



Productivity Commission

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Attention; Jill Irvine

Ref; Parallel Importation of Books Study

Protectaprint Pty Ltd, was established in 1988 primarily to service the South Australian printing industry with print embellishment processes.

The company has grown its business around Griffin Press need for print embellishments on its book covers. Protectaprints annual turnover is \$4.0mil, Griffin Press account \$2.8mil or 70% of turnover.

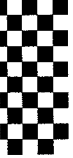
Protectaprint has invested heavily in latest technology over the last two years, these machines are highly specialized for book cover production. In addition to Griffin Press we service other smaller printers in Adelaide with their book cover requirements.

We understand nearly 50% of the Griffin Press business comes from overseas publishers, which has been derived as a direct result of the 30/90 day rule. We also understand the remaining 50% of their business is made up from local Australian publishers will be under threat and decline if the copyright rules are reverted.

Due to the highly specialized nature of Griffin Press, we understand the business may be forced to close if the rules are reverted. If Griffin Press were to cease trading, Protectaprint would have to cease trading also, as our specialization does not lend itself to other print related activities.

The South Australian economy would lose the following.

1. Twenty full time positions or \$1.1mil in wages, most of these people are trained by Protectaprint in very specialized areas of the printing industry, they would either need extensive retraining or look for work interstate.



2. Protectaprint provides the same highly specialized services to other print company's in South Australia, without these services they will find it difficult to compete for work against interstate and overseas print providers.

3. Protectaprint purchases \$1.5mil approx from outside suppliers and service providers, these companys rely on this business to help sustain their South Australian operations, if this business was to stop it would have significant impact on the viability of there business.

4. Protectaprint currently leases its premises at around \$200,000 per annum, in the current economic climate it would be extremely difficult for the owner to find new tenants to take on such a large commitment. The owner has stated that it will cause considerable duress if Protectaprint were to close, he already has three units of similar size that he has been unable to lease for the last two years.

5. Protectaprint puts back into the community through sporting clubs and charitys.

6. Protectaprint is a valuable asset to the South Australian economy, Printing industry and wider community.