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The difference (between conventional and waterless) is like night and day."

Eliminating the liquid process allows press operators to match color proofs much faster because water solutions soak into paper much easier than pure ink. Additionally, color through waterless press runs is easier to maintain.

In essence, waterless provides higher productivity and quality, less paper waste in the matching stage and more consistent color during a given press run. Waterless also prints much better on recycled paper and so reduces stress on the environment.

"For high-end quality in color reproductions waterless is a major breakthrough," said Leigh Gurk, senior production specialist for Linxair Campbell-Ewald, an agency which handles the Chevrolet account. "We've already used it for a business-to-business publication and the quality over conventional was some 20 to 30 percent better."

The cost to clients who use waterless is 10 percent more than conventional prints. The price

would be higher, but Driscoll said he was able to pass along savings from paper and freight reductions to his customers.

Founded in Detroit in 1907, Northwestern Printing was sold to the Driscoll family in 1962. The firm has 35 employees and recorded revenues of \$4.5 million for 1992. Driscoll said the company would add another shift of up to 20 people to meet the growth of waterless printing. Currently there are 80 printers in the U.S. using waterless systems, up from 25 the year before.

The concept of waterless printing was developed by the 3M Company in the late 1960s, sold to the Japanese in the early 1970s, and reintroduced to the American market in 1991.

"Waterless has had a unique development cycle, but anytime you have something that no one else has, boy what a great way to sell," said Driscoll. "A friend of mine in Florida went waterless last year and now he has a six-month backlog. We're looking for the same results."

Safety overshadows new car glitz



DAN McCOSH

One of the side benefits of the job is the spring preview of next year's new cars, a sort of Paris spring fashions look at where this industry is going.

Mainly, these classic peaks are accompanied by solemn promises not to reveal anything of significance until they go on sale. This, in turn, is driven by the fervent hope that the new cars are so stunning any premature release of information will stop today's buyers of old cars dead in their tracks.

Still, the overall impression is that this is indeed a pretty good

year, in fact downright astonishing given the overall malaise that seems to permeate auto dealerships today.

A new Camaro, Mustang, a couple of new pickups, plus a brand-new small car from Chrysler will come from the domestics, while four new Japanese cars will round off the new-car launches, not counting the numerous lesser restyling efforts.

It's an odd year, not only because ordinarily this kind of new hardware would be warming even the cockles of a dealer's heart, but because along with the glitz there is a noticeable effort to promote safety features, along with horsepower and sheet metal.

It wasn't so long ago that safety was something you did but didn't talk about. For some reason, a few

years ago features like airbags and antilock brakes got a sudden push in to the limelight. Now the new ads will often feature crushed and crumpled cars, not exactly the kind of image that you want to think about while kicking tires.

This year's new cars mainly will have airbags, and many will have two. The side doors have to withstand an oblique hit by a moving car. Also, for the most part, crash structures will be designed to withstand 35-mph frontal impact.

All this has come slowly, with the technology mainly available at least a decade ago. Safety technology, in fact, has been the basis of a series of highly successful local businesses, starting with Robbins Manufacturing, which started making seatbelts, and later was sold to Allied Signal. There

are several labs doing biomechanical research, and various suppliers making the high-tech hardware necessary for airbags and crash testing. All in all, it has been a lucrative trend, as well as a useful one. But while the research took decades, the customer acceptance of safety came suddenly, along with questions like "Does it have an airbag?" displacing "What'll she do?"

It's as if there is a sudden acceptance of the vulnerability of human beings in steel shells. Part of it is demographics, the growing number of new families. Part of it is aging, an awareness of just what could happen.

Anyway, it's a trend that won't go away, or even be overshadowed by the glitz of the showroom anytime soon.

SUBURBAN BUSINESS LEADERS

To submit materials to this column, please send a brief biographical summary along with a black-and-white photo, if possible, to Business Editor, Observer & Eclectic Newspapers, 36251 Schoolcraft, Livonia 48150.

Mark A. Casebolt, first vice president of Prudential Securities, Inc. in West Bloomfield, has been named to the Harbor Club, an honorary organization that recognizes exceptional achievement within the financial services industry sponsored by the investment firm of Van Kampen Merritt.

John T. Donaldson Jr. has

been named director of system marketing at ANR Pipeline Company.

The Jervis B. Webb Company has chosen Paul Clark as quality achiever of the month. Clark is Network Administrator in the information service department.

Marjorie Duncanson was promoted to director of branch operations, a position in which she will oversee operations at the Bank's three regional branch offices and center.

Also at Franklin Bank, Gayl Tropanier was promoted to Southfield branch manager and Dean G. Konwinski was pro-

motored to assistant branch manager of the bank's Birmingham bank.

WWJ Newspadio health reporter Pat Sweeting was recently honored with the Red Cross "Buddies For Life Award" for her individual support of the community blood supply.

George S. Bak has been named vice president, management supervisor of the Buick Acclaim at McCann-Erickson Detroit.

West Bloomfield resident Carolyn C. Palmer, director of human resources for Ellis/Naeyer/Genheimer Associates

Inc. in Troy has been elected president of the Human Resources association of Greater Detroit.

Eric Gallsdorfer of Farmington was recently named territorial executive for the Zurich-American Insurance Group's Michigan Office. In his new position, he will be the decision maker responsible for both the customer contact and geographic management within the north central territory.

Chris MacCourtney of Rochester was named account executive for WXYZ-TV in Southfield.

DATEBOOK

FAMILY MEDICAL LEAVE
The Detroit area chapter of the International Society of Certified Employee Benefit Specialists is presenting a seminar on the Family Medical Leave Act of 1993 at the Radisson Plaza Hotel in Southfield on Friday, August 20, from 9-11 a.m. Call 696-7392 or 664-2048 for information.

WINDOWS ORIENTATION
"Windows Orientation" is being presented by the American Society of Employers on Friday Aug. 20 from 9 a.m. to 5 p.m. at the ASE offices 23815 Northwestern Highway. Speaker: Robert Battaglia, We Teach. Call 353-4500 for more information.

MIOSHA VISITS
"What to do when MIOSHA Visits" is being presented by the American Society of Employers on Monday Aug. 23 from 9 a.m. to 1 p.m. at the ASE offices 23815 Northwestern Highway. Speaker: Richard Zdeb, Safety Consultant, Michigan Dept. of Labor. Call 353-4500 for more information.

SEXUAL HARASSMENT
"Sexual Harassment in the Workplace" is being presented by the

American Society of Employers on Tuesday Aug. 24 from 9 a.m. to 12:30 p.m. at the ASE offices 23815 Northwestern Highway. Speaker: Norman D. Hawkins, Honigman Miller Schwartz and Cohn. Call 353-4500 for more information.

MINIMUM WAGE/OVERTIME
"Minimum Wage & Overtime Hours Review" is being presented by the American Society of Employers on Aug. 25 from 9 a.m. to noon at the ASE offices 23815 Northwestern Highway. Speaker: Patricia Borman, Clark Klein & Beaumont. Call 353-4500 for more information.

WHY ADVERTISE?
"Why Advertise will be the topic of discussion at the August 20th meeting of the Society of Marketing Professional Services at the Grosse Pointe Yacht Club. Speakers: Robert DeMattia, president and CEO of the R.A. DeMattia Co.; Barb BElles; manager of marketing services, Harley Ellington Pierce & Associates; and Marilyn Schuster, vice president of Finance, GZA Geoenvironmental Services. Call 351-4619.

Metro Detroit: the surprising market story

Detroit is a "city of suburbs."

As the graph shows, suburbanites comprise more than 72% of Detroit's metro population.

Suburban population as a percentage of overall metro population

In New York, by contrast, only 37% of New York's population is suburban. In Los Angeles, it's 52%. Even more surprising: 85% of metro Detroit's Effective Buying Income (EBI) is suburban.

All of which explains why the best newspaper buy for many advertisers is *not* The Detroit News, it's *not* the Detroit Free Press—it's the **SPRING** network of suburban newspapers.

SPRING's suburban circulation (707,214) is more than double that of the daily News (274,510) or Free Press (348,698). And SPRING's suburban CPMs are lower.

Why? Because the suburbs are actually dozens of separate communities. And, try as they might, one or two newspapers simply can't cover the important news in all those communities as well as their own local suburban newspapers can.

Call us at 1-800-382-8878 to get our media kit or ask for more details.

Audited suburban circulation of **SPRING, Free Press, & News**

Source: Survey of Buying Power, ADC (RTZ, CAG, Dahlen)



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