



Current South American Spanish Publishing House (Asociación Casa Editora Sudamericana)

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# South American Spanish Publishing House (Peru Branch)

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The Peru South American Spanish Publishing House (Editorial Imprenta Unión or EIU) is an institution of the Seventh-day Adventist Church located in the North Peru Union Mission (Unión Peruana del Norte or UPN) territory.

The EIU is the publication center of the Peruvian Union University (Universidade Peruana União or UPeU), so it is located in the UPeU-Lima campus on Bernardo Balaguer Ave. at the km 19 of the Central Highway in the city of Ñaña in the Lurigancho-Chosica district of the Lima department and province in Peru.<sup>1</sup>

The EIU is located in an area that's altitude is 647 meters above sea level, geographically delimited from the North by the population center "Virgen del Carmen de la Era" from the East by the Rímac River from the South by the Concacucho Ridge and from the West by the Ñaña Ridge.

Nowadays, the publishing house, which is nearly 70 years old, has 86 employees and works on developing advertising as well as institutional, cultural, teaching, and academic materials, among others, for both the Church and private companies.<sup>2</sup> It is also the institution mainly responsible for publishing the UPeU academic materials.

## Developments that Led to the Establishment of the Publishing House

Adventism in Peru began around the end of the 19th century. At the time, the Adventist message arrived in the country thanks to the initiative of lay workers,<sup>3</sup> canvassers, and missionaries sent by the General Conference of the Seventh-day Adventist Church. Subsequently, with the arrival of Pastor Franklin L. Perry and A. N. Allen, the first steps to an institutional organization was carried out, and then the Peru Mission (Misión Peruana), presently the East Central Peru Conference [Asociación Peruana Central Este] was organized in 1906. A while later, with Pastor Stahl's presence in the first two decades of the 20th century, in the surroundings of Lake Titicaca in Puno, more than two dozen of schools emerged.<sup>4</sup>

In 1914, the General Conference organized the Inca Union Mission (Unión Incaica, presently the South Peru Union Mission [Unión Peruana del Sur]), which comprised the Adventist work in Bolivia, Ecuador, and Peru. Its headquarters was located in the city of Lima. In this context, years later (in 1919), Harry B. Lundquist, J. M. Howell, and Fernando Osorio organized the Peru Industrial School (Instituto Industrial," presently Peruvian Union University in the Miraflores district in the city of Lima. Nevertheless, this very school got the name of "Inca Union Training School" ("Colegio Unión") in 1945, and it was transferred from Miraflores to Ñaña, another city in Lima in the eastern region.<sup>5</sup>

During this period, South America largely restricted the influx of foreign products. However, General Manuel Odría (president of Peru from 1948 to 1956) radically changed this thought in his government, keeping an alliance with foreign exporters in order to receive its products and also trade Peruvian products.<sup>6</sup> This allowed the country to keep a stable economic situation in the 1950s.<sup>7</sup> Subsequently, the crisis caused by an external debt brought difficulties to the whole country, affecting the companies directly, including the Church itself.

For this reason, the Adventist Church's administration and the Inca Union Training School decided to seek an alternative to produce graphic work that attended the School and the Church. This could minimize production costs of these materials, in addition to income generation for the institution and specially to keep conveying hope.<sup>8</sup> Thus, efforts for accelerating the opening and implementing process of the area of Graphic Arts or "workshop"<sup>9</sup> were made, as it became known in 1953.

## Founding of the Publishing House

Once established, from 1953 until the 1970s, the Inca Union Training School Graphic Arts workshop worked in a small room of the campus – where the Union Bazaar (Bazar de la Unión) operates today. Since the beginning, the goal of this institution was to be a teaching center by promoting religious values and professional training for the future of each young student.<sup>10</sup>

In the same year as the School's establishment (1953), the Inca Union Training School principal – Donald J. Von Pohle (1953-1957) – managed to equip the publishing house with machines that were modern for the time. The new equipment contributed to the development of many works, such as bookbinding, printing of all kinds of commercial documents and cultural articles, and the first edition of the school review “*The Echo*” (“*El Eco*”).<sup>11</sup>

In 1957, Donald J. Von Pohle was replaced by Delmer W. Holbrook (1957-1964) in the School's administration. Already during his first year, he boosted higher education by supporting the work carried out in the publishing house workshops by investing in its industrial growth. Thus, the Graphic Arts area came to be in the same level of growth and importance as other industries (sectors) of Inca Union Training School, demonstrating its consolidation as an editorial institution.<sup>12</sup>

## History of the Publishing House, with an Emphasis on the Events and Important Periods

In 1973, the publishing house work came to stand out as a sector of opportunities for the students to develop their labor abilities, oriented by teachers of the Union Higher Education Center (Centro de Educación Superior Unión). During the same period, the transfer of the Graphic Arts workshop to new facilities that were located on the side of Plaza de las Banderas was carried out. So, a new stage began for the EIU. In addition, the Graphic Arts department – under the leadership of Luis Retamozo Pacheco (1971-1985) – became known for their creativity in responding to the requests of denominational and private clients.

From 1986 to 1987, the publishing house reached even higher quality standards. According to the Inca Union Mission University (Universidad Unión Incaica or UUI), following Peruvian Union University requirements, in 1988, the *Sabbath School Lesson* was printed for the first time in Peru. This lesson was entitled “*Rumbo a la tierra prometida*” [“*Heading to the promised land*”], it was printed by the offset system and had the Union Publishing House Editorial seal.<sup>13</sup> Around 1991 and 1992, Félix Ramos and his administration contributed to the organization by enhancing the image of the University Graphic Arts institution as an excellent editorial and graphics department.

During the administrative period of Hermilio Brañez (1995 to 2003), the EIU obtained complete independence and autonomy as Graphic Center of the UUI. At the time, a Heidelberg 10 header semiautomatic casemaker was also acquired; in 1999, a press workshop using a modern KBA Planet 72 printing machine and modern computers for the graphic design workshop were also conducted. In 2001, a Heidelberg Stahl whole-sheet

bending machine was acquired to facilitate the perforation, stamping, and micro-perforated finishings for the printing of their publications.

Furthermore, an environment for a 90 m<sup>2</sup> workshop in the center of Lima was acquired, and it served as a prepress department link and annex, the same one that was implemented with modern Apple Mac computers to provide a high graphic design performance. Likewise, a Müller Martini review stitching machine that was equipped with a three-knife trimmer and a mechanical stitching capacity of 2,000 reviews per hour and with high quality finishings was acquired. From 2004, the EIU finally obtained a more entrepreneurial touch and an even more corporate image. Thus, it was expanding throughout the whole national and denominational Adventist market with performance that was equal to other graphic industries in terms of quality and technology.

The EIU was converted into a thriving industry from 2004 to 2008. At the time, a digital equipment of the CTP (Computer to Plate) imaging process was installed, and it placed this center in sixth place in the country, level among the companies that had this modern technology. With the acquisition of new equipment, there EIU was growing in reputation and abilities, making it on par with the other great industries in the country. It was through an intrepid administrative insight that the EIU, from 2009 to 2011, came to carry out and successfully complete more ambitious projects that benefitted the publishing house as well as the UPeU.

Through the acquisition of new equipment and more machines, the EIU, for the first time in its history, was now competing with other publishing houses of the country when it came to developing school texts on Math, Communication, and Civic and Citizen Education for use in State schools. This was accomplished through an agreement with the Peruvian Education Ministry and in partnership with the National Educational and Continuing Training Program (Programa Nacional de Formación y Capacitación Permanente or PRONAFCAP) that belongs to the UPeU.

In 2012, the EIU kept growing as the UPeU publication center when it began producing all Adventist publications in Peru. In addition, through technology implemented and due to the quality, honesty, and assurance of its services and products, the EIU also won the trust and acknowledgement of 25 percent of all universities in Peru.

In 2015, the UPeU signed an agreement to receive management, technical, and financial counseling from the South American Spanish Publishing House (Asociación Casa Editora Sudamericana or ACES) in Argentina. Thus, the EIU received a great opportunity to keep developing and better assisting the SDA Church's printing needs as well as those of the other various Adventist institutions. In December of that same year, they signed a business contract with the Panama Union Mission (Unión Adventista Panameña) for developing denominational material. And in August 2018, the EIU acquired a new Stahlfolder BH 82 bending machine that helps to optimize the work in the post press area.<sup>14</sup>

## Historic Role of the Publishing House

Currently, Peru South American Spanish Publishing House offers design services and document printing, and it also manages the distribution of publications of SDA Church-related organizations. Similarly, it offers printed publication services to private Adventist companies and institutions. In that regard, the EIU, with 86 employees (administrators and workers) – among them UPeU students – serves the North Peru Union Mission (Unión Peruana del Norte or UPN) and South Peru Union Mission (Unión Peruana del Sur or UPS) and their graphic demands.

In addition to serving the UPN that is headquartered in Chaclacayo, the EIU serves five missionary fields located in northern Peru: East Central Peru Conference (Asociación Peruana Central Este) headquartered in the surroundings of Lima; West Central Peru Mission (Misión Centro Oeste del Perú) in the Los Olivos de Lima district; North Pacific Conference (Asociación Nor Pacífico) headquartered in Trujillo; North Peru Mission (Misión Peruana del Norte or in the city of Chiclayo); and the Northeast Peru Mission (Misión Nor Oriental headquartered in the city of Tarapoto. The EIU also serves three other institutions: North Home and Health Educational Service (Servicio Educativo Hogar y Salud Norte), North Education Association (Asociación Educativa Norte), and New Time Radio Productions (Asociación Cultural Radio Difusora y Televisión Nuevo Tiempo)).<sup>15</sup>

The other 12 ecclesiastical institutions that the EIU assists are part of the UPS that is headquartered in Miraflores: Central Peru Conference; Central Andina Mission; East Peru Mission; South Peru Mission; Lake Titicaca Mission; Southeast Peru Mission; South Home and Health Educational Service (Servicio Educativo Hogar y Salud Sur), South Adventist Education Association (Asociación Educativa Adventista Sur), ADRA Peru, Good Hope Clinic from Miraflores, Ana Stahl Adventist Clinic, and the Juliaca Adventist Clinic. As well as these Adventist institutions, the EIU assists 24 universities and six institutions in the country by producing their degree and qualification diplomas.

It's worth mentioning that, from 2010, the EIU started assisting the graphic material needs of the West Panama Conference (Asociación Occidental Panameña) and, at the beginning of 2016, the Panama Union Mission's needs. Likewise, the EIU plans on also assisting the graphic materials needs of the Ecuador Union Mission (Unión Ecuatoriana). During 2020, the EIU works in the printing of the missionary book *The Greatest Hope (La Mayor Esperanza)*.

Currently, the publishing house prints more than 30 different titles that cover various areas of knowledge. All this takes place through an insight based on Christian values, looking to contribute to the preparation of leaders committed to the Seventh-day Adventist Church and also the goal of contributing to change the society.<sup>16</sup> Among its vast production, the EIU prints twice a year for UPeU faculties: the *University Notes (Apuntes Universitarios)* review, which focuses on the university research area; *University Research Review (Revista de Investigación Universitaria)*; *Health Sciences Scientific Review (Revista Científica de Ciencias de la Salud)*; *Psychological Notes (Apuntes Psicológicos)* for the School of Professional Psychology (Escuela Profesional de Psicología); *Berit Olam*, a biblical-theological review of the alumni members of the Honorary Unionist Society of

Theological Research (Sociedad Unionista de Honor de Investigación Teológica)) and the teachers of the Theology Faculty; and *Theologika*, a publication that has the goal of promoting the information of biblical-exegetic-theologic nature. Beyond these mentioned reviews, the EIU prints other scientific reviews that contribute to the academic development of UPeU students.<sup>17</sup>

## Outlook

The EIU was one of the first university publishing houses of Peru, and it competes successfully in the highly competitive national graphics industry. It was created to support, through all the graphics material that the Adventist Church requires in Peru, the Peruvian Union University and the community.<sup>18</sup> Since its humble beginnings until it became a modern facility, God's generous hand has been guiding the mind and hearts of its administrators and workers to make the Peru South American Spanish Publishing House one of the best graphic companies in the country. With God's help, the EIU intends to achieve even greater results together with the participation of each one that comprises its editorial team and staff.

## Chronology of Administrators<sup>19</sup>

Donald J. Von Pohle (1953-1955); Delmer W. Holbrook (1956-1957); Víctor Tenorio Bendezú (1958-1970); Luis Retamozo Pacheco (1971-1985); Carlos Ruiz Miyashiro (1986-1987); Ariel Morán Tenorio (1988-1990); Félix Ramos Carcausto (1991-1992); Esdras Simeón Ruiz (1993-1994); Hermilio Brañez Zenteno (1995-2003); Braulio Huanca Callasaca (2004-2008); Hermilio Brañez Senteno (2009-2011); José Alomía Lozano (2012-2015); Elías Ilquimiche Sánchez (2016-Present).<sup>20</sup>

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## NOTES

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20. More information about the Peru South American Spanish Publishing House is available on their website: <http://www.editorialunion.com.pe/> or in their social media at Facebook: [@editorialunion](#), Instagram: [@editorialimprensaunion](#), Twitter: [@EditorialUnion](#), and YouTube: [Editorial Imprenta Unión](#).

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