



PIAMS Weekly News

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Printing & Imaging Association
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Unique Litho New PIAMS Green Member



Congratulations to Unique Litho for becoming the newest PIAMS Green Member.

In addition they are working toward becoming a Gold Level Colorado Environmental Leader. **Very Impressive.**

Not Just Couched/Buried

Not Just Do Not Mail/Do Not Print

We continue to do research into potential Do Not Mail initiatives which are purported to be coming out of the Denver City Council and the more digging we do, the more interesting it becomes. Within the Solid Waste Management Plan for which public meetings are being held this month, there is reference to Denver's Greenprint initiative wherein they (Denver) encourages meeting planners to use flash drives to hand out information instead of print. We have contacted Denver City Council President Jeanne Robb's office about what we have been told is the Council's research into constituents concerns about "junk mail", and they too don't know where it's coming from but agreed to work with us on the issue and referenced us back to it possibly coming from Greenprint Denver. We have also discovered reference in a variety of places to an underground movement that is going to show up in every state in the nation and apparently one of their targets is Colorado. This is a great time to join in the alliance to nip this initiative in the bud. Send in your contribution and volunteer your time.

And, Let's Keep Reminding Them

From a recent Gorelick & Associates Client Newsletter...

Each communication medium has its benefits and disadvantages. Print companies and their salespeople face competition from other media. Sometimes, they forget to mention some of the more obvious benefits of print. Mail is secure, an important fact because consumers are sensitive to the frequent breaches of personal information in use of electronic media. The perceived benefit is particularly important in communication of financial and health information.

E-mail communication may be relatively inexpensive but appears less attractive when readership is considered. A study by the Postal Service found that 98% of consumers gather incoming mail each day and 77% sort and organize their mail immediately.

We say – as opposed to deleting upon receipt or being “eaten” as spam.

Another Reminder On Sequential Liability

On and off for several decades, the American Association of Advertising Agencies (The 4 A's) has recommended that members include the Principle of Sequential Liability in their purchasing orders in printing contracts, which was initially intended for "media" buys. When applied to purchasing print the Principle of Sequential Liability means "the printer isn't paid until the agency is paid."

In the case of bankruptcy, unsecured creditors normally don't receive much, if anything. How painful could this be? As we stated in our May 29th PIAMS Weekly News, it is estimated that outstanding invoices (as of a month ago) from the advertising agencies to Chrysler and General Motors totaled about \$300 million.

The following are the two sets of language that have been recommended by The 4A's:

"The agency shall be solely liable for payment of all media invoices if the agency has been paid for those invoices by the advertiser. Prior to payment to the agency, the advertiser shall be solely liable."

"We are acting as an agent on behalf of our advertiser client, a disclosed principal, either named hereon or otherwise identified to you. We will only be liable for the cost of the advertising purchased and other obligations to you to the extent we have been paid by our client for any amount payable to you. If pursuant to a court order issued as a result of a preference claim under the U.S. Bankruptcy Code, we return to advertiser or its estate any such amount paid to us, then you will similarly repay us such amount. We agree that we will defend any such preference claim in good faith. Any terms in your invoices, documents or rate cards to the contrary, and any modifications you make to this form, are of no force or effect."

We continue to urge you to read all contracts/purchase orders carefully, strike any sequential liability language and have it initialed by someone from your company and someone from the client's firm for the first, and run like crazy from the second.

Spend Time With Dad

Not that we need to remind you, but Sunday is Fathers Day and a great time to focus on some of the most important and influential people in our lives. It's a day for silly gifts and family gatherings and a time to remember what counts most in life. To all those dads out there and the families that love them- **Have a Wonderful Fathers Day.**