

*Who cares?*

## An Opportunity to Prosper

Excerpts from 'Responsibility and Performance' – a presentation from StoraEnso for the Lithographic Institute of Australia (LIA).



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- Relationships are best used to ensure the flow of information, not simply price reductions.
- The Printing Industry should learn from other industry sectors.  
All industries have suppliers, employees, machines and customers – what's the difference?
- Ask your suppliers questions, they are the best source of information, remember you are not always the smartest person in the room
- Seek out efficiencies at every opportunity

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- Efficiencies have a compounding effect
- Inefficiencies have a negative compounding effect, you can never recover lost time.  
**“When time is lost, it’s lost forever”**
- Very low training rates, hard to get good staff

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## An Opportunity to Prosper

- How can you make your plant achieve more through put, with less waste?
- Are your make readies as fast as your next best competitor?
- Is the press speed as fast as your next best competitor?
- Do your inks dry as quick as your next best competitor?
- The most common sentence in printing,  
**“We’ve always done it that way”**

who cares?

## An Opportunity to Prosper

- When you have found the best paper, ink and press - keep looking
- You can become 40% more efficient, when you know where you start from.
- Michael Porter of Harvard University said the problem with the printing industry is  
***“When ever they get efficiencies, they always pass the savings on to the customer, even if the customer didn’t even ask”***
- If it works, don’t tell anyone!