

# TECHNICAL PRESS INSIDER

29<sup>th</sup> May 2009

The newsletter for editors from *fishermarketing*  
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Welcome to the latest issue of the *Technical Press Insider*, the electronic newsletter for editors in the technical media. *Technical Press Insider* contains summaries of some of the most important stories we've released this month, plus a few what's-on items you might find useful. And remember, you can get copies of all the press releases that we have issued on behalf of our clients from the press office on our website at [www.fishermarketing.co.uk](http://www.fishermarketing.co.uk)

If you think the content would be of interest to a friend or colleague please feel free to forward it, asking them to send their email address to [join-tpi@fishermarketing.co.uk](mailto:join-tpi@fishermarketing.co.uk) so they can receive future issues direct. To be removed from the circulation list, send an email to [leave-tpi@fishermarketing.co.uk](mailto:leave-tpi@fishermarketing.co.uk) or to change the email address it's sent to, hit reply and let us know.

The next First Friday Club for Editors is Friday June 5<sup>th</sup>, where we have Rockwell Automation and Powervar presenting. There is still time to get in touch if you haven't confirmed your attendance, but time is running out!

**John Fisher**

**Next Issue: 30<sup>th</sup> June 2009**

## Thought for the month



### Magazines in the 360 degree, digital 21st century

Year on year sales of magazines are growing with the [trend](#) set to continue. It appears that in the new 360 degree digital meerkat (sorry!), the magazine has set out its stall, and despite increased competition from the internet, is here to stay.

As our hunger for real-time news grows, glutinously fed by the internet, it is newspapers that are feeling the pinch as readers no longer look to them for news. However, the fact remains that there are times when we do want to read print on page, rather than staring boss-eyed at increasingly small screens when we are away from a computer.

Keeping the quality content high in the face of reduced advertising revenues in the present climate is our challenge. It means hard work for many in the industry and an inclusive online and print approach is vital to remaining competitive and interacting with progressively less passive readerships and advertisers. Overall, of course, marketing is increasingly integrated. The Russian mogul Aleksandr Orlov, for example 'tweets' an online dialogue with consumers through Twitter.com, has 430,000+ Facebook fans and a full [website](#) raising the profile of his market comparison website.

For those who walk the tightrope successfully the future for the industry is good, if far from 'simples'.

**Tom**

**If you would like to comment on this or anything in TPI please drop us a line on [john@fishermarketing.co.uk](mailto:john@fishermarketing.co.uk)**

## Headline Makers

Contact Fisher Marketing for the full story on any of these items

A leading Automation supplier has launched FactoryTalk Pharma Suite Software. The new application features weigh-and-dispense workflows to help Life Sciences Industry lower risk and cost, reduce time to market and achieve operational excellence.

A top software security firm has issued a warning to all national infrastructure suppliers to sit up and take notice of the increasing number of threats to national infrastructure controls running on TCP/IP based networks. Most of the national infrastructure is controlled and operated by legacy process and control systems, which are open to attack.

A PAT specialist has responded to the growing number of electricians setting up independently as the current climate shrinks workforces. The MicroPAT'n'Go is a handy toolkit that literally contains all the equipment a portable appliance tester should need. The Kit comes with the efficient and reliable yet easy to use testing equipment for which it's maker is renowned. Also in there are labels, software and a download lead, plus a barcode reader to speed up testing and help to avoid errors in the future.

A glowing example of British manufacturing, a Banbury based supplier of torque tools, has been honoured with the Queen's Award for Enterprise: International Trade for its contribution to UK manufacturing exports. The family-owned business has become the world's top specialist manufacturer of torque tools and this year celebrates 67 successful years. The award highlights a success story in a sector that has generally experienced decline.

A compliance and safety expert has announced course dates for the unique University Certificate in Professional Development (UPCD) in Machinery Safety - the first certification of its kind in the world. The UPCD was launched recently in conjunction with the University of Teesside - it forms part of the University's engineering degree faculty, and is also part of the safety expert company's training services expansion. It will make use of virtual reality technology - which means that it can put a fully functional machine into any training room anywhere in the world.

The consumer packaged goods industry faces increasing competition for market share between myriad of foods and beverages available to consumers, so manufacturers need to cut costs while optimising plant operations according to a top Automation supplier. A metrics program can help managers to make informed decisions in response to these pressures.

An Aerospace and industrial specialist announces 40 years of growing business in Tewkesbury. A major local employer, the company's success - past, present and future - is based on significant local operations as well as world class capabilities.

A leading automation supplier is holding Functional Safety Seminars to clarify the current standards. The seminars are designed to give practical advice on changes in relevant EU Directives and legislation, application guidance, use of evaluation tools to simplify the use of ISO13849 and an opportunity to see and experience (via workshops) associated safety systems and products.

The world's top specialist manufacturer of torque tools has introduced a bench-top Power Tool Test Fixture for testing a range of pneumatic torque wrenches, allowing users to bring torque testing in-house and significantly reduce costs.

"Managing Volatility with agile and sustainable manufacturing solutions" will be the theme for the 10th International Life Sciences Symposium, in Karlsruhe Germany, on June 17-19, 2009. The event is designed for decision makers and management of the Life Sciences industry involved in Research and Development, Clinical Supply, Manufacturing, Operation, Automation, Quality Management, Validation and Regulatory Compliance.



For application stories or articles on a wide variety of topics or for any other information, please contact us directly on 01959 564987, or visit our press office at [www.fishermarketing.co.uk](http://www.fishermarketing.co.uk)

## ***Publishing Talk***

Steve Aslett has joined Western Business Publishing (WBP) as from 1st May.

Steve's should be an excellent addition to the Industrial Plant and Equipment (IP&E) team. Along with his detailed knowledge of the asset management and maintenance sectors, Steve brings to the role a real understanding of the needs of the industrial B2B marketing professional based on 25 years experience.

As you might expect, the *Technical Press Insider* is the ideal vehicle for gossip, rants, jobs, freelancing opportunities and all manner of publishing activities... oh yes, and news. So, if you have something to say or you want some help, drop us a line and we will see what we can do.



## ***What's Happening?***

Subcon 2009 - NEC Birmingham - 9th - 11th June

International Trade Fair for Progressive Product Development through Mechatronics (mechatroniX) - Augsburg, Germany - 16th - 18th June

Go. Automation Technology, Basle, Switzerland – 1st – 4th September 2009