

# Heidelberg

## News

The customer magazine  
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### THE ISLAND PRINTER

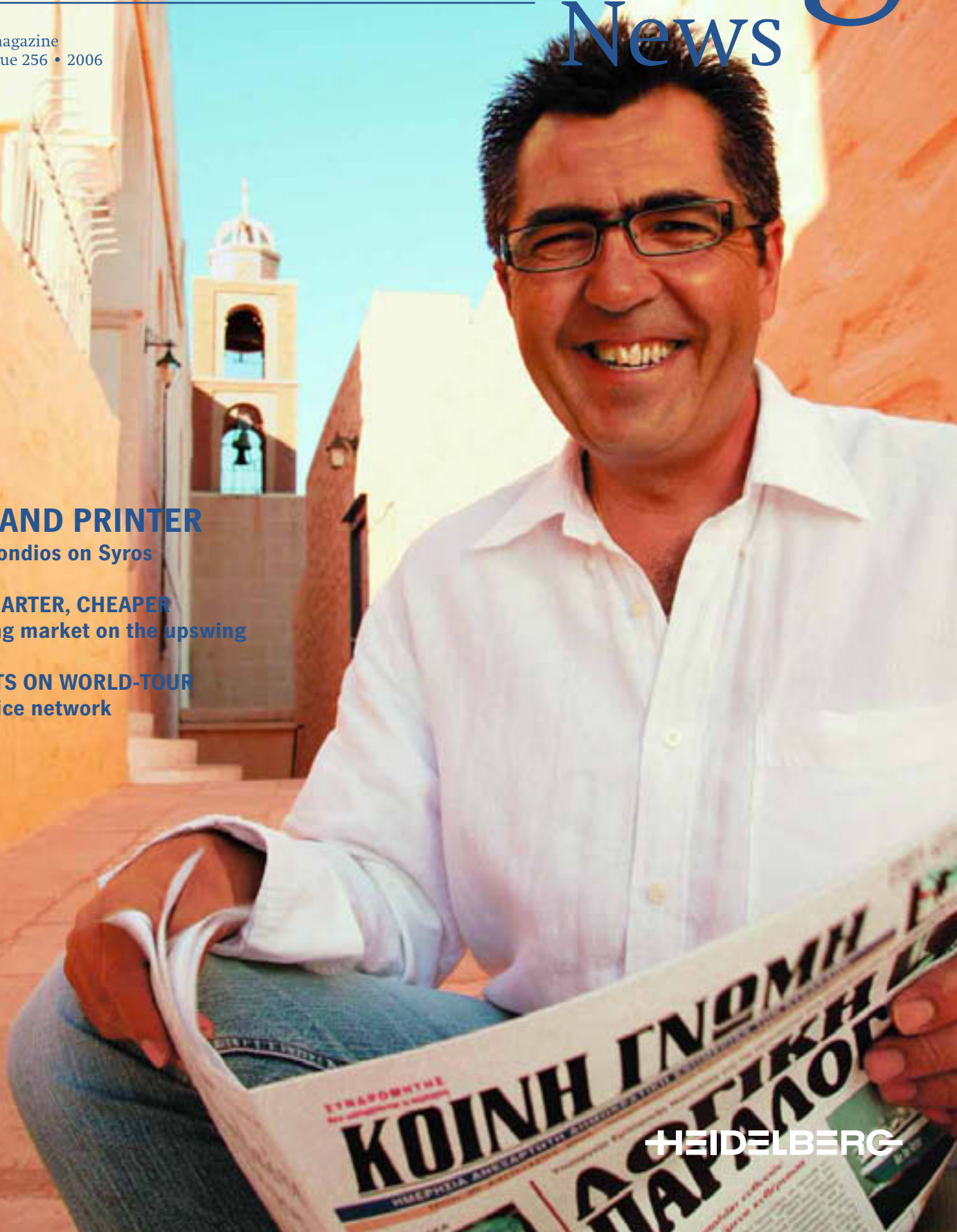
George Vakondios on Syros

### FASTER, SMARTER, CHEAPER

UK's printing market on the upswing

### SPARE PARTS ON WORLD-TOUR

Global service network



HEIDELBERG



**Dear Readers,**

The more positive climate in many print media industry markets signals that things are looking up again – even if the upturn is modest and regionally variable. Many printshops re-tooled their business models for this during the recession. Examples may be found in England, for example, where the economic downturn set in earlier than elsewhere. You will learn about how this market evolved from George Clarke, the Managing Director of Heidelberg in Great Britain. In addition, you can witness how – despite adverse conditions – Bahson Colour, a family-run enterprise in the British Midlands, was able to grow; and also come to understand the role advancing technology played from Heidelberg in this.

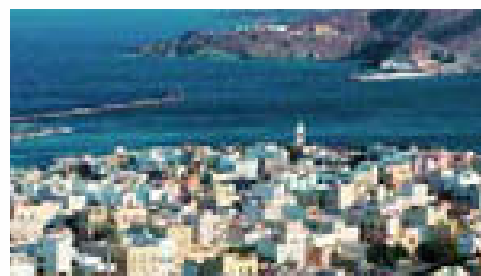
Besides this, we shed light on Prinect Color Solutions, and accompany a Heidelberg replacement part on its journey to the client. We report on Ichikudo Printing in Japan, where unusual CD cases and packaging are being designed and manufactured. The “island hopping” in this issue also includes a visit to Typokykladiki, which has blossomed into a genuine media enterprise – with its own newspaper for the Greek Cyclades. Finally, we provide you with a few tips on insurance against the elements, and explain how, in days gone by, wood letters were used in the printing of posters. We hope that this time, you will once again find something to interest you!

I wish you a pleasant read,

Bernhard Schreier  
CEO, Heidelberger Druckmaschinen AG

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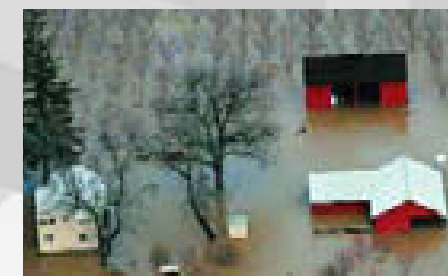
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TYPOKYKLADIKI S.A., GREECE

# The Island Printer of Syros

The Greek word typography connects printers throughout the world with each other. It comes as no surprise then that the Heidelberg News is also able to report from Greece on an interesting company that due to, rather than in spite of, its unique location on an island has subscribed to its own business success: George Vakondios is the name of the owner of the print shop Typokykladiki S.A.

George Vakondios laughs heartily at the question as to whether anyone ever actually counted all the islands in the Cyclades. "I suppose so, but there are very many. However, only 24 are inhabited," he points out. If there is a print shop in a dreamlike setting, then from now on it has a name: Typokykladiki S.A. Translated this means something like "Printing in the Cyclades." The Cyclades is a group of Greek islands in the Aegean Sea – that is the eastern part of the Mediterranean Sea. The print shop offers an artist's view of Syros, the island capital city of Ermoupolis, and the turquoise sea with a clear blue sky. An idyllic picture post card, so beautiful that it creates an almost surreal and breathtaking effect.

About 100,000 people live spread out over the islands, the majority of them on Syros. There are islands with less than one hundred inhabitants, others with several thousand. Slightly developed as far as tourism is concerned, Syros with its beaches and historical buildings is still a top-secret tip for vacationers. Syros lies in the middle of the Cyclades, and with its 86 square km (33 square miles) is the eleventh largest of the islands.

Ano Syros is located at a point majestically overlooking Ermoupolis, the capital city of Syros and at the same time the administrative district of the Cyclades. George Vakondios grew up in Ano Syros, an inviting city, with many steps and narrow alleys that has remained virtually unchanged for over 700 years. Every ▶





1. View over Ermoupolis, the capital of the Cyclades. 2. Street scene on Syros, with a Greek-Orthodox priest in typical vestments. In the background, the town hall. 3. Two “islanders” reading the “Public Opinion”, the daily paper on the Cyclades. 4. Eating well is a matter of course on Syros, whether in the restaurants, or by locally-run shops such as here, in a butcher shop with air-dried sausages.

day he had to go down to school in Ermoupolis and in the afternoon back up again. This was arduous, but life in the historical walls for him was also exciting. Whenever he speaks about it, the pride in his roots beams through clearly in his face. Ano Syros was founded by Venetians and is populated mostly by Catholics, in contrast to Ermoupolis which is populated mostly by Orthodox due to the fact that Ermoupolis received influences from Greeks that immigrated later from the mainland and the surrounding islands. The family name, Vakondios, also reflects Catholic roots, for it is actually derived from the Italian, in which “vai con Dio” means “go with God” in English.

George started out as a simple printer in the family business, and yet “simple” is both an accurate and also inaccurate euphemism in his case. His grandfather and father were already printers. His father founded, along with a brother, his own print shop in the Old City of Ermoupolis in 1958. George is already assisting in his father’s business at a young age. He supports his father wherever he can and in this way learns the printing trade. The business has been in operation with its Heidelberg Tiegel (platen press) since the early 1960s. Yet, George wants more: He studies for a time in Athens, goes through about ten different print shops there and familiarizes himself with various printing processes, as well as managerial styles. It is from this period that his own ideas for the family business develop: He would like to have modern printing presses and he intends to expand. The uncle, who is also Co-Managing Director, is rather skeptical, however, his father supports him in this. Since the uncle has no intention of investing any of “his” money in new printing presses, George, at 16 years of age, pawns his motorbike on the spot, and with the proceeds buys the first cutting machine. Up until that time the paper required always had to be purchased in the very size that the printed product was to have later, because to date there was not one single cutting machine in all of the Cyclades.

**Entrepreneur with foresight & business sense.** George, who was just 19 years old at the time, and his father become independent in 1979, separating from the uncle, who continues to operate his own print shop. In 1982, the father and son move out of the Old City, where they only have 60 square meters (646 square feet) of space, into a building with a pressroom that initially is 150 square meters (1,614 square feet) in size. After a massive renovation they expanded to about 600 square meters (approx. 6,458 square feet) of space on three

stories. The office, on the other hand, still remains in the narrow, little alley in the Old City of Ermoupolis and even today is still used as a “branch office,” at which customers can submit advertisements or print jobs. George in the meantime continues to invest and in 1985 brings into the Cyclades the first offset printing press, a single color GTO 52. “The GTO could not immediately be used at full capacity and for this reason printing was only done on it one day a week. Offset was not yet so popular on the islands and the customers had to be won over at first,” George comments pensively on the times then.

**Newspaper founding & expansion.** A business idea that had already been formulated three years earlier develops magnificently as well: George sets off on the road to success in 1982 with his own island newspaper named “Koini Gnomi” (Public Opinion), and it has been profitable from day one. The newspaper started with one editor (in chief) as a four page black and white weekly, and today it comes out with twenty pages daily. Its layout already resembles that of major Greek daily newspapers – color cover, many pictures and good editorials on and about island life and full of advertisements. The newspaper today has twelve employees for editing, layout and the advertising business. “The advertisements and the yearly subscriptions are not really expensive. Our issue is fully localized and adopted to the local life style and is competitive to other main Greek titles published by the large publishers,” George explains.

About 2,500 copies are printed day-in and day-out on a Speedmaster SM 52 and a Speedmaster SM 74, and distributed to subscribers. At the island’s sidewalk cafes they can also be borrowed and read through over a coffee. This option is quite often utilized; the newspaper has swiftly become one of the important media on the islands. It carries information on the most significant island events like the classical concerts at the historical Apollo Concert Hall of 1864, a scaled-down replica of Milan’s La Scala. An additional 1,500 copies of the newspaper are e-mailed in PDF-format to customers, because it’s not every day (sometimes even only once a week) that a ferryboat calls on the islands, some of which are remote. Because of this, the delivery of a daily newspaper in printed form would make no sense.

An additional major move into a completely new and individual company building ensues in November of 1999. A new Speedmaster SM 52 and two Speedmaster SM 74-2 with perfecting-units are installed. A Prosetter 74 CtP system, the first in all of Greece, comes

afterwards in 2003. To increase his prepress department productivity and also enhance the company's customer service approach, George decides to invest in Heidelberg's JetBase system. This decision is very important because customers were now able to collaborate with prepress via internet and speed up the order submission and customer approval process.

**Latest technology.** After one year, George enhances his JetBase system by installing Heidelberg's Prinect Printready. His prepress department, apart from preparing all his printing plates and proofs, is also responsible to submit via the "E-mail Approval" function every night a low resolution PDF file containing the newspaper edition to his subscribers, which are recorded in a mailing list. Last but not least, the Printready system enables George to expand his services, such as remote proofing, beyond his geographically constrained business environment, and attract key customers that are based in Athens. This has such an effect that George accelerates his decision to install a new SM 74-4 with coating unit, and extended delivery which was put into operation several months ago. "Before we had to have protective coating handled by other print shops in Athens; but the main reason for purchasing the machine was to increase our productivity in medium sized run lengths. We are now able to do so, for example, with the Prinect prepress interface," George gives reasons for purchasing the new printing press with coating unit.

He can now handle such jobs himself and more competitively with the new Speedmaster. Overall the print shop today has 3,000 square meters (32,292 square feet) of space, of which 1,650 meters (17,760 square feet) on the ground floor with the pressroom, prepress, storage and office space. The areas for the editorial office, social rooms, a paper storage area, as well as a subtenant with its own office premises, are located on the second story. The third story is still free for the additional expansion plans of the lively entrepreneur. The floors, for instance, have already been prepared in order to bear the weight of the large and heavy presses.

**Broad-based economic resources.** What is printed on an island? And for whom? George appears amazed at the questions. For him this is really not an island – at least not in the everyday way of thinking. Those who live here do not consider it anything special that warm temperatures most of the year, a blue sky and a calm sea with beautiful beaches are immutable parts of life. There are many companies and businesses on the islands, and Athens is not far away either – just 30 minutes by airplane and about two hours on the fast ferryboat. Typokykladiki S.A. with its 39 employees, of which 19 in prepress, pressroom and finishing, is the third largest employer on Syros. Only the Casino company and the shipyard employ more workers. Apart from that, though, small companies set the tone for the economy and by and large account for the low unemployment rate on the islands. Thus there are many businesses, restaurants, bars, cafes, bakeries and, for example, the loukumus (a nougat specialty) sweets manufacturer.

The printing company is the contact for 80 percent of the Cyclades companies in matters of printing. George does not have to fear any competition because there are only two print shops on Syros, Typokykladiki S.A. and the uncle's print shop, which is operated by the latter's grandsons. There are several smaller print shops on the other islands that in most cases have only one printing press with one or at the most two colors. George collaborates with several colleagues from these print shops, e.g., for the advertising business or for printing jobs requiring more colors. The average runs in the case of books are in the area of 1,000 to 3,000, in the case of business reports even lower than that. Brochures and flyers have somewhat higher runs. In the case of books it is a matter of shipyard or ship chronicles, for example. Predominantly small to medium runs are produced for Athenian customers. Annual sales of 1,930,000 euros (approx. 2.4 million U.S. dollars) could be generated in 2004.

High season in the island printing business is from April through September, coinciding with that of tourism, even if the latter is still moderate in relation to the other islands. At that time the advertising brochures, catalogues or menus, etc. are printed, for example, for hotels. In the remaining months business is somewhat quieter and several years ago the pressroom would sometimes simply remain closed in January if there were insufficient orders on hand. In 1999, with the new Speedmaster printing presses, George was finally in a position to compete with the Athenian colleagues in regards to print quality, thereby increasing his workload in the pressroom with more orders from Athens. Thanks to his reasonable prices and



*The pressroom at Typokykladiki looks as neat as a pin. The Greek showpiece enterprise prints its high-end products exclusively on Heidelberg equipment.*



The latest technology and equipment ensure a seamless workflow from prepress, through print, and postpress. 1. Nikos Varthalitis checking data 2. Petros Papitsis on the Speedmaster. 3. George Vakondios and Melina Xanthaki on the folding machine 4. Three generations in one glance: Joseph Vakondios, his father (far left), the founder of the successful print shop, and his two sons Joseph and Marios (left to right).



high quality George quickly achieves success. “Surprisingly due to the distance and our island location, our customers from Athens are satisfied with us primarily because of the timeliness of our delivery,” George reports. This comes as no surprise as he has attached particularly great significance to that from the very beginning. Vakondios makes “only” about 20 percent of his sales in the Greek capital.

Transportation to the other islands and to Athens is fast and relatively inexpensive. If an order comes in during the morning, in some cases it will be shipped on a ferry by that evening and will be at the customer’s on the following morning. The location has advantages beyond the vacation setting, which George knows how to exploit. Famous corporations like Panasonic or the Alpha Bank, the largest private bank in Greece, which in the meantime are among the customers of Typokykladiki S.A., also realize this. All of customer service and the processing of transactions are done through Syros; there is no sales office in Athens. The coordination with the customers on the other islands or in Athens occurs via Internet; even the proofs are corrected online. A web server, which the customers are able to access directly, is used for data reconciliation.

**No unnecessary risk.** With all the investments in real estate and presses in recent years, which were enormous for his print shop, George Vakondios has banked on steady and moderate growth. He did not forget that the small orders from many small businessmen made his success possible. For this reason, he prefers to keep away from the supposedly lucrative big orders that are regularly offered. He does not need to put off the old core customer base for that and make himself dependent on a few major customers. George would much rather bank on a broad customer base with smaller runs. The company with its presses is geared to that.

High value printed matter at reasonable prices, produced reliably and fast on the state-of-the-art presses: this is George’s recipe for success. A significant additional ingredient is his ability to have a high level of staff motivation which at the present are 39 employees. “What good is money if I cannot enjoy it? I want my employees to be motivated, to have fun in their profession and to feel good with me,” George emphasizes. Of the 39 workers, 14 have a “corporate car” for their private use and next year there are to be even more. “All my

employees are trained in-house because qualified employees can scarcely be found on the islands. This island may seem like a paradise to a foreign visitor, but to many Greeks it is just one more island among many and it is relatively difficult to make people from the mainland feel enthusiastic about a job here,” George says. He loves his profession and is more a father than a boss. He also invests in the further training of his employees because only then, as he knows, will also the best performances be achieved. Only a person, who loves his job, will also give everything to it, as he does.

His satisfaction and his success radiate. The endearing Greek, one of the most popular people on the island, is also the acting General Secretary of the Chamber of Commerce in order to represent the interests of the companies of Syros justly. Whenever he goes through the streets of Ermoupolis, or someone is sitting with him in the harbor at one of the many sidewalk cafes, time and again you hear: “Hi, how’s it going?” Everyone here knows him and revels with him in his success. ■

**Facts & Figures**

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*Junichi Iwao, Managing Director  
of Ichikudo Printing*

ICHIKUDO PRINTING CO. LTD., JAPAN

## In the Origin of the Sun

With 145 workers distributed among two buildings and a total of eight floors in the Japanese capital city Tokyo, Ichikudo Printing Co. Ltd., is active in the sector of CD cases and packaging. The successful enterprise lives on its creativity and innovation force. In addition to a large design department they also utilize the newest technology: a Speedmaster CD 102 with UV equipment.



Creative packaging is part of Ichikudo's every day business. And so great value is placed on form and color scheme.

The four main islands – Honshu, Kyushu, Shikoku and Hokkaido – with hundreds of small and tiny islands extending over an arc a good 3,800 kilometers (approx. 2.4 miles) long, form Japan. Mountain chains mark 72 percent of the landscape, and around 580 mountains exceed the 2,000 meter (approx. 6,562 feet) mark. Probably the best known mountain of Japan, Fujiyama, rises to a proud 3,776 meters (approx. 12,388 feet) and is also a part of one of the country's greatest problems, because there are a totally 196 volcanoes, of which 30 are still active. Japan is also the most earthquake-prone country on the Earth, which is actually the greatest problem among the geographic peculiarities. Every year about 1500 quakes are registered. Since the islands are covered with high mountains, most people live along the coastline. Around 125 million Japanese are crowded together on the relatively thin coastal strip, which is also utilized for agriculture. Although Tokyo is one of the largest cities and one of the most densely populated regions of the world, is in Japan, at the same time, in other places on the islands one can find the most sparsely populated regions of the globe in Japan.

**Venice in Japan.** The capital, Tokyo, is situated on the largest island, Honshu, and at about the same latitude as Teheran, Tangier, or San Francisco. Damp hot summers are the rule, and the city is also not protected against earthquakes. More than 28 million people live in the area of greater Tokyo with Kawasaki and Yokohama. The population density is a good 13,000 people per square kilometer. The city is of tremendous size. Koto-ku in the southwest of Tokyo, in which the Ichikudo Print shop is to be found, is a metropolis but today classified as a suburb. The peninsula of Koto-ku was formed long ago by forcing the sea back with landfill. Here, water canals cross the streets and remind one a little of the Italian town of Venice. The city was previously already a large metropolis with more than a million inhabitants – already a large city for Japan at an earlier time.

Dwelling and working space is therefore present in only small amounts in Tokyo and is also very expensive. This is also the reason why the space available is utilized with total efficiency. The printing shop of Ichikudo is distributed, for example, among four floors, deliv-



The two press operators Kenji Nakamura and Shuhei Mizuno, on the new five-color Speedmaster CD 102 outfitted with UV device (left to right).

eries are made on the front side, the trucks are loaded with finished products on the back side of the building. A total of eight printing machines with 31 printing units are in operation at Ichikudo. In the printing hall employees work 10 to 12 hour shifts – five days a week.

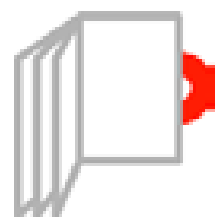
**Business model with many levels.** Another pressroom with three medium and small format printers, two of which were modified for UV printing, is located on the second floor above the printing hall with the CD 102 and the packaging department with incoming and outgoing products. On the third and fourth floors, finally, the finishing is done. Elevators connect the production halls with each other. Eighty workers, about 20 of whom work in the prepress and 40 in the postpress, work together here. The central meeting point is the common canteen on the second floor.

The administration building with about 65 workers is in another part of the city, a few blocks from the pressroom. It is an absolutely tall modern building – although not literally a skyscraper as is commonplace in Manhattan. Here in one office on the eighth floor sits the owner, Junichi Iwao, and also the design center for the development of packaging, circa 120 of which are produced every day. “The



“Customers do not only want to see a drawing, but also samples and patterns.” Mari Mayama





“We want to concentrate on the jobs that must be realized very quickly.” Junichi Iwao

customers do not want to see just a drawing or a picture but also want to see samples and patterns. They are also all produced here internally,” says Mari Mayama, who is responsible for management and planning at Ichikudo. Of the circa 10,000 printing plates – more than 90 percent of which are CtP imaged – are required every month, therefore, a good 20 percent go for print samples and patterns. A profitable use, as business is good.

**An enterprise with history.** Business director Junichi Iwao, 57, studied at Keio University in Japan and then earned his Master’s degree at the Rochester Institute of Technology in the US. When he returned to Japan he first worked for five years for one of the biggest printing companies of the world, the Japanese printer Toppan. In 1978, he returned to his parents’ business and took over management one year later. The company was founded as long ago as 1910, as an ink and consumables dealer for the printing industry and began printing about two years later. First posters and flyers were printed for Shochiku, a leading Japanese film producer, and for Asahi Newspaper, a leading Japanese publisher. Around 1945, they began printing record cases for Victor, one of the most important Japanese music

producers. Others followed, and Ichikudo specialized in this business after this. When records were displaced by CDs, they adapted to them and have since then produced CD cases and their inserts. Even today these are the main products that are produced by Ichikudo. Add to this, for example, CD and DVD cardboard packages and posters for big music and film companies. Ichikudo serves a total of about 50 customers in this way.

The main business in this case is predominantly in the B2B sector, therefore directly through the disk companies, without intermediate agencies. For this, the company also maintains a large modern design department in order to create the overall appearance of the desired packages. Everything from the same hand, is the commandment of the hour, the customers of Ichikudo demand fast realization of their commissions and designs, which can also be realized in print. Therefore, it is consistent for them to have everything done by the same hand, designed and printed directly at the same print shop.

**Environmentally conscious and innovative.** Ichikudo is environmentally aware and is ISO 9001 and ISO 14001 certified. Iwao is so greatly interested in environmental protection that he developed his own environmental paragraphs, which are posted everywhere to be noted without problems. The workers accordingly are supposed to produce less waste products, to recycle whatever can be recycled and to use less electricity, etc. For this reason, wherever possible, paper is used as printing material and nothing is printed on foil or plastic – although this can be done if the customer so requests.

On the ground floor at Ichikudo the new “beauty” stands, the first machine in the 70×100 cm (27.56×39.4 inches) format in the company, a five-color Heidelberg Speedmaster CD 102 with UV equipment – proudly on a real parquet floor. “We want to continue concentrating on the jobs that must be realized very quickly, with high quality. Therefore, we need a printing machine that can not only print in the highest quality but also does so rapidly with short preparation times, because we have many job changes every day,” is how Junichi Iwao justifies his decision for the CD 102. Add to this the fact that he ▶



Careful planning in sales is very important for Mutumi Komano and Akira Yamashita, because their customers not only expect beautiful and inexpensive products, but also very short lead times (left to right).



CD jewel cases perfectly matched to the given target audience are a central pillar of the print shop in Tokyo.



*Seed packages as a calendar: One of the many creative ideas by Ichikudo. Printing with practical use and relatively simple realization. Each month, a different plant seed, appropriate to the time of the year.*



“To be always technically up to date,  
this is the key to our success.” Mari Mayama

sees two great advantages in the UV technique in combination with the Speedmaster CD 102, besides the advantage that it saves time: The paper emerges from the machine dry and no time is lost waiting until it is dry enough for further processing. “The lead time is dramatically reduced, and unnecessary to say, in Tokyo space is very valuable and we simply cannot waste space on paper that needs to be dried,” remarks Iwao with a wink. He also wants to push more strongly into the regular package printing with the new Speedmaster CD 102. Here for him, is the great variety of printing materials encompassing almost all thicknesses, another important advantage of the machine. “Add to this yet another characteristic of the Japanese customer, not only are proofs becoming increasingly popular, but they also have to

originate from the actual printing machine that is also to print the order. Here the short setup times, even with different printing materials etc. are a great advantage of the machine,” explains Tadimitsu Nagaoka. The 60-year old production manager has 20 years experience in UV printing. He came to Ichikudo two years ago and was decisively involved in the selection process for the new Heidelberg press, since he is inspired by its quality.

**Measurable results.** The average print-runs on the CD 102-5 are between 500 and 20,000, many are 7,000 and even, although quite rarely, 100,000 copies. About ten jobs run every day on the CD 102, around 200 every month. Most are four-color jobs with coating or

five-color orders; therefore, the choice fell on the five-color printing machine. In April, 2005, 1,826,000 sheets were printed on the machine, since August of last year when the Speedmaster CD 102 was installed, a total of about 10,000,000. On the new Speedmaster CD 102 only UV jobs are run; all types of paper are handled without problem. In this case some hybrid inks are in use. As additional equipment the machine also has Preset Plus Feeder and delivery, modular blanket washup device, Air Transfer system, Alcolor continuous dampening system. “The image control is very important for me since now it is less the eye of the printer that decides printing quality, but rather measurable results that are provable to the customer,” explains Tadimitsu Nagaoka.

Before the decision to buy, the business director Junichi Iwao and Nagaoka were in Germany and gave the machine a good going over, right down to the last screw and roller. A test job that was brought along convinced them beyond question. “The decision for the Heidelberg Speedmaster CD 102 was also made, because it prints more accurately than the previously used printing machines of Japanese manufacturers,” claims Tadimitsu Nagaoka. Our goal is to change machines every seven years so that we are always technically up to date and stay ahead of the competition, because for us this is the key to success,” asserts Mari Mayama.

**A new business segment: Marketing original calendars.** Calendars produced exclusively on machines at Ichikudo have been offered since 2003 to its customers. The first one was a recipe calendar. The second, a vegetable seeds calendar where each month was filled with individually packaged seeds, appropriate to the season or month. The calendar was created in collaboration with a seed producer who then sold this to the corresponding Ministry for distribution to schools. What followed was a vegetable calendar, and then also one with kitchen utensils in 2004. So much creativity was ultimately rewarded, because the latter won “Special Prize” at a calendar expo sponsored by the Japanese Printing Industry Association. Gold was also awarded on the international level at the “International Calendar Show” in Germany.



*The cafeteria at Ichikudo Printing.*

Good experience, above all, with the longevity of the Heidelberg printing machines, has been obtained by Ichikudo with KORD and KORS, which were purchased many years ago. Junichi Iwao also is obliged to Heidelberg for the very good and competent advice on the subjects in the field of color management and training possibilities, e.g., for his salespeople or directly on the machines. Other machine manufacturers do not provide such service on this level. Through Heidelberg he can also get to know other companies outside of Japan, and in this way he gets information that he can put to good use for his own company so that he can remain slightly ahead of his competitors, and that is one of the secrets of his success – not to rest on his own laurels but always to learn and remain technically at the highest level. Then, Iwao hopes, the sun will always shine for him in Nihon, the Japanese name for the island nation, meaning “origin of the sun”. ■

#### Facts & Figures

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BAHSON COLOUR, GREAT BRITAIN

# Typically British!

Ian Jenkinson in his favorite pub in Bradford. With 28 printing units distributed among three printing presses, his business model is simple: high print-runs, which are carried in the shortest time possible through the pressroom and into postpress. Ian and his wife Suky started the business ten years ago with used printing presses. The beginning of an incredible success story, and for the past few months, a new twelve-color Speedmaster SM 102 with sheet-reversing system “graces” the English pressroom.





Welcome to the perfecting specialists: Bahson in Yorkshire, in the North of England. When Suky and Ian Jenkinson stood in their new and empty 2,300 m<sup>2</sup> (23,650 ft<sup>2</sup>) production hall four and a half years ago, they both thought it was an enormous facility compared to their old production hall but now business is already bursting at the seams. To accompany the relocation into the new production hall, a six-color Speedmaster SM 102 and a ten-color SM 102 had already been acquired. Together with the new twelve-color SM 102, productivity climbed so high it became necessary to continuously reinvest in postpress, if this was to keep pace with the volume of printed material. Postpress occupies around half of a total of 53 employees. In addition, there are salesmen, management, and of course the press operators. Ian keeps a sharp eye over everything through the window in his office – this way nothing gets past him. Today, the company earns a good 7.9 million euros (5.5 million pounds / 9.1 million U.S. dollars) in annual turnover with expected turnover to increase by 40% over the next 2 years with the addition of the new twelve-color.

**Ian and Suky** invented the name Bahson. The two thought long and hard about what name they should give their business. They thought Quickprint or Milleniumprint sounded

too run-of-the-mill; also they were already in use. Then, football enthusiast Ian wanted to christen his printshop “The Bantams”. He is, it so happens, an ardent fan of Bradford’s football club, and “The Bantams” – a special breed of domestic fowl – is used on the jerseys of players as an animal coat-of-arms (which is also the club’s nickname). His wife and co-founder, Suky, succeeded in talking him out of this idea. Bahson is a compromise, a word composed from both their surnames. Suky, whose parents came from India, had the last name **Bahia** and Ian – Jenkinson: together Bahson came about.

**The idea** to found his own printshop came to Ian, who had previously been employed as a salesman in a printshop, because he was unhappy with the performance and service provided by his earlier company. Recently married, with his first daughter, and challenged as the father of a young family, he submitted his resignation to open his own printshop with second hand presses and borrowed capital. “I wanted to be my own master and fashion my own life. In the beginning, I stood every day for 16 hours in the business; I assisted on both of the machines in the pressroom, as well as in postpress. Business expanded rapidly, and we had to hire more and more personnel,” Ian happily reports today. In the meantime he is a three-time father.

The printing presses at Bahson are all fitted with perfecting devices. “This doubles our productivity,” the successful businessman emphasizes. Since September last year, the twelve-color Speedmaster has been producing at 12,000 sheets per hour in perfecting mode, this would correspond to a press speed of 24,000 sheets per hour for a “normal” printing press. That is to say would correspond, because so far there is no printing press in the field of sheet-fed offset printing that can accomplish this in straight printing. The sheets need not even be turned over, as they have already been printed in one pass on both the front and reverse sides. As a result, they can be sent immediately to postpress.

**The press** has been running at top speed almost without interruption, and thus, in the short time since its delivery, it has already produced around 16,000,000 sheets within only four months of productivity. The business is open 24 hours per day, five and a half days a week, on two-shifts with three teams, with each shift working for 12 hours. The output that must pass through postpress and packing is correspondingly enormous. Print-runs occasionally exceed the one-million mark, while the average print-run extends approximately between 100,000 and 300,000 sheets. As a result of this, machine set-up times may play a smaller role, while

the press operator Stewart Drury still manages a complete plate change in about 12 minutes – thanks also to the high degree of machine automation.

**The business model** of 24 hour operation in the pressroom, might lure you to expect a correspondingly large number of customers. You would be wrong, as in fact, Ian has “only” around 100 regular customers – among them are well-known names of international companies. The established clientele changed with the move from old, used presses to new presses. Print-runs are increasing continuously, and today, the established clientele stretches past the region encompassing Leeds, Birmingham, and Manchester to include all of England. Orders are also printed for the British government, for school authorities, large facilities management companies and hospitals, for example. Typical Bahson products include four-, five-, and six-color orders with and without protective coating, ranging from leaflets through to multi-page brochures. At this speed and uninterrupted operation, the quality of the machines is of crucial importance for Bahson Colour. There should not be many breakdowns, and most importantly, machine service must be effective. As a result, Ian settled on Heidelberg from the very beginning, even when he employed used machines. He came from a compa- ▶

*In all its splendor: James Dale (left) and Stewart Drury at “their” Speedmaster SM 102 ...*





Suky and Ian Jenkinson with their three children. Their daughter Beth likes to play guitar, their son Tom, like his father, is a passionate football player, and the youngest offshoot of the family, Harry, is already practicing for the driver's license (left to right).

ny where another manufacturer stood in the pressroom, and its service was too inflexible for Ian. He has not regretted his decision for a minute: one call to Heidelberg, and he immediately receives assistance, and "that was also true with our used machines," Ian explains.

**The Speedmasters** have, in addition, a remote Internet link. This allows Heidelberg to execute remote system diagnostics and specific adjustments without having to dispatch an employee on-site. This saves both time and money. Pre-press also contributes to the ongoing modernization of the enterprise. Since 2001, the company converted to CtP, when a Topsetter had been introduced: Producing up to 3,000 printing plates per month. Ian is currently reviewing this due to the amount of plates one machine is producing, a second machine would create a back up to the ever reliable Topsetter.

Prinect Image Control was very important to Suky Jenkinson; this also became part of the business with the introduction of the six-color and ten-color presses. Today, quality is both verifiable and reproducible, in particular for major customers such as those the printshop serves. This is vital given their frequent repeat jobs – and particularly when reaching out to new customers. A new CutStar was acquired from Heidelberg at the same time as the new twelve-

color Speedmaster SM 102. Ian immediately had a second one fitted to the ten-color Speedmaster. "We save a significant amount of money on paper, and do not need to order sheet pallets as often," says Ian. "And additionally, one not only saves money with reeled paper, but also a lot of storage space compared to how much space paper on pallets would require. Given the increasing lack of space in the pressroom that is another point in favour of the CutStar," adds Suky. Due to the lack of space, plans have already been drawn up to create another 5,000 square foot of floor space within the factory and another 2,000 square foot for the office staff.

**Modern technology** as well as a solid business model have enabled Ian and Suky to achieve business success, and enjoy their lives with their three children. They travel abroad on vacation when possible – all of the family love to go skiing more than anything else. Ian also likes to play golf, watch his son Tom play football on Sunday mornings, and of course, Ian still likes to attend games at his favorite Bradford City football club. Without dependable employees, technology, and suppliers, the married couple would naturally not have enjoyed such success. After all, they both want to provide their customers exactly with what they themselves would expect as customers: the highest quality at reasonable prices. ■



**Facts & Figures**

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**Machinery Stock:**

Heidelberg Speedmaster SM 102-12-P  
Heidelberg Speedmaster SM 102-10-P  
Heidelberg Speedmaster SM 102-6-P

[www.heidelberg.com/hd/SM102PerfectingPresses](http://www.heidelberg.com/hd/SM102PerfectingPresses)

You can learn more about the technology of Heidelberg perfecting presses in the article on page 30.

... with perfecting device and the CutStar sheeter, which is worked on around the clock.



# News & Reports

## Proven a Thousand Times Over: Prinect Image Control

**Germany.** At the end of last year, Heidelberg delivered the 1,000<sup>th</sup> Prinect Image Control: this jubilee unit, including the new software version 4.0, went to the Rasch print shop located in Bramsche in the vicinity of Osnabrück (northern Germany). Given its orientation toward the quality segment, color management plays an important role there, which means that the color measurement used in quality control assumes an important job in Rasch's color workflow. Uwe Schade, Rasch's managing director, accepted the only system world-wide to measure the entire printed image spectral-photometrically, along with a "Jubilee Certificate," from Jörn Gossé, the northern regional director at Heidelberg Druckmaschinen

Vertrieb Deutschland GmbH, and Andrea Brem from product management Prinect Image Control. Rasch's managing director Schade not only settled for the second time on Image Control because it provides for exceptionally cost-effective production and reproduction of quality products, but especially because "it measures the entire print quality, that, which is in fact being sold."



Jubilee unit: Rasch managing director Uwe Schade (middle) accepts the 1,000<sup>th</sup> Prinect Image Control from the hands of Heidelberg representatives Jörn Gossé (left) and Andrea Brem (right).



Looking to the future: Charambolos and Georg Akritidis (2<sup>nd</sup> and 4<sup>th</sup> from left) delight in their new Speedmaster XL 105 together with Heidelberg and BTI Hellas representatives (from left) Dimitrios Douros, Wolfgang Roth, Manolis Patitakis, Ali Makari, and Athanasios Athanasiadis.

## Generational Contract: a Speedmaster XL 105 for the Next Generation

**Greece.** The Akritidis Bros. are the first print shop in Greece to invest in a Speedmaster XL 105. The machine will be employed in a new, roughly 3,000 square meter (32,290 ft<sup>2</sup>) large building, which the brothers Georg and Charalambos Akritidis erected during the past year in Thessaloniki. Beginning in late summer 2006, the press will manufacture light packaging cardboard boxes and labels above all. Georg and Charalambos already represent the second generation of Akritidis printers to work together with Heidelberg's Greek distribution partner BTI Hellas. "Based on the excellent experiences we've gathered since 1980 with BTI Hellas, as well as with the prepress, press, and postpress solutions from Heidelberg, we naturally wanted to plan accordingly for the future," the brothers explain in unison. "And we are confident that with service from BTI Hellas, as well as the Speedmaster XL 105-4+L from Heidelberg, we have made the best preparations." The printing press will also fulfill a sort of "generational contract" there, since the next printer offspring of the House Akritidis already find themselves in the starting posts.

## Heidelberg News also Available Online



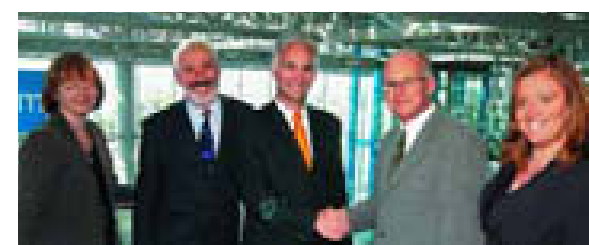
As of the end of last year, Heidelberg News is now also available online: From now on, select articles, including useful "Tips & Tricks" from each most recent edition, will be published online at <http://www.heidelberg-news.com>. In addition, starting with Issue number 251, you can also download each issue in German, English, French, or Spanish as a pdf-file. You may also place subscriptions, repeat orders for printed copies, or make changes to existing subscriptions.

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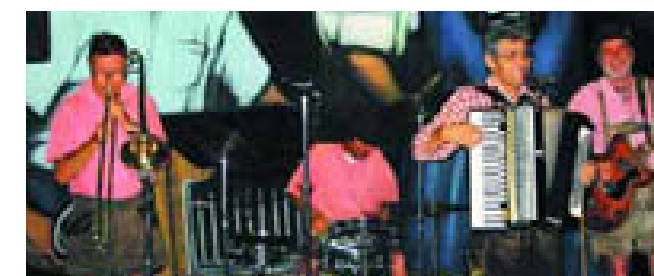
## New "print media" Master of Arts Study Course in England

**England.** Beginning in April 2006, the London College of Communication (LCC) in partnership with the Heidelberg Print Media Academy (PMA) will offer a new, international study course leading to a Master of Arts in Print Media. The study course is intended for up-and-coming managers and leading personnel in the print media industry who want to deepen their technical, as well as their strategic-administrative knowledge, and expand their career opportunities. A two-week symposium at PMA in Heidelberg forms part of the corresponding program, which lasts around nine months full-time. The symposium takes place in September 2006 or in March 2007, and employs topics such as "Personnel," "New Applications and Trends," "Environmental Protection," and "Changes in International Competition." Students will also present their thesis projects within the scope of the Heidelberg symposium. Meetings with Heidelberg clients and experts will round out the visit.

For more information:  
[www.lcc.arts.ac.uk](http://www.lcc.arts.ac.uk) or [www.print-media-academy.com](http://www.print-media-academy.com)



Heading in a new direction: Bernd Schopp (middle) and Martina Brand (right) from PMA seal the agreement with (from left) Sue Pandit, John Stephens, and Dr. Will Bridge from LCC on the new Master of Arts in Print Media.



The real McCoy: Capture Press launched its new Speedmaster presses in South Africa to the sound of traditional "lederhosen" folk music.

## South Africa: "Oktoberfest" Marks Press Premiere

**South Africa.** To launch its new Speedmaster presses, the Capture Press printshop in Pretoria organized something very special. "German Driving Precision" was the banner under which it hosted a real-life "Oktoberfest" to which Managing Director Dean Viljoen and Marketing and Sales Manager Leanne Kelly invited key customers. Folk musicians in lederhosen, real German beer and chauffeuring in luxury German sedans lent an authentic flair to the evening's program of events. And, of course, Capture Press also took great pride in showing its customers the very latest German workmanship from Heidelberg. The new Speedmaster SM 74-5-P+LX and its younger sister the SM 52-5+L demonstrated different print jobs including AquaPrint procedures and, despite the celebration of all things German, both appeared completely unperturbed by the very 'non-German' names with which Capture Press had christened them ("Baobab" and "Bonsai"). Jan Lottrup Jensen, Managing Director of Heidelberg Southern Africa, nevertheless congratulated the company entrusting them that Heidelberg will support them all the way.

## Gutenberg Press Replica in the Gutenberg Museum



**Germany.** The Gutenberg Museum in Mainz is an internationally renowned and acclaimed museum devoted to writing and the print arts. Among the museum's treasures is a reproduction of the wooden press made by Johannes Gutenberg. Every hour on the hour, visitors can see with their own eyes how moveable, lead type was used to print in the 15<sup>th</sup> century. And whoever wants one, can also purchase a replica of the printing press. The mini-press is made of solid wood, and was reconstructed based on wood cuts dating to

the 15<sup>th</sup> and 16<sup>th</sup> centuries. The platen and spindle are fully movable. Besides that, it is easily dismantled and can be stabilized with timber wedges – ideal for playing, assembly, disassembly, and demonstrations. The 12×16×18 cm (4.5×6×7 inches) large replica costs 39.90 euros (47.50 U.S. dollars) and is available in the museum shop, or over the Internet (order number 20008192).

For more information: Gutenberg-Shop, Liebfrauenplatz 5, 55116 Mainz, Germany, Tel.: +49-(0)-61 31-22 04 69, Fax: +49-(0)-61 31-14 37 98, [www.gutenberg-shop.de](http://www.gutenberg-shop.de)

## Prosetter: More Speed for Entry Level Versions

From now on, Heidelberg will be outfitting the entry level Prosetter family with a new drive motor for the rotating mirror. In addition, entry level models come with new software installed and – as do all the other versions of the violet computer-to-plate recorder – a laser head that achieves 60 milliwatts. The upshot of all these measures: the printing plate throughput of entry level versions for small, middle, and large formats has been increased by 30 percent. Moreover, the increased performance capability of the Prosetter's laser head leaves it prepared for future plate technologies in the area of photopolymers. Even users who are already employing a standard version of the Prosetter can improve its performance. In this case, a software update ensures that the yield of the plate setter system will climb by up to 15 percent.

## Cooperation to Protect against Copying

Per year, according to the estimates from customs officials, goods worth around 510 billion euros (607.6 billion U.S. dollars) are copied illegally – and the trend is on the rise. In order to combat increasing market piracy, Saueressig Security International GmbH (SSI) and Heidelberg jointly signed a cooperative agreement at the end of last year, which has as its goal the development of inline security solutions for package printing. SSI and Heidelberg want to develop a stamping press that is integrated as the last unit in the printing press. By using an embossing cylinder or sleeves, hidden graphics or images could then be applied on the printed material. The security elements would only become visible when viewed under a special magnifying glass, which means that the design of the printed product would not be affected by the safety characteristics. Packaging printers can particularly extend their field of business in this way, and stand out from the competition.



*Copy protection: Using concealed attributes, which are applied inline on printed products, Heidelberg and SSI want to make life more difficult for forgers throughout the world.*

## For Newcomers: Heidelberg Stahlfolder TA 52

Since the autumn of 2005, Heidelberg has been offering the Stahlfolder TA 52 buckle folding machine as an entry into postpress: the compact, but modularly configured, and highly automated TA 52 puts smaller and mid-sized print shop companies in the position to carry out simple folding jobs. It can fold at a working width of 52 cm (20.5 inches) full-size from 10×12 cm (4×4.5 inches) up to 52×85 cm (20.5×33.5 inches), and reaches a maximum cycle number of 40,000 sheets per hour. With only one folding station, this individually configurable entry level solution can already perform zigzag, letter, and window folds; using two folding stations, additional parallel and right angle folds become possible. Thanks to folding rollers made of soft polyurethane, a large spectrum of paper grades and strengths can be processed. The TA 52 can be integrated in the Prinect FCS 100 and the digital workflow, is operated over a touchscreen with self-explanatory symbols, and is open to a series of optional auxiliary equipment, which then would allow for creasing, perforating, and punch perforating.



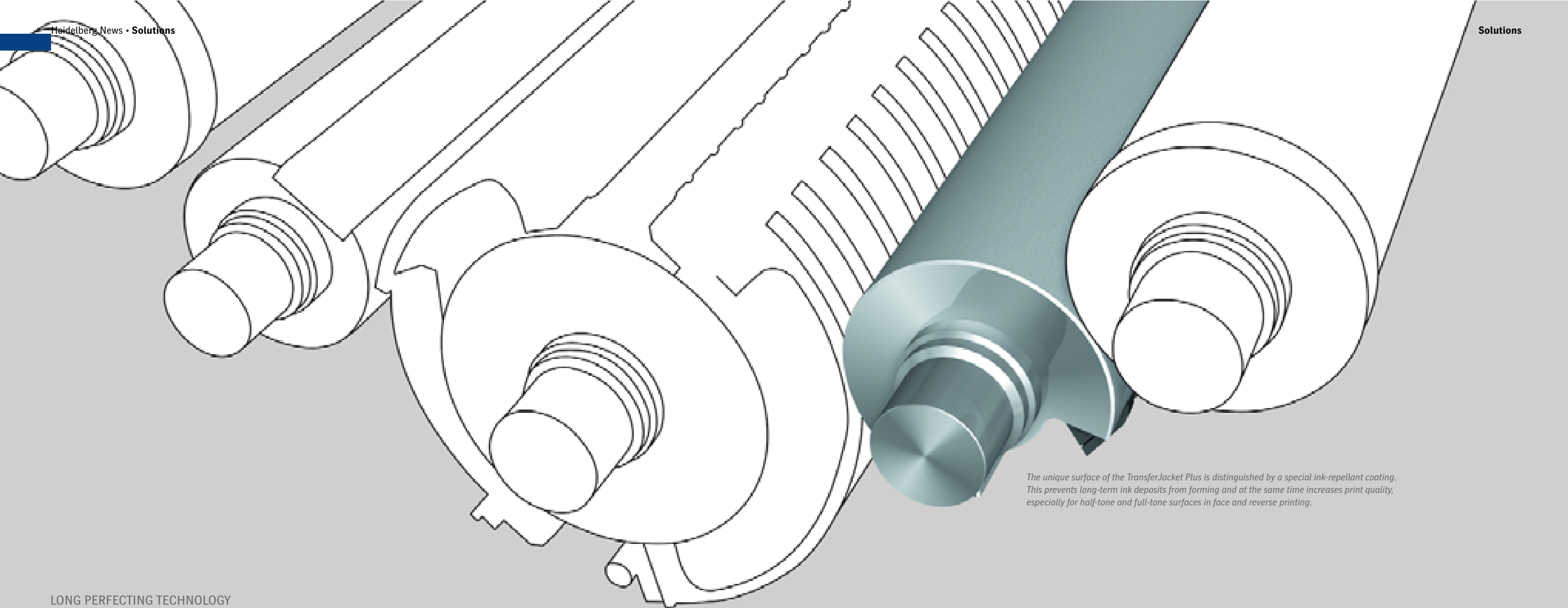
For more information: [www.heidelberg.com/hd/TA52](http://www.heidelberg.com/hd/TA52)

## IT Application of the Year: Heidelberg Remote Service

**Germany.** An especially distinctive honor was conferred on a department spanning team at Heidelberg at the end of last year: the German IT trade magazine "Computerwoche" (Computer Week) and the management consulting firm Gartner Deutschland nominated the team's project, together with the resulting technology platform HEIRES (Heidelberg Remote Services), as the "IT Application of the Year 2005." A jury filled with high-caliber experts from research and industry elected Heidelberg Remote Services from among 77 submitted candidates to the pinnacle in the "large scale enterprise" category. And so, the overall team from project manager Tom Oelsner, as well as the IT, service, and F&E coordinator Andreas Hohl, Michael Pfeffer, and Reiner Keim already had every reason to celebrate before Christmas 2005. Their innovative technology platform, which is available world-wide and already firmly integrated into Heidelberg's new machines, makes remote diagnosis, maintenance, or training at lightning speed possible in that an expert from Heidelberg connects with the client's printing press via the Internet. On location, on his own monitor, the client can then follow the relevant steps taken by the service technician. If the client wishes, the system can alert Heidelberg Service automatically of problems as they are emerging, or the moment they occur. (See HN 255/2005).



*Honored: For their project "Heidelberg Remote Service," (from left) Michael Pfeffer, Reiner Keim, Andreas Hohl und Tom Oelsner received the award "IT Application of the Year 2005."*



*The unique surface of the TransferJacket Plus is distinguished by a special ink-repellant coating. This prevents long-term ink deposits from forming and at the same time increases print quality, especially for half-tone and full-tone surfaces in face and reverse printing.*

LONG PERFECTING TECHNOLOGY

# Face and Reverse Printing

Highest print quality and the speedy processing of orders are still expected on even very complex print jobs. This sort of customer demand can be perfectly fulfilled and at the same time economically produced by using Heidelberg's trusted perfecting technology, so-called "One Pass Productivity."

Print shops in commercial printing, who produce highly demanding two-sided periodicals, magazines, business reports, or product and image brochures under deadline pressure, can expand their customer base by using long perfecting presses from the Speedmaster series," says Matthias Wenderoth, Product Manager 70×100 at Heidelberg. In terms of flexibility, quality, and not least productivity, these presses are simply unbeatable. The clearest advantages emerge, above all, with respect to productivity – in comparison to four or five-color presses, for example. Perfecting presses save time and money by printing both sides of a printed sheet in one throughput, both in equally high quality.

This technology provides cost savings to print shops on many levels. After all, sheets that have been printed on one side do not have to be removed from the press, reversed, allowed some time to dry, and then printed once again from the other side. In addition, the accumulation of spoilage is reduced and there are cost savings, likewise. Heidelberg's approach to perfecting, now already available for more than 20 years, has continuously been developed further. Depending on the given Speedmaster series, there are perfecting

presses in individual configurations from two- to twelve-color machines, with or without coating unit.

The palette ranges from the SM 52, through the SM 74, to the CD 74 and SM 102. As different as these presses may be, as far as perfecting technology is concerned, they share many similarities across all production series. The following characteristics are especially worth noting in this respect:

- **TransferJacket Plus:** A new kind of ink-repellant and replaceable jacket for transfer cylinders 1 and 3 before the perfecting device. It ensures a controlled and careful transfer to the next printing unit.
- **Three-drum perfecting:** Rotary suckers on the storage drum stretch the sheet, which is turned in the gripper closure with patented pincer grippers and, preserving register accuracy, then passed along to the next printing unit.
- **PerfectJacket Plus:** A further developed, replaceable impression cylinder jacket after the turn. The freshly printed face sheet is then carefully transported by the extremely fine and ink-repellant base structure through the perfecting unit. ▶





The rotary suckers on the storage drum tighten the sheet along the paper's trailing edge, before it is then turned over in a pincer gripper bar, preserving high register accuracy, to the next printing unit.

**Speedmaster SM 52.** With up to eight printing units, this is the only long perfecting press in its format class. A 4-over-4 or up to eight-color orders can be produced economically at a printing speed of up to 15,000 sheets per hour. A broad range of printing stock thicknesses is possible, from 0.03 to 0.4 mm, or optionally up to 0.6 mm. Minimal make-ready costs and rapid throughput times are only some of its advantages. Ideal orders would be book jackets, or demanding advertising print materials in small runs with a minimal number of pages. Following IPEX, a special model of this press with ten colors will also be made available.

**Speedmaster SM 74.** In perfecting mode, the Speedmaster SM 74 is best employed at grammages up to 250 g/m<sup>2</sup>. Here, it can show off its full productive capacity. With a maximum production run speed of up to 15,000 sheets per hour, it represents the ideal method of production for small and mid-sized print-runs. The Speedmaster SM 74 is available in up to a ten-color press, or in eight-color models with optional coating unit.

**Speedmaster CD 74.** The Speedmaster CD 74 sets new standards in the area of sheet travel. With a maximum of 12 printing units with or without a coating unit, this press can process everything from light weight printing paper, through plastic, to 0.8 mm thick rigid packaging, at a printing speed of up to 15,000 sheets per hour. The air settings of the sheet travel are largely pre-set fully automatically during input of printing material (format and thickness). The Speedmaster CD 74 is offered in two formats (C-format = 530×740 mm [21×29 inches]; F-format = 605×740 mm max. sheet format [24×29 inches]). Additionally, it can be outfitted with CutStar, and delivered with many special machine configurations.

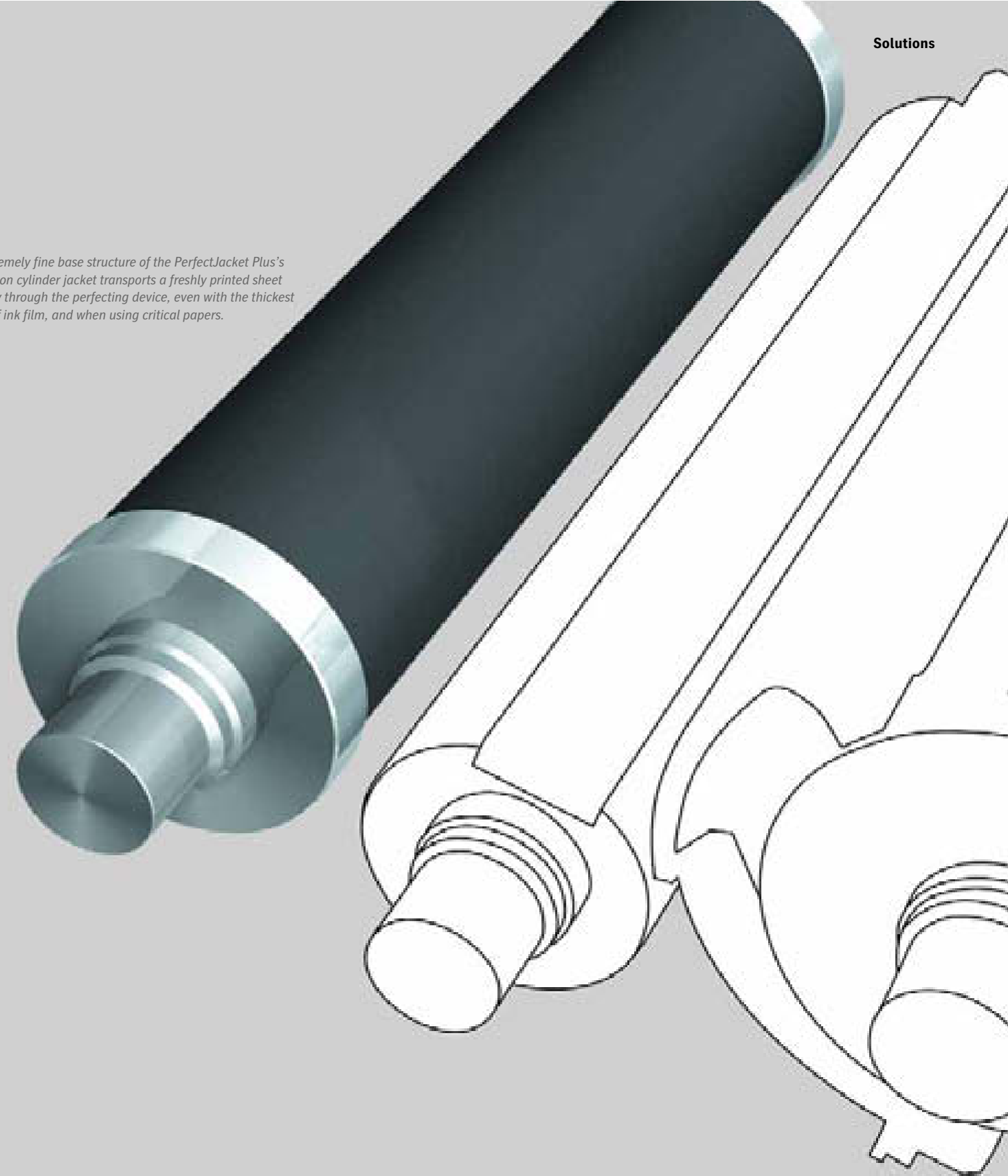
**Speedmaster SM 102.** It prints 6-over-6 or 5-over-5 plus matte or glossy coating in perfecting mode, for example, and allows for the introduction of any number of optional special colors in straight printing. In order to ensure that the double-sided printed sheet preserves its grease-free quality in the delivery unit after being carefully transported through the printing units, a new type of gripper bar design was developed, which almost wholly eliminates air turbulence before and after the gripper bars. At the same time, the distance to the sheet guide path was reduced, and as a result the efficiency of the Venturi effect was heightened. A sheet delivery system optimized for face and reverse printing ensures the careful delivery of the double-sided printed sheets onto the sheet delivery stack.

"Today, Heidelberg is the world leader in the area of perfecting technology – especially for long perfecting presses with eight to twelve printing units, which have, in the meanwhile, reached a market share of more than 70 percent," reports Matthias Wenderoth. Practically, one cannot recognize any difference in quality between the face or the reverse side with modern perfecting presses. In addition, a Speedmaster SM 102 long perfecting press stands for maximum flexibility, and exceptionally high productivity. ■

#### Facts & Figures

[www.heidelberg.com/hd/SM52PerfectingPresses](http://www.heidelberg.com/hd/SM52PerfectingPresses)  
[www.heidelberg.com/hd/SM74PerfectingPresses](http://www.heidelberg.com/hd/SM74PerfectingPresses)  
[www.heidelberg.com/hd/CD74PerfectingPresses](http://www.heidelberg.com/hd/CD74PerfectingPresses)  
[www.heidelberg.com/hd/SM102PerfectingPresses](http://www.heidelberg.com/hd/SM102PerfectingPresses)

The extremely fine base structure of the PerfectJacket Plus's impression cylinder jacket transports a freshly printed sheet carefully through the perfecting device, even with the thickest layers of ink film, and when using critical papers.



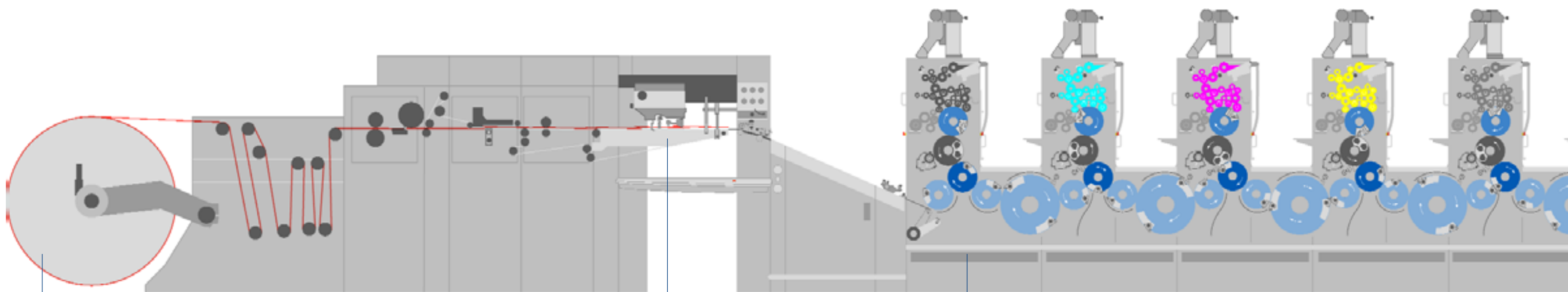
"The highest print quality and speedy processing of orders can be achieved using this perfecting technology." Matthias Wenderoth

## The Path of a Sheet through the Printing Press:

Follow the stages taken through a printing press during face and reverse printing, illustrated with the help of a printing job produced in a Speedmaster SM 102 twelve-color. A 16-page brochure is being produced in 64×90 cm (25×35 inches) format including a cover on Zanders paper, type Megaglanz 115g/m<sup>2</sup>. This is a five-color print job with spot-coating; the printing speed is 10,000 sheets per hour.



Captivatingly high print quality, not only in face printing...



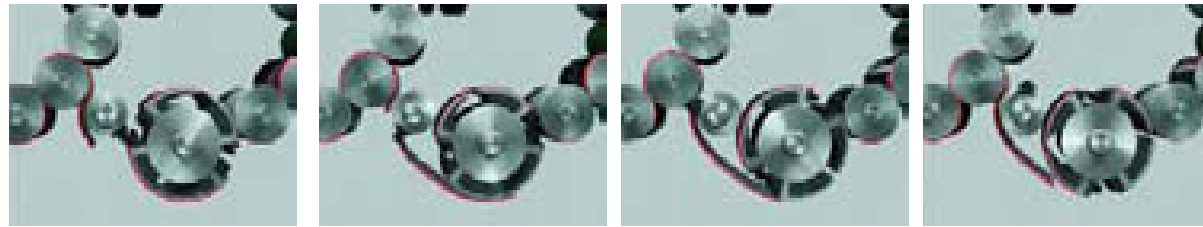
**1.** Sheet or reel-stock? When processing reel-stock, the CutStar can save up to 15 percent of the cost of the order: reel-stock can be purchased at more favorable prices, and sheets may be cut with infinite variability according to the paper format, as actually required – providing additional opportunities for savings.



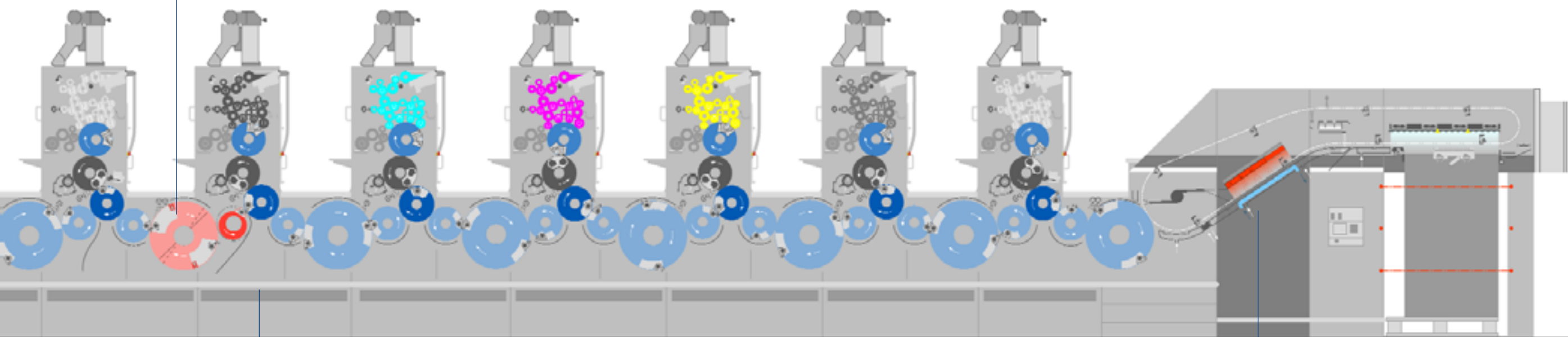
**2.** In the Preset Plus Feeder unit, which the press operator can comfortably preset and then monitor over the Prinect CP2000 Center press control station, a sheet may be slowed down by up to 65 percent on the central suction tape. This is advantageous when aligning a sheet, because in this way it can be gently guided to and aligned with the front lays, before it is sped up once again to full production speed by means of the sheet transfer drum.

**3.** During face printing, the sheet is first printed with process colors, in the first four printing units. After that, a special color Pantone 5425C is applied in the fifth printing unit, and finally, in the sixth printing unit, spot coating with in-line coating. ▶

**4.** After face printing, the sheet is turned. In the case of Heidelberg's perfecting technology, this involves so-called three-drum perfecting, which ensures – at any speed – a register accurate sheet reversal, as well as the controlled transfer to a gripper closure onto the next printing unit. Sheet stretching rotary suckers draw the trailing edges of the paper tight, before patented pincer grippers hand over the sheet to the next impression cylinder. By reducing the diameter of the perfecting cylinder, air circulation is improved, and register accuracy is further increased.



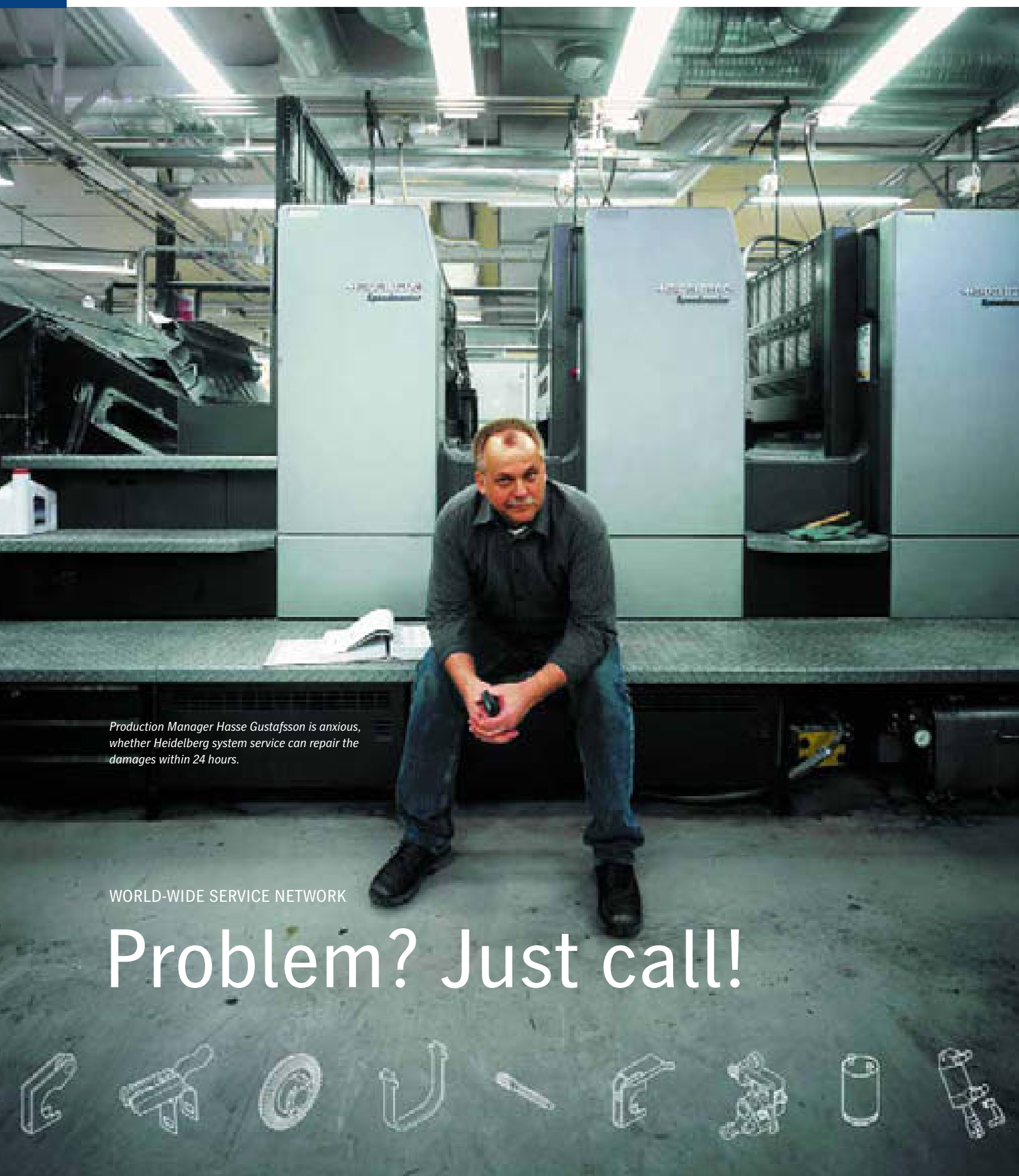
...but also in reverse printing, thanks to Heidelberg's innovative three-drum perfecting unit.



**5.** In verso printing, the reverse side is once again first printed after the turn with the four process colors in printing units seven through ten, this is followed in the eleventh printing unit by the special color Pantone 5425C, and in the twelfth printing unit by spot coating with in-line coating. After the turn, the replaceable PerfectJacket Plus provides for the constant high print quality of the face side. Critical papers and high ink films can be processed without restriction.

**6.** An integrated S-module guides the sheet from the last printing unit to the delivery module, and turns it over, fully printed, to the delivery gripper. These are outfitted with spoilers, and are permeable, so there is no air turbulence. Instead, homogeneous layers of air form above and beneath the sheet, which thanks to the Venturi effect, transport it contact- and flutter-free to the sheet deposit. Here, the sheet is gently halted by the sheet brake. A newly developed delivery system ensures the soft delivery of the sheet, and a straight-edged stack. All possible format and air settings of the Preset Plus Delivery unit can be comfortably preset over the Prinect CP2000 Center. The optimized values may be saved, and remain available for repeat jobs. The front and reverse side of the sheet are now printed in equally high quality, and may be passed along without any loss of time to postpress. ■





*Production Manager Hasse Gustafsson is anxious, whether Heidelberg system service can repair the damages within 24 hours.*

WORLD-WIDE SERVICE NETWORK

# Problem? Just call!



Whoever orders an original replacement or wearing part from Heidelberg will, typically, receive delivery within 24 hours – around the globe. The moment customers reach for the telephone to place an order, they set in motion a highly professional and meticulous, precisely coordinated logistics machinery that is unequaled in the world. As an important element in Heidelberg’s system service philosophy, this “service clockwork” ensures that the desired replacement part as well as the service technicians arrive with the highest speed, even in the most remote print shops.

## Friday, 7:22 am

**Hässleholm, Sweden, press stand idle**

For Tommy Nordkvist, press operator at Exakta AB in the southern Swedish town of Hässleholm, this day is like any other. At least that is what he believes. His shift has just begun. Practiced, he loads the last of four printing plates, and moves to the control console of the Heidelberg four-color Speedmaster SM 102. He takes a long sip of coffee while the press is running, when grinding metal makes him flinch. In a split second, Tommy switches off the Speedmaster. “Crap,” flashes through his mind, “lets hope this isn’t something really serious,” and he moves to the back of the machine. He immediately recognizes that something is wrong with the gripping bar: it is bent upwards.

There is no longer any thought of printing – production comes to a stand still. And yet, Tommy must complete 3,500 sheets for a food magazine, which are supposed to go out to the customer on Tuesday morning. Short lead times while handling all aspects of an order, including prepress, print, and postpress, are among Exakta AB’s competitive advantages. This is why both printing presses, a Heidelberg four-color Speedmaster, as well as another manufacturer’s eight-color, run around the clock throughout the entire week.

Pale from shock, Tommy hurries into the office of the production manager, Hasse Gustafsson, and reports the incident to him. Hasse rushes to the Speedmaster, looks the gripper bar over, and decides to give Heidelberg a call. He returns to his office, removes the business card of Heidelberg system service from the pinboard, and dials the number of the Heidelberg branch office in Malmö. After two rings, Hasse is connected, and sketches the problem. “In a few minutes, our technician will get in touch with you,” says Pia Johnson of the Heidelberg Hotline. Relieved, Hasse waits for a return call.

## Friday, 7:35 am

**Klippan, Sweden, entry of the problem report at Heidelberg system service**

Around 70 kilometers (40 miles) south of Hässleholm, Ulf Nilsson, service technician at Heidelberg system service, boots up his computer in order to download his operational plan for the day. The telephone rings, Pia is on the line: “Hello Ulf, there is a problem over at Exakta in Hässleholm. Would you look into that right away, and give the customer a call?” “OK,” Ulf replies, who meanwhile also has the most current plan of operations on his electronic calendar with the entry for Exakta on display. Ulf opens the file containing the



*Press operator Tommy Nordkvist and Hasse Gustafsson (left to right) immediately recognize: the gripper bar of the Speedmaster SM 102 is bent...*



*...Hasse Gustafsson reports the problem immediately to the Heidelberg system service. The countdown begins...*



21 hours and 4 minutes to go: the service parts arrive in the World Logistic Center picking station...



20 hours and 59 minutes to go: the service parts are packaged...



20 hours and 52 minutes to go: and handed over to the shipper...

customer data from Exakta, and calls Hasse, who describes the problem to him. Ulf offers to come to Hässleholm in order to inspect the damage immediately. "I can be at your place in an hour."

**Friday, 8:42 am**

**Hässleholm, Sweden, diagnostics and replacement part order**

Ulf arrives at Exakta. Together with Hasse, he examines the Speedmaster SM102. He lifts the lid of the gripper system in order to see more clearly what caused the machinery to fail. "The delivery segment was not correctly positioned. As a result, the gripper bar was not able to turn correctly, and so it bent," Ulf explains to Hasse.

After Ulf has checked over the other parts of the gripper system, he opens the electronic Heidelberg parts catalog on his laptop, in order to search for the order numbers of the required replacement parts. With the assistance of an electronic "service parts detective," he quickly and securely identifies the required parts, including their order numbers: gripper bar, delivery unit segments, bearing and inner links, along with needle bushings. He then forwards the parts order to the Heidelberg branch office in Malmö. There, the required parts are added to the service order.

**Friday, 10:09 am**

**Wiesloch, Germany, arrival of the service order**

Hardly one-and-a-half hours after Ulf arrived at Exakta, the request from Malmö is received in the Heidelberg Logistics Center (WLC), roughly 1,200 kilometers (648 miles) south. Traveling on an electronic path over fiber-optic cables, it reaches the enterprise resource planning system of Heidelberg. There, the data are automatically booked as an order and compared to the inventory. Around 240,000 original Heidelberg service parts are listed in the WLC, more than 110,000 of these can be delivered immediately – including the products ordered by Exakta. At any time, WLC employees are able to re-trace their fully automated path through the Wiesloch halls with the help of specialized software.

Meanwhile, in Sweden, Ulf receives the electronic order number, so that, at any given moment, Hasse will be able to track the location of the ordered service parts over the internet. Production manager Hasse is now somewhat calmer, though he remains skeptical: as a precaution, he prepares an emergency plan should the Speedmaster nevertheless remain out of order for a longer period of time.

**Friday, 10:16 am**

**Wiesloch, Germany, processing of the service order**

Uninfluenced by this, the logistical machinery in the Wiesloch WLC runs full speed ahead: a universe of steel, cables, and bustle ensures that, typically, no more than 60 minutes ever pass between the arrival of an order and the removal of parts from the warehouse. As if guided by invisible hands, boxes and small packages flit by, filled with original Heidelberg service parts, through a gigantic hall, which encompasses a surface area equal to four football fields. The Exakta parts, attended to immediately by the automated warehousing system, are now also among these: unerringly, the loading and unloading system plucks the correct box from the high-rise rack and delivers it to the appropriate employee.

Within a few minutes, the trays with the service parts destined for Exakta find themselves on their way to the picking station. There, WLC employee Stefanie Menrath removes the delivery unit segments, bearings, inner links, pins, and needle bushings for the Exakta



WLC employee Stefanie Menrath with the service parts for Exakta ready to be shipped.



Ready for take off for transport to the airport: Ronald Doherr of the shipper TNT.

► order, scans in their bar codes, and lays the parts into a box supplied with a common bar code. This travels over a conveyor belt to be packaged, weighed, and shipped – all completely automatically.

In the shipment area, the logistics enterprise TNT takes over consignment. The gripper bar for the SM 102 already lies waiting in the dispatch van of the forwarding agency, which actually maintains its own office in the WLC. Unlike the four smaller parts, the bar was taken from the high-rise rack warehouse directly next door, where around 13,500 large parts are stored. At this point, the Swedish branch of Heidelberg confirms to the customer that he will receive his parts by the following morning. ►



20 hours and 42 minutes to go: the service parts arrive in the truck...



### “As near to the customer as possible”

Daily, around 1,600 customers around the world have original Heidelberg service parts delivered and installed – punctually and reliably. Global service logistics, with its world-wide supply and distribution network, intelligent planning, highly professional technical skills, and efficient shipment management, makes this possible. Together with Andreas Doikas (manager of global service logistics), Heidelberg News takes a look behind the scenes of the Heidelberg system service network.

*Mr. Doikas, global service logistics has assumed the goal of supplying customers world-wide within 24 hours. How do you manage to accomplish this?*

**ANDREAS DOIKAS:** Through our two highly modern logistics hubs: the World Logistics Center (WLC) in Wiesloch and the American Logistics Center (ALC) in Indianapolis. At around 1,100 deliveries a day, the WLC – our global logistics backbone – ensures parts availability of more than 95 percent on 364 days nearly around the clock. It serves Heidelberg clients throughout the world. Clients in the USA, Canada, and Mexico are supplied directly by the ALC. Daily, up to 500 deliveries are made from there to our customers. This makes possible an over-night express service with delivery on the next working day.

*And which of those countries, given their geographic location, are difficult to reach?*

**ANDREAS DOIKAS:** Our goal here is also to be as close as possible to the customer. For this reason, Heidelberg is currently building the first of two logistics hubs in the Asian region in Tokyo (Japanese Logistics Center, JLC), which should begin operations in August 2006. In addition to this, we also always work out special solutions that are country specific, such as in Great Britain and Canada. So that we may also provide next day deliveries compre-

hensively here, service parts are flown into the country from the WLC or ALC using chartered courier planes, and then turned over to the national logistics network of a carrier contracted by us. We avoid expensive customs clearance costs by cooperating with national logistics contractors. Additionally, we warehouse our service parts in the USA in a free-trade zone.

*Is this effort worthwhile even for small parts such as screws?*

**ANDREAS DOIKAS:** By all means. Because even very small parts can give rise to substantial damages; we have experienced this more than once. I remember an incident last year in Portugal, where a screw worth one euro (1.20 U.S. dollars) resulted in damages worth more than 300,000 euros (360,000 U.S. dollars). Only by using original parts from Heidelberg can the customer be sure to receive the highest quality. This is an important element in securing undisturbed enterprise within the scope of Heidelberg’s system service philosophy. We select materials and vendor parts according to strict criteria within the context of durability and stress tests. In order to avoid damage to machinery and downtimes, which have led to high consequential damages in the past, only whatever stands up to our extremely high demands for durability is released for use by the end-customer. ■



8 hours and 17 minutes to go: into the airplane headed for Sweden...



1 hour and 2 minutes to go: service technician Ulf Nilsson arrives at Exakta...



Countdown complete: Ulf Nilsson has repaired the machine and is checking the gripper system.

### Friday, 10:38 am

#### Wiesloch, Germany, dispatch of the replacement parts

A TNT employee loads the two cartons with the smaller service parts for Exakta into a van. More packages are added, before the van with the goods, destined for Exakta, starts out for the air-cargo hub in Belgium: the Liège airport. After a little more than four hours drive time, the shipment for Exakta is fed into the airport logistics; towards midnight, an airplane starts out for Sweden – both Exakta packages in its belly.

### Saturday, 3:59 am

#### Stockholm airport, Sweden, arrival of the service parts

The TNT parts are driven from the Stockholm airport to Hässleholm. A so-called “drop-off” point is located there – a sort of “pick-up station” – where in special cases, i.e., on weekends, Heidelberg technicians take delivery of goods, so that they can already begin making necessary repairs at the customer’s before 7:00 am. This is why Ulf’s alarm clock rings a little earlier than usual on this morning: he switches his computer on, and assures himself over the internet that the Exakta delivery has already arrived at the drop-off point. Toward 6:00 am, he heads out – after all, he wants to reach Exakta by the start of the early shift.

### Saturday, 7:00 am

#### Hässleholm, Sweden, repair of the Speedmaster SM 102

By morning, Ulf arrives at the customer with the service parts. After a short greeting, he sets about repairing the machine. He removes the drum, the bent gripper bar, and the delivery segments, and installs the original Heidelberg parts. After that, he adjusts the two right and left chains of the gripper system. Finally, he asks Tommy to start up the press: it runs flawlessly once again. By 9:30 am, the Speedmaster is printing as customary, 15,000 sheets per hour. “Well done,” Hasse says in praise. After only 24 hours down time the production is back in full swing. ■

#### Facts & Figures

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systemservice

Hasse Gustafsson, Tommy Nordkvist, and Ulf Nilsson (left to right) with beaming faces. After 24 hours, the SM 102 is running flawlessly again.



# Color in Control

PRINECT COLOR SOLUTIONS

*"The days are over, when agencies and industrial clients will depend solely on the practiced eye of a printer," Volker Felzen, Product Manager Prinect.*



A print shop needs three things: Prinect Color Solutions, Prinect Production Solutions, and Prinect Management Solutions; though, all three, of course, are not needed all at once. Increasingly, customers are learning to place a higher value on quality assurance, as well as on verifiable and repeatable print outcomes. With this in mind, Heidelberg News takes a somewhat closer look at the area covered by Prinect Color Solutions in the Prinect Program.

Whether paper, printing ink, standard shade, or printing press, many factors influence print quality. "It makes sense to implement a coordinated color management scheme according to the individual needs of one's own enterprise," says Volker Felzen from Product Management Prinect at Heidelberg Druckmaschinen AG. He believes the key to modern color management lies in the digital integration of production resources from prepress and pressroom. Only with a continuous color workflow is it possible to achieve a reliable and exact coordination among proof, plate, and print. The optimum interplay of the products used is important to the effectiveness of a color workflow. "In essence, the idea is to set up the plates, proof, and ink presets, so that the printing press can move as quickly as possible into production," Felzen explains. The tools required to accomplish this can be found among those Prinect modules, which Heidelberg groups together under the name Prinect Color Solutions.

Prinect is a continuous workflow management system that encompasses software solutions and products for the effective management of processes in a print shop. Prinect is conceived as a modular system. This allows it to be adjusted ideally to the specific requirements of a particular print shop. At the same time, individual components may also be combined with those of other manufacturers.

**What does Prinect encompass?** Prinect covers three departments: Prinect Color Solutions, Prinect Production Solutions, and Prinect Management Solutions. Under solutions, Heidelberg understands typical practice related examples. Prinect Color Solutions include products and functions for ensuring a color-secure and economical print. Prinect Production Solutions join prepress, pressroom, and postpress together in one chain. Data generated during prepress is

automatically carried over to the presets on subsequent printing presses in the pressroom and in postpress; in this way, the data remains available during production without any loss of time. Prinect Management Solutions integrates production with operational data; this allows for supervision and control ranging from calculations, planning, operational data collection, the issuing of invoices, up to and including product costing analysis.

**Prinect Color Solutions.** Using the products of Prinect Color Solutions, "inking up" takes place more quickly and, above all, more securely. The quality of the print is therefore verifiable and able to be repeated at any time. Unsatisfied customers, complaints as well as expensive spoilage are thereby reduced to a minimum. Prinect Color Solutions are distributed among prepress and pressroom production steps. For prepress, Prinect offers the Prinect Printready System, Prinect MetaDimension, Prinect Calibration Toolbox, and Prinect Profile Toolbox with Quality Monitor products. In the pressroom, the products offered are Prinect Prepress Interface, Prinect CP2000 Center, as well as Prinect Image Control.

**How does Prinect Color Solutions work in prepress?** Detailed PDF printing data provided by customers are checked with the Prinect Printready System on a JDF based prepress workflow for their completeness and printability. In this way, with the assistance of ICC profiles, all the colors can be matched to the actual color space of the printing process. The output of the printable document takes place over the RIP, Prinect MetaDimension, for inspection on a proofer. If the proof corresponds to the desired result, then Prinect MetaDimension transmits the data to the designated imagesetter; Prinect MetaDimension also generates digital data for later calculation of





*Prinect Color Solutions represent a coordinated color workflow for maximum color reliability and productivity from prepress to print.*

the ink presetting on the printing press. The Prinect Calibration Toolbox or the Prinect Profile Toolbox software products are used to prepare plates or ICC profiles, adjusted to the printing process, which consequently will be implemented in the prepress workflow.

**The performance of Prinect Color Solutions in the pressroom.**

From the digital data produced during prepress, the Prinect Prepress Interface calculates the area coverage values for the ink zones of the printing press and transmits these to the press control system, the Prinect CP2000 Center. A special data bank, which takes into account a wide range of production parameters, such as paper and ink during ink presetting, makes it possible to save characteristic curves. With the new "Color Assistant" function, a press operator is now able to establish the specific settings used during production himself or, if necessary, adjust them from time to time. This allows for a saving of 15 percent during set-up time, and makes up to a 25 percent reduction in spoilage possible.

The spectral photometric gauge, Image Control, allows for the precise regulation of the desired target coloring, and the monitoring of the production run. Furthermore, this image monitor offers numerous additional functions. The "Color Interface" option, which supports color management, deserves special mention. With the aid of this module, data from printing production are furnished for use in quality analysis or for correction in prepress.

**Prinect Highlights.** A novel feature is the ability to check the inking process during continuous workflow using small measuring elements, so-called mini-spots, which are placed for spot checking on the printing sheet, and measured with the Prinect Image Control. This data can be analyzed with a special quality monitor. Deviations

from the standard shade can be recognized more quickly and corrected using calibration and the Profile Toolbox to make adjustments during plate calibration or the ink feed profile. The quality monitor can be installed on any PC, and the user can then call up the data of the Image Control measuring device over the network. In this way, the printshop manager or the person responsible for maintaining quality may rapidly form a picture of the quality achieved.

Those who want to build their future on reliable data and not on shaky estimates, can not get around a digital workflow such as that provided by Prinect. "A compelling argument is especially important when winning over new customers. He who cannot point to a solid tool set will always have a harder time convincing customers to commit to his business. The days are over, when agencies and industrial customers depend solely on the practiced eye of a printer," Volker Felzen explains, and stresses, "enterprise standardization should consequently lie in one's own interest. Prinect products provide a solid foundation. Nevertheless, they don't relieve the printer of his own responsibility during printing, since, as before, the press operator today still controls whether and how he should react to deviations from the targeted print quality." ■

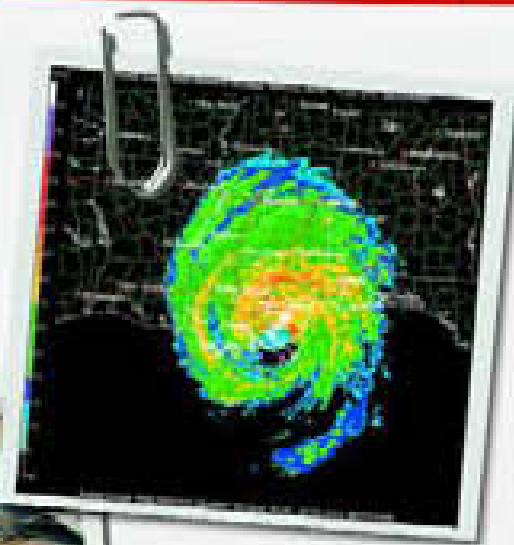
**Facts & Figures**

[www.heidelberg.com/hd/Prinect](http://www.heidelberg.com/hd/Prinect)

NATURAL DISASTERS AS AN ECONOMIC HAZARD

Looking Danger in the Eye





Hurricane Katrina caused damages to Steve Singleterry's print shop, Knight-Abbey, amounting to five million U.S. dollars (4.2 million euros).

The tsunami in Southeast Asia, the hundred-year flood in Central Europe, or the most recent hurricane season in the USA – nature threatens people and the economy with a power never seen before. Even in areas thought safe until now. In consequence, print shops should take reasonable steps to weather-proof their business against operational interruptions or even bankruptcy.

The 29<sup>th</sup> of August, 2005. Biloxi, a small town in the U.S. state of Mississippi has already been evacuated when Steve Singleterry returns to his print shop. The owner of Knight-Abbey Commercial Printing wants to carry his three puppies to safety before the onslaught of Hurricane Katrina, which is drowning New Orleans in a flood around 85 miles (130 kilometers) to the west. But Singleterry underestimates the danger: "I saw a delivery van hurled through a window, and then a flood-wave crashed down on me." In the last minute he saves himself in the ceiling

rafters. He hung from these for eight hours before he and his puppies were safe on the ground again. However, nearly all of the print shop equipment falls victim to the saltwater. The cost of damages reaches five million U.S. dollars (4.1 million euros).

"Biloxi looked like a bomb had hit it. Katrina raged with such force, that a twelve-story hotel was simply pushed aside some 500 feet (150 meters)." says Ed Chalifoux, Vice-president of the industrial federation "The Printing Industry Association of the South" (PIAS) in Nashville. He believes that a

good quarter of the once roughly 170 print shops in Biloxi and New Orleans will never reopen. Of the top ten print shops in the southern metropolis of New Orleans, only three survived.

**Weather extremes as the norm.** To date, with damages of around 125 billion U.S. dollars (103 billion euros), Hurricane Katrina is the most expensive disaster on record. The RAA, reinsurance association of America, estimates insured damages at around 40 to 45 billion U.S. dollars (approx. 33.5 to 37.7 billion euros). A good half of this sum stems from the economy (not including the energy and maritime sectors): destroyed property, plant, and equipment will come to cost 16 billion U.S. dollars (13 billion euros), and production losses will cost another 9 billion dollars (7 billion euros).

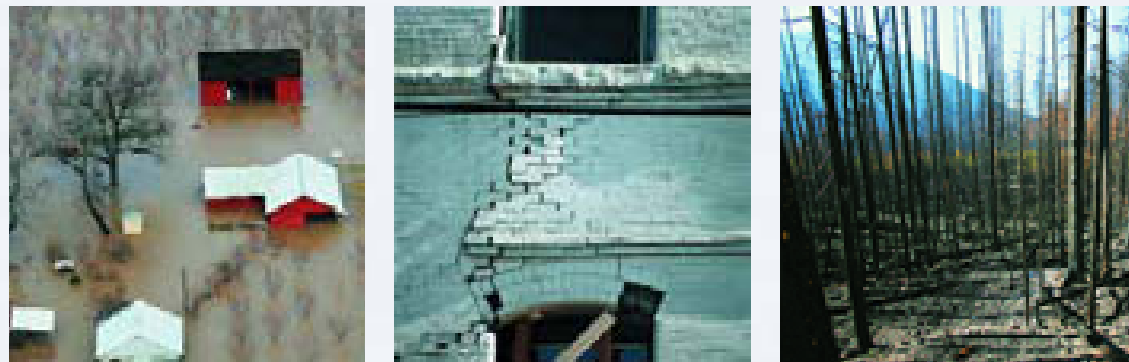
What is alarming: Katrina is not an isolated case. "Extreme weather phenomena such as heat-waves, droughts, storms, and floods are becoming more frequent and intense. Already in the past ten years, weather-related disasters have occurred nearly three times more often than in the 1960's," declares Ernst Rauch, an expert in the geo-risk department of Münchener Rück, the second largest reinsurer world-wide. Precisely reinsurers observe climate developments very closely; after all, most insurance companies cover a portion of their own risk with them.

One reason for the increase in weather extremes is very likely the greenhouse effect. Global warming increases the surface temperatures of the oceans. Winds feed off the accumulating energy content as if from an energy plant. The consequence: hurricanes not only become stronger – as Katrina, Wilma, and Rita showed in 2005 – but these all ranked among the top ten most powerful hurricanes of all time. In the meantime, hurricanes are also emerging in regions, which up until now were considered safe, such as the Canary Islands, for example. The tropical storm in the south Atlantic, which spent itself raging over Brazil, was also a novel occurrence. Meteorologists thought this was impossible, because the water there is considered too cold. As well, 10 typhoons made landfall in Japan – more than ever before in one year.



In the shortest time possible, the flood corroded the electronics in all of the equipment, for example on the POLAR cutter (photo on top), and the printing press. (photo below)

**Illusive security.** It is still too early, according to Rauch, to make exact predictions. Yet there are some climatologists who expect winter storms to come more often, for instance in Europe: due to global warming, the continental cold front over Russia has weakened. As a result, it no longer forms a barrier against low-pressure systems coming in from the ocean. Furthermore, exceptionally hot summers, such as the one seen in 2003, will become more common; this also increases the risk of storms. Higher temperatures at the same time mean a higher energy content in the atmosphere and the possibility of absorbing more moisture. More frequent and intense thunder storms, hail, torrential downpours, and powerful winds are the result. ▶



Natural disasters such as floods, earthquakes, or droughts will become more frequent in the coming years.

“Aside from weather extremes, one should not forget that many people live permanently in potentially high-risk areas. One need only think of those coastal regions lying below sea-level, such as Holland, for example, or regions threatened by earthquakes, such as California or Japan. And yet so far these dangers have not been given enough importance – people have grown used to them,” Rauch warns. And that may prove to be a costly mistake.

**Surprised by the flood.** What this means then is – be prepared. Knight-Abbey in Biloxi had made provisions, since hurricanes are as much a part of people’s lives along the American Gulf Coast as hang-overs after Mardi Gras. Yet, Hurricane Katrina was simply one size too large: “The benchmark for our safety measures was Hurricane Camilla, which devastated the Gulf region in 1969. At that time, the flood waters reached 19 feet (6 m), but those from Katrina reached 32 feet (10 m),” reports Benson Young, Chief Technology Officer at Knight-Abbey. This means that the business was prepared for a storm, but not for a tidal wave: “In the worst case, we expected a damaged roof through which rain water might drip,” adds Singleterry, the owner.

Saltwater leaves behind devastating damage to the newer printing presses; in a flash, the entire electronics corrode. “If it were fresh water, 70 percent of our machines might still be repaired, but because of the sea water, only 10 to 15 percent are operating – among them the Heidelberg Tiegel,” declares Young. The sad result: Printing presses worth three million U.S. dollars (2.4 million euros) and materials such as paper and half-finished merchandise worth two million U.S.

dollars can no longer be saved. Knight-Abbey may well be insured, but the damage coverage is not sufficient. As a rule, coverage reaches a half million U.S. dollars.

Young is nevertheless confident that he will manage to rebuild. Business is buzzing, not least because many companies need to print all their forms anew. Besides, the company serves several lucrative customers, such as large casinos, and firms in other parts of the USA. In addition to this, the print shop profits from a network of business partners who have taken over printing contracts for half a year, until Knight-Abbey can again start printing by itself in March 2006. Besides the missing equipment, the business also lacks workers. Of the original 60 employees, only 30 remain. Most have moved away – to safer areas, all the more so, as there is hardly any place to live.

**Disaster as opportunity.** Because of an infrastructure in ruins, Knight-Abbey has already moved three times since Katrina. It will take one to two years, before things return ▶

“Because of the sea water, only 10 to 15 percent of our machines are operating.” Benson Young

### Tips

**Worst case scenario as your yardstick:** Always design your emergency plan for the worst possible catastrophe that you can imagine.

**Help network of print shops:** Cooperative print shops outside of the danger zone can pick up orders in case of emergency.

**Regionally distributed regular customers:** Acquire customers in various locations, so that they don’t all fall victim to a catastrophe at the same time.

**Sufficient insurance coverage:** Besides the amount of the insurance coverage, the type of protection offered is also critical. In the case of hurricanes, for example, it is important not only to insure against storm damages, but also water damage.



At Knight-Abbey, all of the equipment was engulfed in saltwater.



Parts of the American Gulf Coast still lie in ruins.

to normal. "We are rebuilding the print shop in a safe area of Biloxi, as much as anything because the insurance premiums for the flooded areas shot up, and some insurers no longer offer policies covering such risks," explains Singleterry. Young adds, "We are using the opportunity to expand, and to carry out improvements that we had always intended." These include restructuring the enterprise, and the introduction of state-of-the-art technology.

Young sees Katrina as an opportunity to learn from the mistakes of the past, including lessons related to protection from disasters: "We will spend a lot of time drawing up a new emergency plan. The security of the equipment will have first priority." In addition, he plans to raise insurance coverage. Yet he also does not want to rely entirely on insurance in the future either. One of the most important lessons that Knight-Abbey learned from Katrina is: "You can never be too well prepared." ■

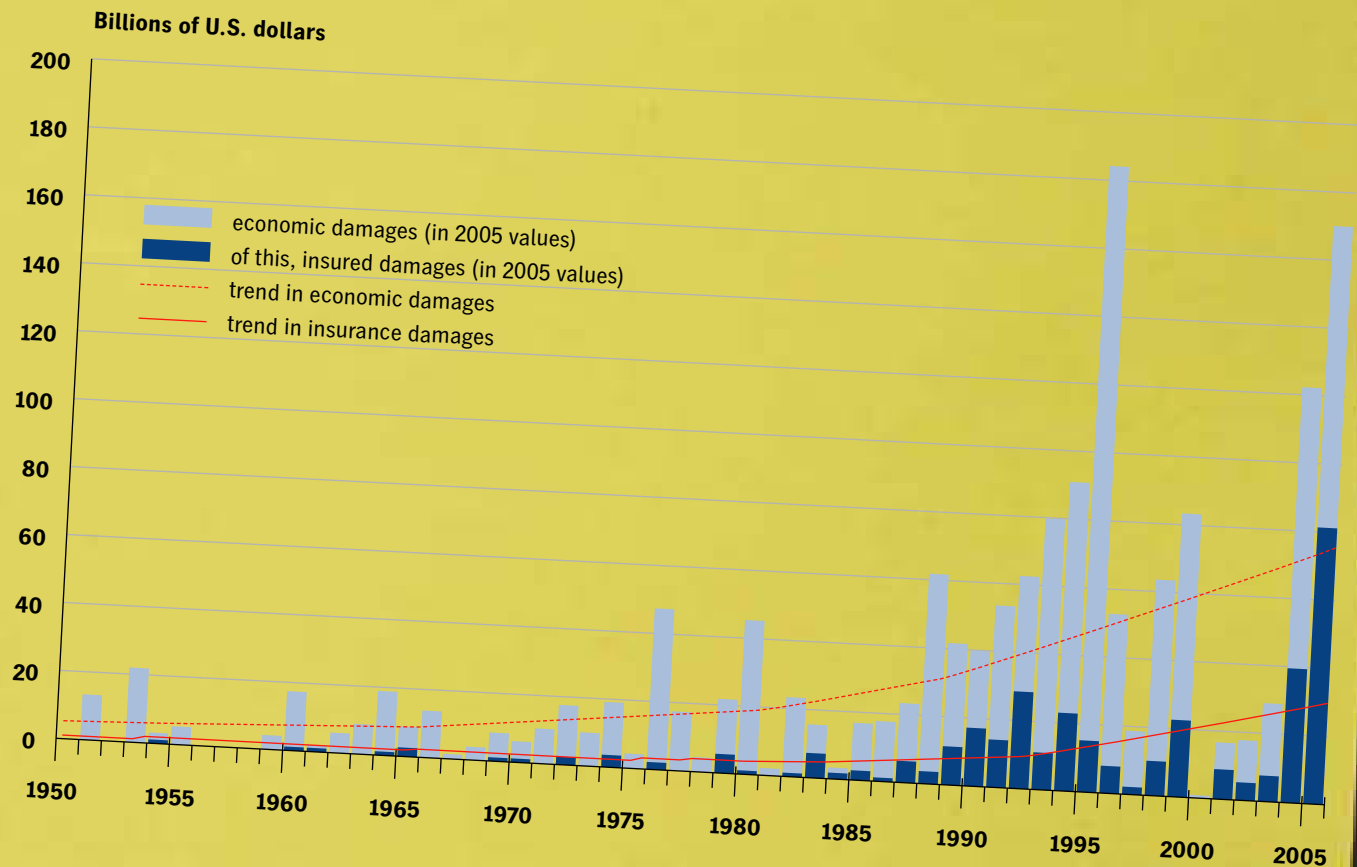
**Facts & Figures**

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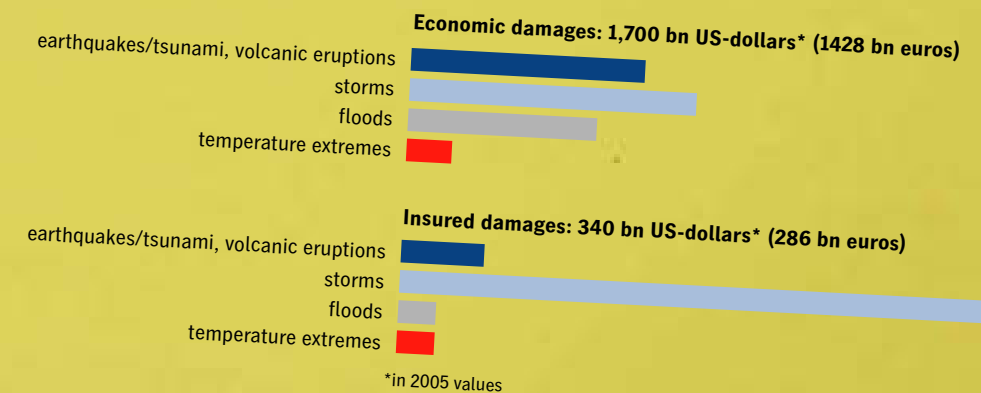
**Economic Damages from Large-Scale Natural Disasters Increasing World-Wide**

In 2005, economic damages from all natural disasters shot up to a record high of more than 200 billion U.S. dollars (168 billion euros); of this, more than 160 billion U.S. dollars (134 billion euros) was attributed to so-called large-scale natural disasters alone. In such cases – following the example of definitions used by the United Nations – one is dealing with disasters, which clearly exceed the ability of a region to help itself, and which require some sort of trans-regional or international aid: Typically, the numbers of dead climb into the thousands, and the number of homeless into the hundreds of thousands; or the economic or insurance damages may be extraordinarily high.



**Large-Scale Natural Disasters – the Underestimated Danger**

As the data from 1950 to 2005 illustrate, the gap between economic and insured damages is widening. In particular, floods are not insured against sufficiently.



Source: Münchener Rück, NatCatSERVICE



## UNITED KINGDOM PRINT MARKET

# Faster, Smarter, Cheaper!

The UK print media industry saw an upturn in sales for 2004 after two years of negative growth. The approximately 22.5 billion euros (26.79 billion U.S. dollars) in UK printshop sales represents an increase of 2.5 percent. Heidelberg News spoke to George Clarke, head of Heidelberg Graphic Equipment Ltd. in the UK, about the current situation and prospects for printshops.

*Mr. Clarke, give our readers an impression of the printing industry in the UK. How is the market made up?*

**GEORGE CLARKE:** The printing industry is part of the print, publishing and paper sector, which is the fifth largest branch of the UK economy. BPIF (British Printing Industries Federation) claim that some 185,000 people work here in 12,000 printshops. Yet only 550 of these businesses employ more than 50 staff – in other words, printshops with less than 20 employees make up 90 percent of the total sector. Although the number of printshops and the average number of employees per printshop have fallen in the last few years, the volume of printed sheets has remained the same or even increased. So today's printshops are highly productive.

*And what products do they primarily produce?*

**GEORGE CLARKE:** According to the latest figures we have from BPIF, advertising literature constitutes the major share of sales. Non-advertising books, brochures, leaflets, etc. lag some way behind. Sales for the next three, smaller sectors, "programs, tickets, etc." "periodicals," and "packaging" together match those for advertising material by itself.

*Are these products destined principally for the home market or are they exported?*

**GEORGE CLARKE:** Since different bases are used for recording and collecting data, and the data itself is not up-to-date, it's hard to make a really informed comment on this point. But I can give you a few indications. In 2003, with total sales of 21.7 billion euros (25.85 billion U.S. dollars), print products worth 3.5 billion euros (4.17 billion U.S. dollars) were exported, resulting in an export

surplus of around 900 million euros (1.07 billion U.S. dollars). The foreign trade balance for UK industry in 2003 hadn't been as strong in 12 years.

*How has the market developed over recent years?*

**GEORGE CLARKE:** The UK print market certainly hasn't developed any more than in other industrial nations but it does have a couple of special features. Not least because the recession here took hold earlier than on other western markets. This recession resulted in substantial, wide-ranging cuts and persisted over a long period. As a consequence, printers here had to adapt to a changed climate relatively quickly and, in the long term, that meant streamlining their businesses, making them more efficient and demand-driven. This led to a kind of "industrialization" that also extended to smaller businesses. Price and time constraints have increased to such an extent over recent years that classic, virtually "stand-alone" family businesses find it much more difficult to make their mark than previously. Given typical profitability rates of 3.2 to 4.3 percent in the sector, printers had to boost their productivity, cut costs, increase sales, and offer customers added value just to be able to keep up decent margins.

*You mentioned time constraints. Does speed play a special role in the UK?*

**GEORGE CLARKE:** It's clearly an essential factor. Online print job auctions are increasing and, in any case, short throughput times and fast job turnarounds are vital. It comes as no surprise that we've installed an above-average number of long perfecting presses in the United Kingdom, that is eight-, ten- and twelve-color perfectors. ▶

“The market will continue to demand everything from printers: high speed, high quality, and low costs.”

George Clarke



Here in the UK, the proportion of 102 cm print units sold as long perfectors is nearly 50 percent and is still increasing. We reckon we know of every installation of such presses and we have installed about three quarters of them. In absolute terms we have sold getting on for 200 such presses of which 26 have been fitted with CutStar sheeters, another increasing trend. Among other things, this enables our customers to perform a large number of jobs within a very short space of time at competitive prices.

*And what about quality?*

**GEORGE CLARKE:** Expectations have risen in this area too. This is partly the result of print management companies, which are far more widespread here than in continental Europe or even in the USA. Quite apart from this, these “print brokers” are commissioning an ever-increasing share of the total volume printed in the UK; this is currently around 10 percent and rising. These intermediaries often commission production work to different companies but want to be sure they get the same print quality from all the companies involved. That is to say, once quality has been defined, it should be reproducible at all locations. Factors such as color management and a standardized offset printing process play a special part in this. We have a lot to offer in this respect and the country’s largest print management companies therefore rely heavily on Heidelberg customers. This is a perfect combination of productivity, costs, and quality.

*Are there any other noticeable trends at the moment?*

**GEORGE CLARKE:** As well as aiming to offer as many different jobs as possible at competitive prices in the shortest possible time, certain printers also specialize in niche markets. The focus is mainly on particularly high-quality, surface-finished print products. Appropriately configured presses pay dividends in this sector too for UV and other coating applications, for instance.

*How can you help Heidelberg customers compete effectively on the market in the face of all these criteria?*

**GEORGE CLARKE:** The market will continue to demand everything from printers – high speed, top quality, and low costs. We can prepare our customers for this with the aid of our Machine Room Audits, for example, which identify efficiency-boosting potential for printshops. Our Prinect workflow software is also a great asset for ensuring a high level of quality in producing differ-

ent products. Prinance can also pay dividends for participants in online auctions as it enables costs to be calculated fast and accurately. Existing owners of long perfectors can further increase productivity of these by using sheeters such as CutStar. And those who shy away from investing in a long perfector can benefit from the fast makeready, high running speeds and superior print quality of the Speedmaster XL 105. Last but not least, we also offer high-quality finishing devices and can even satisfy special requests with customized presses. Quite apart from the actual hardware and software, we also offer our customers various services, such as 24-hour service that is invaluable for the many businesses operating in three shifts. A further tip – come to the UK in April to find out how our experiences are reflected in Heidelberg’s IPEX stand! ■

#### Facts & Figures

##### George Clarke: Business

Degree in Management Sciences at University of Manchester (UMIST). Qualified as a Chartered Account with Peat Marwick Mitchell and Co., (KPMG).

Joined BTR Plc after leaving the profession shortly after qualifying.

Joined Heidelberg UK in 1985 as Finance Director Designate.

Became Company Secretary of Heidelberg UK in addition in 1992.

Appointed Sales Director of Heidelberg UK in 1995.

Managing Director of Heidelberg UK in 2000.

Became President of the APMI (Association of Printing Machinery Importers) in 2003.

Member of Picon Council 2004 (Owners of IPEX).

Member of the IPEX Advisory Committee (IAC).

##### Personal

Married, with four children.

Interests include classic cars, genealogy, woodwork and history.

Liveryman of the Worshipful Company of Cutlers.

[www.heidelberg.com/hd/BranchOfficeUK](http://www.heidelberg.com/hd/BranchOfficeUK)

[www.heidelberg.com/hd/SM102PerfectingPresses](http://www.heidelberg.com/hd/SM102PerfectingPresses)

WOOD TYPE MANUFACTORY IN HAMBURG, GERMANY

# Through Old Techniques to New Ideas

In the “Museum of Work” in the northern German metropolis of Hamburg, visitors may learn how in earlier days, wood type was manufactured, and in the process how prints were made. The graphic designer David Janssen restored the last wood type manufactory in Germany for the museum, and built it into a demonstration workshop.



Most of the time it's posters that notify us about special offers, event announcements, or election campaigns in curt slogans, and clear-cut letters. Not only the images on them, but also the words should be legible already from a distance. Yet, before the dawn of the modern era of printing presses and computer technology, how did these over-sized letters get onto paper? Earlier, large print characters were

sawed or milled out of wood, laid out in typeface on a plate, and then printed in lettering onto sheets.

**Rugged letters made of wood.** Since the manufacturing of large letters out of lead involved a great expenditure of effort and was costly, letters were manufactured out of wood. The wood came from pear, maple, or box trees, which because of their robust structure were

particularly good at withstanding the heavy load from printing rollers, and also lent themselves ideally to processing because of their short fibers. Wood letters were already introduced into the printing of posters and headlines by the beginning of the 19<sup>th</sup> century. Especially in England and in the United States, in the train of emerging advertising, the need for new fonts with unconventional designs grew ever larger. Numerous firms specialized in the produc-

tion of wood characters, so-called poster type. In Germany, where production was introduced towards the middle of the 19<sup>th</sup> century, things were different: here, wood lettering was manufactured exclusively by type foundries that also produced lead lettering. Furthermore, the foundries were less experimental, so that German poster type closely followed the strict and rectilinear forms of the lead fonts in larger format. ▶



Using a font pattern book, Daniel and Sylvia Janssen make the technique and application of wood type understandable: It shows all 79 typefaces from the various type foundries and serves as a model for new typesets.

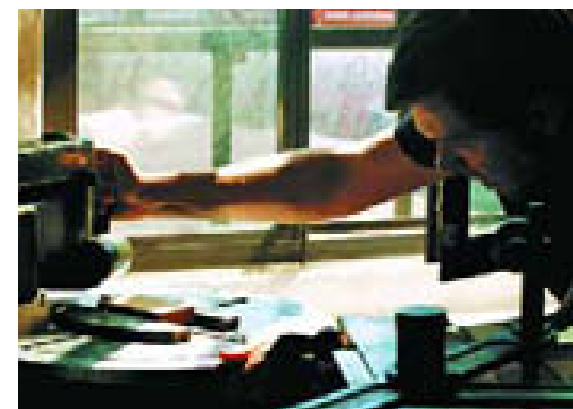
**H**owever, wood characters did not hold up nearly as long as letters made of lead. The longer they were used, the more severely their surface and edges wore down, so that print quality became increasingly less sharp. After about 30 years, wood characters could no longer be used in printing. Given increasing automatization through offset printing in the 20<sup>th</sup> century, the demand for wood characters grew ever smaller. Accordingly, German type foundries stopped producing wood type during the 1960's. What little demand remained was met by the "Gedi-Schriften" company owned by the Diller brothers in Bamberg. Even so, demand soon became so small that in 1975 they stopped manufacturing wood type altogether.

**An unequalled opportunity.** Before he left his home town of Düsseldorf in March of 2000 to study Graphic Design at the Hochschule für Angewandte Wissenschaften (HAW) in Hamburg (the Hamburg University of Applied Sciences), Daniel Janssen had worked as a master

engraver, and manufactured stamping dies for printing presses. His experience helped him later on, since in addition to his studies, he helped in the metal workshop of the "Museum of Work." The completion of his studies nudged closer, and Janssen looked about for a subject for his thesis work. Around the same time, in May of 2004, the museum took possession of the last existing wood type manufactory in Germany from the company Gedi-Schriften. "I had an unequalled opportunity to work together with the museum to make the wood type manufactory serviceable again – and I turned this project into the subject of my thesis," the 32-year old Janssen relates. Together with his wife Sylvia, 29, who had also studied graphic design, Janssen erected the workshop in the graphics department of the museum and made the manufactory operational again. "When we saw the workshop for the first time, we were surprised in what good condition it was in," he remembers. "The entire collection was complete, neatly packaged," he adds.

In addition to a wood letter mill from the Klingspor Company dating to 1920, the collection includes 79 type settings with their original templates of historic wood letters from the most important German type foundries and of famous German type designers. Tools for the preparation and finishing of characters are also included. "The templates are the real treasures owned by the museum," says

Janssen creates a new letter of the alphabet on the wood type mill: He clamps a template into the mill (photo right) and he traces out the contours of the letter with a stylus (photo left).



Janssen. Just as other templates, these still serve today as patterns for the production of new wood characters. To make the templates serviceable, the married couple, Daniel and Sylvia, invested a great deal of time and effort: they took apart every one of the font templates, each consisting of 210 characters, and checked them for completeness and correctness.



**An ancient technique revitalized.** Using the wood letter mill and with the aid of a template, Janssen can manufacture new letters from wood blocks. The pantograph, a device consisting of four metal arms assembled into a moveable parallelogram, transfers the master typeface in reduced scale onto the wood block. Janssen demonstrates how a new letter is created: "In order to reduce the size, one calculates a scale, and immediately adjusts all of the arms accordingly, so that the proportions are preserved," he says. Delicate wood shavings fly from the block of pear tree wood, which he is working on. Janssen stops the mill, removes the newly created letter, blows it free of shavings, and considers the character. "One must carve out the corners by hand, since the mill can't reach there," he says and whittles it cautiously with a special carving tool. "You need to be really careful. One false jab now and you can ruin the entire letter," Janssen observes. Afterwards he carries the freshly carved letters over to the surface mill, which he uses to grind all of the letters of a single font to the same height, so that the rollers will be able to grip them later during printing.

In order to illustrate the technique and application of the wood letter manufactory, the graphic designer created accompanying materials: the book of type patterns provides an overview of all the 79 fonts from the different foundries, and is an important tool in the production of new fonts. The lettering "Hamburg" provided the dummy text. The project-book contains additional details related to the history and the purpose of the wood letter manufactory.

In order to make the application of wood letters more tangible, Janssen put together a folder showing typical uses. In these works, he gave his imagination free rein. He further developed existing fonts for the prints, milled the wood letters, and so provided them



Using the pantographic articulated joint system of the wooden type mill (middle photo) Janssen transfers a letter template in miniaturized form onto the wood block (photo below).





A newly created letter made of pear wood: Janssen puffs strongly, so that the last fine shavings remaining from the milling process disappear.

with creative patterns and designs. The outcome is 15 multi-colored graphics in which the antiquated techniques have been used innovatively. "Using the manufactory, one can always fashion new fonts. This was the only way in which I could work with the letters experimentally," Janssen relates.

**With platen and cylinder** "I exhausted all the museum's resources," Janssen says. For all of the works related to the project, he was not only able to use the manufactory, but also the museum's printing presses. Before Janssen stamped the 79 Hamburg-lettering and typographical motifs on a proofing press, all of the entry fields detailing more precise information on typeface style and motifs contained on the pages of the book of typeface patterns, as well as examples illustrating various uses, were printed on a Heidelberg cylinder.

The project-book was printed on a Heidelberg Tiegel. Klaus Raasch, director of the book workshop in the Museum of Work, leant Janssen authoritative support in carrying out his project. Since 2003, he has been working as a freelance employee in the graphics department of the museum, and is well versed in the operation of Heidelberg presses. "I love the sounds these old presses make – like a steam locomotive!" Raasch enthuses. "When you take proper care of Heidelberg presses, they will run for another 50 years," he is convinced.

Once or twice a year, projects are realized in the workshop using more expensive letterpress printing methods. "The advantage of the museum is that one is able to precisely reproduce each individual step in the creation of a book – from typeface, to printing, to post-press," explains Raasch.

Janssen passed his diploma exam for graphic designer with flying colors with the project "Wood Letter Manufactory Hamburg." But that was not his only goal. "I want to employ the manufactory in my work, for example, to develop typefaces, and to carry out book and poster projects," says Janssen. He brings the best prerequisites with him: in their agency "Janssen Design Agency," Sylvia and Daniel Janssen tinker with new font designs and creative ideas. ■

#### Facts & Figures

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www.holzlettern-manufaktur.de



## Tips & Tricks

### Printing with polyester printing plates The cost effective alternative for commercial printing

In a market that is increasingly shaped by smaller run lengths, ever more color, and rising competition, print orders are imaged overwhelmingly by using CtP systems. More than anything next to paper-based printing foils, polyester printing plates represent an alternative to metal printing plates. Many advantages arise allowing for new markets to be conquered, and which secure long-term success – especially for commercial print shops with small run lengths of up to a maximum of 20,000:

- More flexibility at high quality.
- Lower production costs in comparison to conventional metal platemaking.
- Shorter throughput times and, as a result, higher profitability compared to analogous plate copies.

The production possibilities of polyester printing plates range from one to four-color printing. In the A4 and A3 formats, above all, they ensure efficiency in a printing enterprise.

#### Greater efficiency when used correctly

##### Printing plates

- These may be made using conventional image setters, where the chemicals in the developer are appropriately readjusted according to the manufacturer's recommendations.
- Polyester printing plates with a strength of 0.2 mm for screens up to 70 lines/cm are well-suited for most print orders.
- The machine and printing substrate must be correctly adjusted, in order to reduce the strain on the polyester printing plate in the printing press to a minimum.
- During clamping, the plate cylinder must be absolutely oil free.
- An individual "trapping" should be carried out, depending on the given print order. Typically, this lies between 0.08 and 0.1 mm (as with metal plates).
- Polyester printing plates with a rough reverse side allow for secure handling with respect to plate clamping and diagonal setting, as is demonstrated by its use in the Printmaster QM 46.

##### Printer's inks

- More highly pigmented inks keep the amount of transferred ink at a low level.
- For optimum printing quality, the inks should not be mixed with printing oil or other auxiliary printing agents.

##### Dampening solution additive

- In mixing the dampening solution, please pay careful attention to the manufacturer's recommended dosage amounts.
- In principle, a pH-value between 5.0 and 5.5 should be preserved.
- In case of printing problems, such as clumping in corners, or scumming, more additives may be mixed in; however, over-dosage must be avoided. For advice on this, ask your printing plate manufacturer or your supplier.



##### Printing unit

- Regular and careful maintenance of the machine will ensure perfect printing outcomes.
- Never dampen the reverse side of the plate!
- When starting the printing press, dampen a polyester printing plate more than a metal printing plate.
- Mind that the rollers are correctly adjusted, in order to spare the plate surface.
- Mind that a correct rolling ratio is obtained between plate and blanket cylinder, in order to minimize strain on the printing plate.
- Determine the correct packing thickness of the blanket with a lift gauge. Alternatively, reduce the underpacking of the blanket up to the kiss print (weak printout) and add 0.05 mm underpacking.

##### Dampening system

- In order to maintain optimal freewheeling, pre-dampen the plate for a few seconds in the machine.
- When printing is interrupted, leave the dampening system engaged.
- For the output, dampening the plate prevents gumming up on the dampening form roller. ■

# Dates & Tradeshows

## ■ Australian Dates

### New Zealand: Printech 2006

New Zealand's most important event in the industry branches of print, design, and digital communication. Emphasis is placed on innovative ideas, products and their service.

**Venue:** Auckland, New Zealand

**Dates:** 11 – 13 June 2006

**Contact:** Auckland Office

**Phone:** +64-(0)-9-976-8300

**Fax:** +64-(0)-9-379-3358

**E-mail:** info@nz.dmgworldmedia.com

**Internet:** www.printechnz.com

## ■ European Dates

### Italy: Grafitalia

Italy's leading tradeshow for everyone working in the area of print and prepress.



**Venue:** Milan, Italy

**Dates:** 9 – 13 May 2006

**Contact:** Centrexpo Spa

**Phone:** +39-02-3191091

**Fax:** +39-02-341677

**E-mail:** centrexpo@centrexpo.it

**Internet:** www.centrexpo.it

## ■ Russia: Etiketa

International tradeshow focuses on new technologies and accessories for the printing and production of labels. More than 25,000 visitors from 35 countries are expected.

**Venue:** Moscow, Russia

**Dates:** 11 – 14 April 2006

**Contact:** Ekaterina Vasilieva

**Phone:** +7-095-105-3417

**E-mail:** info@labelshow.ru

**Internet:** www.labelshow.ru

## ■ North American Dates

### Mexico: Mexigrafika

Mexigrafika is the most important exhibit in northern Mexico. The more than 10,000 visitors expected are mainly concerned with machine manufacture and suppliers.

**Venue:** Monterrey, Mexico

**Dates:** 25 – 27 May 2006

**Contact:** Asociación promotora de Exposiciones, A.C.

**Phone:** +52-(0)-81-83 69 66-60 or 64

**Fax:** +52-(0)-81-83 69 67 32

**E-mail:** jarizmendi@cintermex.com.mx

**Internet:** www.mexigrafika.com

## USA: VuePoint

The conference focuses on growth through diversification. The topics of industry-related discussions will range from mail and other service provision to digital and package printing, up to and including databanks. Management themes such as business models or customer relations management will not be shortchanged.

**Venue:** Orlando, Florida

**Dates:** 10 – 12 April 2006

**Contact:** Graphic Arts Show Company

**Phone:** +1-703-264-7200

**E-mail:** info@gasc.org

**Internet:** www.vue-point.org

## ■ South American Dates

### Brazil: ExpoPrint

Visitors and clients of this sales tradeshow will receive a complete overview of the newest developments in the areas of prepress, print, and print postpress.

**Venue:** São Paulo, Brazil

**Dates:** 31 May – 6 June 2006

**Contact:** Messe Frankfurt Ltda.

**Phone:** +55-11-46 88-60 41

**E-mail:**

marcelo@messefrankfurtfeiras.com.br

**Internet:** www.expoprint.com

## Winners of the Reader's Survey – HN 255

### 1<sup>st</sup> Prize: Trip to Heidelberg

Rafael Gascón Hernández, GRÁFICAS IM-TRO, S.L., Leganés (Madrid), Spain

### 2<sup>nd</sup> to 5<sup>th</sup> Prize: iPod

A. Riyaz Ahamed, Golden Line Factory, Jeddah, Saudi Arabia

Doug McCallum, Halcraft Print Inc., Halifax, Canada

Graham Judd, GTO Printers Ltd., Auckland, New Zealand

Hasnain Khimsi, The Print Factory Ltd., Dar Es Salaam Region, Tanzania

### 6<sup>th</sup> to 10<sup>th</sup> Prize: XL 105 model

Hamilton Chan, Charlie Chan Printing Inc., Los Angeles, USA

Martin Felhofer, Pastoralamt Linz Diözesendruckerei, Linz, Austria

Werner Forschner, Stadt Reutlingen Hausdruckerei, Reutlingen, Germany

Moshe Maggid, Jerusalem, Israel

Valerie Sexton, Raven Press, Christchurch, New Zealand

# HN Voices

**José Carlos Hidalgo Romero, Madrid, Spain:** Regarding the content of your magazine, I find that all the topics covered – across-the-board – are highly interesting and of practical value, since they treat actual needs and demands in printshops, and address the requirements of your customers.

**Hasnain Khimsi, Dar es Salaam, Tanzania:** We find the Tips & Tricks very helpful.

**Heinz Pischny, Bottrop, Germany:** I've read your "house magazine" for the first time. Everything is appealing, readable, and informative, even those topics which do not fall into our area of expertise (prepress).

**Jon Castro Fernández, Bilbao, Spain:** For me, the contribution on Kitagawa from Japan was the best reporting on printing that I've read recently. The article profited from every one of the ideas offered in it.

**Doug McCallum, Halifax, Canada:** Excellent publication. Thank you for your ideas and information. Reading the magazine is a great pleasure.

**A. Riyaz Ahamed, Jeddah, Saudi Arabia:** Every page of this magazine is very useful, for the whole field of printing. More articles on the Asian region, please.

**Roberto Antonio Mestre, Gandia – Valencia, Spain:** I am very interested in your customer magazine, which enjoys the highest respect here. It gives me an insight into the current situation in the printing sector and its future trends.

**Hans Joachim Laue, Wiedlisbach, Switzerland:** A good mix of branch and factual expertise, as well as know-how.

**Hamilton Chan, Los Angeles, California:** Nice piece of promotion. Here and there the colors seemed a bit dull. I particularly liked the article on mailing.

**Henk van Dongen, Freudenberg, Germany:** I have been working for more than 30 years in the field of offset. I am delighted about the CD about Prinect Signa Station in Heidelberg News 255.

**Christian Tornyzuku, Accra, Ghana:** Heidelberg News is a central component of the world-wide modern printing art. I would wish for training courses from Heidelberg as a reward for participants in the reader survey.

## IMPRINT

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