

Eighteen years ago, PMB contributor Tom Kubinski was looking for a job. A family friend asked if he'd be interested in selling printing, but cautioned, "Once ink gets in your veins, you're hooked. That's it."

That's exactly what happened. For the next several years, Kubinski, with his trusty "Pocket Pal" in hand, immersed himself in all aspects of printing, helped along by his employer's extensive press and bindery capabilities. "The company had eight sheetfed and two web presses," recalls Kubinski. "We also offered thermography, debossing, die cutting and other finishing services. You could sell the gamut, but you had to understand it."

In those precomputer days, Kubinski and his fellow salespeople did their own estimates. This experience, combined with years of planning and coordinating projects, have proven to be a great asset. "It gave me a full understanding of various equipment capabilities," Kubinski explains. "I can help customers ensure we meet their design intentions within the desired time frame."

Kubinski does a lot of listening. He asks customers about their vision for a particular piece. What is the desired impact, look and feel? How is the end recipient expected to react when handling the piece? Is it something that will be looked at once or a high-profile project with a long shelf life?

He's passionate about customer education. In addition to his popular newsletters (available at www.tskskorner.com), Kubinski has led customer ink manufacturing plant and paper mill tours for 14 years.

Kubinski has been with Sexton Printing (St. Paul, MN) for seven years, a job that brings him in contact with customers ranging from small design firms to nationwide ad agencies. He views every customer as a partner. "Most salespeople are order takers," says Kubinski. "I want to make a difference."

We look forward to sharing Kubinski's wisdom with you in each issue. You'll find his file preparation tips on pg. 10.

P&MB



Katherine O'Brien
Editorial Director, PRINT & MEDIA BUYER

See you in summer!

PMB's next issue will feature:

- >> Green printers
- >> Buyer profile
- >> Focus on coatings
- >> Transpromo 101

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ISSN #1937-3015. Published quarterly by Penton Media, Inc., 249 West 17th St., New York, NY 10011 (www.penton.com). A form to request a free subscription and additional information is available at <http://pmbuyer.americanprinter.com>.

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