

Even in a tough business climate, printers have hiring needs but are reluctant to add to their fixed costs. A recent PIA/GATF survey on www.gain.org indicates that over that past 12 months, primary sources of successful job applicants for printers have been employee referrals, newspapers, and temp-employment agencies respectively. The strong showing for temporary agencies indicates that printers are keeping their payrolls lean and staffing up during busy periods. That's a practice that most of the business consultants to printers highly recommend.

To help Northern California printers specifically, last spring, PINC reached an agreement with PrintStaff, the largest print staffing agency in the country, with offices in San Francisco and Santa Clara. The agreement gives members the opportunity for flexible staffing at a discount. In short, members receive a five percent discount on all temporary personnel's hourly billing rates. And, members have been taking advantage of this benefit.

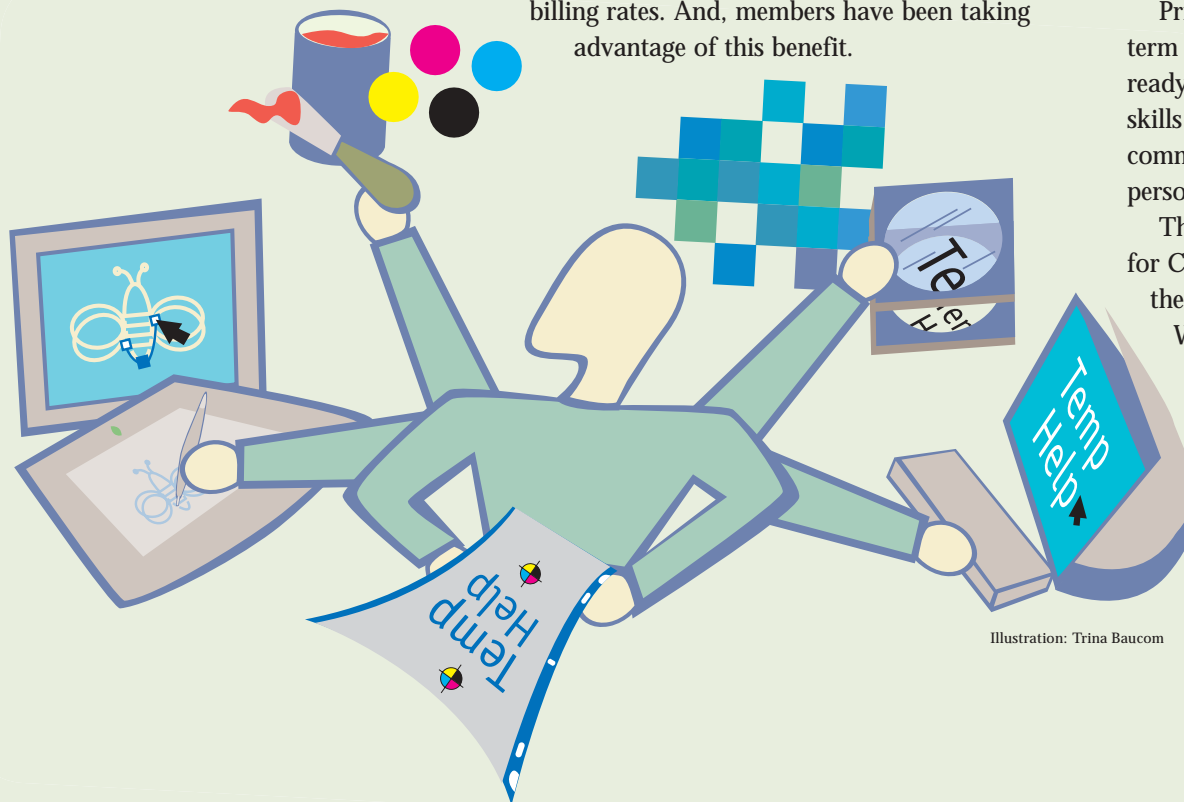


Illustration: Trina Baucom

Locally, for example, Sean Foley of ColorGraphics, San Francisco says the company employs around 90 people. "We're typically understaffed at slow times," he says, "and during peak periods, we rely on overtime and PrintStaff to get the people we need." When they do hire, ColorGraphics uses its in-house bulletin board to notify employees of open positions and newspaper advertising, following the trend that's shown in the national survey.

Jerry Wilson at Amp/Gold Medal Press, Dublin, is also a PrintStaff fan. He calls on the agency for skilled workers when his full-time people go on vacation or are absent for other reasons. "We'll hire them if they are good and we need someone," he says. He does note that at this point, he has had an up-tick in applications from employees from shops that have gone under in the Bay Area. "We have a lot of applications on file, especially since shops have gone out, so my last resort is a newspaper ad," he says.

PrintStaff can supply skilled personnel for short term or long term flexible staffing, trial to hire, and direct hire placement. Its ready labor force has print and media experience with the specific skills you need—from cutting edge Web design to traditional commercial printing. These people range from skilled production personnel to management.

The testimonials are there. "PrintStaff has done a great job for ColorGraphics," Foley says. "We build our schedule around them." "They've done a good job of bringing people in for me," Wilson says. "Their people are qualified."

For further info, go to www.printstaff.com/employers/PincMembers.html or call PrintStaff at (415) 974-1078. **Jenny Rauh** is at ext. 15 (or email jrauh@printstaff.com); **Debra Bullock** is at ext. 16 (or email dbullock@printstaff.com). ♦