



John Hinde and his wife, Jutta, on a photographic safari in Tanzania.

To all corners
of the earth...

the JOHN HINDE EXHIBITION and 10th ANNIVERSARY

JOHN HINDE LTD., CABINTEELY, CO. DUBLIN



Mr. & Mrs. John Hinde would like to thank all those retailers and organisations who in the beginning had faith in them and the first viewcards they printed of Ireland.

This initial support made possible the present impressive sales export record and enabled the company to set a new standard in colour printing. To all our customers and friends we extend a cordial invitation to visit our exhibition at the Intercontinental Hotel Dublin. Now open for four days only

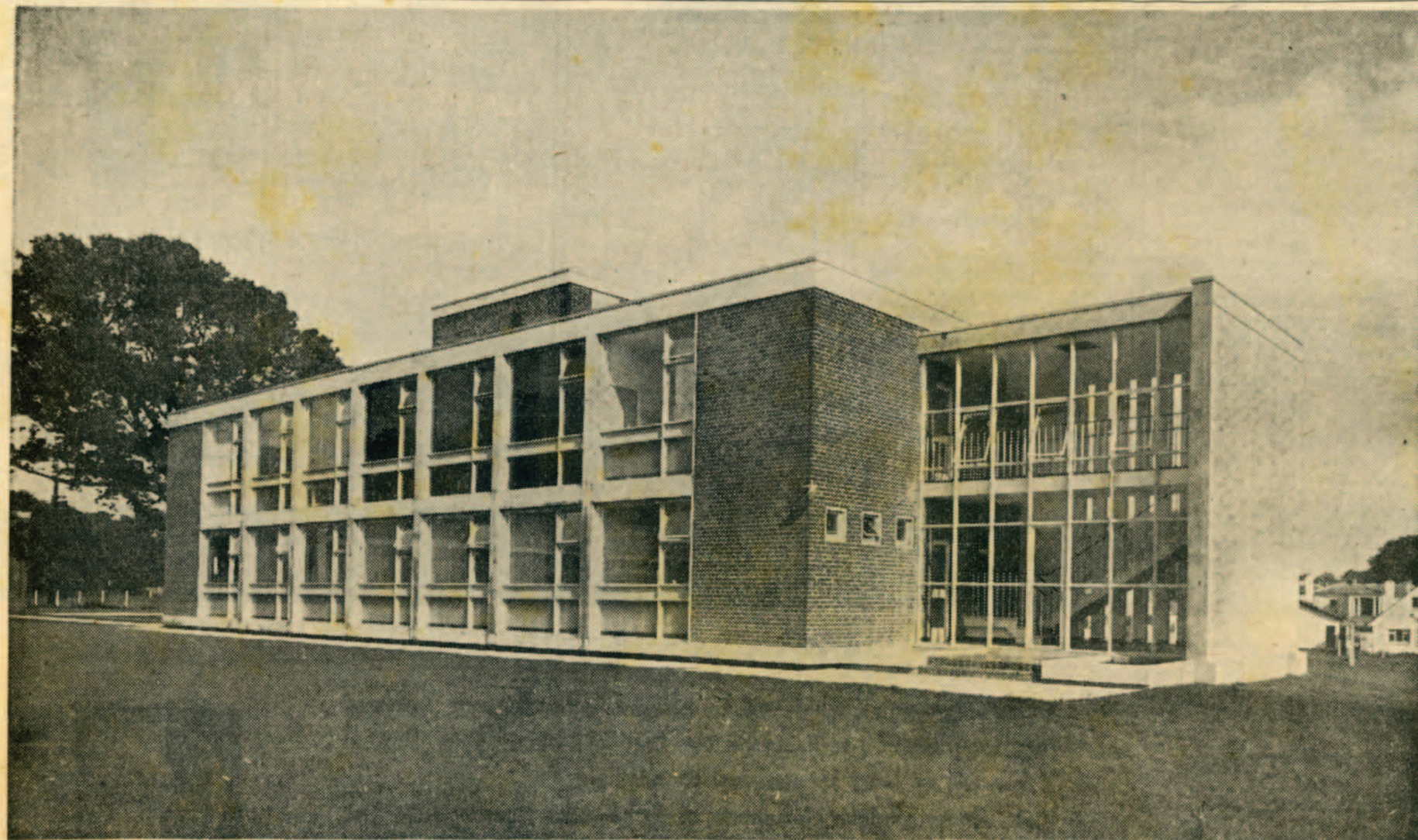
'JOHN HINDE STORY'

An exhibition celebrating the 10th anniversary of the company, Intercontinental Hotel, Dublin. Today Monday 31st Oct. 3 p.m.-9 p.m. Tuesday Nov. 1st 10 a.m.-7 p.m. Wednesday 2nd, Thursday 3rd 10 a.m.-9 p.m.

JOHN HINDE LTD.
FINE ART PRINTERS & PUBLISHERS
CABINTEELY, CO. DUBLIN



Packaging an export order in the despatch department at the Cabinteely premises.



Photographic Plant & Offices for John Hinde Ltd., Cabinteely

Built by

A. J. JENNINGS & CO. LIMITED

BUILDING & CIVIL ENGINEERING CONTRACTORS
ALBERT ROAD, GLENAGEARY, CO. DUBLIN

Teamwork, co-operation and skill lead to perfection

(Continued from previous page.)

improve the end product?" Here started a long research into materials and machines, always seeking the best, not necessarily the most convenient or readily accessible, but those which would give the finest possible finished product.

Initially, this joint effort proved that there should be absolutely complete co-operation between every stage of manufacture, from the first transparency to the completed colour view card. In achieving the standard of perfection which is the aim of the company, this precept of teamwork is highlighted throughout every department of the organisation. Photographers, process workers, and printers, by working together and combining knowledge, and understanding each other's problems, strive to produce unique results in the field of commercial colour printing.

The initial reaction to John Hinde's first productions was a tremendous source of encouragement to him. Though the Irish market was then flooded with imported colour view cards, an immediate demand grew for John Hinde's specimens. The distinctive quality of the new Irish cards guaranteed their success and month after month sales soared.

The firm's new factory at Cabinteely, where almost a hundred people are employed, serves as a monument to the inspiration and skill of John Hinde. The factory and office block is ideally situated in eight acres of landscaped gardens in the shadow of the Dublin mountains.

The rapid growth of John Hinde Ltd. has enabled it to become the focus of local pride and interest. It is now a substantial limited company with the entire shares capital held by the Hinde family.

Having established the vital importance of the original photography, John Hinde created for himself another problem as the company developed and its markets expanded. The demand on his time grew and it became necessary to employ permanent staff photographers.

The requirements were of an exceptional standard, a completely-trained photographer with a unique ability to capture a better view with his camera than anyone else: a self-sufficiency to be able to operate hundreds of miles from base and often in foreign countries, yet at the same time to be able to retain the goodwill of the company with personal contacts.

After a period of years, John Hinde was successful in building a strong, versatile team who in one week may be photographing a Butlin's Holiday Camp followed by an internal shot of Westminster Abbey or by beach shots in the Canary Islands. At this time John Hinde himself may be patiently stalking "big game" in East Africa using special equipment with telephoto lens.

IMPROVED PROCESS

During the early months at "The Studio", while John Hinde was making the plates for the first Irish view cards, the importance of their processing became apparent. Primarily, quality control was the essential factor, but important also was immediate availability. For those reasons it was necessary for the platemaking department to become an integral part of the organisation.

Until 1965, the platemaking was housed at "The Studio", eventually moving to the new block at Cabinteely at the end of that year, occupying an extensive range of laboratories, fitted with the most up-to-date processing equipment available. With the development and diversification of the company's products, the wisdom of the creation of this department became self-evident. A close liaison obviously was essential between the printing department and all process departments, particularly as there is now a considerable amount of six-colour prestige printing being produced for industry and overseas Governments requiring the highest degree of skill and accuracy.

At Cabinteely the factory, laboratories and offices are all located side by side, where heads of departments who, but a few years ago, were the sole employees of their section, are able to liaise with each other in perfect freedom.

One of the unusual features of the office block is the executive lounge, where directors and heads of departments meet for morning coffee and afternoon tea. Here, free discussion on everyday problems is encouraged so that all sides of management have some understanding of the problems of each other. Next to the lounge is an extensive technical library for the use of the executives. Lectures are also given here by heads of staff for young trainees.

In the new administration block at Cabinteely, a section of the first-floor has been equipped with the most up-to-date photographic processing laboratories: this ensures that all films sent back by the photographers receive maximum care. Apart from the benefit shown in the end product, it is of great satisfaction to the photographers to know that the results of their work are being given such painstaking attention.

The first print "run" at "The Studio" was two view cards—10,000 of each. Today the print capacity includes a considerable volume of prestige colour work and 1,000,000 view cards per week.

As might be expected, the printing department is part of the main factory. It shares with other departments north light and a clinical crispness more suggestive of a laboratory than a factory. Throughout the feeling of spacious harmony pervades, enhanced by the outlook on to landscaped gardens.

As against the usual chattering rattle of the ordinary print-room, an acoustic ceiling, aided here by the quiet hum and click of smooth-precision machinery, comes as a welcome relief. These machines, chosen after extensive research, are specialist pieces of equipment modified to suit the firm's re-

quirements, concerned only with the production of high-quality colour printing.

The machines are as individual as coloratura sopranos and for that matter they can be as temperamental—but the finished product may be compared favourably with anything else in the world. Even with all the equipment and buildings, the ultimate factors, without which all these would be useless, are the talented printers who are true craftsmen. The John Hinde organisation is highly conscious of the demands; no job is time costed and the printer is given time to exercise his craft to the full.

In recent years many of the John Hinde products have become distinguished in world markets by the high gloss varnish finish which is extremely durable and gives that extra touch of crispness.

In the early years experiments were made and for a time the view cards had a laminated plastic finish, this operation being carried out by a trade house.

Early in 1963 varnished view cards were rolling off the machine to be erected in the first bay of the new factory at Cabinteely. This was the greatest improvement on all previous finishes and was a direct result of an exhaustive survey made by John Hinde throughout Europe. By combining the best parts of several different processes and at the same time adding new ideas, he created a superlative high gloss which in its way was unique and an exclusive feature of the company.

Naturally there are clients whose various projects do not require this type of finish, in which case their individual requirements are meticulously met.

While John Hinde Ltd., have quite probably some of the most technically advanced printing and process equipment in Europe, in one department reliance still has to rest on a pair of hands and a pair of eyes. This is the final inspection department where specially trained staff manually check every piece of print produced.

The despatch department has its own problems. One shipment to the tropics will require special packing to counteract humidity, while the next to be air-freighted to America may call for ultra-lightweight containers. The latest semi-automatic equipment is installed in the accounts department, as it is appreciated that upon the smooth efficiency of this department depends the after-sales goodwill of the company.

In commerce, there are hundreds of thousands of companies; a select few have a definite policy of buying the best colour printing; their yardstick is quality, not cost comparisons. These, the selective, are the clients of John Hinde Ltd., whose unique production team of specialists, working in ideal surroundings with technically perfect equipment, produce print which reflects the desired image of the client.

No department is on a time cost basis of production. This is the organisation where craftsmen have the time to be painstaking to achieve a faithful reproduction in colour by means of print.

With increasing competition it is vital that "point of sale" material should effectively pre-

(Continued in next page.)



John Hinde in his office at the firm's premises at Cabinteely, Co. Dublin.

Q HOW CAN YOU CUT STORAGE SPACE COSTS?



A KEE KLAMPS FILLS THE BILL

Kee Klamp structures cut costs by making full use of storage space, save time by eliminating bottlenecks, and reduce damage by keeping handling areas clear. Any kind of tubular structure from a crush barrier to a complete warehouse system can be quickly and economically constructed with Kee Klamps. Why not write, call or phone

Gascoignes

KEE KLAMPS division,
Belgard Road, Tallaght, Co. Dublin.
Tel. 593411/2/3

Congratulations and
best wishes to

JOHN HINDE LTD.

from

M. ROWAN & CO. LTD.

Suppliers and maintenance contractors of indoor
plants for Hotels, Restaurants, Offices and Factories.

BEAUCHAMP NURSERIES, BRAY

Phone 863016

51/52 Capel Street, Dublin 1

1/2 Westmoreland Street, Dublin 2

Phone 41891