

The sweet sound of silence

GML's "rustle-free" sweet wrapper has gained more column inches than professional media babe Tara Palmer Tomkinson could shake a stick at.

All the nationals, last week's *PrintWeek* and even the BBC have been enthusing about the Grantham-based print and packaging specialist's latest invention.

Originally designed for Radio 3, which complained that audiences at concert broadcasts made too much noise unwrapping boiled sweets, the rustle-free wrapper is set to change the face of cinema- and theatre-going for good.

The solution to the problem was simple: a special wax-coating was applied to the paper wrapper, rendering it virtually silent even in the hands of the most determined rustler.

Theoretically, the same



Rustle rage: problem solved

process could be applied to crisp packets, bags of Maltesers, newspapers and, well, virtually anything that rustles, thus completely ridding our films, plays and concerts of all those highly-annoying noises.

GML, we salute you. Now, what are you going to do about those people who slurp their Coke too loudly, talk all the way through the best bits, and drown out punchlines with premature guffaws?

WHO PRINTS THAT THEN? Frank magazine



Frank: it's intelligent

The somewhat curiously entitled *Frank* (well, it's better than *Skirt* or *Stiletto* which an insider tells me were the other two working titles) is the latest women's style bible from hipper-than-thou publishing house Wagadon.

Cleverly marketed as "the last thing you need" – because for shopoholic ladies-who-lunch there is absolutely no correlation between "need" and "must have" – *Frank* promises to be the first "intelligent" woman's magazine.

Gone are the problem pages and the "how to juggle triplets, a full-time job in the City, aerobics classes and an errant husband" features, and in are politics, human rights, fridge magnets and lipstick (now we're talking).

But the question on every media-watcher's lips is whether this unusual mix will survive in the already overcrowded women's glossies market. Hard to tell, but I certainly hope so – and so does St Ives.

For its Caerphilly plant, home of, amongst other things, its two Heidelberg M3000s or Sunday presses, has been commissioned to print this 246pp perfect-bound title. And with a target monthly circulation of 120,000 copies that's a very nice contract to have landed. Repro is handled by London-based Colour Solutions.

The launch issue is pictured. And if *Frank's* influence is anywhere near that of sister title *The Face*, in no time at all we can expect to see fashion slaves all over Britain taking to the streets in ball gowns balancing a Granny Smith's on their head.

● If you have any gossip, funnies, or print a girl's mag with a boy's name, call Lauretta Roberts on 0171 413 4451.

MEMORY LANE 1 year ago

British print training bodies were steeling themselves for the government's promised "dramatic shake-up". The training functions of the BPIF, the Scottish Print Employers Federation, the Screen Printing Association, the Institute of Packaging and the Newspaper Society were due to be merged into a single all-encompassing body by September 1997...

The Berkshire Printing Group looked certain to fall into **French** hands after packaging giant CPC (Compagnie pour la Communication) made a move to buy it...

5 years ago

KL Litho subsidiary Multiflow Print was **rescued** by a management buy-out three weeks after going into receivership... **Maxwell Pensioners** were planning another **rally** on 4 November – the anniversary of the former BPCC boss's death...

10 years ago

HunterPrint signed a £4m order for the first new shortgrain web from Harris, the **M4000...** **United Newspapers** was strongly **denying** reports that subsidiary **Burrups** was up for sale...



Yes it's that chameleon Cylinder from Pastiche Colour in Telford again. This week, eccentric owner Barry Taylor has plumped for that goes-with-everything classic shade – fluorescent pink. Now this really is getting silly...



PROFILE: Alan James Orr

Press & Bindery Systems managing director Alan James Orr likes nothing more than golf, it seems. Well, he is Scottish after all. His pet hates include hoovers and bureaucrats – we'll second that

So Alan, what would you do if you didn't do what you do?

International sales, which I enjoy. I wouldn't have made it on the PGA tour!

Bit of a golf fan then. So what's been your greatest achievement, golfing or otherwise? Breaking the record at Oundle Golf Club

Which of the two decent Scottish football teams do you support? Glasgow Rangers

What's the secret of your success? Single mindedness and a good team

How much do you earn? More than I used to

What's the best/worst bit of kit you've ever bought? Best: Mercedes car. Worst: Various brands of carpet hoovers

What is it that you love/hate about the printing industry?

I love the loyalty of the customers. There's nothing I hate about the industry except perhaps a few unscrupulous individuals

Who do you most look like? Gene Pitney

What would you buy if you won the lottery? My suppliers

Who or what do you hate the most? Politicians and bureaucrats

What is your biggest fear? The government for the next 20 years

When do you lie? When I'm asked silly questions

What are you implying Alan? Actually, don't answer that. So, do you have a nickname? Probably, but I'd be the last to know

With which historical figure do you identify? William Wallace

That's Braveheart, isn't it? Yes

All Scottish people give that answer. Who should lead the newly-devolved Scotland then? Lord (Iain) McLaurin

What is your favourite journey? Home

What is your favourite piece of print? The sports section in the *Daily Mail*

What do you eat for breakfast? Cereal and toast

What do you believe in? Human nature and common sense

Who makes you laugh? Trig from Only Fools and Horses

What do you always carry with you? A sense of humour

Who would you swap places with if you could? Ally

McCoist

Who is the next hero of the printing industry? Alan

Turner of Apple Web

Who would you most like to have a One2One with?

Sharon Stone

But she's not Scottish...

Faldo: talented, but doesn't hold the record at Oundle

