

Abstracts of Articles

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The present situation on the market is favorable for customer, which – as they say – is the King and is conscious of it. This situation – sometimes – gives a possibility of abusing of it.

The technical superiority by using Hi-Tech, now is difficult for the printing houses. This is why they try to offer more and better services than the customers want have, or can pay for it. In this case, only the quality of service activity or of the relationship with the customers can give a significant surplus. Luckily, since the private printing houses came into being the view has advantageously changed but it is very hard to compete with foreign companies having customer-centric trading policy since many generations.

Present issue of our paper is dealing with marketing and related substances. Many of the articles can be motivating, and thought – provoking. I would highlight here the informative and interesting articles of Imre Lévai and Péter Tomcsányi.

The product competition named Pro Typography 2006 is the only brand-independent and unique benchmarking event organized by the collaboration of PNYME.

In an article written by Péter Maczó, you can read the experiences and the opinions of jury-members of the contest and find beautiful pictures in it.

Readers of Magyar Grafika can buy a book of 136 pages, titled On the Packaging, written by Péter Maczó. In the book having three parts there are different episodes on brief history of packaging, on packaging-design from the point of view of graphics and typography. It must be present on the book of every bookshelf of the professional libraries.

The history of the printing always contains the fundamental truths of the most modern sciences. Thanks for Eleonora Moldoványi, for sharing us the Messages of the Past, the treasures of Martincsevics Printing House of Csorna. Thanks for Szilvia Bánfi we can read valuable information about the Internet database called Clavis.

In contains the data of every Hungarian printing houses, publishers and booksellers since 1940.

Celebrating of 445 year old printing in Debrecen, there was a setting of a bronze statue of Gál Huszár, at the Alföldi Printing House. This summer at this town, there will be an exhibition, showing the treasures of Plantin Museum (in Antwerpen).

I wish you all pleasant summertime and relaxation: Viktória Faludi,

Editor in Chief Magyar Grafika.

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Marketing – originated from the word of market, is defined in many different ways, for example:

Management process of anticipating, identifying and satisfying customer requirements profitably. The process of planning and executing the public relations, pricing, promotion, and distribution of goods, ideas and services, to create exchanges that satisfy individual and organizational goals. The basic elements of marketing are: the Internal and external Public Relations (PR); Sales/Trade Promotion and print or online advertisement. These represent the extremely important forms of marketing communication. For this purpose you must do a market research and then create a master-to-do-list (master plan, Marketing Plan). It is also advisable to test the effectiveness of your marketing activity. The database marketing is the technique of gathering all the information available about your customers into your central database to drive all your targeted marketing efforts. This article of our paper deals with marketing from the planning, to realization and evaluation of results. The author has focused on the marketing activity of the Hungarian Printing Industry which is now in a very difficult, restrictive global, international, European, EU and home environment. Details: Market Research, theory and practice, Corporate Image/Corporate Identity; Direct Marketing, Database Marketing. You'll also find information about the new AOL Instant Messenger (AIM) system, different advices for avoiding the most usual mistakes and a Hungarian-English marketing dictionary as well as the websites of printed and online marketing journals, magazines.

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Thinking as a printer, the marketing – of course – is needful, but seems not to be the most necessary thing in the life. Emil Tonk – vice president of Hungarian Marketing Alliance – was between the first ones to act as a marketer in Hungary, so he thinks just the opposite of it. On basis of his experiences, he makes known here in his article, some of the fundamental truths. Marketing is preferably a way of looking, and not a cure-all tool.

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Some subjective thoughts on the role of marketing in the Graphic Arts Industry: By using positive and negative examples of home and foreign industries, the author of the article, brings marketing nearer to the Hungarian printers and encourages them to a more brave and serious usage of it.

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Satisfied and motivated co-workers and effectively acting organizations can accomplish miracles. This expression: The Consumer is the King seems to be vulgar at first sight, but it is true and real! We know: if we are

unable to meet the demands of our clients, if they are unsatisfied when leaving us, we will -before long- run into serious troubles.

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The eye-camera – so far not known by the Hungarian market – is such a visual tool, which is able to record the movements of the human eye during looking at surfaces of different prints (of brochures, Direct Mail letters, advertisements, and of newspapers), or watching TV-Ads, websites etc. Recorded movements of the eyeball, give valuable information about the vision logic. Moreover shows us: which parts of the „image elements“ act, and in what sequence, how are they playing significant role during the seeing process, and what does „attract“ the eye-glance and attention.

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Challenges in marketing, and giving a present to somebody, is nearly the same. To understand the market, the wishes of the buyer and customer, meet their demands, and to find out, who is a valuable client of the market. Doing this not only with the goods but with packaging too. Start and end of this process is the insight.

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The new marketing term Coaching can be translated in several ways: regular training, a preparation for reaching the goals. Everybody make it differently in the business life. As there is no exact definition of it, the trainers (called coaches) are teaching on their own grasp.

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Thanks for the WiFi technology, more and more users can work out of their offices, (in cafe, on streets, in cars etc.). Technology has not only advantages, but disadvantages too in point of view of data protection. During a year, in London, more than 6000 mobile (cellphones), and 4500 laptops were stolen from the cars. Some of them contained valuable business information. Sometimes the virus attack and the hacker do not mean such a big danger than the forgetfulness!

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Most of the printers realized that their living – besides their knowledge, suitability – depends on their customers. From point of view of this, it is understandable why the customers protest against using them as idea-givers, and using their packaged products on show. The solution is the demo collection. On Pro Typography contest mentioned above, M-Real Petőfi Printing House has won a prize with its demo box family.

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The aim of the producer-consumer's meetings is always the celebrating of the results achieved. Kodak and Intergraf used this event for dazzling its clients with the

product novelties. Using laser show, there was there a real American environment feeling in this „Land Of Possibilities“ with a strong association of working infrared CtP equipments...

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On exhibition Iplex we could find almost in every printer stands different Duplo equipments. It is not by chance because Duplo's products are reliable, exact, and easy-to-work-with tools. Thanks all this here to Duplo Hungary and in Rumania to PC Studio 2000. On show dealing with the Print On Demand (POD), Duplo's new equipments were exhibited.

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Typography and architecture are somewhat similar, because they both are always on the debated boundaries of creativity. Typography can also be estimated as a static planning in which the graphic elements have their own weights, and – similarly to architecture – the symmetry, form- and/or color contrast have balancing functions.

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Here is now again a new book, published by our Association, written by Péter Maczó and titled: On Packaging. We are very proud of it. It is dealing with the history of packaging and with packaging design, each from the point of view of graphics and typography. By using the ticket to be found in Magyar Grafika, our readers can have minus 1000 HUF price cut when buying it.

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At the Pro Typography 2006 contest there were 25 applicants in competition with their 160 different products. Their level represented of excellent printed materials. It was a nip and tuck competition on the fields between the books, magazines, accident printed materials and packaging materials.

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According to the advice of Gedeon Borsa, by the help of National Library, an internationally known bibliographer, and historiographer in the printing industry, an Internet printer's database has come into being. It contains data of every printing-houses, publishers and booksellers, from the nationalization at the end of 1940.

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There is an all-output (film/plate) setter studio in the middle of the town. Everyone knows it and they are setting our PNYME Newsletters, books and Magyar Grafika too since three years. The professional challenges are there of daily routine. Correct pricing, precise, and reliable services. People of Reactor are always thinking similarly to their clients. This is their secret!