning be the three requirements for the National Diploma.

The certificate presentation ceremony for the 2006 students was held on 20 March 2007 at the Cross Media Training Centre. Successful students received certificates for successfully completing the Estimating and Production course.

Gillian Scott from Sappi Fine Paper presented Janine Andrews from Omega Art and Caroline Stoffels from Falcon Press the award for the obtaining the highest results.



**Julian Moshoeshoe, an ex-Intergrated Business Administrator (IBA) student received a certificate for successfully completing the estimating course. Monaheng known as Julian, attended and completed the IBA course in 2004 when the course was launch for the first time. Julian**

**was one of the 8 students who formed our Guinea Pigs class. After completing the IBA course and working for Edina Rempress as an Administrator, Julian has taken a step further and completed the estimating course, taking on the roll as Edina-Rempress's estimator.**

**Julian wishes to further his knowledge and aims to receive a National Diploma in Printing Management.**

## Legal Matters



### **Consumer Affairs (Unfair Business Practices). Investigated and Schedule published:**

On the 9 February 2007, Mandisi Mpahlwa, the Minister of Trade and Industry published a schedule regarding grey products and unauthorised imported branded products. Sellers of unauthorised branded products must include the following wording in conspicuous size, without change in all forms of advertising or promotion, including in store-promotions, websites and brochures, when every such product is advertised or promoted. "The authorized South African distributor of this product is under no obligation to honour the manufacturer's guarantees/warrantees or to provide after-sales service." "The wording "this product is...." could be replaced with the words "...these products are...." if the plural is applicable."

Reference: Government Gazette 29600, Notice 107, 9 February 2007

### **Under Investigation:**

In December 2006 the Department of Trade and Industry gave notice that the Consumer Affairs Committee intends undertaking an investigation into the competitions conducted by mail order entities. (Gov Gazette 29509 – Notice 1857, dated 22/12/2007.)

The focus of the investigation includes mainly:

- a) the wording of the advertising material regarding competitions;
- b) the upfront disclosure of gifts or prizes won by the consumer in the advertising material forwarded to the winning consumer
- c) the value of the prizes, frequency of the competitions, dates relating to the competition, structure and format of the competition and other ancillary matters.

We will inform you of the outcome of this investigation when completed.

## Free State and Northern Cape AGM

The combined Free State and Northern Cape Chambers' Annual General Meeting was held in Bloemfontein on Tuesday 3rd April 2007.

The outgoing Chairman, Mr Wimpie Hauptfleisch touched on events which had taken place during the previous 12 months, thanking members for participating in the various events, especially the training programmes which had been conducted by Adobe Systems.

Mr Patrick Lacy, Deputy Chief Executive Officer of PIFSA, stood in for the C E O, Mr Chris Sykes who was unable to attend the meeting. Mr Lacy pointed out that the speech prepared by Mr Sykes had been distributed by Mr Hauptfleisch and suggested that members read it at their leisure. He then elaborated on the two main topics identified by Mr Sykes -

Firstly, the issue of tariff protection and the success of PIFSA in having these reduced and the long-term advantages to the entire industry; and

Secondly the issues relating to MAPPP-SETA and the unfortunate attitude towards training of unemployed, previously disadvantaged students by Cross Media Training Centre and the bleak outlook for training in the future, if this is not reversed and if the authorities constructed an equally unsympathetic system to take the place of the Seta.

Mr Lacy also provided pamphlets relating to the Antalis Management Development Programme for the Printing Industry and explained the advantages to employers and the benefits of having their Programme (now in its 7th year) sponsored by Antalis and the cost savings involved.

This was met with considerable enthusiasm, especially as a vehicle for introducing previously disadvantaged individuals to management principles and experience and several

employers present undertook to send delegates to Johannesburg for the June training offering.

Mr Piet Bosch tabled the financial statements for the previous year, showing a healthy and happy surplus, due to increased subscriptions and income from B E E Workshop. It was suggested that some of these funds could be used in the year ahead to provide additional BEE training for members. Issues related to the 2007 membership fees and increases were discussed and the proposal of the Executive Committee approved by the general meeting. Members also agreed that, now that the subscriptions payable to the Chamber and the Federation had been equalised, there was no need to continue putting a premium on the Chamber subscriptions.

Mr Hauptfleisch encouraged all present to make as much use of the G A T F - GAIN website as possible, as this was included in the subscription.

Finally, the following were elected to serve on the Executive Committee for the year ahead:

Chairman: Mr W. Hauptfleisch - Oranje Drukkers  
Messrs G A Coetzee - Wepener Drukkery  
T R Evans - Swift Print  
A. van den Heever - Volksblad  
A. Mostert (alternative)  
T. Guercio - Antalis  
S Neveling - Conquest Paper

Secretary: P. Bosch

At the conclusion of the meeting, those present enjoyed lunch, sponsored by the Chamber.

### **FACTINATIONS and Lexophiles - lovers of words - will enjoy these.**

- A bicycle can't stand alone; it is two tired.
- A will is a dead giveaway.
- A backward poet writes inverse.
- In a democracy it's your vote that counts; in feudalism, it's your Count that votes.
- A chicken crossing the road: poultry in motion.
- With her marriage she got a new name and a dress.
- Show me a piano falling down a mine shaft and I'll show you A-flat miner.
- When a clock is hungry it goes back four seconds.
- The guy who fell onto an upholstery machine was fully recovered.
- A grenade fell onto a kitchen floor in France resulting in Linoleum Blownapart.
- You are stuck with your debt if you can't budge it.
- Local Area Network in Australia: The LAN down under.
- He broke into song because he couldn't find the key.
- A calendar's days are numbered.
- A boiled egg is hard to beat.
- He had a photographic memory which was never developed.
- A plateau is a high form of flattery.
- The short fortuneteller who escaped from prison: a small medium at large.
- Those who get too big for their britches will be exposed in the end.
- When you've seen one shopping center you've seen the mall.
- If you jump off a Paris bridge, you are in Seine.
- When she saw her first strands of gray hair, she thought she'd dye.
- Bakers trade bread recipes on a knead to know basis.
- Santa's helpers are subordinate clauses.
- Acupuncture: a jab well done.
- Marathon runners with bad shoes suffer the agony of de feet.

# Cross Media Training Centre

## Have you considered studying through Distance Learning?

Have you ever wanted to study that course that will get you the final diploma for your career but just can't take the time off work to attend? Well, that is why we have created Distance Learning. Distance Learning is a correspondence course designed specifically for the people in the printing industry. You are able to study the three Theoretical Modules you require in the comfort of your own home and in your own time. This also enables you to study at your own pace, and you are in charge! Coupled with this, students are able to contact the relevant lecturers when help is needed.

The various courses offered are:

### Electronic Origination

In order to design effectively, the originator must understand the subsequent printing and finishing operations that any printed product must comply to. The theoretical component of the origination course therefore covers the technical aspects of all printing and finishing processes. The course also covers computer applications, typography and design and layout.

### Lithography

This course focuses on the basic operation of a single-colour press. The course content consists of plate-making, plate-mounting, stacking the feeder unit, setting the delivery, setting the ink-ducts and printing single and two-colour print jobs- a must for candidates wanting to enter the industry or for those wishing to upgrade their existing skills.

### Rotary and Continuous Stationery Machine Minding

Ever wondered how a newspaper is printed? In this course the candidates will be exposed to the printing process used for newspaper and continuous forms production and will learn how the press is webbed-up, how the plates are mounted, the ink-ducts are set and finally how the product is printed.

### Flexography

Flexography is the printing process predominately used in the packaging industry - one of the fastest developing printing processes in our business. In this course the candidates will be introduced to the printing process used for package printing and will learn how the plates are produced and mounted in register on the press. In addition to this the candidates will find out how the press is webbed-up, ink settings are prepared and finally how the product is printed.

### Bindery and Cutting

This course will equip the candidates with information on the standard paper sizes used in the industry and basic imposition skills. Once a job has been printed, it then has to be prepared for final finishing. This is instrumental to the finishing process as the folding of large print sheets

to the required imposition for book finishing. This is a popular course and a vital for candidates wishing to upgrade their skills.

### Carton and Die Making

Once the product has been printed, it is sometimes necessary to cut it into different shapes e.g. toothpaste boxes or refrigerator packages. This course instructs the candidate on how the process is implemented.

Once all three Theoretical Modules have been completed and the final Trade exam has been written, the student will receive a National Crafts Diploma and a London City & Guilds certificate which is internationally accepted.

The requirements for Distance Learning is that students must be employed in the Printing Industry, working on a machine corresponding with the trade for which one wishes to enrol. (This will enable students to complete supervised practical examinations, administered by the MAPPP SETA in order for them to become qualified in that specific trade), a Grade 12 Certificate (Matric) or an equivalent qualification. Academic exceptions are made for employees/trainees with a minimum of 2 years industry experience.

To find out further information contact Catherine Legodi or Kim Gezorke on 011 699 3000, alternatively e-mail [distancelearning@cmtc.co.za](mailto:distancelearning@cmtc.co.za) or visit the website [www.crossmedia.co.za](http://www.crossmedia.co.za).

### Technical Theoretical Modules.

When deciding on a training provider for your Technical Theoretical Modules, the choice is easy! It is Cross Media Training Centre.

Set up by your industry, for your industry, Cross Media Training Centre is perfectly positioned to have your interests at heart.

The duration of the day classes is 4 weeks and 3 days or the option of distance learning is also available. Two full sets of TTM blocks are available each year.

Dedicated lecturers in Johannesburg and Cape Town have achieved excellent results over the last decade. We intend to continue doing just that. Visit our website and see for yourself what exciting courses we have to offer your staff. [www.crossmedia.co.za](http://www.crossmedia.co.za)

# Cross Media Training Centre

## The ravages of HIV/Aids



World economies have succumbed and been crippled by the ravaging effects of HIV/Aids. Employees, the primary source and strengthening force of all economies, are the most affected by this dreadful disease. Companies' productions are lagging behind, and this is the main cause of loss of income for companies. This is due to absenteeism over long periods of time, because employees are affected by illnesses related to HIV/Aids.

Most people keep their status a secret in order to avoid stigmatisation or discrimination from people around them. People suffering from HIV/Aids live with fear of being rejected by their families, friends and even their communities. Employers are put under enormous pressure because replacing an employee takes time. Such situations would be avoided if employers come up with ways to let their employees open up and tell them about their health status in terms of HIV/Aids. This also means that trust is of great importance if people are going to open up and tell their employers about their status. Assuring employees that their jobs are secure is also of paramount importance.

This then means that employers can and will be able to counter any problems that might occur because of absenteeism due to illness. There is always someone who is on stand-by just so there are no interruptions in the production flow. The employer doesn't have to be put under a lot of pressure trying to catch up on production because they are running behind schedule due to absenteeism.

Support can be given and measures can be taken to ensure that the employee lives a long and fruitful life despite their HIV status. They don't have to put themselves under a lot of pressure trying to keep their sickness a secret and having to deal with it on their own. It also means that the family's worries are put to rest because it's getting the support it needs to support the family member suffering from HIV/Aids. Sufferers can also receive all medication they need to lengthen their lifespan. Their nutritional needs are met to boost their resistance to fight off most infections.

Managing and dealing with an employee's status in the end ensures that the company's stance and support with regards to HIV/Aids is made clear and this also encourages everyone to play open cards with their employers at least.

Anyone who was infected with the HIV virus 10 years ago, is most probably suffering from illnesses associated with full-blown Aids. They are staying away from work more and more, given the fact that the employer offers them all the support they need at that stage of their lives. The employee would have peace of mind and know that their family's worries would be lessened due to knowing that their families would not be put under unnecessary pressure due to the fact that they have exhausted their finances.

If everyone around you knows your status, they would be able to offer you all the support you need, and the society will be there for you and your family. Support from the society is what a sufferer needs more than any stigma attached to HIV/Aids.

### Cross Media in Conjunction with Morning Star Design presents Desktop Publishing night classes.

The Adobe Creative Suite, comprising of InDesign, PhotoShop, Illustrator and Acrobat are now available as night classes at the Cross Media Training Centre.

Technology advances so quickly that it is often difficult to keep up with the changes of new software. Buying the latest software is only as effective as the knowledge of the operator to use all the features. For this reason, the classes are presented out of normal working hours so as to accommodate the hectic schedules of production. It also offers the possibility for an individual wanting to improve their ability or even considering a career change.

5 full sets of dates have been scheduled for the year. InDesign, Photoshop and Illustrator have a duration of 18 hours spread over 6 training dates and Acrobat is a 12 hour course run over 4 days. The classes begin at 17h30 and end at 20h30, either over 3 or in some cases 4 days per week.

These courses can be attended as individual components. A special price is on offer for the full suite which are presented by Adobe accredited trainers.

For further information visit our website [www.crossmedia.co.za](http://www.crossmedia.co.za) or contact Renell at 011 699 3000.



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