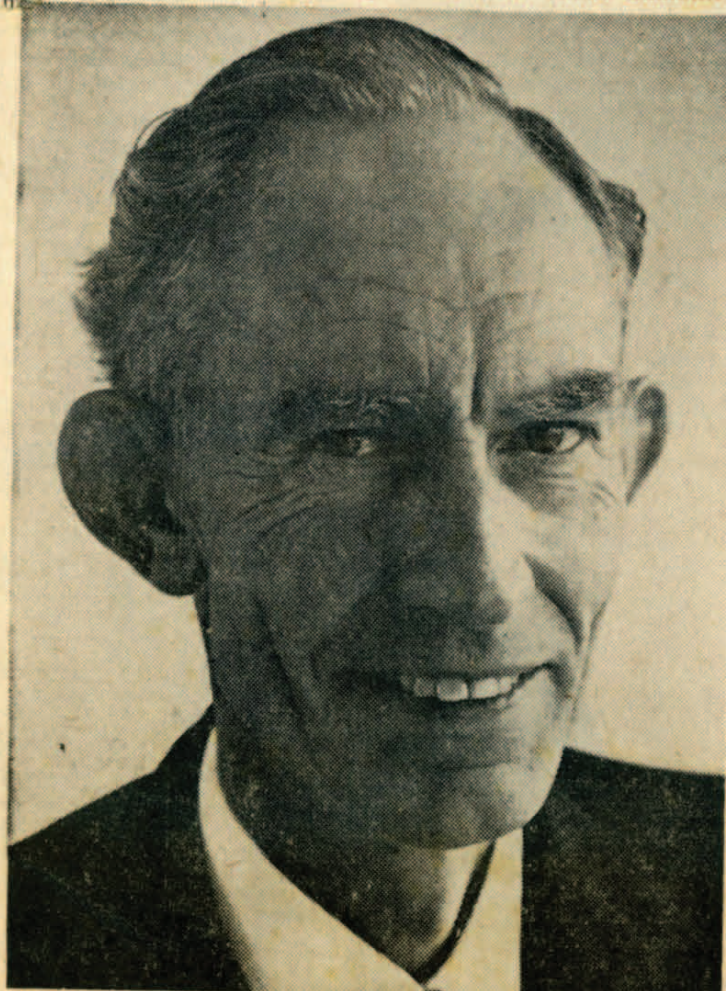


PICTURE POSTCARD EMPIRE FROM A MODEST START

JOHN HINDE has not easily achieved his international reputation as a specialist producer of fine print. From modest beginnings ten years ago, he has woven a remarkable pattern of success and now directs one of the most unique colour printing companies in the world.

Today John Hinde will be a proud man when the Minister for Finance, Mr. Lynch, opens the company's new £250,000 factory and office block at Cabinteely, Co. Dublin. The Minister will later be guest of honour at the inaugural luncheon at the Intercontinental Hotel, which heralds the opening of the John Hinde Exhibition.



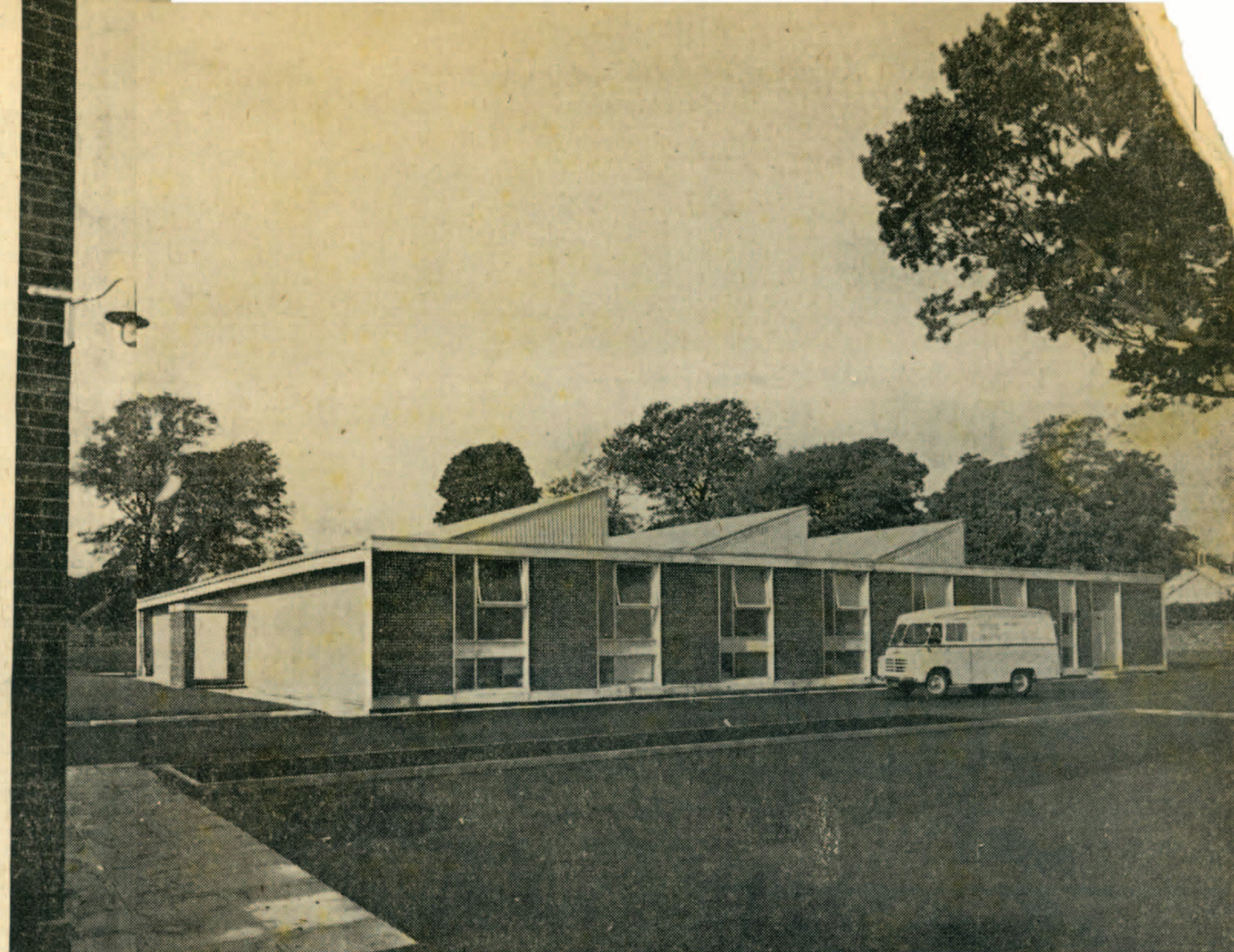
John Hinde: a modest beginning.

Above all Mr. Hinde is a perfectionist. His distinctively individualistic approach, consummate skill and meticulous attention to the smallest details have enabled him to create an unlimited market for his work. This year alone he printed more than 32 million colour view cards for Ireland, England, the Channel Islands, America, Bahamas, Canary Islands, Nigeria and Ethiopia. Over a quarter of a million calendars were also turned out, in addition to tons of prestige printing for foreign Governments, industry and such tourist boards as Tanzania, Nigeria and Ethiopia.

Even more significant is the fact that in cash values more than 65% of the firm's products are exported. This form of publicity transcends all language barriers while still retaining its original impact. Hebrew, Arabic, German, Swedish and Finnish are among the increasing number of languages appearing on John Hinde's colour calendars and colour printing.

An even greater compliment to the excellent craftsmanship of John Hinde, Ltd., came from Kodak, who commissioned the firm to produce its

The new John Hinde factory



calendar for distribution in 63 countries.

Mr. Hinde is fully conscious of the impact which colour picture cards and calendars can play in attracting tourists to Ireland and other countries. Says he: "Fine colour print can be a messenger of goodwill between countries. This standard of perfection creates the desired image and motivates the right atmosphere for tourism."

CARDS FOR OVERSEAS

"By far the largest proportion of our Irish cards go overseas, and we are proud of the fact that over a period of time they can influence people to come and see what a beautiful country Ireland is. The same rule applies to other countries. We encourage people to travel and meet other races, and I suppose this does a lot of good."

And so Ireland benefits two-fold from the influential activities of John Hinde, Ltd.: from the income earned by rapidly increasing exports and from the revenue derived from the mounting influx of tourists.

Mr. William Dredge, the firm's export sales manager, who has had the satisfaction of seeing the export market improve by an average of over 100% per year over the last four years defined the operations of the firm then: "Principally we are specialists, we are not commercial printers in the known sense. We operate in a very narrow field, and do not compete with any other side in Ireland. We provide the finest colour reproduction obtainable anywhere."

The validity of that statement is borne out by the sharply-increased overseas demand for John Hinde's services. As well as sales offices in London and Camborne, Cornwall, the firm has formed John Hinde (Nigeria), Ltd., based in Lagos, to promote sales and act as a

distributor for the products printed in Ireland.

John Hinde's success story began in November, 1956, when he and his wife, Jutta, acquired an empty house in Bulloch Harbour, Dalkey, Co. Dublin, to set up their new home and their business.

HOME AS A FACTORY

At first he was unsuccessful in locating a printer to reproduce in colour the transparencies he had taken earlier that year. Thereupon he decided that although he had no previous experience, he would print his own view cards of Ireland. The first-floor rooms the "The Studio" were used as their home, and the downstairs housed a small offset printing machine and the photographic darkrooms.

Mrs. Hinde was very ready to play a practical rôle in the

development of the young firm. Like every other company, it had its teething troubles, and at the time the husband-and-wife team hardly foresaw the bright future which lay ahead.

Deciding to embark on the production of colour view cards, John Hinde resolved that, important as is the method of reproduction to the quality of the view card, particular emphasis must also be laid on the necessity for a technically perfect original photograph. This became part of the fundamental policy of the company—a condition which is still as important today as ten years ago.

During the summer of 1956, with the assistance of his wife, he photographed his first series of "Views of Ireland." Very often it took days, and in some cases even weeks, to get the proper lighting conditions, but with painstaking care he achieved an excellent set of originals, which were later to be used as the basis for the first view cards he produced.

The first view card to appear on sale was that of Killiney Bay. In this his wife acted as model, with their dog, Dinah, sitting contentedly on a wall. This, however, was not to become his best seller. It was his colour view of O'Connell street, reflecting the new air of sophistication and progress in Ireland, which outsold all other reproductions.

At the start, Mr. Hinde himself carried out the separations, plate making and printing of the first series of view cards. Faithful support came from his wife in the testing first weeks. Besides fulfilling her obligations as a mother, she found time to process colour films, tend to the printing machine and also to undertake selling trips.

Mr. Hinde's involvement in each stage of production prompted him to examine critically the process with such questions in mind as: "Can we improve upon this material?"; "is there a better way to do this particular operation?"; "How can we

(Continued in next page.)