



Issue: 4Q16

## Season's Greetings

**Well, you have to agree, it sure ain't boring.**

Thankfully, the uncertainty surrounding the most tumultuous presidential campaign in recent history is over, and the greatest political upset since Truman beat Dewey still shocks a month later.

SABIC's SAP/ERP software has been implemented and couldn't have been better planned – smack in the middle of the busy season!

Nonetheless, we all know the work we have to do in our own businesses to keep the discs flowing to customers, maximize productivity and profits. It might be diversifying into other synergistic service areas, trying out new marketing techniques and products, or forging strategic alliances with potential business partners that are grappling with the same challenges, so it's a win-win for all concerned.

The holidays are the best time of the year to show thanks to your clients and employees, and share with them your plans to make 2017 prosperous for everyone concerned.

*Wishing you Happy Holidays and a Happy New Year!*

*Bryan Ekus, Colonial president*



### ARE YOU A COLONIAL MEMBER?

Learn more about how Colonial Purchasing is committed to bring together qualified companies in the media manufacturing industry to aggregate the buying power of a large group. <http://colonialpurchasing.com/>

## SABIC Back On Track

It looks like were approaching the end of the tunnel in respect to the complications that Sabic was having implementing the new ERP System and the production troubles at their chlorine/brine processing facility. Chlorine is used for the production of phosgene, and without it, it's difficult to manufacture polycarbonate.

Everyday Sabic is improving their deliveries timetables and our overall relationship with them is becoming closer to "business as usual". There might still be some glitches during the next few weeks but it shouldn't be as problematic as the last couple of months have been.

Thanks again to all of our members for their patience and for their flexibility during that demanding period.

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The Master Group

# Co-op News

## Colonial '17 Annual Meeting May 1-2, Philadelphia



For the first time, the Colonial Purchasing Cooperative will hold its annual meeting in the "City of Brotherly Love" May 1-2 (Monday and Tuesday) at the Sheraton Philadelphia Society Hill.

Come to think of it, Philadelphia and Colonial have a special connection. Colonial's name came about because of 13 companies forming an alliance to purchase collectively materials and realize substantial. This is somewhat similar to 13 colonies coming together to form a country.

### Here's the preliminary agenda:

#### Day One, May 1:

Networking Lunch, Colonial Business Meeting, Keynote Presentation (speaker tba); Networking Reception & Dinner

#### Day Two: May 2:

Discmakers Tour, Networking lunch, Golf or Philadelphia City Tour, and farewell dinner.

More information will be available soon at  
[www.colonialpurchasing.com](http://www.colonialpurchasing.com)

For room reservations:  
Sheraton Philadelphia Society Hill Hotel  
Address: 1 Dock St, Philadelphia, PA 19106  
Phone: (215) 238-6000

## Colonial's European Expansion Catching On

European media manufacturers are seeing value in joining the Colonial Purchasing Cooperative, which held its first European meeting in Berlin in late September attended by nine companies. Attendees discussed tackling mutual challenges, such as getting better prices and timely delivery of materials, including polycarbonate. Colonial's European Working Group is poised to meet again in Frankfurt in late January/early February.

## Colonial ExCo meets in Germany



The Executive Committee of Colonial customarily convenes at least twice a year to review strategy and discuss other matters of the companies business.

One occasion is typically connected to the annual members meeting and the other is at a convenient location in the States. As the ExCo has been comprised of Europeans and Americans for the past few years, the board decided this year that it was appropriate to gather this time in Weimar, Germany.

This meeting was organized and hosted by CDA Germany, and the entire board would like to thank Frank Hartwig and his team for their exceptional level of hospitality. Well done, and we look forward to coming back again soon!

# Supplier Feature



## Meet Technicolor Global Logistics

*Performance Capacity, Communication and Transparency Interact to Drive Success in High Value High Volume Time Sensitive Supply Chain*

Colonial has forged an alliance with Technicolor Global Logistics (TGL) to help coordinate deliveries with our collective polycarbonate supplier SABIC.

As Colonial explores new ways of leveraging logistics to improve members' market position, TGL explains there are three key performance indicators that must be carefully tracked and managed to create a successful supply chain operation:

- **Performance capacity:** ensuring that resources are in place to meet stringent pickup and delivery requirements.
- **Proactive Communication:** establishing systems, workflows and – very importantly – a culture of anticipating and delivering critical information in time for executive decision makers to act effectively.
- **In-Transit Transparency:** providing a clear window into the exact disposition of deliverables as they move through every stage of the supply chain.

While each factor is critical, it is only by actively managing them in an integrated manner that true strategic value can be reaped from logistics operations that demand adherence to extremely precise performance requirements.

TGL's years of experience across a variety of supply chain environments demonstrate the importance of an integrated approach to managing performance capacity, proactive communications and in-transit transparency. It provides the strongest foundation for developing a full understanding of – and insight into – the total logistics landscape.

This logistics management principle has been refined by TGL across a variety of market segments – from home entertainment, to consumer electronics, packaged goods, nutraceutical, and much more – in order to ensure that critical supply chain resources and infrastructure are in place to meet the most stringent go-to-market requirements.

To this end, TGL provides demand planning, manufacturing, distribution, and reverse logistics. TGL's freight services include inbound and outbound Ocean, Air, TL, LTL, Parcel, and multi-modal offerings. The company also manages transportation relationships to help reduce costs while improving supply chain visibility and on-time delivery performance by leveraging its immense global freight spend.

For more information about Technicolor Global Logistics, contact:

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*VP NA Sales & Supply Chain Services*  
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 Office: 805-445-4285  
 Mobile: 805-312-5402



# Diversification: How Tapematic Has Responded to Declining Optical Media Demand

By David Hill

Tapematic was slow at entering the CD business and further elected not to be a major player. Eventually it would manufacture a range of replication machines for optical disc.

While the optical disc market has yet to fizzle out completely, there's no reason to wear a "last man standing" badge of honor.

As CD and DVD demand peaked in the early 2000s, Tapematic looked at other potentially profitable opportunities in the optical disc market. Smaller runs and re-runs became the norm, for small and large companies alike. The print area was the headache, as to stop a \$2 million offset machine to print a run of hundreds was not economically viable, thus Tapematic set about designing a dedicated digital UV inkjet machine to produce small runs and as such, sold many hundreds of them. It was a stepping stone to the future focus for the company.

Thus, Tapematic set about applying the digital print technology we perfected through R&D to print cylindrically onto objects. The list of suitable products is endless. Next time any of you walk through a department store or airport duty-free area, stop and look at the perfumes, mascaras and bottles of spirits. Yes, the same process to make a CD or DVD is what makes bottle tops.

We have all been very privileged to work in an industry where a CD or DVD can be produced in-house in less than 2 seconds. So apply the technology to perfume and Vodka bottle tops. At present, they are made by batch process. Logistics are a high proportion of the cost. Imagine then, producing a line that can make the process in-house and inline ... just like an optical disc, and metallize and coat them in 3D. And then present such a machine to an industry that has vast amounts of money and customers.

This industry was not as streamlined to what we achieved with replication in the 1980s and 1990s. In fact, our research found that this industry ran its production (an oxymoron) in the same, inefficient manner for 50 years! If a perfume bottle top were an optical disc, it would be molded in Germany, sent to France for sputtering, sent to Italy for lacquer coating and then back to Germany for testing, packaging etc. Mad eh? Great for the couriers, though.

Best of all, our technology reduces the cost of manufacture by a factor of 10 and ROI can be less than one year. Even better, outsourced manufacturing in the Far East can't compete. What are you waiting for?

## Media Mfg. Geezer Ponders a Career

Having been in the media manufacturing industry since 1979, I've seen it all happen before my very eyes more than once.

Today's resurgence in vinyl reminds me of being a young man personally helping to dump in a skip lorry a Neumann cutting lathe, certainly a valuable piece of equipment now to some record pressing plant.

Unfortunately, I can't see the same thing happening with an optical disc laser beam recorder in the near future.

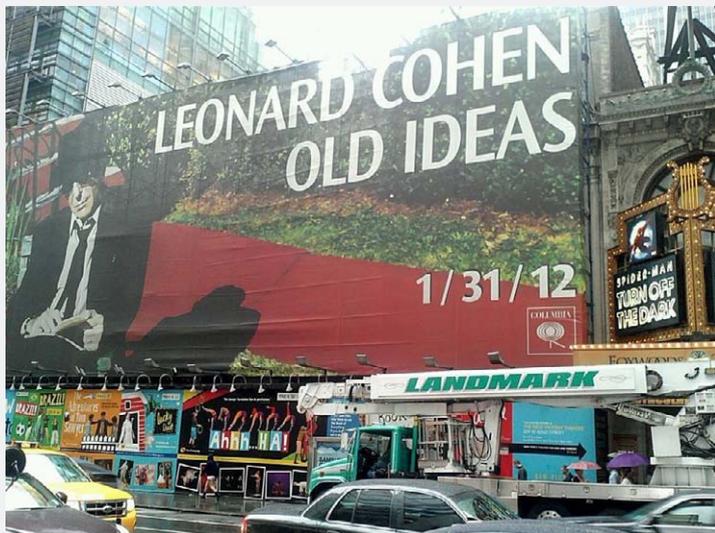
In 1983 I took a job working as service support for a little Italian company called Tapematic that produced cassette manufacturing machinery or "tape tailoring," as it was then known. They produced a machine that truly worked, so much so that they ended up with 85 percent global market share in both audio and videocassette manufacturing.

Tapematic was slow at entering the CD business. Eventually it would manufacture a range of replication machines for optical disc. True to expectations, the new optical disc format peaked faster than any format before it.

While the optical disc has yet to fizzle out completely, who wants to envisage yourself as the last man standing?

# Let's Get Physical

By Larry Jaffee



*Manhattan's  
42<sup>nd</sup> Street  
was never  
more this  
classy*

It's been a rough year, as I stated in this space in the last newsletter, with David Bowie and then Prince dying unexpectedly, not to mention, the first two-thirds of Emerson Lake & Palmer.

In November, we lost three more of my favorite musicians: Leonard Cohen, 82; Leon Russell, 74; and Mose Allison, 89.

At least, they had relatively long and active lives. I twice had tickets to see Russell perform, shows 30-plus years apart, but they were both cancelled.

I once met Allison before his concert, and he gladly autographed for me the cover of his 1982 album *Middle Class White Boy*, with of course an inscription that displayed his sardonic wit: "Hi Larry, from one middle class white boy to another, best Mose." On one of his early albums (1961) in my collection, he sang "Please Don't Talk About Me When I'm Gone."

Of the three, Cohen meant the most to me. Besides the incredible three-hour concerts I saw Cohen give in 2009 and 2012, my favorite story about him I heard from recording engineer Ian Terry, who used to write a column for me at Medialine.

Ian was working on Cohen's comeback album, *I'm Your Man*. They were having dinner at a nice restaurant in Montreal.

After apparently several showerless days working in the studio, Leonard was dressed and smelled like a homeless person, according to Ian. Yet a parade of beautiful women gravitated to Leonard the entire evening like he was some sort of human magnet. He was nonchalant about the attention. Ian thought it was the most impressive thing he ever saw.

Cohen's death, of course, was the impetus I needed to rebuild my vinyl collection with his works, even though I had nearly all of his CDs.

Speaking of which, the end is near for physical music being sold at Kmart. A recent visit to the store at Penn Station resulted in a measly four-foot shelf of CD stock that no doubt will be soon cleared off for some other product.

The digital age has chewed up and spit out the consumer byproducts of what we do for a living. A saving grace was listening to one of my college students in the course I teach, "The Business of Media," tells me he still buys CDs and now vinyl records. Still his classmate last night made fun of me for still using an iPod.

## Check This Out:

### Vinyl Returns!

This might sound self-serving, but the article you need to read this month is my recently published investigative piece in *The Audiophile Voice* about how the resurgence of vinyl has been severely underreported by the mainstream media.

The main point of the 4,000-word feature is numbers are off because the lion's share of the 1,400 independent U.S. record stores and independent labels do not participate in the established reporting systems, such as Nielsen.

The article is not online. You may request a complimentary copy of that issue (Vol. 18, No. 1) from the magazine's website: <http://www.audiophilevoice.com> or subscribe. However, I will send you the pdf if you send me your email to [lsjaffee@gmail.com](mailto:lsjaffee@gmail.com)

### It's not a fad, read on.... Vinyl sales outstripped digital downloads for the first time last week

<http://thevinylfactory.com/vinyl-factory-news/vinyl-sales-exceed-digital-downloads-uk/>

### "The Birth of Stereo: The first stereo recordings on disc" (YouTube video)

This was created by Tim Frost, a former editor of *One to One*, and is the first of other instructional videos he's planning for his new website, website: <http://www.visionandtechnology.com>

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# Classified / For Sale

## Available

**New & Redesigned direct replacement for  
KBA-KAMMANN Kurvenrolles 5.83.40.24.70.02.0**

Contact: Bryan Ekus for Colonial Member Price, +1 747 777 2081



## Available

Description	# No	# Per Pallet
<b>Single Eco-Vortex ECO-Lite 3D Clear</b>	1,233,535	4608
<b>Standard Clear Double BD 11mm case</b>	1,346,912	5208
<b>Triple BD Case Clear with tray</b>	175,000	3696
<b>15.8mm Clear BD case holds 4-6 disc stackable</b>	257,000	3696

Priced to Sell!

Contact: Charles Shredder, charles@cdvideomfg.com

## Wanted

**Kammann 4.15.09HS (High Speed) or Hanky CD-5000 HV**

Contact: Greg Schoener, ADS Group, +1 763-449-5540

## Available

**Marina Schnöller -**  
kdg mediatech GmbH  
Tel. +43 5634 500 202  
mschnoeller@kdg-mt.com

Description	Qty Available
DVD Single Box Clear	24,056
DVD Box yellow "SACMA"	5,608
DVD Amaray Box Orange	2,466
DVD Double Box Gold	4,192
Amaray Box Red	372
DVD Single Box Orange "SACMA"	
shiny mold	822
DVD Single Box Gold "NABER"	2,264
DVD Single Box Black "NABER HF"	49,920
DVD Amaray Single Box Black	9,882
DVD Single Box Pink "SACMA"	1,782
DVD Double Box White	2,877
DVD Single Box Blue "NABER"	1,336
DVD Amaray Box Pink	729
Blu-ray Box "Orange Clear with Blue Logo"	1,580
Blu-ray Box "Orange Clear with Blue Logo"	5,040
Blu-ray Box Rose	7,530
Red Tray for Jewel Box	9,120
Orange Tray for Jewel Box	17400
Blue Tray for Jewel Box (NABER)	720
Dark Blue Tray For Jewel Box	5280



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