

Heidelberg

News

The customer magazine
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ONLY SHEEP AND MOUNTAINS?

Jon & Chris from New Zealand offer a lot more than the classical clichés

STARRING THE ENTIRE TEAM

The Star components don't just save money

DUBLIN

Travel tip for bookworms

HEIDELBERG



Dear Reader,

The climate change and its effects are currently hot topics in a lot of places. Here we will show you which ecologically and economically sensible measures are feasible in the printing industry – for instance using the newest printing technology. Among others, we will introduce you to the example of Scott Print: The Australian business, home to the first Speedmaster XL 105s in the southern hemisphere, earned a “Waste and Resource Management Award.” The “Ecodrukkers” from the Netherlands, who are just as environmentally conscious, even put their eco-demands actively on the market and profit from higher margins, thanks to a Printmaster PM 74 Ecocolor. We will explain exactly how Ecocolor works, as well as the resource-saving technology of our Star peripherals.

We will also gaze deep into the spectral eye of Prinect Inpress Control, let you take part in the installation of a Speedmaster CD 74 and highlight what pakworld in New Zealand uses the press for. In addition, we'll provide you with glimpses into Kenyan daily life at Ramco, outline the advances in knowledge in the Print Media Academy network and at the end invite you to some Irish treats for bookworms.

By the way: The base of our new reading material is paper from controlled reforestation. And now, have fun reading!

Yours,

Bernhard Schreier
Chairman Heidelberg Druckmaschinen AG

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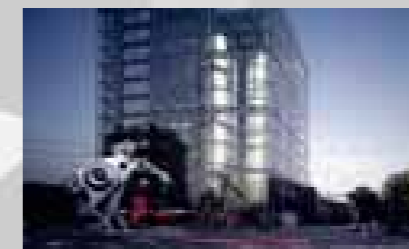
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RAMCO PRINTING WORKS LIMITED, KENYA

Pitfalls in Paradise

Whoever wants to lead a print shop to success in Africa still needs a considerable dose of the pioneering spirit.

Amit Patel, CEO of Ramco Printing Works Ltd., knows this all too well: With great ambition, flexibility, the newest technology and at an impressive speed, the Kenyan of Indian descent made Ramco into one of the leading print shops in Africa.



Pravin Patel and Amit Patel in the courtyard of the "GoDown Art Centre" (from left).

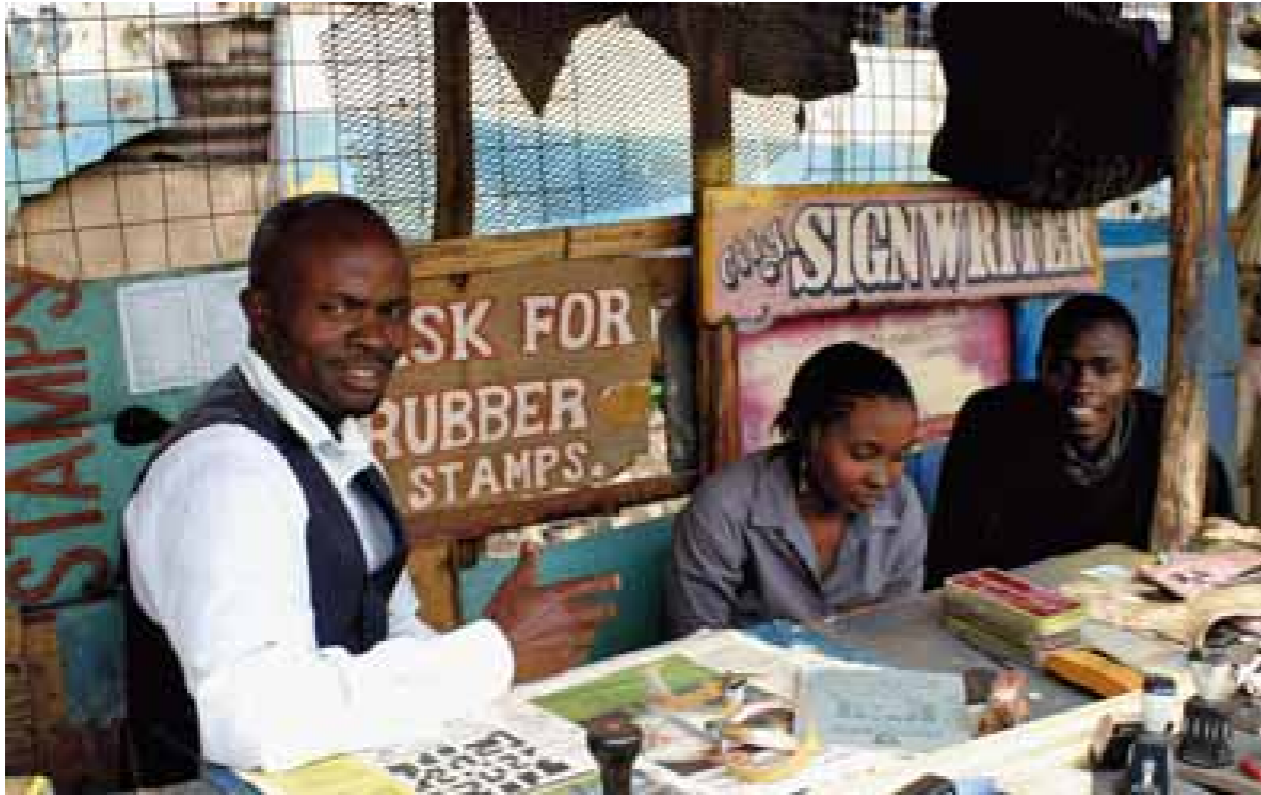
Kenya is the epitome of Africa. No wonder, since the country is abounding in breathtaking scenery, wild animals and delightful contrasts: snow right at the equator on top of Mount Kenya; below, endless savannahs in pulsing heat; Lake Turkana in the middle of an inhospitable desert and a spectacle of colors from hundreds of thousands of pink flamingos. Along the coast, azure blue water, fine glittering white sand, coral reefs and ocean inhabitants are almost unbeatable in their number and brilliance of color. Regardless of where you look, you get the feeling that it all could have begun

here. In terms of the history of mankind, this is the case. There's therefore no doubt that the country is full of the unique – and knows how to protect it. With more than 50 different nature reserves, the former British colony possesses the highest number of protected wildlife areas in the world – attractions which help give tourism double-digit growth rates and make it one of Kenya's most important economic sectors. And yet the country doesn't live only from the thousands of tourists that visit each year.

Political stability and ongoing growth are part of the mixture, too. Much less well known than Kenya's untouched nature is the fact that the country also possesses the most highly productive national econo-

my in East Africa. Alongside tourism, the service sector and agriculture, in particular, play an important role. Almost 70 percent of the population makes their living in the agricultural branch: Agricultural products are Kenya's main export. The other industrial branches predominantly manufacture consumer goods, but cement and steel also rank among the top industries. Kenya's economy is in a sustained growth phase: In 2005, the best result in decades was achieved with 5.8 percent growth. Although Kenya profits from its political stability and a liberal economic system, the majority of the typically rural population nevertheless still lives at or below poverty level and profits only slightly from the East African economic boom.

On the other hand, Nairobi, the country's capital with just under 3 million inhabitants, can point to double-digit economic growth. The relatively young city is the financial, economic, and educational center of Kenya. It was founded at the end of the 1890's as a British camp for railroad workers. The University of Nairobi is considered one of Africa's best universities south of the Sahara. In addition, the Kenyan capital is shaped by international influence, not just because of the many tourists: Globally active organizations such as the "environmental arm" of the UN, the UNEP also have their world headquarters here. Furthermore, the metropolis, at an altitude of 5,249 feet (1,600 m), is home to East Africa's most important airport and one of



Nairobi's stamp flexographic printing maker. Signs, for example, are handcrafted.



A smile says more than a thousand words: A bus stop in the Kenyan capital city's industrial area (above). Long-distance travel within the country almost always takes place by bus.

the largest stock exchanges in Africa. Judging by outer appearances, the city promises an environment conducive to work. Behind the bustling city's facades, however, a few stumbling blocks await which don't exactly make corporate daily life easier.

Amit

Patel, co-owner of Ramco Printing Works Limited in Nairobi, is familiar with this as well, and reports, "Theoretically we should actually work in three shifts, but for safety reasons this isn't possible. If our employees were to head home late at night, it would simply be too dangerous for them." For this reason, the print shop management even considered its own transportation service, but even then the risk remains too high and the idea was once again discarded. While the city center itself is considered to be relatively safe, just beyond it are five large slums. In Mathare, a slum 3.1 miles (5 km) northeast of the city, approximately half a million people live densely packed in small corrugated metal or wood shelters and under wretched conditions.

Amit Patel's family is originally from India. Like most Indians, his grandparents came to the country during the British colonial era which ended in 1963 with Kenya's independence. Since the 50's, his family has run a hardware business named Rambhai & Company Ltd. and later started smaller hardware shops in the central business district. While son Amit was still in Great Britain studying IT and management at London's King's College, the business space in the center of the Kenyan capital was getting too small for father Patel. Without further ado, he purchased a building adjacent to his existing hardware store which had once served as a print shop. Still standing inside were two old but still somewhat functioning one-color printing presses. "Too good to throw away," the family felt. They collaborated with an experienced print shop manager to explore the business territory which was still foreign to the Patels. With his know-how and father Kirit Patel's intensive information and shopping tour at the printing press trade fair drupa in Germany in 1995, the print shop armed itself for their start in the business: It bought a complete pre-press, a new two-color and an end printing press and placed them in the 53,820 square foot (5,000 sq. m.) production area. A few months ▶





Typical street scene on the outskirts of the Kenyan capital.



Driver Wilson Githinji, messenger Benedict Munyasia and security worker John Ogutu in Ramco's company courtyard (from left).

later, Ramco Printing Works Limited, with 17 staff members and a small office, was launched. It was a completely new business with new tasks for the team. "Not so easy in a market dominated by long-established print shops with a 30 to 40 year tradition," says Amit, who joined the company in 1996 after receiving his bachelor degree. At the time, the company had 268,781 US dollars (200,000 euros) in turnover in commercial printing. However, this was much too little for the ambitious young entrepreneur Amit.

The first step to success for Amit was investments in equipment. "The market niche, which we discovered for ourselves in the second year, was a triad of speed, quality and reliability," explains Amit. This also meant high investment costs for the technology. "If we wanted to print more than two colors, things had to go through the press twice. That was pretty inefficient." In 1998 Ramco therefore invested in a four-color Speedmaster SM 74 and had to relocate to larger premises in the industrial area of the city. In 2004, a further investment of 2.28 million US dollars (1.7 m. euros) was made in a Speedmaster SM 74 and additional equipment. "That was the decisive step in giving us a better position in the market," emphasizes the

32-year-old print shop owner Amit. "With these new machines, we were able to print many different materials at top-quality." In addition, large investments were made once again in the IT infrastructure and, with Amit's IT expertise, the entire business was networked and a management information system installed.

The strategy proved fruitful: Not only new, but also larger and international businesses, as well as advertising agencies, were able to be won as customers. "A lot of the high-quality print products on the market in Kenya are printed in South Africa, Dubai, Europe or India," explains Amit and adds: "Our approach is to fulfill these high standards of quality right here in Kenya." Their success has proven the young Indian-Kenyan businessman to be right: In the meantime, Ramco's production space of 484,376 square feet (45,000 sq. m.) and 130 regular employees have increased almost tenfold. A huge investment in 2006 in a Speedmaster CD 74 with five colors and UV gave the company the advantage of printing with offset technology not only on paper, but plastic as well. This was the first machine of its kind in East Africa. With its additional folding and stitching machines, Ramco has a competitive edge in the Kenyan print industry. In addition, the company was the first to introduce CtP technology in Kenya. It also has a unique selling point in Kenya now, since it is able to offer in-house design, prepress and CtP right up to offset and

flexographic printing at capacity as well as at high quality. "The one-stop solution, in other words supplying everything from the same source, was a further key to success. We initially used to outsource our prepress, but with our new in-house design and prepress department, we have now improved our efficiency," Amit reports proudly. The total annual turnover of roughly 9.4 million US dollars (7 m. euros) corresponds to a market share of 10 percent. Among their customers are companies such as Del Monte, BAT, Shell, Lowe, UNICEF, Ogilvy & Mather, as well as East African Breweries Ltd., renowned for its famous Tusker Beer. Ramco's products include the printing of annual accounts, IPO prospectuses, magazines, newsletters, calendars, computer stationery, full stationery supplies, corporate stationery as well as the recent venture into promotional materials in liaison with Supreme PLC, in the United Kingdom.

The largest customer, making up around 10 percent of our annual sales, is Del Monte Kenya Ltd., says Amit. The food corporation, which is simultaneously one of the largest employers in Kenya, had been supplied by eight different print shops. "There were problems not only with on-schedule delivery, but the

quality wasn't always satisfactory either," explains the print shop manager, adding, "Above all else, our Heidelberg equipment convinced the Del Monte management that we could solve this problem, especially since we were able to print the labels and have online UV coating in only one pass." Today Ramco is the corporation's main supplier, in particular of labels.

In addition, Ramco focuses on monthly magazines. "That guarantees us set sales volume," Amit explains further adding, "Specializing isn't an option for us – the Kenyan market is simply too small for that. Reliability is much more decisive."

Fast and on-schedule delivery is for most printers in the world a matter of course. But in a country like Kenya, this presents a special challenge when the power goes out. Even the most elementary infrastructure leaves something to be desired there – the availability of electricity, water and the telephone is anything but taken for granted. "There is only one single supplier of electricity and they aren't able to provide a consistent supply. Power outages once a week – usually for the entire night – are the rule," reports Chetan Patel, the production manager at Ramco. Even when the power does run, it doesn't necessarily run consistently. Fluctuations in electricity – in other words low or excess voltage – are a part of daily life. Ramco therefore makes the best of it by running its own generator ▶



Avtar Singh, director of prepress, with his coworker Ahmed Onyango (top left). Storeroom worker Reamy Oroka while sorting paper (top right). Joseph Dunga is being trained on the Speedmaster CD 74 (bottom left). Production manager Chetan Patel has his hands full with work (bottom right).

Boniface Kisilu, employee in the pressroom (top left). Employee Paul Kavoi at Ramco's electric generator (top right). Lillian Theuri, employee in finishing (bottom left). Paul Mwathi is one of the storeroom workers at Ramco; in the background, the print shop's water tanks are visible (bottom right).



Johannes Obudho, storeroom manager, and one of his coworkers, Davis Ogendi, with a satisfied customer (from left).

and is thus self-reliant in securing all of the electronics. It's a similar situation with water. Here an independent solution had to be found for the company as well. "We store our entire water demand – also in case of fire – in tanks on the company premises," says Chetan. The investments in these areas, essential to survival, amounted to more than 161,182 US dollars (120,000 euros) – additional costs that simply don't occur in industrialized countries. "The electrical generator alone cost around 94,022 US dollars (70,000 euros)," Pravin, a co-owner of Ramco, states.

The art of resource planning. Like many other Kenyan businessmen, Amit doesn't just have to fight technical treacheries but also bureaucratic red tape – the same as most businesses worldwide. Furthermore, the bad condition of the roads doesn't exactly aid speedy transport. "All of this requires – mildly put – extremely foresighted planning," explains Amit. Aggravating the situation even further, is a particularity of the Kenyan mentality which presents special challenges to businesses time and again, "No one plans really far in advance here. Usually the majority of orders are urgent," explains the young print shop manager. Since this spontaneity is typical for customers, the corresponding employees and machine capacity have to be ready and available. "We never know exactly what will be needed in the evening," explains Amit. "Clever planning is the art of the Kenyan printing business," adds his partner Pravin. To address this problem, Ramco has around 250 tons on stock in the company's own paper department storeroom. "We do our best to please the customer and this commitment is the reason why customers are faithful to us," emphasizes Amit.

Ramco's breakthrough. "Our sales in the last years have gone up at least 30 percent every year, and we expect similar growth in 2007," states Amit, who says that he always wants to be the best at everything. With Ramco he is now on the way to becoming the number one on the Kenyan printing market. "Our goal is now to solidify this lead," the Ramco majority proprietor Amit says. That's why he wants to continue to grow as well. "In doing so, we're looking to exports: Ethiopia, Uganda and a bit of Rwanda." Ramco has a team of 10 marketing executives for this purpose in Nairobi and one representative in Ethiopia. Although Kenya's neighboring country has predominantly been supplied by international print shops up to now, the Far Eastern competition will soon have to reckon with increasing heat in Africa ... ■

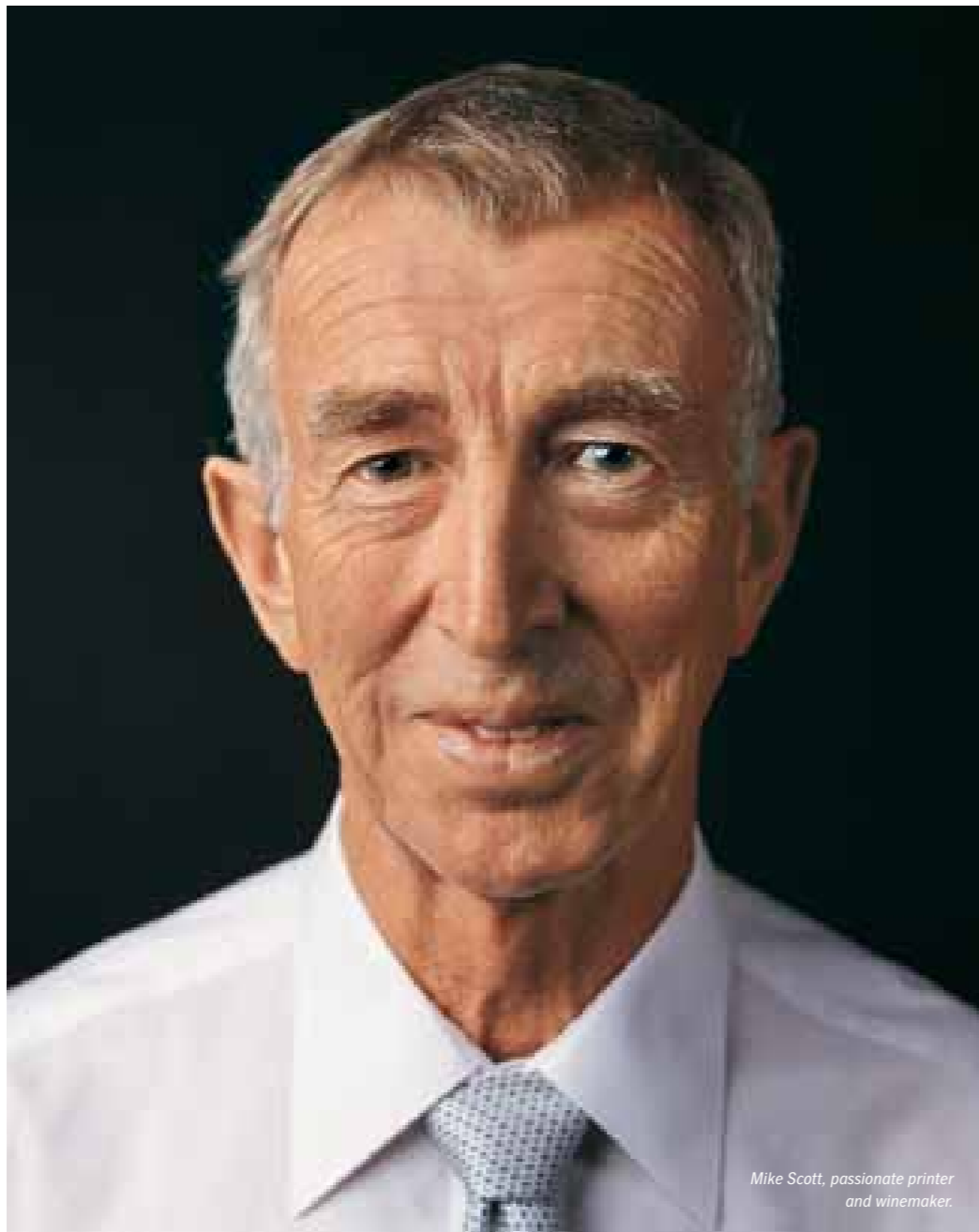
Facts & Figures

Ramco Printing Works Limited
 Dunga Close Industrial Area
 P.O. Box 27750
 00506 Nairobi
 Kenya
 Tel.: +254-20-53 54-26
 Fax: +254-20-53 51-63
 E-mail: info@printing.ramco-group.com

www.heidelberg.com/hd/CD74

Even with all precaution, unforeseen incidents do spring up, and things get really tight. So far this has only happened once at Ramco, during the peak season in 1997. Nevertheless it was immediately a total loss. The unfortunate incident left Ramco with no choice but to order a four-color SM 74. "Heidelberg really bailed us out then. A machine that was actually supposed to go to France was sent to Kenya as fast as possible." Ramco accelerated the administrative formalities under great pressure and with the exhaustion of all resources. In this way, a completely installed machine was actually able to go into operation within five days. "But without the support from Heidelberg, this wouldn't have been possible at all," the print shop manager remembers.

Heidelberg plays an important role for Amit in the training of Ramco personnel as well. Well-trained printers are more of a rarity in Kenya. Although there is a polytechnic institute in Nairobi, it possesses only very simple and usually out-dated machines. Many students therefore complete a three to four month internship at Ramco, where they are trained on modern equipment. "We benefit as well, because we are able to find adequately qualified employees among the graduates," says the print shop owner. In addition, Ramco consistently has Heidelberg engineers on-site for training purposes. "In the meantime, we also send our employees to the Print Media Academy in Heidelberg as well," says Amit. This composure is surely an essential prerequisite for success in Kenya. Ambition, another of Patel's characteristic traits, is certainly responsible in large part for



Mike Scott, passionate printer and winemaker.



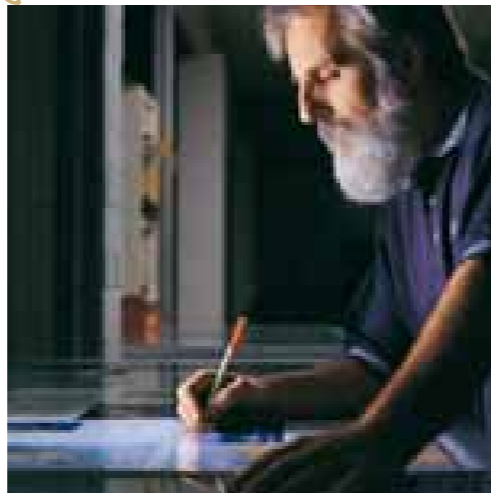
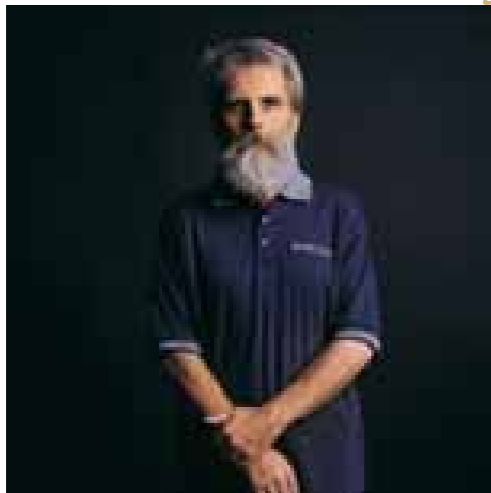
Dudley Scott enjoys his brother's wine and swears by the same quality in printing as well.

SCOTT PRINT, AUSTRALIA

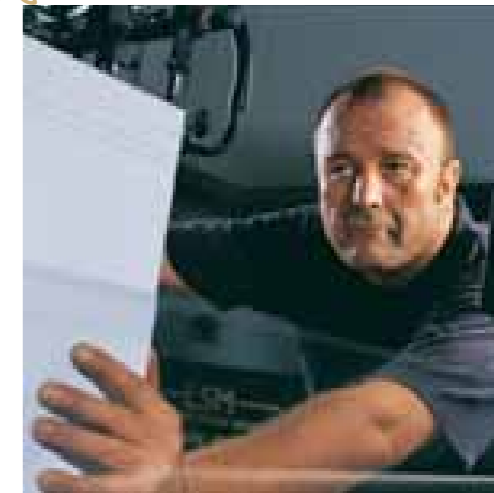
Printing, that Doesn't Cost the Environment!

Kangaroos, crocodiles, snakes? Western Australia's largest city, with its rivers, lakes and palm trees, bears no resemblance to the clichés from the Crocodile Dundee movies: Trying to hunt down the grimy "Walkabout Creek" image from Australia's most famous movie star is to no avail in the center of Perth. The flair of the city is a colorful and charming cross between New York and Milan – with a hint of Manchester. It's the home to the first two Speedmaster XL 105s in the entire southern hemisphere.





Terry Boyle is the expert for prepress at Scott Print.



Dave Lang keeps the Speedmaster XL 105 running.

Perth is an island.

Not literally, of course, despite its large colonies of wild parrots, palm trees, fine white-sand beaches and even sharks lurking in the water, all of which thoroughly fulfill its claim to island attributes. On the other hand, Perth, with well over a million inhabitants, is the largest, to be exact, only, city in all of Western Australia – which is, after all, an area roughly four times the size of Texas. It is surrounded by the Indian Ocean on the one side and scrubland on the other. It's around 3,107 miles (5,000 km) to neighboring Singapore and roughly 1,864 miles (3,000 km) to the next larger metropolis within the same country, for example to Sydney. Perth's "island status" thus stems from the certain geographical, and therefore also economic, isolation of its inhabitants. It's difficult to reach customers outside of the city limits or build up commercial ties. The fact that all of the major banks and insurance companies have their headquarters in other large Australian cities like Sydney or Melbourne makes it even harder. These companies' lucrative print jobs are therefore predominantly given out within their respective locations. The volume of print business in Perth is accordingly consistent – not to mention relatively small – and offers few possibilities for growth. In order to at least get the biggest possible piece of this relatively small pie, Scott Print invests in new technology almost every year. The ability to compete is a solid trump here: All together, a

total of five print shops the size of Scott Print attend to roughly the same runs, jobs and customers. New printing presses help to increase quality as well as lower costs.

Six o'clock in the morning. The weather report flickers across the television screen. Sydney rain, Melbourne storms, Darwin 102 °F (39 °C). Perth? No Perth. Apparently they've forgotten it.

Perth's isolation has its advantages for printers there, because few print shops from other regions in Australia think about coming to Perth to hunt down job orders – the transportation costs and time involved would simply not be worth it. And anyway – Perth? – who in the rest of the country thinks about Perth? Somehow the city of millions in the large rest of Australia just doesn't get noticed. Only about 5 percent of Australia's total printing volume is produced in Perth. "But this is of course also because starting up a business in this city is hard: If you can make it in Perth, you can make it

anywhere," says Andrew Neale, general manager at Scott Print. Surprisingly, the fast food chain Hungry Jacks began its victory march through the fifth continent here in Perth of all places.

Twelve o'clock. Weather report again. Hobart with rain, Brisbane sandstorms. Perth? Still no Perth. Strange, nobody seems to take note of it.

The international franchise print chains "Snap," "Worldwide Online" as well as "Print Force," with franchises across Australia, were founded here as well despite the isolated location.

In 1979 the two brothers Dudley (57) and Mike Scott (66) from Perth bought "their" print shop. Their father had owned a print shop and after he sold it, the two initially tried their luck in other fields. But the printing business was in their blood, so to say, and, at the end of the day, they looked for a way back. Since then Scott Print has grown consistently, in particular in terms of the caliber of print-

ing presses: The southern hemisphere's first two Speedmaster XL 105s are in the printing room here. "Our typical products are magazines, brochures and packaging, which are printed for our total of over 2,000 very different customers," explains Dudley. Essentially the entire spectrum of print products. "That's why the Speedmaster XL 105 is the right press for us. It can deliver all different products with the necessary high quality, and that at impressive speed. With its help we were able to significantly increase capacity yet again, in comparison to that of the last Speedmaster model we had," emphasizes Colin Seth, Operations Manager for the print shop with a good 50 employees. Today, he is able to interrupt jobs in order to squeeze in important orders at short notice, since the Image Control installed on both machines and the XL 105's high quality mean that printing can be interrupted at any time and the job can be picked up and continued again at a later point in time.

Colin had an Image Control device set at each machine right from the very beginning. "The risk in having multiple printing presses hooked up to only one Image Control was too great for us. We regularly run the XL 105 at full speed, meaning 18,000 sheets per hour, and a mistake needs to be detected very quickly. Otherwise the economic damage becomes very high all too fast. One Image Control isn't enough to avoid such losses," Colin says convinced. ▶



Investing in environmentally friendly production requires foresight and courage.

Scott Print is well-organized and clean, a great selling point for customers. The owners explain that the print shop should leave a good impression when customers come to discuss something or pick up their prints. “Who trusts a print shop to produce good quality when it’s not well cared for and the presses are in poor condition?” remarks Dudley.

High-tech in the outback. Situated far away from the bustling large Australian cities, Perth is seen by most Australians as part of the “outback” because of how remote it is. The country’s print shops were therefore all the more surprised that the first two XL 105s were installed here, of all places. First to arrive was the Speedmaster XL 105-6+L in September 2005, which has churned out 34 million sheets as of January 2007. The second, an XL 105-5, followed just one month later in October 2005 and now tallies 41 million sheets, as of the same date. Runs average 5,000 to 10,000 sheets and can reach up 100,000.

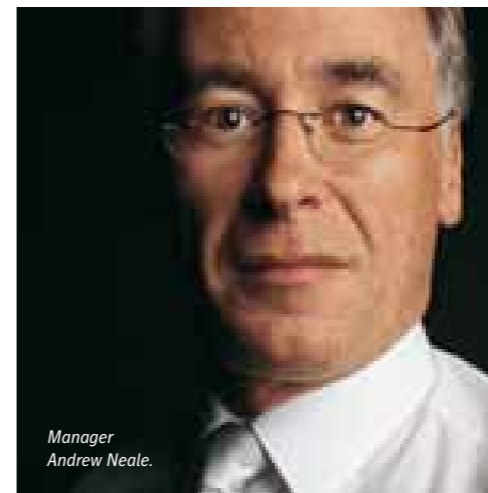
Late Afternoon. The weather report covers Alice Springs, Canberra and Adelaide. Perth? It’s beginning to seem strange. Apparently an entire half of the continent is simply ignored in the news coverage. How isolated is Perth really?

Five employees are responsible for sales at Scott Print, which isn’t easy considering the city’s geographical location. Nevertheless, the sales representatives are able to use the XL 105 as a convincing selling point, since large orders are able to be produced in no time and with high quality.

The hole in the ozone layer is omnipresent here. For a stroll along the beach or a swim in the ocean, there’s sunscreen made especially for Australia – those used in Europe, for example, simply don’t do

the trick here. Even clothing impermeable to UV rays is recommended. On cool, cloudy, or rainy days, UV rays hit those unprepared or not cautious without warning in the form of a serious sunburn. Mike, an avid international rower, but foremost a winegrower with a good reputation, is familiar with nature’s blessings as well as its treacheries. If everything is how it should be and its laws are obeyed, great wines can be produced. The fact that the hole in the ozone layer is so dangerous in Australia causes a lot of the country’s people to rethink things. “Everyone can help protect the environment from pollution. Even if each individual person only makes a small change, the total effect would be a large step,” Mike says. His brother, a sailor and golfer, also values nature. For both, words alone aren’t enough. It’s a matter of moral, social and ethical responsibility to future generations to actively protect the environment and do everything within one’s power and financial means – including at work – to protect the valuable gift that is nature. It demands foresight and courage to invest in a philosophy of clean, environmentally friendly production processes in a country where such efforts are not fiscally promoted and in which there are otherwise no financial incentives given. The environmental certificate ISO 14001 was nevertheless implemented last year. In connection, paper waste was reduced by 5 percent, use of solvents fell to 48 percent, and the use of alcohol was reduced by 30 percent. The print shop reduced solvent waste by 42 percent, ink consumption by 8 percent, and they were even able to reduce water consumption by 25 percent. These figures are already impressive, and at their core is the business’ success, since costs were able to be reduced at the same time.

“The printing industry needs to be sustainable, and it’s important to think about how we all handle our resources. When you change a few things, it doesn’t cost a fortune,” explain both brothers in unison. And in a country with a notoriously high water shortage, even relatively simple measures to avoid unnecessary water consumption or pollution are of great value. That such dedication can pay off after all – even if it’s not rewarded from government in the form of tax deductions – is demonstrated, for example, by the Western Australian Department of Environment and Conservation, ▶



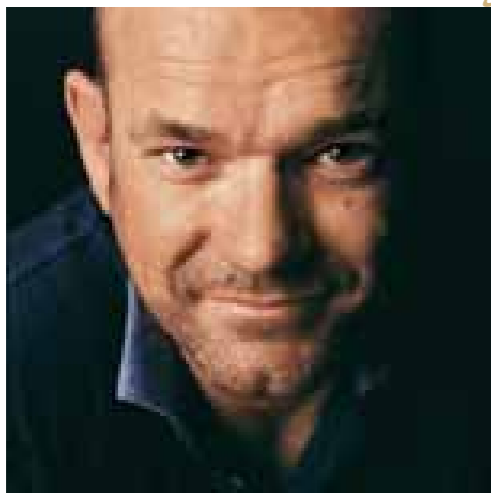
Manager
Andrew Neale.



Production manager
Colin Seth.



Despite the two large Speedmaster XL 105s, neither stress nor tight squeezes are to be found in the pressroom in Perth.



Stuart Bishop is the specialist for the Stahlfolder folding machine.



Richard Ferguson has the storeroom under control.

which awarded Scott Print the “Waste and Resource Management Award” a few months ago, distinguishing it for its dedication to the protection of resources and waste reduction. This was a great honor for Scott Print, since the printing industry in Australia usually gets little or no acknowledgement. That automatically makes such an award carry twice the weight: Scott Print is a trailblazer and a good example for the very large manufacturers.

Reduce, reuse, recycle. But just minimizing waste isn't enough for Scott Print. They also make use of plant-based inks and finishes which are water-based and therefore fully recyclable. This even makes them more affordable and, according to Colin, more effective. All plastic waste is fed into the recycling system as well and doesn't land in the garbage dump. “That's why we really like the new ink refill system on both Speedmaster XL 105's. It reduces ink consumption and the cartridges can be recycled as well,” says Colin convinced. All paper waste is of course recycled, too, and they promote the use of environmentally friendly paper with customers. Thanks to the modern CtP, printing plates are produced without film and therefore without the use of harsh chemistry. It goes without saying that printing plates which aren't needed anymore also go to recycling. Powder, which is plant-based anyway, is vacuumed up in the machine and no longer pollutes the air. Saving energy is also one of the print shop's goals. “The new printing presses are much more energy efficient.

With the same level of power consumption, a new printing tower's output is about three times as high as one of our old printing units,” says a pleased Dudley.

The print shop wants to spark an interest in environmental protection in their customers as well. They prove that the goals of environmental protection are compatible with economic interests and that neither quality nor service need to suffer in the process. Quite the contrary. Mike Scott shares one of the print shop's additional goals: “We still want to work on reducing alcohols (IPA) further.”

Despite the high output of the two Speedmaster XL 105s, the finishing department is relatively small. In the same part of the city, practically right across the street, are a row of good trade finishers. Scott Print therefore decided to outsource the binding of some jobs – which in light of the distance is virtually in-house anyway.

**The late-night weather report:
Perth at last – so the city exists after all!
It was 102 °F (39 °C) during the day,
and tomorrow it's going to be just as hot.
The patient viewer learns late in the day
what he had to suffer through.**

In the meantime, every uncovered square inch of skin has been scorched by the sun and gold chains have burned into the skin, all results of sunlight's serious UV rays, which shine almost unfiltered through the ever-growing hole in the ozone layer. It's therefore easy here “down under” to get a feel for the consequences of the filth stemming primarily from the northern hemisphere – Europe and the United States are in particular the main waste producers in this respect. Nevertheless, Scott Print wants to set a good example and show how to do things better – for itself, for nature, and for a better future for everyone.

Exquisite pleasures from Mother Nature can be tasted in abundance at many of the region's restaurants – for example, wine from Mike. The light white and full-bodied red wines can of course be bought in specialty stores and enjoyed with friends at home, too. On the label is written “Rosily” – a well-known brand of wine on the west coast of Australia. Here, just like in his print shop, Mike emphasizes modern production processes. “Nostalgia is nice to look at, but rarely cost-effective. That's no different in the wine business than in printing,” he says. Both print and wine products must be produced with the best possible machinery to achieve the highest possible quality. While raising a glass of Cabernet-Merlot in the evening sun, he says 2004 was a good year, a good vintage. And there will be a lot more to come – all wine connoisseurs and printers here in Australia agree on that. ■

Australia at a Glance

If Perth is referred to as an island because of its remote location in Australia, then this can actually be said of the entire continent. For 55 million years, it has floated between two oceans – completely detached from the rest of the world. Australia is the only continent which lies entirely in the southern hemisphere. With 21 million inhabitants, Australia is relatively sparsely populated and the domestic market is accordingly weak. Agriculture and mining (i.e. raw materials such as zinc, gold, lead, uranium and nickel) are important industries. The next largest industrial sectors are the metal, machine and transport industries, as well as tourism.

Facts & Figures

Scott Print
4 Aberdeen Street, Perth
Western Australia 6000
Australia
Tel.: +61-(0)-8-92 23-77 88
Fax: +61-(0)-8-92 23-77 00
E-mail: info@scott.com.au
www.scott.com.au

www.heidelberg.com/hd/XL105

PAKWORLD, NEW ZEALAND

On Kiwis, Sheep and Life Without Boundaries

Green meadows and woods stretching out to the horizon, fields and pastures laid out like a chessboard: Already from the sky, New Zealand seems orderly and well-cared for – an impression which repeats itself in offices, production spaces, machine rooms and even Pakworld's warehouse. Thanks to its intelligent investments in a Speedmaster CD 74, Prosetter 74 and the first Varimatrix 105 in the country – even in the entire southern hemisphere – the print shop in Christchurch has made itself the island country's most modern packaging specialist.

The narrow streets seem to wind endlessly through the green landscape, lined unceasingly with sheep grazing along the side of the road. Regardless of where you direct your gaze in these beautiful surroundings, the sheep are simply everywhere. Big, small, sometimes black, with short coats and with long coats. If it's not the sheep, which animal then should have received the honor of serving as New Zealand's unofficial national symbol? The kiwi – only active at night and therefore hard to observe – is the origin of the New Zealanders' international nickname. Even though there are still those who believe the name derives from the famous small green tropical fruit, it is nevertheless referring to the flightless bird.

For hours we meet no other cars – and when on a rare instance we do, friendly greetings are exchanged. At some point even the asphalt surface disappears, and the road continues for almost 25 miles (40 km) over gravel slopes, ever further into the picture-book landscape and along small farms – sheep farms, naturally. The countryside seems untrodden and boundless, except for the many fences making up the sheep paddocks running through it. “Cattle stops,” iron grills in the road which prevent the sheep from escaping, are the only thing interrupting the bumpy drive over dusty roads in the sport utility vehicle, save the sheep themselves. These frequently bleat in protest at the travelers and appear indignant at having their peace and quiet disturbed. They thus decide to behave stubbornly, staying in the middle of the road and only clearing the way after much honking. Very, very slowly the flock begins to take on a rhythmical movement. The concept of hurrying is foreign to these animals – for that they are visited too infrequently. Patience is necessary until the sheep have made their way over the green meadow. After a few minutes the road is finally clear again, and the drive continues.

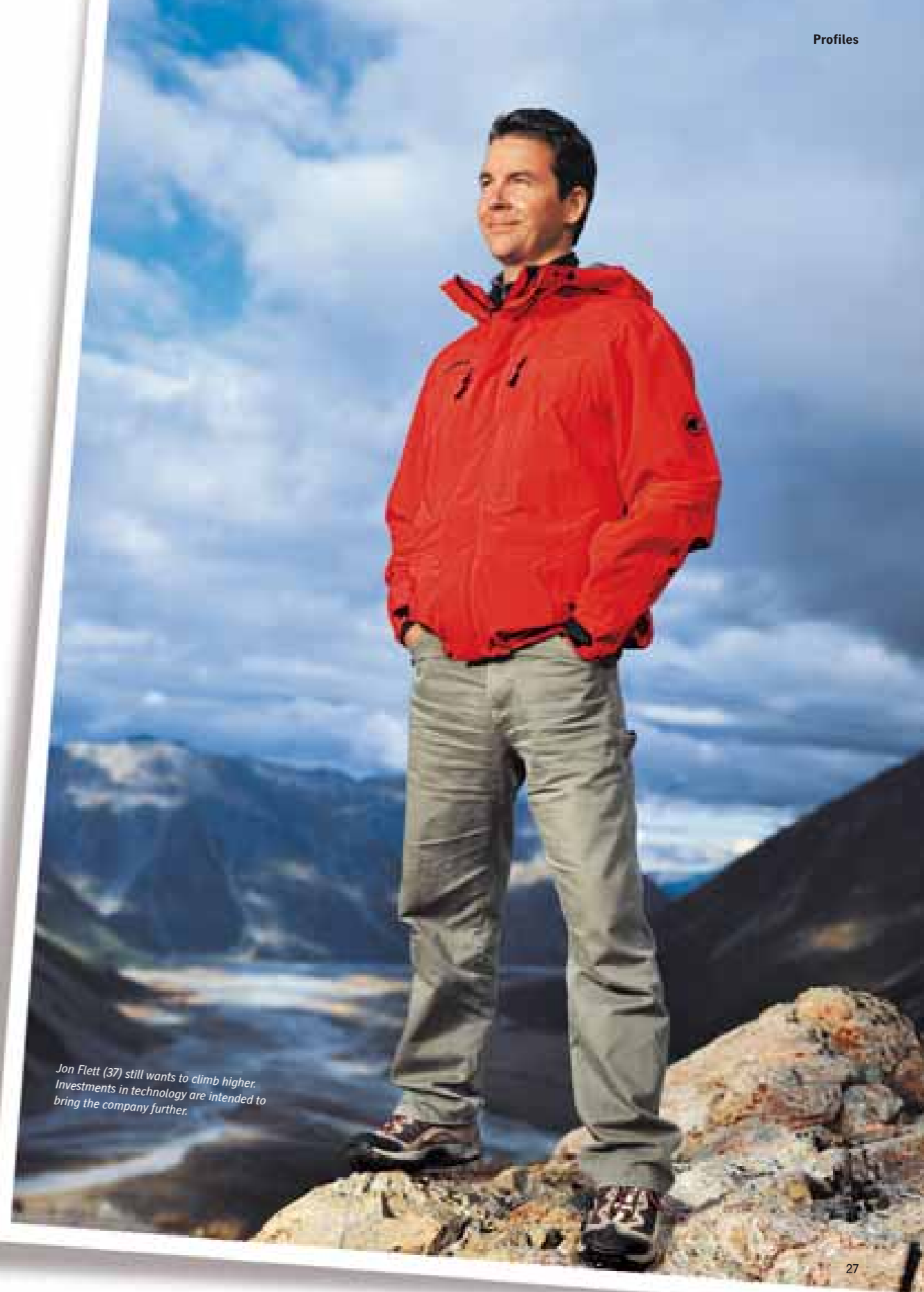
Relaxation in nature. At the end of the long trip we reach Glenfalloch High Country Station, standing right in the middle of a panorama worthy of a postcard – including a glacier view and bleating sheep. Jon Flett enjoys such excursions with his wife Mhairi and two children Sophie and Brodie in summer. He feels at home at the remote lodge – his secret tip for stressed-out New Zealanders and tourists. The Glenfalloch High Country Station is close to the base for Methven Heli Ski, and in winter Jon loves to get up into the mountains for skiing – the only true hobby he has except

Products often have to be transported several thousand miles to customers.

printing. The lodge is situated on a farm in the middle of the mountains belonging to New Zealand's South Island. The owners of the farm earn a bit of extra income by renting out guest rooms and otherwise live from sheep farming, of course – like so many “Kiwis.” The animals' wool and meat go to customers overseas, where its high quality is proverbially world-famous.

Island of advantages and disadvantages. His brother Chris, on the other hand, loves action – especially high speeds out on the water. On the weekends when the weather is nice, he is drawn to the ocean by a fast sport boat. For him, tuning out from daily life means boating along the coast in the direction of remote beaches. There he is able to find the much needed peace and quiet which he enjoys with his wife Helen.

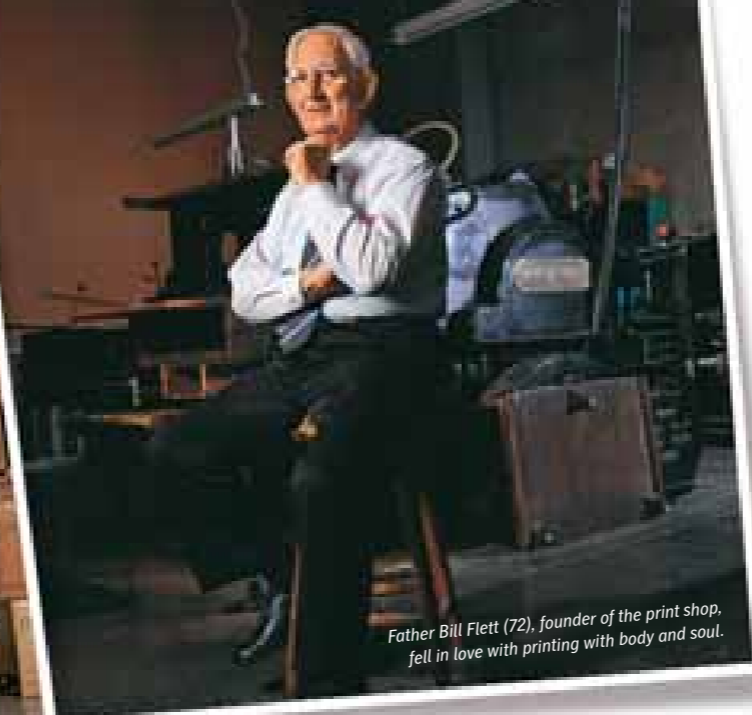
For the Flett brothers, such outings are more of an exception than the rule, however. They're something special, because during the week things are often hectic for the brothers. Ever since Jon and Chris took over the print shop Pakworld from their father Bill about five years ago, there's always been a lot to do. Not that a truly hectic pace arises in the rather introspective Christchurch – the stressful commuter traffic of Paris, Rome or New York is completely unimaginable here. But the print shop predominantly supplies customers who sell their products internationally, which means shipping to Australia and Asia. Thus the term “time pressure” suddenly takes on a very concrete meaning, since goods often have to be transported several thousand miles across the Pacific or Indian Ocean to their “neighbors.” Even with nature at its grandest and the country's wild romantic beauty it is, and remains, an island surrounded by water, a lot of water. ▶



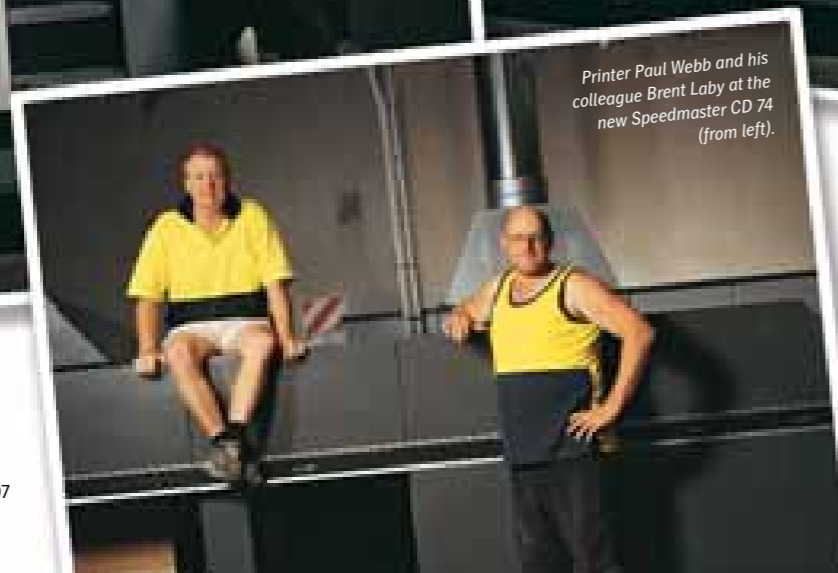
Jon Flett (37) still wants to climb higher. Investments in technology are intended to bring the company further.



Chris and Jon Flett with customer Andrea Parsonage.



Father Bill Flett (72), founder of the print shop, fell in love with printing with body and soul.



Printer Paul Webb and his colleague Brent Laby at the new Speedmaster CD 74 (from left).

New Zealand's highest "immigration quota" is, of course, without a doubt, the sheep. A good 40 million of them populate the islands. Ever since the country got its starts, the economy has been affected by agriculture and, in particular, animal husbandry. Next to sheep, you can also sometimes find pigs, deer, and even alpacas, which actually come from Peru, grazing along the roads. Industry accounts for only about 17 percent of economic output at present, while gastronomy and tourism make up the largest economic sector with 20 percent. The average company size is 10-15 employees.

Quality over quantity. So far New Zealand hasn't become a focus of the increasingly global industrial world. Currently, only few international companies have made the discovery that it is an inexpensive location with good infrastructure. Usually the companies license out work for their products in New Zealand – from businesses that are completely unknown to the rest of the world and might remain so. For the bulk of companies from the United States, Europe and Asia, the country seems to be on the bottom edge of the world map, short before the Antarctic circle and simply too remote to undertake personally the journey over the ocean. Further intensifying the situation, is the fact that the island country, with a population of only about 4 million inhabitants, doesn't possess a very strong spending capacity.

For domestic businesses, the fact that they're hardly noticed definitely has its advantages. Without the pressure from overseas competition, a lot of middle-sized companies like Pakworld can blossom. Such companies therefore make up a solid backbone of New Zealand's economy, which otherwise is supported by the export of local agricultural products. It's easy to guess what is meant by that here – namely predominantly sheep wool and meat – what else? It goes without saying that the country's most produced folding boxes are those which get filled with deep-frozen sheep meat headed for Asia, Europe and North America. "The boxes used to bring in 45 cents per piece for a printer, now you're lucky to still get 9. These kinds of jobs are only worth it in large quantities, but mass products such as these aren't Pakworld's market," Jon comments dryly. He and his brother greatly prefer class to mass.

Gaining new customers on an island isn't so easy.

Pakworld has 26 employees, of which 19 are in production, and one each in prepress and administration. There are also two sales representatives, plus, of course, Bill, Jon and Chris Flett, who are old-timers in the business.

Even though 90 percent of Pakworld's customers are located in New Zealand, far more than half of their products are nevertheless for export. Customer acquisition is traditionally somewhat difficult on an island, since it's nearly impossible to reach beyond one's own borders, as is typical in Europe, for example. On the other hand, customers can't very easily switch to international print shops further away, since transport across borders here usually takes place by ship and over thousands of ocean miles. This costs time and money.

It's nevertheless a far cry from paradise for Pakworld. Even within the country, there's enough competition to be found. On the South Island alone are roughly 150 print shops sharing a market of the good 4,000,000 New Zealanders. If you include the print shops across the island, you even come up with 500. At the same time, the economy is stronger on the northern island, in part because of the higher population density. Pakworld therefore has a higher sales volume there. On their customer list are approximately 200 customers, among them even international names like Johnson & Johnson.

A connection to the customer. Contact with local businesses in Christchurch, especially the very small ones, is very important for Jon and Chris. Following in the footsteps of their father Bill, the brothers emphasize intensive on-site consultations with their customers. "We have customers who come to us with a good business idea and need interesting, sales-promoting packaging for their products. If a customer wants to put a new jam on the market, for

Heidelberg in New Zealand is the only manufacturer to offer a service network – one that is “perfect” to boot.

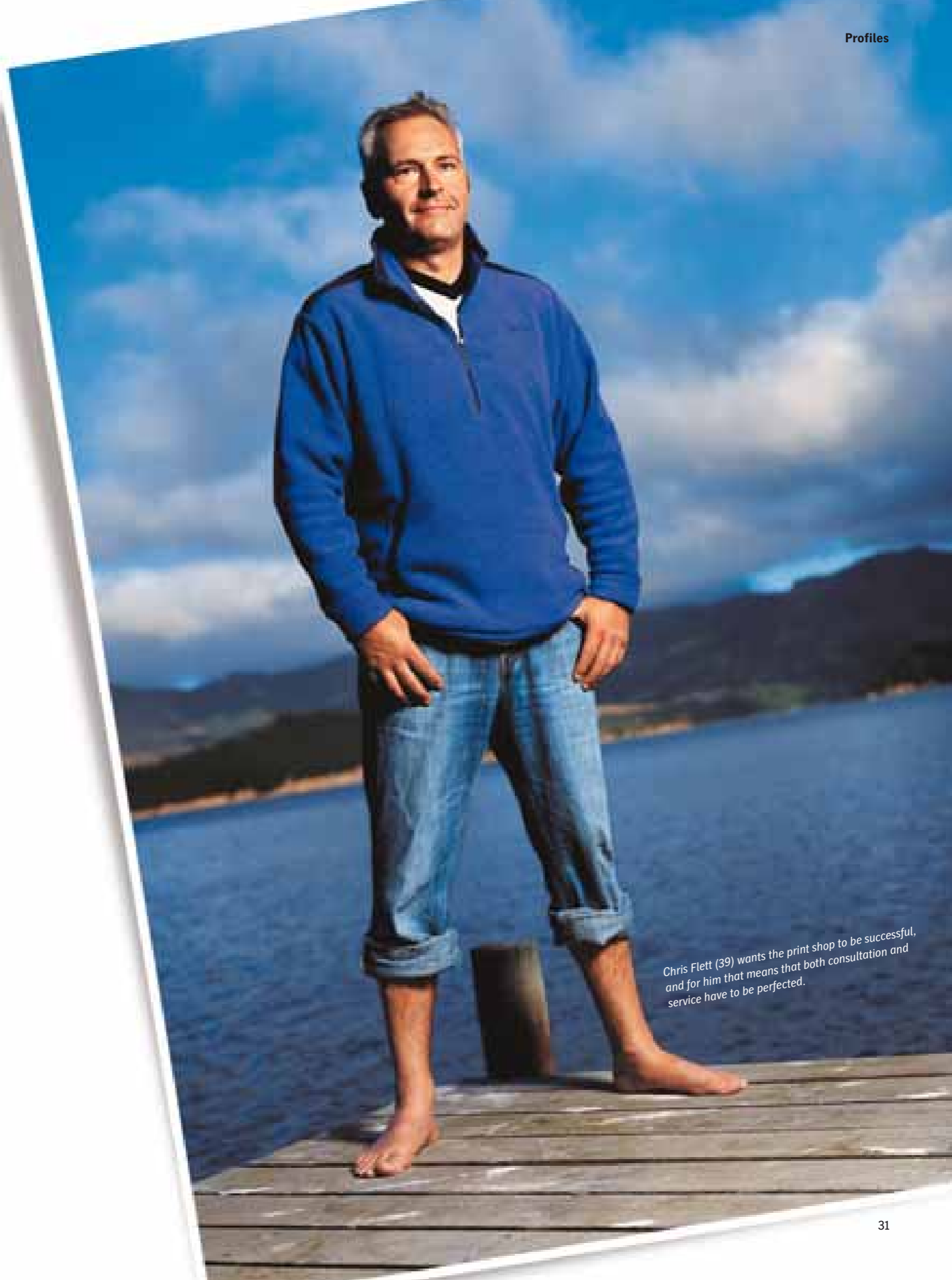
example, and there's already a similar packaging design for a – in the broadest sense – comparable product, we try to convince the customer to sell his jam ‘differently’ or that they should look for a ‘different’ target buyer. With the perfect packaging – capable of standing alone and with an individual design – cannibalization effects can sometimes be avoided and success ensured by targeting a new group of buyers. We also persuade our customers not to order packaging for 50,000 products right away – even though it's more economic per piece than with smaller amounts. Ultimately, it does neither our customers nor us any good to have 50,000 copies of packaging on our hands in the case of a lack of demand – which is, realistically, a risk for smaller manufacturers with new products. We prefer consistently printing smaller jobs for the same customers so that we're not left with outstanding balances. We also had a case, where a customer wanted to stick his premium 120 dollar product in a cheap carton. That of course doesn't fit which is why we suggested something better to him,” Chris says, describing Pakworld's business philosophy. This approach has ensured the print shop continuous and enduring growth for years and is a key to the printer-duo's success.

The future is in modernization. “Our company logo is also on all of our products. We see this as a kind of seal of approval with which we guarantee our quality. Although the logo is usually placed in areas which aren't easily visible, if you look at the packaging more closely, anyone can see where it's from,” explains Jon, with evident pride at being one of the country's most modern and capable print shops. The two brothers laid the foundation for this success when they took over the business from their father five years ago. Today, he still has a hand in all major equipment acquisitions and prototype sampling. They quickly became aware of the need for more modern machines. The colorfully thrown together machines from

various manufacturers still ran, but couldn't fulfill Jon and Chris' expectations for quality anymore. Thus, they saw a thorough modernization effort as fundamental to the future of the business and therefore its ability to compete. Of course, investing in new machines is easier said than done in New Zealand. A retailer for printing machines simply isn't to be found in the near vicinity, so the businessmen looked around at a trade fair in Melbourne, Australia and were immediately drawn to the Speedmaster CD 74. None of the machines they tested after it, including comparable models from all the name-brand manufacturers in Europe and Asia, could compete with the quality of the Speedmaster CD 74.

Another huge plus for the Heidelberg presses was the good service network available to them in New Zealand. Here, in “the middle of nowhere,” right near the Antarctic, delivery of replacement parts or a visit from a service worker can take longer than elsewhere. “Heidelberg in New Zealand is the only manufacturer offering a service network – and a perfect one at that – including training for staff as well as prompt delivery of replacement parts. For us, it was clear that an investment like that only makes sense if you can run machines at capacity without unnecessary stops. Good service is indispensable for that,” explains Jon. And so it was decided.

Arguably the oldest printer in the country. A Speedmaster CD 74? All of the South Island's “printing experts” were convinced that the two brothers, who had clearly gotten too big for their boots, would be broke in six months at the latest. Father Bill, on the other hand, termed the decision a “calculable risk.” Bill has known Heidelberg for almost 60 years: Immediately after finishing school in 1949, he began his career in printing – on a Heidelberg cylinder press. Since then, Heidelberg has been close to his heart. After working at various print shops, he began in Christchurch as partner at Andrews Baty. In 1980, he took over the business. One of his customers at the time was called “Musicworld,” and since Bill had already specialized in packaging and liked the customer's name, he chose to call his print shop “Pakworld.” Today he is happy that both his sons are so content at the print shop. It couldn't have worked out better for him: While other businesses go under due to the question of a successor for management, he can count himself lucky to have two perfect heirs and a positive outlook for the business. As operations manager, Jon is responsible for all production and manages the factory. Chris on the other hand is the general manager responsible for day to day operations and strategic direction of the business. “Both work well together – they aren't just brothers but friends too,” says a happy Bill. “Credit for that goes to their mother,” he adds and grins mischievously. He was pleased about the investments within the last years as well as the move to a new building. “The two of them tackle things together and further develop what I built up. It's nice to see how the business is continuing to grow under their direction,” Bill reports further. ▶

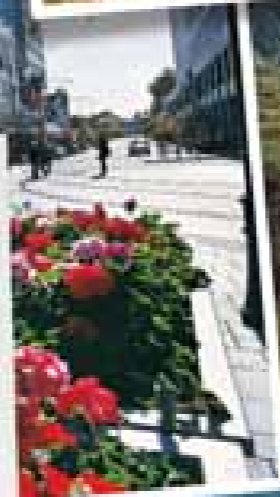


Chris Flett (39) wants the print shop to be successful, and for him that means that both consultation and service have to be perfected.

Land & People

The original inhabitants are said to have come to New Zealand approximately 500 years ago, and evidence of this may be found beginning in the 16th century. They are thought to have originally come from Hawaii or other Pacific islands. The two roughly equally sized North and South Islands join with other smaller ones to form the island country New Zealand. The South Island was populated by tribes such as the Maoris and Waitahas from the North Island at roughly the same time as from Europe.

In 1770, the famous English navigator James Cook discovered the peninsula off the coast of Christchurch, which he, however, mistook for a sandbank. During the following centuries, whalers took breaks in the region time and again. In 1815, the first European settlers from France landed on the peninsula off the coast of Christchurch, today's Akaroa. Organized colonization by Great Britain followed in the next centuries. In hopes of leading an ideal Anglican community, a group arrived in the country in 1851 and founded Christchurch. Already in 1856, only five years later, the community received its official town charter and thus became the first and oldest in New Zealand. For the first time worldwide, women were allowed to vote here already in 1893. As early as 1896 the first car rolled through the streets of Christchurch – a Benz from Germany. With a population of roughly 340,000, Christchurch is the second largest city in New Zealand and is considered in an already very green island country to be the “garden city” because it is blessed with 740 large and small parks.



Chris Flett, Mathias Tritsch from the Heidelberg News team, Heidelberg customer advisor in New Zealand Kevin Raines; Jon Flett; and Chastod Hunter, owner of the Glenfalloch High Country Station on his pick-up (from left).

Now and again Bill sets up the cylinder for special jobs or builds single dummies out of boxes for presentation purposes. Up until now, nobody can do that as well and efficiently as he. But as “semi-retiree,” Bill doesn’t live in a transfigured past in which everything was supposedly better. “Using a cylinder we produced a six-color job with 10,000 copies just as perfectly – only we needed a good two weeks for it. The new Speedmaster CD 74 manages that in an hour – unimaginable! Most people simply can’t comprehend the enormous precision and performance behind this,” declares New Zealand’s arguably oldest printer, who is proud of having worked in the industry for 58 years. Like their father, Chris and Jon also began working in the print shop right after school. Together the three total more than 100 years of printing experience which is enough of a tradition in a country barely more than 150 years old.

Finishing without delay: Varimatrix 105. Contrary to the prophecies of doom, the Speedmaster CD 74 paid off from the start for Pakworld. Customers are so pleased with the quality that sales have downright doubled since its installation. The enormously increased throughput temporarily caused bottle necks in finishing, however. The printing press’ high output couldn’t be finished quickly enough. Pakworld procured a used Jagenberg folding machine from the United States, but cutting and embossing on the old cylinders from Heidelberg still took too much time. The solution: a Varimatrix 105, new and reasonably priced. The Heidelberg die-cutter offered the two clever businessmen a foot in the door to industrialized finishing. The packaging specialists use various cards, predominantly from New Zealand, and the Varimatrix 105 can process accordingly, without causing the fibers to tear or break. Since the inside of the packaging should also look nice when opened – and not just grey – Pakworld only uses premium cards and papers made of new wood fibers: These fibers break ideally, thus allowing for optimum folds and embossing. The Varimatrix 105 masters this high demand for quality effortlessly.

In addition to its own stock of card, Pakworld has a further 150 tons of card at its disposal at a distributor’s premises, so that they can deliver all orders punctually and also not have to say “no” to surprise jobs. For a few large customers, whose order volume generally stays the same for months, specific print jobs are even produced in advance and the completed packaging stored. This saves stress when there’s an exception and the packages are needed sooner than expected after all. Additionally, Pakworld optimizes machine workloads this way, since the production of such “timeless” packaging can be done in phases when there isn’t that much to do. After all, in ▶

In the long run, the printing press' higher output has to be compensated for with new finishing technology.



Damian Holt, night shift employee at Pakworld.

addition to the average yearly business, Pakworld also has to absorb several peak times, when things are really on fire; for example Christmas and Easter, when a lot of packaging for chocolates is needed. Indeed, the size of runs ranges from an average of 5,000 sheets up to peak runs of 350,000 sheets. Thus the Speedmaster CD 74, which works in two shifts, already has almost 40 million prints on its counter.

Boom in orders thanks to Prosetter 74. Before the acquisition of their top-quality workhorse, the Fletts outsourced for prepress. "This required a lot of coordination work, patience and time. The service providers often had other ideas of quality than we did. Primarily, the process often took too long for us," Jon describes the situation earlier. Thus the Fletts tackled a more efficient business model: Pakworld installed a Prosetter 74, Prinect Signa Station and Prinect Meta-Dimension. "That was the perfect solution for us. But not because we need so many printing plates – roughly 60 percent of our jobs are recurring jobs anyway. No, the real advantage for us now is much more the adjustment of digital proofs. This used to take up to two days and is now done in hours," Jon further reports – an advantage which customers like Andrea Parsonage greatly appreciate. She is project manager at a business in Christchurch which produces and packages products for larger international affiliated groups, including manufacturers of hygiene products. The products, which are produced according to the customers' orders and standards, are in the meantime packaged 100 percent by Pakworld and then delivered to supermarkets throughout the Asia-Pacific region – predominantly in Australia.

Successful cooperation. This customer and Pakworld have been working together successfully for four years. "Pakworld's presentation back then was simply perfect – the Flett's unusual packaging stood out strongly among the print shops we inquired at," declares Andrea – and adds, "Right now Pakworld produces about 97 different packaging items for us, soon 87 more are expected to be added to that." The reason for this is the increasing number of orders at our company. In the meantime, Andrea's trust in Pakworld is so great that she sees no risk in concentrating on one service provider. "We don't force Pakworld to modernize their equipment, but we watch happily and follow the development closely. The new technology offers us the highest printing quality for the same price. Ink and register problems are now a thing of the past. A lot of points that used to be considered critical, we don't really even have to check anymore. In addition, the improvements within prepress are enormous and allow us to receive our proofs within a few hours rather than several days. Thanks to the Varimatrix, Pakworld was also able to get rid of the bottle neck in finishing. We're therefore confident that Pakworld will be able to handle the increasing number of jobs from us. That's important for us because we rely on just in time production. Even large print shops in New Zealand haven't invested in their equipment in recent years the way Pakworld has. That's why

there's no other alternative for us in New Zealand when it comes to the perfect packaging," reports the 32 year old. She also values the good advice and interaction with one another as partners, which she's used to at Pakworld.

Large palette of products. At the same time, the packaging specialists from Pakworld provide any and all needed boxes and packaging, wobblers, displays or window boxes for high-quality spirits, chocolates, labels for homemade jams and fine wines, to name just a few. Naturally, the Fletts also deliver all of this embossed and elaborately produced. The quality of the packaging is proverbial, even regarding its sturdiness, since Jon and Chris' equipment can even emboss stiff card.

During dinner the two brothers talk about the packaging market and the role of good packaging in the value of a product. "We really package anything and everything for our customers and fulfill every wish. Anything? Well, anything other than sheep," explains Jon with a broad grin on his face. Chris chimes in, "Maybe one day – when the sheep are sent off on their long journey overseas in high quality window boxes and with foil-clad five-color cartons." Then at least the packaging would match the good quality of its contents. Here the brothers are in agreement once again and laugh as they glance down at their plates with the fresh rack of lamb – simply, boundlessly delicious. ■

Facts & Figures

Pakworld
 Printing and Packaging
 2 Caerphilly Place
 Ferymead, P.O. Box 19903
 Christchurch
 New Zealand
 Tel.: +64-(0)-3-963-49 60
 Fax: +64-(0)-3-963-49 62
 E-mail: management@Pakworld.co.nz
 www.Pakworld.co.nz
 www.heidelberg.com/hd/CD74

News & Reports

Anniversary Impression Cylinder: Factory in Amstetten Becomes “Millionaire”



Anniversary Edition: Georg Bellemann works on the one millionth impression cylinder made in Amstetten. In the meantime, it has taken up service in a Speedmaster SM 52 at the Spanish print shop Gráficas Mari Montañana.

Germany. The employees at the factory in Amstetten had every reason to celebrate at the end of March: They delivered their one millionth impression cylinder. This is even more amazing when you consider that they only began counting 22 years ago. Back then the factory which was originally located in Geislingen obtained its current location in the Swabian Alb. Since that time, the Amstettens have more than doubled their yearly production of impression cylinders, so that roughly 70,000 exemplars leave the factory towards Wiesloch-Walldorf per year. Among them was also the anniversary edition which was transported by train to the largest printing press manufacturer in the world and there used in building a Speedmaster SM 52. In the meantime, it's now on its way to Spain to take up service at Graficas Mari Montanana. “The one millionth impression cylinder from Amstetten marks a milestone and underscores the company's ability to produce highly technological components with a constant high quality,” says technology director Dr. Jürgen Rautert. Amstetten is the competence center for the manufacture of cast parts, side plates and impression cylinders for printing presses. Of the roughly 1,300 employees, 300 work on the impression cylinders.

Distinguished Marketing: POLAR-Mohr Award for Heidelberg Czech Republic

Czech Republic. The Czech branch of Heidelberg has been recognized with the POLAR-Mohr award for its excellent marketing of POLAR products. For POLAR-Mohr's 100th birthday and within the framework of a two-part campaign, the Czech branch placed classical advertisements, sent sales letters, published user reports, carried out intensive publicity work and launched a special website, among other things. The campaign was accompanied by special financing offers. The entire package impressed so many businesses in the Czech Republic that the sales volume for POLAR products increased by 60 percent. For those in charge at POLAR, this was worth a prize. The first award ever to be given comes with 13,431 US dollars (10,000 euros) which will be used to support education for the next generation of Czech citizens in the graphic industry. Heidelberg Prague would like to thank all customers who contributed to this success.



Presenting the first ever POLAR-Mohr Award: Marek Kraus, product manager of post-press at Heidelberg Prague, Markus Judel, POLAR sales manager for Eastern Europe, Tomas Hejzlar, managing director of Heidelberg Prague, Michael Neugart, managing director of POLAR, Jamil Kralicek, marketing manager at Heidelberg Prague and Rolf Brand, director of marketing for POLAR (from left).

Prinect Inspection Control: Sandler Leads in Austria

Austria. Johann Sandler GesmbH & Co. KG is now chasing away the gremlins live: The business located in Marbach an der Donau is the first print shop in all of Austria to employ the sheet inspection system Prinect Inspection Control, with its sharp cameras which detect even the smallest shortcomings. Nothing passes by the two electronic watchdogs in the coating unit of Sandler's new Speedmaster XL 105 – no scraps, missing print positions, splatters, stripes nor scratches – even at highest production speeds. For Sandler, this scrupulous quality control including documentation of measurement results is particularly important because of its focus on high quality commercial print products and folded boxes. With the color measurement system Prinect Image Control, manager Hannes Sandler is holding all the aces in his hand. “Our customers demand high print quality, verifiable quality controls and absolute on schedule production. We can offer all of this thanks to the solution from Heidelberg.” In Sandler's case, this solution is even complimented by a custom-tailored logistics system which optimizes shipping for these fine print products.

Further information: www.sandler.at



Eliminating mistakes: Sandler GesmbH & Co. KG is the first print shop in Austria to employ the sheet inspection system Prinect Inspection Control.

Print Media Academy: Heidelberg Expertise in Brussels



Partners in Knowledge: Bernd Schopp, director of the worldwide PMA network, and Hubert Van Vreckem, manager of Plantin, at the inauguration in Brussels (from left).

Belgium. Cunning printers can now further increase their knowledge in Brussels: Product and management trainings, forums and conventions and information and expertise for success on the market are now available on site at the new Print Media Academy (PMA). The training location in Brussels is the 16th in the PMA's worldwide network. There Heidelberg cooperates with local business partner Plantin in all things knowledge. “It's clear to many businesses that they can increase their productivity and fulfill higher demands for quality with better qualified employees. When the print shops in Belgium and the Grand Duchy of Luxembourg expand their know-how, they increase their ability to compete,” says Johan Bruyndonx, director of the PMA in Brussels. Specialists for offset printing, professional operators, owners of print and media businesses as well as technical and sales managers can benefit in particular. But professionals from advertising agencies, designers, purchasers of print products, students, instructors and trade organizations profit from the training sessions as well.

Impressive Trade Show Concept – Clearing the Board at Poligrafia



An award-winning concept: Heidelberg Poland received the PIF Gold Medal for its Prinect solutions at Poligrafia as well as the Acanthus Aureus Award for the booth.

Poland. The Heidelberg Poland booth at Poland's largest trade show for the print media industry – Poligrafia, held in Posen – took home a clutch of awards. As well as winning the PIF Gold Medal for the Prinect solutions that were on show, the Heidelberg team was also awarded the Acanthus Aureus Award. It is presented to the company with the best booth design and marketing communications concept. The Poligrafia International Fair presents the PIF Gold Medal to products

that represent the current state of the art in quality and technological development. The 6,748 square feet (627 sq. m.) booth was certainly helped in its success by the fact that Heidelberg Poland was showcasing its systemservice 36plus service package for the first time, which provides warranties that far exceed industry-standard alternatives. There was particular interest in Web-based services, with one customer even securing Remote Service from Heidelberg for his Speedmaster CD 74 while the four-day show was still underway. Another customer followed suit immediately after the event with his Speedmaster SM 74.

Heidelberg Promotes Reading Initiative

Germany. German bookworms are in danger of extinction. This was the conclusion of a study by the Stiftung Lesen (endowment for reading). A sad fact: In two thirds of all German families with children up to 10 years, reading aloud no longer plays a role. Heidelberg wants to counteract this and is supporting concrete measures: Together with the Stiftung Lesen and other initiators, the business began the campaign "Start Reading – Reading Initiative from Germany." The project "Bookstart" from Great Britain served as its example. Beginning in summer 2008, parents will receive a free, multiple part reading starter set for their small children within the framework of a preventative medical checkup at their pediatrician's office. In this way, it is hoped that children will have the chance to start reading as early as possible because "reading means education and education stands for the future," says Heidelberg chief executive officer Bernhard Schreier. The sooner children have the opportunity to dive into the fascinating worlds of books, the more natural their relationship to books will become. The alliance making this early childhood reading and language promotion project possible is still looking for further sponsors, in order to provide an average of 700,000 potential bookworms per year all over the country with help.

Further information: www.stiftunglesen.de



Reading for fun: Reading material for the youngest children soon available with a visit to the pediatrician (Photo ©: Stiftung Lesen).

International Training: Masters in Print Media Management

Great Britain. Anyone interested in a leadership position in the print media industry or anyone who wants to get a competitive edge should consider the M.A. program "Print Media Management." The full-time masters' program is offered by the School of Printing and Publishing at London College of Communication in cooperation with the Print Media Academy (PMA). The program lasts one academic year. Over the period, students attend the PMA in Heidelberg twice, each time for one week, and they are introduced to the newest technologies, trends in the industry and management techniques. The educational track combines academic qualifications with modern management philosophy. That includes factory visits, international guest speakers, case studies, print shop visits, management games, scenario planning, seminar work and a final project. "Program graduates will possess the necessary management competence to serve successfully as decision-makers in the print media industry and take on current and future challenges," says Bernd Schopp, director of the Print Media Academy. Registration for the next semester beginning in September 2007 are being accepted now.

Further information: www.lcc.arts.ac.uk, printing@lcc.arts.ac.uk or www.print-media-academy.com, martina.brand@heidelberg.com

New Ad Series: Heidelberg Launches "HEI-Tech Offensive"

The abbreviation "high tech" has established itself worldwide as a synonym for technological excellence. Heidelberg also stands for high technology – and the business communicates this its marketing: In preparation for drupa 2008, the global market leader is starting a series of advertisements that even make a phonetic connection between HEI(delberg) and "high tech." The first designs carry the title "HEI Tech," with each depicting one of the high-tech products from Heidelberg.



The background color red lends the new advertisements noticeably more emotional appeal than before. The goal of the new images is to transport market values such as "technology," "performance" and "quality." For this reason "HEI-designs" will follow about the time of drupa (May 29 to June 11, 2008). Heidelberg's interpretation of the "HEI" catchwords is briefly explained in the respective individual advertisement texts. A Speedmaster SM 102 with perfecting device picks up the new series. You can find this piece of "HEI Tech" on the next page! ▶

Prelude to the new series of advertisements from Heidelberg: The Speedmaster SM 102 with perfecting device – a real piece of "HEI Tech"


Anniversary Edition: 1000th Suprasetter Off to Brazil



Proud Parents: Rolf Stärke, director of mounting for the Suprasetter, Bernhard Schreier, chief executive officer of Heidelberg, Stephan Plenz, director of production and Andreas Forer, director of product management for imaging systems, gather around the anniversary edition with the Suprasetter team (front from left).

The Suprasetter seems to be developing into a real endurance runner: The 1000th Computer to Plate (CtP) imaging system from the Suprasetter family left the line already at the beginning of the year. From the factory in Wiesloch-Walldorf, the anniversary exemplar, a Suprasetter E 105, made its way to Brazil, where it is now in operation at a print shop mainly producing packaging. "The Suprasetter's notable market success signals that Heidelberg is meeting the demands of customers internationally with the CtP strategy. We are particularly happy about the high demand for the new entry-level models," says Bernhard Schreier, chief executive officer of Heidelberg. Many smaller and middle-sized print shops see an economic possibility to profit from the CtP technology's advantages

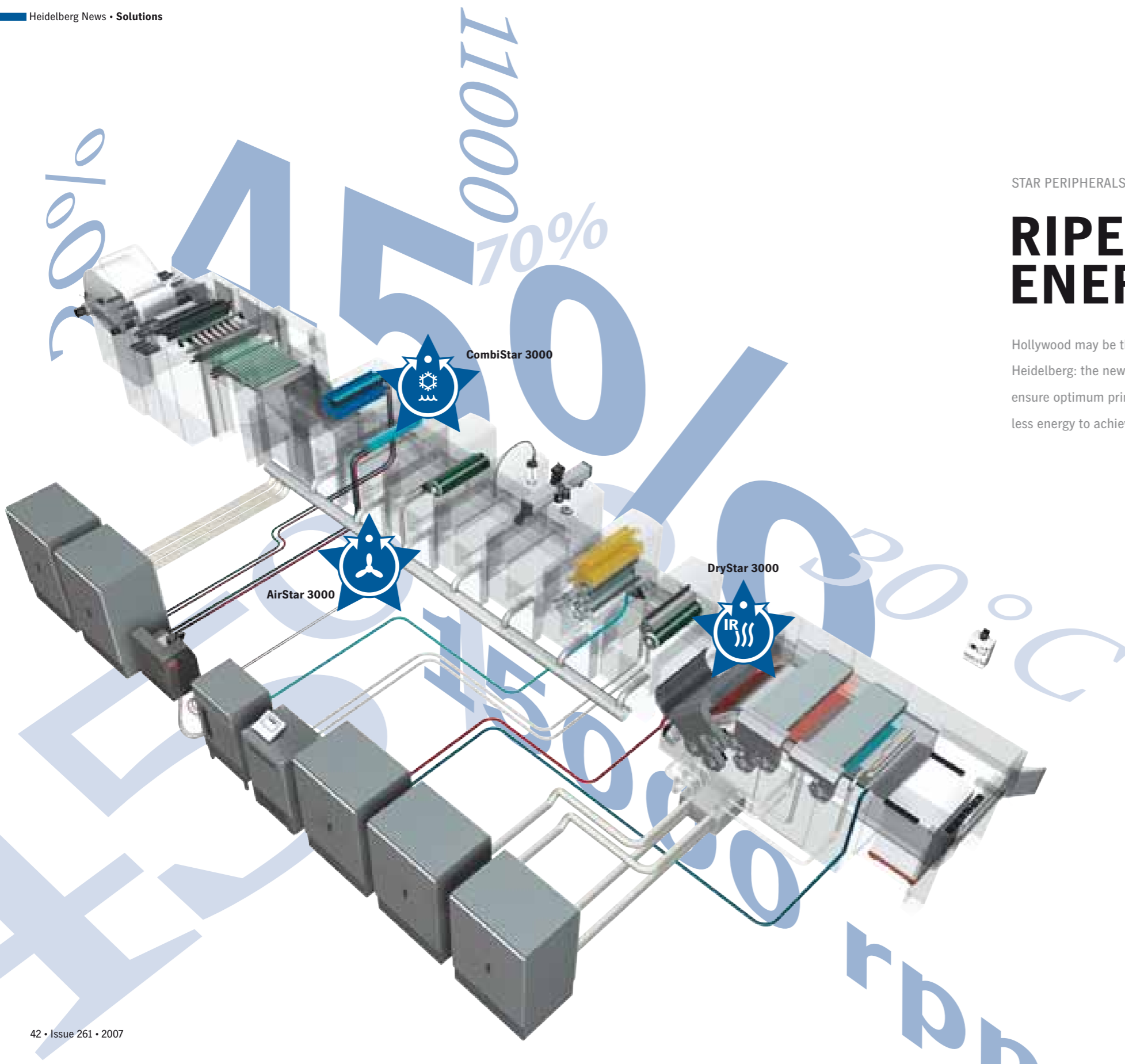
in quality with the Suprasetter A52/A74. Heidelberg has delivered over 5,000 CtP devices worldwide up till now. The technological development necessary for it began at the beginning of the 90's.



HEI TECH

For more than 150 years there has been only one company whose name is associated with the highest-level requirements of the print media industry: Heidelberg. Our Speedmaster SM 102 is one example of our technology leadership. For more information please visit www.heidelberg.com.

HEIDELBERG



STAR PERIPHERALS

RIPE FOR THE ENERGY OSCAR

Hollywood may be the home of the superstars, but all eyes are on the Oscar-worthy candidates from Heidelberg: the new peripherals AirStar 3000, DryStar 3000 and CombiStar 3000. These performers ensure optimum printing conditions and increase production speed – and in so doing use significantly less energy to achieve greater performance.



50%
less electricity is needed for the new air supply system. This is because there are only as many single blowers in use as needed for an ideal supply of the press. AirStar 3000

Humphrey Bogart has one. So does Charlie Chaplin. And of course Marilyn Monroe. The biggest stars are immortalized with exactly that – a star – on the Walk of Fame in Hollywood. No Heidelberg Star has yet been given this honor – although the peripherals play equally convincing roles in many print shops. All together, Heidelberg offers 13 stars in different categories, which up until now were the following: AirStar for the air supply, CoatingStar for the coating supply, CombiStar for the inking system temperature control, CutStar as a role CutStar roll sheeter, DryStar and DryStar UV for drying, FoilStar for cold foil finishing, HydroStar for preparation of the dampening additive, InkLine for the ink feed, PowderStar for the powder application, CleanStar for the powder extraction, StaticStar for the electrostatic discharge of the sheets, ScrollStar for printing air supply and WashStar for disposing of cleaning agents.

The 3000 series became available several months ago. It includes the air supply cabinet AirStar 3000, the dryer DryStar 3000, the combination machine for temperature control in the inking system and dampening solution supply and the CombiStar 3000. The new Star generation is even more powerful than its predecessor and reduces production costs at the same time since it uses significantly less electricity and also helps to save resources like oil, alcohol and dampening solution. This of course also preserves the environment – a further plus.

★ AirStar 3000. Often the sequels of successful Hollywood movies don't live up to expectations, but it's a whole different story with the AirStar 3000, the successor to the most widely used air supply cabinet on the market, with its 15,000 installations. The AirStar 3000 uses up to 50 percent less electricity than comparable air supply cabinets – and that at higher per-

less electricity is consumed by the DryStar 3000 compared to the previous model – despite greater quantities of air and a higher printing speed. This is because roughly a third of the already used hot air gets recycled and used for the next drying process. DryStar 3000

20%

formance. A newly developed turbo radial blower, which has a rotor that runs with speeds of up to 15,000 rpm, makes this possible. This high rotation speed is achieved through the use of new manufacturing techniques.

The AirStar 3000 is equipped with one to five such turbo radial blowers. The highlight of this system: The second or further blowers turn on automatically only when the machine needs a corresponding amount of suction and blast air. This is the case with very high gram-mages or a high printing speed, for example. “Since blowers are regu-

45%

less heat is released into the pressroom by the AirStar 3000. This in turn reduces energy consumption needed for cooling the cabinet and pressroom. AirStar 3000

lated according to need, a print shop with a Speedmaster XL 105-6+LX operating in three shifts saves around 82,500 kilowatt hours of electricity yearly,” calculates Bernd Thuerauf, from product management for peripherals at Heidelberg. A further plus point: The blowers are very resistant to wear and tear and rarely need maintenance.

The AirStar 3000, which is housed in a separate cabinet, is substantially smaller than other solutions and thereby creates space in the pressroom. The cabinet's sound insulation also reduces the noise level. Furthermore, the accumulated air is safely filtered and the heat well-dissipated. This contributes to a pleasant atmosphere in the pressroom. Even operation is comfortable: For each job, the printers can save the air settings so that they can recover the configuration with just one press of a button in the Prinect CP2000 Center for recurring jobs.

★ DryStar 3000. Even though it shouldn't be too warm in the pressroom, occasionally heat is desired: “Some like it hot.” What was true for Marilyn Monroe and Tony Curtis in Billy Wilder's classic comedy also holds true for printers during drying. Because of its diversity, the new generation of dryers from Heidelberg satisfies a large variety of needs: The DryStar Combination 3000 makes a suitable end dryer for all applications, while the DryStar 3000 UV was conceived especially for UV printing. And the DryStar 3000 LYYL is ideal for double coating applications.

With the DryStar 3000, up to 100 percent more hot air can be provided, thanks to the small round nozzles. The even-air application stabilizes sheet travel, and the sheet doesn't get smudged, since not as much air gets blown under the trailing edge of the sheet. This patented round nozzle field is at the core of every DryStar 3000. Because of the special nozzle form, the air is accelerated to 108 feet per second (33 m/s) – that's almost 75 miles per hour (120 km/h) – fast enough to break through the ambient air brought with the sheet, the so-called laminar layer, and make the water in the dispersion coating evaporate.

“Electricity consumption for drying sinks by 10 to 20 percent per sheet with the new DryStar – despite greater amounts of air and a higher printing speed,” says Alice Weimer, product manager for drying technology. This is also because roughly a third of the already used hot air is recycled back into circulation and used for the next drying process in several of the DryStar 3000 Combination and DryStar 3000 LYYL models.

Flexibility and user-friendliness are further advantages of the DryStar 3000: Thanks to the modular technology, printers can remove the drying units on the operator side within seconds and thus obtain easy access for cleaning the sheet guide plate. The DryStar 3000 is operated comfortably from the Prinect CP2000 Center using CANopen, and the already programmed dryer configurations can simply be adopted on recurring jobs.

70%

is the AirStar 3000's efficiency level – compared to 30 to 35 percent in traditional air supply cabinets. Thus the energy used is efficiently consumed. AirStar 3000

★ CombiStar 3000 Advanced. The CombiStar 3000 Advanced – like its “little brother,” the CombiStar 3000 – maintains constant temperatures during printing and provides the machine with dampening solution.

“The cycle in which the dampening solution has to be changed lengthens three to four times with the CombiStar 3000 Advanced. Thus the print shop saves valuable time, the machine doesn't stand still as often and not as much special waste is accumulated,” explains Bernd Thuerauf, the responsible product manager. This is ensured by the two-step filtration of the dampening solution. All course pollution particles such as paper fibers remain in the inexpensive pre-filter, which can be changed within a few minutes. The main filter, on the other hand, sorts out the finer elements and is usually changed only once a year. Because the quality of the dampening solution is more constant, print shops can lower the concentration of alcohol in the dampening solution. ▶

15,000 rpm

is the maximum speed of the revolutionary turbo radial blowers. This speed was first made possible with new manufacturing techniques. AirStar3000

68°F

is the minimum outside temperature. Only then does the energy intensive cooling unit switch itself on. With temperatures under 68°F (20°C), the CombiStar cools the press' inking unit directly with a cooler (heat exchanger) outside the print shop. CombiStar 3000

The printer reads all relevant process parameters from a color display, for example the temperature profile, pH or electric value. In this way, it can determine when the dampening solution needs to be changed and recognize typographic errors early on.

The so-called free cooling in the CombiStar 3000 Advanced saves a lot of energy by making use of the outside temperature. In the case of temperatures of up to 68 degrees Fahrenheit (20 °C), the machine is cooled by means of an external cooler (heat exchanger). A cooling unit is activated only when it is warmer than 68 degrees Fahrenheit (20 °C) outside. This feedback control system is particularly suited for print shops in moderate and cold climates.

Allstars: A Top-Notch Cast of Characters. It's not just the new youngsters of the 3000 series which help print shops save energy and resources, however the usual "Allstars" do this, too! The automatic ink supply InkLine ensures that ink cartridges are virtually completely empty, for example, thus making ink consumption sink significantly. PowderStar enables the amount of powder on straight printing machines to be reduced by roughly 30 percent. And WashStar minimizes the consumption of cleaning solution.

"Heidelberg is the only manufacturer which offers printing presses and peripherals all from one source. This ensures that all components of a press are as coordinated as possible," emphasizes Eike Frühbrodt, director of product management for peripheral systems. Print machines are networked with peripherals over the standardized data bus system CANopen (Controller Area Network). Almost all Star components can be monitored and operated from the central touch screen in the Prinect CP2000 Center.

And the Oscar goes to ... "In terms of economic energy consumption, our printing presses are in the lead as well," explains Frühbrodt. But this isn't always clear at first glance when reading the manufacturer information. This is because Heidelberg always lists the maximal performance consumption under power consumption, for example at full speed and with the highest grammage. Furthermore, most peripherals are already included in the calculation. "Other suppliers, on the other hand, often only list the average consumption of the printing press alone. But this is only about 30 to 60 percent of the maximum energy requirement. If you don't question the given values, you run the risk of comparing apples and oranges," says Frühbrodt. But in any case, one thing is for sure: The stars from Heidelberg are ripe for the Energy Oscar. ■



Saving Electricity

It's found, among other things, in all soft drinks, where it is pleasantly refreshing. Without CO₂ in our atmosphere, the average temperature would lie not at a comfortable 59 degrees Fahrenheit (15°C) but at a frosty -0.4 degrees (-18°C) – thus making our earth outright uninhabitable. In excess, however, it warms the planet too much, with climate change as the result. Scientists now argue about what exactly constitutes too much CO₂. About 330 million years ago – a relatively short time span in the history of the earth – the percentage of CO₂ in the atmosphere was multiple times higher than today. At that time, it was around 1,400 ppm (parts per million), today it's 380 ppm. That in turn means that roughly 0.04 percent of the air encircling our earth is from CO₂. And from the 0.04 percent CO₂ in our atmosphere, approximately 93 percent is from natural sources, such as volcanoes or the respiration of people and animals. Nearly half of the carbon dioxide burden caused by people is due to coal and gas burning power plants. The increasing demand for electricity by the world's growing economies and rising population will strengthen this trend. That's why saving electricity is so important.

Facts & Figures

www.heidelberg.com/hd/Star

3.1 inches

(80 mm) is the distance between the dryer and sheet today. Before, it was 5.1 inches (130 mm). This increases drying performance by 25 percent, while energy consumption remains the same. DryStar 3000

Eike Frühbrodt, director of product management for peripheral systems, Bernd Thuerauf, product management for peripheral systems and Alice Weimer, product manager for drying technology at Heidelberg (from left).



SERVICE INSTALLATION

A Perfect Day

For every print shop, a new printing press is an important investment. That's why Heidelberg is there for its customers every step of the way – from planning through installation and up to initial operation and employee orientation. The Heidelberg News followed technicians from Heidelberg's systemservice and watched over their shoulders as they installed a new six-color Speedmaster CD 74 at the print and media service provider RheinMail Service in Boppard, Germany.



It's Thursday, February 15, 2007. Boppard is heralding in a beautiful late-winter day. The Rhine, Europe's longest river, still lies hidden in the early morning mist, but a brilliantly clear sky can already be seen arching over the hills. Over the trees of the city's sweeping forest, still bare from the cold winter, the first rays of sun are falling. The company premises of RheinMail Service Boppard GmbH are situated a few miles away from the city's center, in the district of Boppard-Budenau. Since its restructuring in 2002, the business has developed from a print shop to a full-service provider in the field of dialogue marketing and customer retention. It employs 60 staff members. Excited anticipation reins over RheinMail this morning: A brand, new six-color Speedmaster CD 74 with perfecting device will be installed today. Tarife Weinand, manager of RheinMail, is standing with Bernd Lorenz in the empty, roughly 4,306 square foot (400 sq. m.) hall where the press is to be installed. Lorenz is a system analyst for technical planning with systemservice at Heidelberg and advises RheinMail during planning and installa-

tion. Also already on-site are the two Heidelberg technicians Rainer Leibold and Siegfried Quiel, who are waiting on the ramp for the press to be delivered.



The bright blue truck belonging to Heidelberg's experienced logistics partner arrives on the premises of RheinMail. The transport company's four employees immediately get to work. A total of 35 tons needs to be unloaded from the truck and brought into the hall: six printing units, a feeder, the delivery, the Prinect CP2000 Center as well as additional peripherals and equipment – a task that will require a few hours.



Unloading can begin. The fork lift raises the massive gray containers, which are fastened to pallets, piece by piece from the truck and sets them on the ramp. "The conditions are ideal

here. A wide ramp, equally wide walkways and short distances," says Lorenz. In his longtime position a system analyst for technical planning, Lorenz has experienced challenging situations. "Here we have an empty hall where we can work undisturbed. In many cases though, we first have to install the presses in a pressroom where existing machines are running at full speed," explains Lorenz. Then the challenge for Lorenz and his coworkers is to concentrate on their work without getting in the way of the daily business. "But thanks to the careful advance planning, our technicians' comprehensive training and wealth of experience, even this usually doesn't present a problem," says Lorenz. It gets really tricky when the company isn't all on one level, like RheinMail Service, and the presses have to be brought to a lower or upper level. But even such complicated cases such as these are handled by Lorenz, "Part of our installation services are that we work with customers to find the best solution." If push comes to shove, the system analyst can fall back on trusted partners in other trades to help. "With another customer, we even had a new foundation laid for a machine within a week," Lorenz reports proudly.



Lorenz has hung the layout of the hall marked with the exact position of the press on one of the walls. "The conditions here are almost ideal, so the planning phase went quite quickly," says Lorenz, who primarily checked the static conditions and suitability of the hall floor for the installation of the Speedmaster. Hook-up possibilities for water, air and electricity were also looked at in advance, so that no elaborate building measures would be necessary.



With a laser tracker, Lorenz determines the coordinates of the hall and marks the floor accordingly with a waterproof marker. Then he works with one of the technicians to lay two parallel-

running strips of tape connecting the floor markings to one another. These markings on the hall floor indicate the exact position of where the Speedmaster CD 74 will later stand.



The peripherals have been brought into the hall. The largest component, the delivery, which will stand at the back end of the hall, is waiting to be brought in. The delivery is too large to be moved into the company building using the fork lift. Attention to detail is now needed. Wheels are attached to the underbelly of the enormous pallet so that the transport workers can roll it into the pressroom.



The delivery is in the hall. Technician Leibold reassures himself that the bright yellow hydraulic crane properly functions. Then he climbs up on the crane and attaches four holding fixtures where the delivery will be fastened. Next, Leibold and his colleague Quiel have to attach the rails to the delivery, where the crane's holding fixtures will be latched to. Now the delivery can be lifted from the pallet and moved to its designated location.



Outside in the company's yard, the transport workers are busy with the first printing unit which is resting majestically on its pallet, wrapped securely in a transparent sheet. "The press shouldn't be exposed to any extreme fluctuations in temperature. For this reasons we keep the units at roughly 68 degrees Fahrenheit (20° C)," explains Lorenz.



Back in the hall: The delivery is now at its temporary resting place. "We can't transfer it over to its marked position yet, because we have to bring in the six printing units now, and then we need room between the individual parts for the fine adjust- ▶



06:52



07:11



07:26



08:05



08:41



09:15

ment,” comments Lorenz. In the meantime the transport workers have lifted the first printing unit from the pallet with the help of the crane. Leibold and Quiel are mounting the feet onto the printing unit. Following this, the printing unit will be deposited at its provisional holding point.



While the third printing unit is being positioned, system analyst Lorenz takes a short break. If everything goes as planned, today will be his last day with RheinMail. It was almost four months ago exactly to the day that the order for the Speedmaster CD 74 went in at Heidelberg. At that time Lorenz immediately got in touch with Weinand and arranged a so-called pre-installation meeting. Lorenz came to Boppard and checked out the conditions alongside the responsible RheinMail members. According to the original plan, the new Speedmaster was to stand in the old pressroom. Lorenz therefore measured the pressroom and drafted an architectural plan while on-site. At the second pre-installation meeting, the idea emerged to install the press in the current hall. That same day Lorenz measured the new location there, drafted a new layout plan of the hall on his laptop and presented it to those in charge at RheinMail. They had no objections. Lorenz then checked the static conditions, suitability of the floor, as well as possibilities for electricity, water and air or air removal. Then the only thing left to do was to determine the exact location of the press on the hall plan and its dimensions.



The employees from the transport company have set up the sixth and last printing unit in the hall. Now it's time to measure once again because the first step is to install the press at its precise location and then adjust it vertically and horizontally. Leibold and

Quiel know each step inside and out. They double check exact specifications such as distances and degrees on their laptops. In terms of tools and measuring devices, nothing is left to chance either: The necessary instruments for each step in mounting the machines have been meticulously recorded in the instructions.



The transport team has now brought the last part, the feeder, into the hall and bid farewell. Excluding the drive home, their work day is over. Not for Lorenz and his two technicians Leibold and Quiel. The real work now awaits them.



Preparations for positioning the printing unit are finished. It's hanging from the hydraulic crane, where the attachment screw points and outer operating parts have been cleaned once again, the bottom plates have been positioned and the feet mounted. Now the unit is driven into position and lowered carefully to its place millimeter by millimeter. A task requiring great concentration, a good feel for the job and experience. Like all new machines from Heidelberg, this Speedmaster CD 74 was already completely assembled and test run in the factory, “The machine only goes out to the customer when it falls within all the given parameters during this test run,” explains Lorenz. This is an important component in Heidelberg's quality control system.



Success! The printing unit is now in place. Leibold and Quiel wipe the sweat from their foreheads. But after just a short breather, it's back to work for the both of them. It's time for the vernier adjustment: The unit now needs to be vertically and hori-

zontally aligned. If finding the right position before was a matter of millimeters, now it's a matter of a hundredth of a millimeter because the other printing units as well as feeder and delivery will be aligned according to this one. Even the smallest deviation could lead to massive problems once the machine is in operation. The technicians pull out their “bag of tricks” – the case with the precision measuring devices. These fine tools, lying softly bedded in their case, require no electronics, but rather sheer mechanical precision work, making it possible to measure adjustments to the machine by a hundredth of a millimeter. The two technicians will be occupied for a good two hours before the printing unit is exactly aligned. Afterwards, it's quitting time for the first day of installation. “We're right on schedule. Everything worked out perfectly,” says a satisfied Lorenz. His work at RheinMail is finished for the time being.



Finished! The first printing unit has been positioned and adjusted exactly. By the middle of the following week, Leibold and Quiel will position and set up each printing unit, one after the other, until the machine is completely standing. Even on Carnival Monday, which is a near sacred holiday in this part of the republic, the two will come to Boppard so that RheinMail can begin operating the CD 74 as soon as possible. After that, handymen will just have to connect the water and power supply before the machine can start running. Weinand is satisfied: “The advice and support couldn't have been better, order processing was very rapid with only four months between placing the order and operation and the installation works like clockwork,” says the manager. “We've placed our trust for offset in Heidelberg since the company's founding 45 years ago and haven't been disappointed yet.” ■

Facts & Figures

RheinMail Service Boppard

RheinMail Service Boppard GmbH was founded as an offset print shop in 1959. In the course of their restructuring in 2002, the business specialized as a lettershop and warehouse with a focus on mailings. They now employ 60 staff members. In the meantime RheinMail also offers a comprehensive array of services in the realm of customer-relations management (CRM), including consultation, management of customer information and performance checks.

RheinMail Service Boppard GmbH
Am Eisenberg 22-24
56154 Boppard
Germany
Tel.: +49-(0)-6742-8720-0
Fax: +49-(0)-6742-8720-87
www.rheinmail.de

www.heidelberg.com/hd/systemservice



09:43



10:10



10:32



13:15



16:13



18:12

Print shop director Petra de Boer enjoys an alcohol-free cocktail. Ideas for mixing them yourself can be found on the following pages.

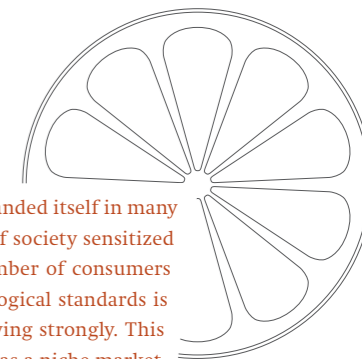


ALCOHOL-FREE PRINTING

Not a Drop Too Many ...

... because you can delight the senses on the printed page without alcohol! The print shop de Boer in the Netherlands successfully operates a Heidelberg Printmaster PM 74 with Ecocolor dampening system successfully. Successfully, because not only is the printing quality right, but customers are rewarding the company's dedication to environmental protection with increased demand. The environment benefits as well.

Beard with muesli bits in it, rough sweater and open-toed sandals. The cliché of



the earlier eco-freaks from the 1980's has branded itself in many people's minds. Now, there are also many average members of society sensitized to the topic of environmental protection. And since the number of consumers who place value on items produced in accordance with ecological standards is continually on the rise, the percentage of eco goods is growing strongly. This movement found its start in the food industry: What began as a niche market has turned into an established mainstream business. Organic yogurts, butter, milk, chocolates, beers and much more can now be found everywhere. "Organic," meaning organically produced products with certified standards of quality, doesn't just market itself better, but also comes out with somewhat higher margins at sale. Other branches of industry are now jumping on the bandwagon. Even in the print industry, a green revolution is taking place – though more silently and nearly unnoticed.



Strawberry Star

Ingredients per Cocktail

- 1 small banana
- 1 kiwi
- 3/4 cup strawberries
- 3/4 cup apple juice

Preparation

Combine everything in the blender and blend until there are no more chunks. Best enjoyed cold!

De Boer belongs to those who are spurring this revolution on. While the rough sweater is nowhere to be found in her wardrobe, the manager of the print shop with the same name adores muesli – as well as alcohol-free cocktails. "You can drink more of the ones without alcohol, after all," she comments and laughs. In the Dutch company Nieuwkoop, set in the middle of heavenly surroundings and also a place which has traditionally lived from Mother Nature's gifts, thoughts about environmental protection are deep-rooted. "Environmental protection concerns everyone, which is why you can't just always demand this kind of dedication only from others. Instead, everyone should do something where they are to help the environment," says a convinced de Boer.

No sooner said than done: After eight years and almost 85 million sheets on the counter of the print shop's two-color Speedmaster SM 74, when a new investment seems to make sense, the Dutch print shop director is offered a Printmaster PM 74 with an Ecocolor dampening system. The manager doesn't think long before seizing the chance. "Generally speaking, many countries already have legal guidelines as well as standard values which clearly regulate the level of emissions and vapors an employee may be exposed to. But even when these don't exist, or rules are not enforced, you should still work to preserve the health of your own employees – after all, they hold expertise important for the business," says de Boer. This was initially her main motivation for investing in the ▶



Printmaster PM 74 with Ecocolor. “Our Printmaster PM 74 is especially developed for printing without the use of Isopropanol (IPA) – simply put, alcohol – and it fulfills an important function here in our business,” emphasizes the businesswoman, who has both vision, foresight and her employees’ well-being in mind.

When the press is installed in 2004, no one in the introspective Nieuwkoop yet suspects the kind of boom this environmentally friendly technology will someday trigger. Encouraged by the successful renunciation of IPA, de Boer begins to consider further environmental measures. These include, for example, “ecologically valuable” consultation services for the print shop’s customers, during which they spark their business partners’ enthusiasm for using papers from sustainable ecological growth. “Customers are even willing to accept higher costs when that means doing something good for the environment and when they can be certain that no primeval forests had to be felled for their packaging’s paper,” says de Boer. In the meantime the print shop even uses organic inks produced without a petroleum base and mixes them in-house.

“The investment in Ecocolor is one of the future. When an ever-growing number of customers demand organic products at the grocery store, the demand in other industries won’t be a long time coming,” says a convinced de Boer. She’s speaking from experience: Since the print shop committed itself to environmental protection – even changing their name to “Ecodrukkers,” eco-printers in English, last year – a good 20 percent more customers were able to be won, predominantly through word of mouth. Indeed, the 16-man business developed from a regional print shop to a real insiders’ tip in the Netherlands within just a short amount of time. Now Ecodrukkers is servicing well-known international customers throughout the country and even operates in two shifts. Many customers are demanding a separate label for print products manufactured according to ecological principles, and these therefore adorn a large number of print products from Ecodrukkers.



Raspberry Cream

Ingredients for 4 Cocktails

- 1 can coconut milk
- 1 1/4 cup raspberry juice
- 1 1/4 cup pineapple juice
- 3 tbsp. lemon juice
- 1 cup raspberries
- 2 tbsp. pineapple pieces
- 1 slice kiwi
- 1 cocktail cherry
- Ice cubes

Preparation

Combine ingredients in blender, blend until creamy. Can be refined with frozen raspberries or frozen pineapple chunks if desired. Decorate with kiwi slice and cocktail cherry.



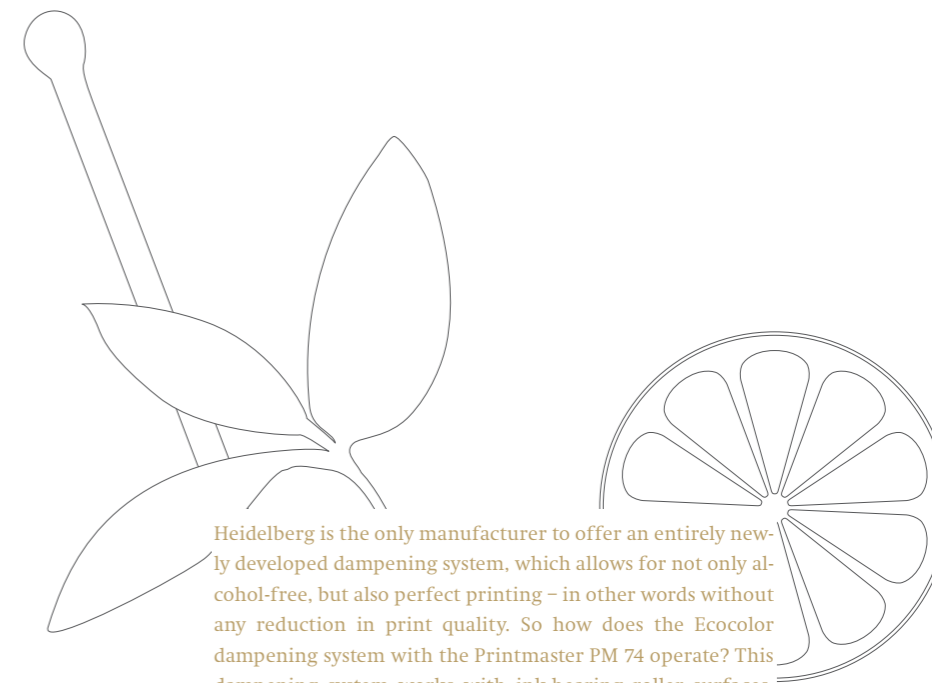
Pina Colada

Ingredients per Cocktail

- 4 tsp. cream
- 3 tbsp. coconut milk
- 3/4 cup pineapple juice
- 1/4 slice pineapple
- Ice cubes

Preparation

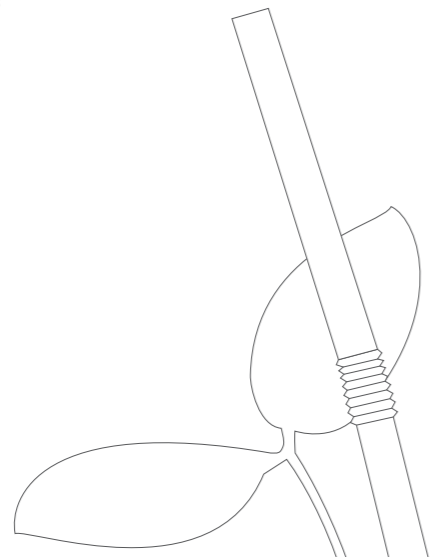
Combine cream, coconut milk, and pineapple juice in shaker and shake well, then pour into glass with ice cubes. Decorate with pineapple slice.



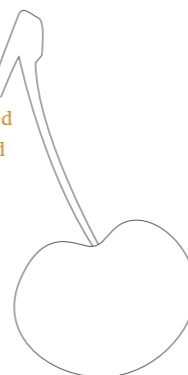
Heidelberg is the only manufacturer to offer an entirely newly developed dampening system, which allows for not only alcohol-free, but also perfect printing – in other words without any reduction in print quality. So how does the Ecocolor dampening system with the Printmaster PM 74 operate? This dampening system works with ink-bearing roller surfaces. Through the emulsifying of the water in the ink, microscopically small water droplets are produced. This ensures a fast and stable balance of ink and water, leads to reduced start-up waste and achieves print results both high in quality and contrast. A motor-controlled water pan roller ensures that an even film of exactly the defined amount of dampening solution is achieved regardless of printing speed.

“We were able to switch from the two-color Speedmaster SM 74 to the four-color Printmaster PM 74 without problem,” reports printer Martin van Stokhem. Occasionally the business had to adjust to a peculiarity of the new press: Since alcohol has a de-greasing effect, with alcohol-free printing, oily residue from washing agents or small ink particles, for example, are no longer washed away. “Washing processes therefore need to be conducted very thoroughly and without delays,” says van Stokhem.

What does staying away from alcohol mean in real numbers? On a conventional Printmaster PM 74-4, about 34 gallons (120 l) of dampening solution are used per week. The good 10 percent part alcohol, plus the roughly 5 percent evaporation corresponds to consumption of about five gallons (18 l) IPA. At a cost of about 1.6 US dollars (1.20 euros) in Europe, this meant weekly savings of 29 US dollars (21.60 euros). For a single-shift business, the savings is about 1.410 US dollars (1,050 euros) annually. ▶



Because the water for dampening in alcohol-free printing becomes contaminated faster, it has to be changed more often. Depending on the order situation and type of jobs, this is usually necessary every three to four months. With alcohol-free printing, it's every four weeks at the latest. In addition, an inking unit temperature control is also advantageous. "The savings on alcohol are therefore quickly compensated for again. But the additional expenses for alcohol-free printing are lower with the Ecocolor dampening system than with available systems from other manufacturers. And, after all is added up, gains for the environment and improved printing quality remain," says van Stokhem.



The dampening solution circulation and cooling device is responsible for the circulation and filtration of the dampening solution. This allows for the regulation of the dampening solution when necessary. In this way, conditions are kept constant in the dampening system, the dampening solution's filtering ability is increased and a more stable printing process is made possible.

Plus points of Ecocolor are a reduction in alcohol emissions to zero and therefore an environmentally friendly production of print products. "Above all else, printing without the use of alcohol offers a stable production run, high print quality, as well as a brilliant print image because of the ideal dot rendition," says a convinced van Stokhem. And after all, with the experience of already 29 million sheets produced on his Printmaster PM 74 behind him, he can talk.

"With environmental certification and an organic label, existing customers are easier to keep – but above all else, it's easier to acquire new customers," says a convinced de Boer. She states further, "And more and more customers are specifically demanding such certifications or environmentally printed products." For the Dutchwoman one thing is clear: The next printing press needs to be equipped with Ecocolor as well. And van Stokhem hopes that this won't take too long, because reinforcement is urgently needed for the strongly growing number of orders for one of Holland's leading eco-printers. Besides, they have to stay true to the city's name: After all, "Nieuwkoop" translated into English means "new purchase." Not bad. ■



Tropical Ice Dream

Ingredients for 2 Cocktails

- 1 cup pineapple juice
- 1 cup orange juice
- 1 cup passion fruit juice
- 4 tsp. grenadine syrup
- 2 scoops lemon sorbet
- 1 lemon slice

Preparation

Mix the three juices, grenadine syrup and lemon sorbet well. Then pour in decorative glasses, decorate with lemon and enjoy!



What speaks in favor of alcohol-free printing?

The financial reasons

- Cost advantages (no consumption, storage or disposal of IPA)
- Depending on country: Access to subsidies, tax reductions on new investments or financing conditions
- Possibility to attract environmentally conscious customers
- Improved business image
- Eco-certification

The ecological reasons

- Improved air conditions in the pressroom
- Sustainable production
- Fewer unpleasant odors
- Reduced fire and explosion hazard

Facts & Figures

Ecodrukkers
 Handelsweg 2-4
 2421 LP Nieuwkoop
 Netherlands
 Tel.: +31-(0)-172-52 00-20
 Fax: +31-(0)-172-57 45-02
 E-mail: info@ecodrukkers.nl
 www.ecodrukkers.nl

www.heidelberg.com/hd/PrintmasterEcocolor

PRINECT INPRESS CONTROL

A Lot Faster in Color

Which printer doesn't have the wish to accelerate the make-ready process and print with consistently high quality throughout the run? Heidelberg's answer is called Prinect Inpress Control. It ensures fast inking-up and corrects color and register deviations while the press is in operation.

It's a well-known fact that time is money. That's why in printing, inking-up as fast as possible is important. In other words: Deviations from the desired value have to be recognized and corrected as quickly as possible. Afterwards, the started print job should of course run without interruption or a loss in quality. This is exactly where Prinect Inpress Control proves to be a big help: The spectrophotometric inline color measurement and regulation system measures the color control bar in defined color fields of each single sheet – right from the start while the machine is in operation, and at all ranges of speed. In so doing, it determines that the entire run is color-stable.

Shorter make-ready times. "In order to measure and control the colors and register, the printer usually has to pull a sheet, stop the machine when necessary and then adjust accordingly. This wastes a lot of precious time," says a knowing Volker Becker, product manager for Prinect at Heidelberg. "Not at all the case with Prinect Inpress Control: By completely standardizing jobs in advance, a lot of time is saved by simply letting the measuring device do its work. In this way, the ink is practically automatically set and above all else quickly – even at the highest production speeds!" Print shops with a multitude of job changes each day therefore benefit in particular from the reduced make-ready times.

This is the way it works: A measuring unit, made up of six measuring heads on the Speedmaster CD 74 and eight on the Speedmaster XL 105 sits at the last printing unit. In the case of perfecting presses, an additional unit is located before the perfecting device. The measuring unit recognizes the new color-control bar with a measurement field size of roughly 0.13 × 0.16 inches (3.25 × 4 mm) automatically – regardless of whether it was positioned on the front edge of the sheet or in the middle. These color control bars can be measured at printing speeds of up to 18,000 sheets per hour. At the same time, the "spectral eye" constantly compares the measured values with the reference color values.

If Prinect Inpress Control detects the need for corrections during production, it communicates this through the machine control center Prinect CP2000, which then immediately updates the ink zones. The operator is shown the color differences on the monitor of the CP2000 Center. Special colors can of course be automatically controlled just as precisely as process colors (CMYK) with Prinect

Inpress Control. Soon Prinect Inpress Control will also be equipped with a log function with which the printer can then concretely track how constant the recorded color values over the course of a run are maintained.

Thanks to its capabilities, Prinect Inpress Control is the ideal complement in the print shop to Prinect Image Control: While the Image Control may be hooked up to multiple machines and used for color measurement and control as well as color management, with Inpress Control the print shop profits from accelerated make-ready times and even results during printing. "This combination facilitates increased productivity in businesses which can't be realized with any other solution," says a convinced Becker.

Rapid pay-off time. For print shops with many standard orders and frequent job changes, Inpress Control pays off in average after roughly 12 to 24 months. As a general rule, the more orders a print shop processes, the more Prinect Inpress Control pays off. The greatest demand is currently in Germany, Japan and the United States. "We anticipate a very high market potential worldwide and thoroughly expect Prinect Inpress Control to meet with great response from customers working industrially," says Becker. ■

Facts & Figures

Prinect Axis Control is the entry level device for the fast measurement and control of process and special colors. It measures color values on the color-control bar and then controls the colors online for up to eight printing units.

Prinect Inpress Control is a system built into the printing press that measures the color and register while the machine is in operation. It was specially developed for print shops with frequent job changes and standardized orders.

Prinect Image Control is the high-end solution for the quality sector. The spectrophotometric measurement and control system doesn't just measure the color-control bar in one go but also the entire image information of a printed sheet.

www.heidelberg.com/hd/PrinectInpressControl

ABÄCHERLI DRUCK, SWITZERLAND

“Ideal for Efficient Printing”

Abächerli Druck AG is situated at the heart of Switzerland. Manager Christian Abächerli runs the 120-year-old family business in its fourth generation. In the interview, he explains how he was won over by the Inpress Control in his 10-color Speedmaster CD 74 with perfecting device.

Mr. Abächerli, you're using the 10-color Speedmaster CD 74 LPL with Inpress Control. What made you decide on this investment?

ABÄCHERLI: We were literally up to our necks in water. Not because we had mismanaged though. In August 2005, our Sarnen location was flooded. Our entire basement, including the storage area, roughly 8,611 square feet (800 sq. m.), was over 16 feet (5 m.) under water. At that time, one thing was clear to me: If we wanted to survive we had to invest in a high performance press. Large quantities of already invoiced print products were ruined in the flood. We had to reproduce these as fast as possible. After all, we didn't want to lose customers to the competition. So we procured the 10-color Speedmaster CD 74 LPL and have also hired fifteen additional employees in the meantime, increasing our workforce by 33 percent.

Did you achieve your goals with the new printing press?

ABÄCHERLI: Since the flood, we have been operating in the pressroom in three shifts. In the first six months after the damage, we were mainly busy reprinting the “old” orders. Thanks to the new machine though, we not only maintained all of the regular customers, but also won many additional customers with our new technical options. In the meantime, 82 percent of our orders are four or five-color. Before it was only around 66 percent.

What has been your experience with Inpress Control?

ABÄCHERLI: We've been using Inpress Control for about a year now and have printed our entire spectrum of products with it during that time. Included were even very elaborate and complicated print jobs, such as an art print for a renowned museum. Our experience up until now has been very positive. Thanks to the new measurement system, we're able to save time during set-up and ensure reliable quality in printing. We also print significantly more orders in less time today. Operating Inpress Control was and is no problem at all. Our printers were happy to get to know the new technology. And the measurement system truly is easy to operate using the already familiar Prinect CP2000.

Is there any alternative to Inpress Control for you?

ABÄCHERLI: No, at least not for our constellation of orders and customers. We will also continue using Inpress Control in the future. With our previous Speedmaster, we were already using Axis Control and were also very satisfied with it. But for our new 10-color press with perfecting device, Inpress Control is definitely the best solution. We produce various print products very quickly, including brochures for the automobile, clock and jewelry industries. With these jobs, Inpress Control is practically already finished with the corrections before we would have even detected a deviation at all. Thanks to the 10-color Speedmaster CD 74 and Inpress Control, we're now playing in a whole new league of efficiency. The new technology is absolutely the foundation for our enduring success. ■

Facts & Figures

Abächerli Druck AG offers service all from one source – from graphic design to prepress up to printing and database connection. They produce primarily commercial products, brochures, business reports and high-quality books. Their customers are from all over German-speaking Switzerland. The typical volume for runs ranges between 5,000 and 10,000 copies. Currently the Abächerli team totals 38 employees.

Abächerli Druck AG
 Industriestrasse 2
 6060 Sarnen 2
 Switzerland
 Tel.: +41-(0)-41-666-77 33
 Fax: +41-(0)-41-666-77 34
 E-mail: welcome@abaecherli.ch
 www.abaecherli.ch



Businessman Christian Abächerli: “Thanks to Inpress Control, we're now playing in a whole new league of efficiency.”

PRINT MEDIA ACADEMY

Expertise Worth a Million Dollars

The print and media industry is facing enormous changes and challenges: customers with ever increasing demands, complex operating processes and technical innovations which transform solid cast-iron printing presses into state-of-the-art high-tech systems. New management strategies are therefore necessary.

You can't teach an old dog new tricks." This expression has long lost its validity. The half-life of knowledge is growing increasingly shorter and intellectual capacity dwindles noticeably if not continuously supplemented. But catchwords like "lifelong learning" and "human capital" remain that – mere catchwords – if they aren't filled with substance. More and more businesses are recognizing the value of solid professional training and further education in all areas, whether for technical fields or tasks at the leadership level.

This trend is strongest where innovation is highly valued and that includes the print media industry. In this branch, job descriptions, software and machines, as well as customer demands, are subject to a process of change that is growing ever faster. It is therefore a great challenge for print shops to keep up with the tempo of technical advances and react to innovations immediately. At the same time, new technology, when optimally employed, can lead directly to cost savings on the one hand and increased productivity on the other. In order for this to happen, however, one has to possess a solid understanding of how these kinds of technical innovations operate, as well as analyze their marketing possibilities and be able to calculate this out in real numbers.

"So that these challenges can be met, the Print Media Academy (PMA) of Heidelberg in Germany and at 15 further locations worldwide offers the possibility for further training which is comprehensive and, above all else, focused on practical experience from training on machines to management seminars," explains Bernd Schopp, director of the PMA, which opened in 2000. In Heidelberg alone, around 60,000 participants came to roughly 3,000 events last year. Included among the events were, for example, a good 1,000 pure product trainings, in other words training on the specific machines. These were also very well-attended with 11,000 participants. In addition, there were events by the PMA network which in the meantime has spread all over the globe.

International Management Strategy Camps. "In today's dynamic markets, management, in particular, is required to continually keep themselves up to date on new developments and business strategies," says Schopp. For that reason, the Summer and Winter Universities were especially designed for executives from all over the world. The university program's subject matter roughly corresponds to that of

an English-speaking business school, only compressed to five days and specially tailored for the needs of the print media branch. At its core is practical management information covering the entire business spectrum – from the development of strategies to process and employee management, up to finances and financial controlling. The Summer and Winter University differ in their content. The Summer University is an international management strategy camp, taking place yearly in Heidelberg. The winter events, on the other hand, take on topics such as new technologies, applications, workflow, and color management as well as marketing and financing. They are held at interesting international locations like Shanghai, Dubai or, in November 2007, for example, Cape Town. These are then easier to reach for Heidelberg customers from Asia or Africa and worth the trip for the European or American participants as well – also in order to get to know the markets there.

A special encounter. Summer 2005 in Heidelberg, Polinikis Pavlou (34), owner of a print shop in Cyprus, enters the PMA building. Pavlou would like to participate in the Summer University offered here. There's still time before class starts, which he uses to admire the impressive architecture of the Print Media Academy's 164 foot (50 m) high glass cube building. The print shop Pambos Pavlou Limited, with 20 employees, is based in Limassol on Cyprus. And its owner has clear expectations for what should take place in the next few days here. He has questions he wants straightforward answers to. For example, he wants to know in which direction technology is developing and what his customers might demand from him in the future. More service, better print quality, shorter delivery times? How can he successfully hold his ground against competition? Is his marketing modern?

Peter Zapris (26), director and manager of a commercial print company, is also early this morning. He's come from the other end of the world: Ellikon Fine Printers, with 52 employees, is located in Melbourne, Australia. It's mainly his passion for the global cosmos of printing which drives him here. "In Australia, we are so far removed from the rest of the print world," says Zapris. He is convinced, "At the PMA, you can exchange experiences with similar printing businesses from around the world, and relate these to yours. That of course helps me in my own business. The contact opportunities and curriculum at the PMA, as well as the valuable

exchange of knowledge, aren't comparable for me with any other trade event. Neither trade fairs or other events in the branch offer this in this form."

When Pavlou and Zaprís eventually meet for the first time in front of the lecture hall, where the Summer University's first class is to take place, a lively conversation develops between the two of them. "It was a pleasant surprise and somehow strange," remembers the Australian Zaprís, "The first person that I meet at the PMA is from Cyprus of all places, where my mother was born." The two of them soon discover that they share the same passion for their profession.

Examples from the field lead to individual solutions. "The curriculum is indeed quite comprehensive. Nevertheless, it's a terrific platform possible to engage in motivational and productive discussions about our professions and businesses – for example in the workshops," reports Zaprís. In addition, participants and instructors bring in real-life examples, or case studies. Together with experts and colleagues from all over the world, the case studies are analyzed for their efficiency and sustainability. "The case studies, in particular, led us to identify the problems in our own businesses pretty quickly. The lecturers, but also other colleagues, supported each individual in finding solutions," Pavlou raves and asserts that this was much, much more than he had ever expected. "The result of the product discussions was incorporated into my 'personal action plan,' custom-tailored for each participant to take home with them," reports Zaprís. These are typical and consciously created experiences: At first participants think that their problems are too unique to be compared with those in other businesses, or especially other countries. Then they determine very quickly, however, there are certain similarities. The themes in the print media industry are comparable worldwide. It is the fight for customers, margins and market segments. "And because participants are never really in direct competition, they're able to talk about it especially freely," Martina Brand, who among other things is responsible for the organizational direction of the universities at PMA, points out one of the event's big advantages.

Personal and professional networking. At both the summer and winter events, there is plenty of time for technical discussions and establishing a personal network. Not only do participants often stay in touch, but sometimes business relationships or joint business models even result from university encounters. While Zaprís and Pavlou didn't develop a combined business model, they are still in contact. "At first Polinikis and I maintained contact via telephone and e-mail and e-mailed a lot. And then the following year, just a year later, we arranged to meet up again while on vacation together with our wives in the Greek islands," tells Zaprís. A close personal friendship developed which hasn't excluded the professional, however. Quite the contrary, "Polinikis and I simply have similar interests. We can talk for hours about our businesses, plans, challenges, and successes and projects. In doing so, we often

lose track of time," Zaprís says. Pavlou adds, "Even though Ellikon Fine Printers Papers specializes in commercial printing and Pambos Pavlou Limited in packaging, we are both under the same competition stress. We learn a lot from each other, especially when it comes to daily challenges."

For this same reason, both of them also keep in touch with other fellow classmates from Mexico, Poland, Iceland and Africa. "In retrospect, nearly all of the participants found the learning to be almost secondary. The relationships that they were able to build with one another were more important to us," explains Pavlou. "The University is a unique opportunity to meet others from within the global print industry in such an uninhibited, yet productive environment and open manner. I am very thankful to Heidelberg to have received the invitation to forge such valuable relationships at the PMA," Zaprís agrees with his friend and colleagues.

"We promote this kind of dialogue intentionally – also through our alumni network," explains academy director Schopp, "At drupa 2008, for example, we'll bring the various groups of participants from the universities together so that an even larger industry forum can develop." Pavlou and Zaprís, in any case, are making plans for being there next year – but one thing's for sure: They'll certainly see each other again. ■

Facts & Figures

Print Media Academy
Martina Brand
Kurfürsten-Anlage 52-60
69115 Heidelberg
Germany
Tel.: +49-(0)-62 21-92 50 11
Fax: +49-(0)-62 21-92 49 29
E-mail: pma-seminare@heidelberg.com
www.print-media-academy.com

Ellikon Fine Printers
384 George Street
Fitzroy, Victoria 3065
Australia
Tel.: +61-3-94 17 31 21
Fax: +61-3-94 17 39 81
E-mail: mail@ellikon.com.au

Pambos Pavlou Ltd.
Ag. Athanasios Industrial Area
8 Lapetou Street
4101 Limassol
Cyprus
Tel.: +357-25-72 98 42
Fax: +357-25-72 97 37
E-mail: polinikispavlou@cytanet.com.cy

PRINT MEDIA ACADEMY

Knowledge is the Future

How can I continue to exist in the future? How do I secure my customers and win new ones? Many businesses today are asking these or similar questions. Bernd Schopp, director of the Print Media Academy (PMA) in Heidelberg offers some answers.



Bernd Schopp, director of the Print Media Academy.

Mr. Schopp, how can the PMA help businesses to operate profitably and forge a secure future for themselves?

SCHOPP: Competition in the print media industry is tough. Access to state-of-the-art technology, which used to be limited to a few large businesses, is today already daily life across the board and will lead to an even harder rat-race in an increasing number of countries. Whoever thinks that printing is just putting ink and paper together, regardless of in which complicated form or with which technology, is terribly wrong. Today, an understanding of logistics, storage, management, human resources management, customer acquisition and much more are also a part of printing. And when modern technology continues to increase quality and productivity across the board, my know-how will be one of the few ways I can distinguish myself from competitors to my customers. Ideal storage and logistics save me time and money and creates satisfied customers. So, it makes sense to train employees in this area. Well-trained employees can provide good advice and help tie customers to my business. They develop the ideas which ensure me direct dialogue with my customers. Knowledge is power, if not irreplaceable, because it makes me valuable for my conversation partner.

How do I find the right training program for my employees?

SCHOPP: Knowledge is a gathering and processing of both learned information and personal experience. This is where we start at the PMA. Our programs, which are specially tailored to participants' individual previous knowledge as well as the respective market idiosyncrasies, make it possible for each course participant to improve his/her professional qualifications and, in so doing, ultimately increase his/her own personal value. The PMA is unique within the print media industry in terms of its practical experience and industry-oriented further education. It is also represented locally with its strong network, currently made up of 16 locations in many countries.

What opportunities does the international expansion of the PMA offer businesses?

SCHOPP: What our customers particularly value is that – because of our international expansion, we can hold training seminars in many locations and languages. These are held either at the academy or at the company's site. What sounds simple at

first, is in reality actually quite a challenge for which the appropriate experts are needed. This is because in many of the world's countries, there are different markets and industries with specific demands and requirements, all of which need to be treated individually – particularly in the case of education. At the same time, we profit from the constant exchange among our PMA network, which is certainly unique in this form. Information about the newest trends from the print media industry all over the world is available here. Thus, we absorb future-oriented knowledge from the various markets and carry it into other markets. This is a tremendous opportunity for businesses in the printing branch.

Securing the future through training? Isn't that too simple?

SCHOPP: It's not quite that easy. Further training within a business needs to be goal-oriented. The right people need to be sent to the right seminars and training programs. The printer, for example, should be able to get the maximum out of his machine and needs to be trained on the machine. The sales representative, on the other hand, needs to be able to present his business optimally and sell products as well as services in a goal-oriented manner. This requires insight into the business, and employees need time for this. Knowledge doesn't just fall from the sky, it comes with work. In the long-term it always pays off though. Content customers who are professionally and properly advised by well-trained personnel are also thankful and faithful customers. ■

Facts & Figures

Bernd Schopp, 43, graduated with a degree in engineering. After completing his studies, he got to know the print media branch and its markets. Schopp has been serving in a leadership position for the PMA since 1998. Initially active in the planning and development team for the PMA, which opened in 2000, he took over official leadership in 2002. In addition he is a guest professor at London University of the Arts.

EDUCATION SUMMIT

THE VALUE OF EDUCATION

The education summit in New York City, under the direction of Brian Ellis, marketing director of Heidelberg Canada, was met with your lively interest. We would like to extend our heartfelt thanks and present three of the letters in abbreviated form which we received. You can look up both parts of the international education summit in the Heidelberg News 258 and 259 or at www.heidelberg-news.com. We continue to look forward to your comments and opinions!

Your Heidelberg News Editorial Staff

Topic of Education - Inbox

Delete Junk Reply Reply All Forward Print Long Headers Smaller Bigger

Subject: Topic of Education
Date: March 8, 2007 04:18 PM EDT

Dear Mr. Ellis,

By chance, I stumbled upon an issue of the Heidelberg News, the issue number 259 from 2006. I am very pleased to see that there is an exchange of opinions taking place regarding the education of future employees in the print media industry. The print industry contributes substantially to expanding people's knowledge and professional qualifications.

In Havana, the capital city of Cuba, we have two print shops which predominantly print books for both the cultural and professional education of society. Our employees, whose average age is around 23 years, come from the vocational school for graphic professions (Escuela Poligráfica) and were trained throughout in our own businesses in the various branches. For us, it is absolutely essential to understand the way a machine operates right from the start. In addition to practical skills, employees should definitely also possess a professional education. This is particularly hard to realize in poor countries where there is generally only instruction focused on practical skills.

Our goal in the area of prepress is to support our customers, the publishing houses, in communicating technical information, in order to save as much time as possible in the last phase before printing. Because of the rapid technological progress, this may be the most difficult task. It presumes an even stronger collaboration between manufacturers and customers, so that equipment doesn't become obsolete because of missing software updates, for example. In my opinion, close contact between the graphic sector and schools is also of essence. Thanks to them we're provided with qualified employees.

Sincerely,

Armando Pajón Brache
(Director of Prepress)
Imprenta Federico Engels & Imprenta Alejo Carpentier, Havana, Cuba

Need for Education - Inbox

Delete Junk Reply Reply All Forward Print Long Headers Smaller Bigger

Subject: Need for Education
Date: March 6, 2007 10:27 AM EDT

Dear Mr. Ellis,

I am once again pleased to see Heidelberg take the lead in supporting the need for education in print media. I agree with all the points raised in your Round Table discussions posted in the Heidelberg News.

I find myself frequently having to defend our industry to a variety of stakeholders. Quite honestly, the prospective students are the easy ones. The parents do not want to let their gifted future scientists get involved in such a low tech, dirty industry as print shops seem to be. I constantly have to remind my administrators that our curriculum in print media is cutting-edge and needed in the industry and economy, despite less than stellar enrollments.

I ask you to consider reprinting this series of reports into one document with a brief preface encouraging the readers to support our industry and telling the importance of print media. Having such a piece at my disposal in both print format or PDF would be very helpful in attempting to dispel myths to parents, administrators and all who question the place of print media education in higher education.

Thank you for considering this idea.

Patrick Klarecki
Assistant Vice President for Academic Affairs &
Professor for Printing and Imaging Technology Management
Ferris State University, Michigan, USA



Executives - Inbox

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Subject: Executives
Date: May 2, 2007 01:43 PM EDT

Dear Brian,

I read with interest your discussion with executives on education in the Heidelberg News issue 259. Can you send me the first installment of that discussion from the Heidelberg News issue 258 on the image of the industry? I am putting together a presentation on the opportunities in the industry to present to high school graphic arts teachers in Georgia. My plan is to make this something that the teachers can use in their classrooms to get students excited about the print industry and offer something that students can participate in already at the high school level. Any other materials or ideas you may have for such a presentation would be appreciated.

Thank you for any and all help you can give.

Sue Rodman
Educational Foundation Director,
Printing & Imaging Association of Georgia (PIAG), Smyrna, USA



TIME TRAVEL, IRELAND

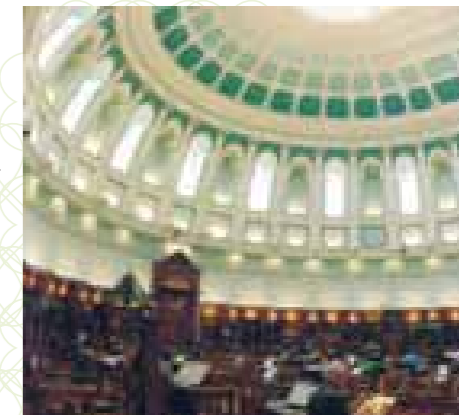
RUIDS, myths and legends

Ireland is always worth a trip. Good beer and Irish stew, picturesque villages and cozy pubs go hand in hand with a fascinating landscape. The green island is also full of mysteries from the past, such as stone graves, castles and monasteries. But for lovers of the printing craft and books, Ireland offers true treasure-chests to be discovered. And all of that compacted together in one small country. In Dublin, bookworms can indulge in their hobby at three bibliophile treasure troves and marvel at the home of old printing presses – all of which are excellent travel destinations.

The National Library of Ireland

Founded in 1731, it is home to many beautifully bound and printed books, posters, manuscripts, newspapers, city and country maps, as well as old photographs. Historical documents from more than 1,000 years are kept here, thus making the library the world's most comprehensive collection of Irish documents and also a fascinating witness to the Irish printing craft. The impressive building is reminiscent of a parliament building, and already its design and the staircase leading up to it serve to arouse your curiosity as you head towards the circular reading room located under the building's dome.

And what about famous works from their collection? They are a fragment of "the herb garden of the soul." The three pages in German and the corresponding rare woodcut from Southern Germany date back to 1483. The hand-painted woodcut depicts the condemned being tormented in hell. This publication refers to the St. Patrick pilgrimage, which was very popular at the time and for which believers from all over Europe came to Ireland. Another of the collection's rare works is "Liber Chronicarum," printed in 1493 and from Germany as well. This book of "world history" was a combination of hand writing and what was at the time, the new printing craft. Its woodcuts stem from the famous artist at the time, Albrecht Dürer. The book was finished using more than 24 printing presses and over a hundred trained printers. Around 1,500 exemplars were produced in Latin and a further 1,000 in German. It was an impressive work in terms of design, illustration, typography and the printing craft. Also to be found in the collection, however, are Gaelic manuscripts from 1373, or an artistically decorated and painted work by the German naturalist, Maria Sibylla Merian, on European insects and plants, as well as on the Dutch colony Suriname, which she visited in 1698.



Reading room at the National Library of Ireland.

The reading room invites you to linger, and who doesn't like to browse historic works? The goal of the National Library of Ireland is to retain and preserve all publications of Irish origin or of interest to the country. The works of famous Irish authors, for example the first edition of the first run – totaling 1,000 copies – of the renowned novel "Ulysses" by James Joyce, as well as often the handwritten original manuscript of famous authors, may also be found in the collection. The library is correspondingly rich and comprehensive. Location: The National Library of Ireland, Kildare Street, Dublin 2, Ireland (www.nli.ie).



nce upon a time ... long, very long before our time, the first people settled a land that sometime much later was to be called "Ireland." This was at a time, when pyramids were still unimaginable, the climate cold, life arduous, the country sparsely populated, and when all of Europe had fewer people than in Dublin today. In those days, man was still living from hunting, archaic agriculture and otherwise whatever nature offered; and it was then of all

times, that these early people in Brú na Bóinne valley got the idea to erect a gigantic stone enclosure. This was a good 7,000 years ago. Today the legendary spot is called "Newgrange." The entire valley, blessed with many other testimonies to its early inhabitants, is today a UNESCO World Heritage Site.

What exactly lead the people to arrange over 200,000 tons of stones, including very heavy granite blocks, in a circle with a cave underneath, is to date a matter of speculation. The fog of history is ▶

Trinity College

The library at Trinity College in Dublin ranks as one of the world's great research libraries and possesses the largest collection of manuscripts as well as printed books in Ireland. "Trinity College owes its many visitors and students to its world-famous collection of books. As early as 1801 it had the right, as depository library, to request and house free copies of all British and Irish publications," reports Anne-Marie Diffler, who is responsible for press and publicity work at the library. Her workplace is located in the gallery on the first floor of the Old Library. There she has a large desk with a wonderful view of the fabulous book collection. Over 3 million books are kept in eight buildings.

Trinity College was founded in 1592. The oldest building still in existence today stems from the 17th century. Three sections of the Old Library are open to visitors. On display in the so-called "treasure chamber" are manuscripts of Irish Gospels from the Middle Ages: the Book of Kells, the Book of Armagh and the Book of Durrow. The "Long Room," worthy of its name with a length of roughly 213 feet (65 m), located on the first floor of the Old Library, is the central exhibition room and home to a good 200,000 of the library's oldest books. Location: Trinity College Library, College Street, Dublin 2.



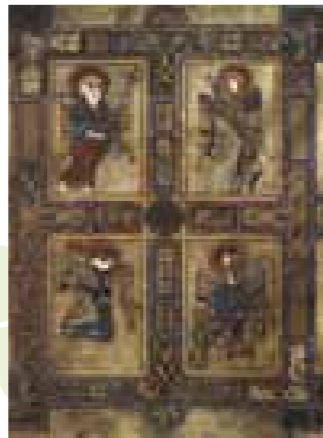
View from the gallery of the "Old Library" at Trinity College.

Book of Kells

The highlight of the exhibition at Trinity College, host to around 500,000 visitors each year, is the "Book of Kells." Prosaically described, it is a handwritten codex of the Latin text of the Gospels, written on 340 vellum sheets. From around the year 800 AD, its contents are based on a Latin bible originally penned in 384 AD. Three of the Gospels begin with a fully illustrated page depicting the corresponding evangelists. The "Book of Kells" has a total of 680 pages, including many drawings of Jesus Christ, his arrest, crucifixion, the holy Virgin Mary with child, etc.

The magnificently illustrated book was created in a scriptorium. The first record of the book's existence is from a report on a pillaging in 1007, in which it is mentioned that the "Book of Kells," deemed the most valuable relic of the western world, was stolen. After having apparently been buried in the earth for almost three months, the book resurfaced and remained, until the end of the 17th century in Kells a small town approximately an hour's drive northwest of Dublin. The monastery's ruins and one of Ireland's famous round towers may still be visited there today.

The "Book of Kells" was restored in 1953 and divided into four volumes, of which two are always on display in the exhibition's treasure chamber. Location: Trinity College, College Street, Dublin 2.



The "Book of Kells" is one of the most famous witnesses to Christian culture in Europe and is on display in the treasure chamber at Trinity College.

National Print Museum

The print museum was opened in 1996 and is housed in the chapel of an old barracks. It receives almost no public appropriations. Nevertheless, it is well worth a visit. In addition to printing presses from the various epochs of the printing craft, old prints, letters and type font boxes may be marveled at. The museum also offers workshops occasionally on bookbinding and printing. Large printing guild banners hang like emblems from the ceiling, for example, one from the "Bookbinders Consolidated Union." The display room is relatively small but lovingly cared for and worth seeing. Location: Garrison Chapel, Beggars Bush, Haddington Road, Dublin 4.



The rebuilt church in a former barracks is home to the print museum.



lifting only very slowly. It is now known that the later immigrants such as the Celts, who penetrated the region approximately 2,500 years ago, seem to have used the place as a gathering and burial site. Offerings from the Roman-British realm from the time up to 400 AD are also to be found and contribute to Newgrange's pull. While the builders may have been simple people, they possessed a great deal of knowledge about architecture, engineering, geology and even art and astronomy. In addition to the structure's ornamentation, the time and amount of work invested in its construction indicate a

well-organized society. A specific structural feature makes this burial site particularly fascinating: During the winter solstice, the shortest day of the year, the 21st of December, the light of the setting sun penetrates through a small opening over the entrance all the way back to the furthest point of the passage grave. The builders of Newgrange – the completion of which must have taken at least four generations, since the life expectancy at the time was around 30-40 years on average – had concerned themselves intensively with astronomy and the position of the sun and stars.

Those so deeply rooted in research and art inevitably had to hold on to this knowledge and skill for generations to come. During the course of Ireland's history, war, Vikings, Normans, the English, druids and famous monasteries played an important role. It's therefore no wonder that fantastic books, true treasures of humanity, should be found in this precise place.

The Celts, with their culture and lore, were very formative for Ireland, as for almost all of Europe. Because of the insulated island location, their influence here lasted longer than elsewhere and

ended only with the completion of Christianization. Yet it was precisely because of Christianization and the spread of scripture that the first written records, passing down Ireland's history, were produced here at this time. The Christianization of the 4th and 5th centuries resulted in the Irish monastic culture and the three centuries following are considered the height of early Christian Ireland, whose literacy and culture met with the highest regard in Europe. A collection of manuscripts called the "Book of Kells" is one of the most significant works of art from that time and is still ▶

3 Marsh's Library

Marsh's Library, which dates back to 1701, was Ireland's first public library and was named after its founder, the Archbishop Narcissus Marsh. He was first appointed Provost at Trinity College, where the general public was not allowed to access the books. Presumably wanting to change this, he founded his own library. "The charm of this precious library lies in its design, which has been left unchanged for over 300 years and is furnished with artfully carved oak shelves and three elegant alcoves," explains Muriel McCarthy. "One could retreat into these chambers to 'consult' rare books. So that nothing ended up disappearing, the books were also chained from the start," she continues. Muriel McCarthy is the kindred soul of the establishment and has been its keeper for many years, as well as author of books on the library's collection and history.

The core of the collection is made up of four main parts with a total of 25,000 books from the 16th to 18th centuries. Included are liturgical texts, Bibles in many languages, theological texts and religious disputes, volumes on medicine, law, the sciences, travel, navigation, mathematics, music, topography and classical literature. One of its rooms is reserved for books and periodicals from the last 100 years pertaining to Ireland. Making up an important part of Marsh's Library is the broad collection of roughly 10,000 books from the Bishop of Worcester, Edward Stillingfleet, acquired in 1705. It included books from some of the first English printers, such as Berthelet, Daye, Fawkes, Notary, Pynson, Siberch, Wolfe and Wynkyn de Worde.



Muriel McCarthy runs the Marsh's Library in the heart of Dublin with great love and dedication.

The library's founder also donated a large portion of his own book collection, which makes up the establishment's second focal point. Marsh even collected books in Hebrew, Arabic, Turkish and Russian, which he bequeathed to the library. Only his large collection of oriental manuscripts was left to the Bodleian Library. (Editor's Note: The Bodleian Library is the main library belonging to the University of Oxford, Great Britain, where Marsh studied.) Two other book collections were also added: that of the establishment's first librarian, Dr. Elias Bouhéreau, a Huguenot who fled France; and the collection of John Stearne, Bishop of Clogher. One of the library's oldest and most beautiful books, which stems from the Stearne Collection, is Cicero's *Epistolae ad familiares* (Letters to Friends), printed in 1492 in the Italian city of Milan. In addition to these four collections of printed books, the library also possesses around 300 manuscripts, including one in Latin from 1400 about the life of Irish saints. The library also includes a preservation department, which gladly gives advice on the preservation and restoration of books, prints, drawings, water colors, cards and any other works on paper. Location: St. Patrick Close, Dublin 8 (www.marshlibrary.ie).



The books were allowed to be read while locked in so-called alcoves. This was meant to prevent theft right from the start.

preserved today. As a cultural center during the Middle Ages, Ireland was also home to scholars – usually monks – who traveled throughout all of Europe and the world, spreading knowledge and scholarship. The printing craft arrived relatively late in Ireland, however – almost a century after Gutenberg starting running his printing press in Germany. The printer Humphrey Powell left London for Dublin in order to print Ireland's first book in 1551. Up until 1640, there was only a single functioning printing press in all of Ireland. The production of print products was accordingly small

and the majority were usually proclamations. Nevertheless, Ireland – and especially Dublin – is now considered to be a gold mine of true book treasures and with a concentration of cultural and historical gems unrivaled by any other city in the world. Dublin alone offers visitors four remarkable testimonies to the great story of Ireland and are well worth seeing. They allow a glance into this rich and colorful history: a further incentive, next to the grandiose landscape, to visit Ireland and get to know another side of it this time – Ireland as home of lore and culture. ■

Tips & Tricks

Printing with Uncoated Paper

In times when gloss and glamour on calendered or coated paper dominates, print products made from uncoated paper offer a special experience: They caress eyes and skin with their soft, individual surfaces. Their unique effect unfolds through its high volume and weight, as well as high opacity. The perfect processing requires particular expertise during prepress and production, however.



A special experience: high quality printing on uncoated paper.

Choice of print screens

Uncoated papers with a high percentage of hemp, cotton or rags are generally not suitable for fine details or high-resolution screens. This fact should be taken into consideration during the design phase of print products. To be on the safe side, many paper manufacturers therefore recommend a middle screen with 137 lpi (54 l/cm) and a maximum screen ruling of 150 lpi (60 l/cm). The reason: Dot gain rises with increasing screen ruling. Furthermore, the open fiber structure of uncoated papers promotes the blending of inks. In comparison to coated papers, this produces a higher dot gain. This can reach up to 30 percent in the case of heavy uncoated papers (beginning at 100 gsm) printed in four-color, using a 150 lpi line screen, for example. As a general rule, the more ink is needed for an image's motif, the more the motif becomes blurrier in the three quarter tones and shadows. Accordingly, not all motifs are suitable for printing on uncoated papers, namely those with very fine details or large inked surfaces. Because of the heterogeneous structure of the paper, printing surfaces on top of one another, particularly with larger surfaces, can produce a cloudy effect. Using special colors like Pantone spot colors can solve this problem, however.

Prepress

The above-mentioned particularities affect the film or plate imaging. Because the dot gain varies according to paper and ink, it is recommended to make the necessary tonal value corrections during image processing, rather than through the correction curve in the imaging software. Particularly with difficult motifs and high demands for quality, a press proof is indispensable. Businesses which employ film imaging should use hard-working film materials which don't build a quadrangle around the screen dot and which can be imaged with high resolution.

Press

During printing, compressible blankets with hard packing have proven of value. For uncoated papers, experts recommend a higher contact pressure than with coated papers, in order to get a better modulation in printing images. In addition, alcohol or other dampening additives should not be used. For printing with oxidative drying inks, it is ideal to use uncoated papers with a pH value of around 5.5, since acidic papers lengthen drying times. In the case of uncoated papers, the latter can amount to four times that of a production print with coated papers. For this reason, the following guidelines apply: Don't stack print sheets too high in order to avoid deposits from darker motifs or larger ink surfaces on the next page. In addition, because of the usual dust accumulation, the machine as well as inking units and blankets should be cleaned regularly.

Practical solutions

Heidelberger Druckmaschinen AG offers a multitude of solutions to meet the challenge of uncoated papers. For example, it offers a suction brush inserted before the first printing unit frees the paper from lint to the greatest extent possible. Highly automated suction heads transport even high volume and heavy uncoated papers safely through the press. Here the CP2000 Center helps out, allowing, for example, guidelines for air control to be set. Also contributing to perfect color reproduction are: the Prinect Prepress Interface, Print Color Management for constant control and optimization of print characteristics; Prinect Image Control for surveillance of color in the entire print image as well as special inking and dampening units for increased thickness of the ink coating. In addition, other systems such as UV or infrared drying systems and many more ensure excellent results – also – and especially – in the case of uncoated papers. ■

SPOTLIGHT

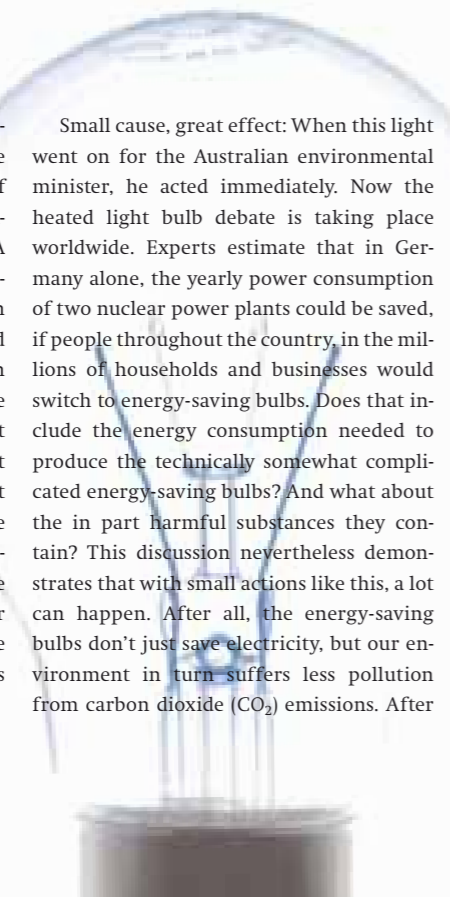
A Light Bulb Goes On!

Australia – the land of hard-core men à la Crocodile Dundee? As sexy as singer Kylie Minogue? The new hero from “down under” is named Malcom Turnbull, the “light bulb-ator”: The Minister for the Environment and Water Resources has outlawed common light bulbs in favor of the complex energy-saving light bulbs. It is a decision which makes some shake their heads and others look on with respect.

If you consider the object of all the excitement more closely, it's perhaps possible to comprehend the momentousness of this decision. But just between us, who really understands how a light bulb works? A glance in an encyclopedia is certainly helpful here: “The received wattage is emitted in the form of electromagnetic radiation and transferred through thermal conduction and convection to the receptacle.” Aha, make sense? Whoever thought up until now that it was enough to flip a switch and the light turns on – was clearly wrong. It's a little bit more complicated than that after all. Sure enough, an energy-saving light bulb uses only about 18 watts of power to produce the same luminosity as a 75 watt light bulb, for example. In a normal light bulb, most of the electricity is lost as heat waste, and thus doesn't contribute to the amount of light.

Small cause, great effect: When this light went on for the Australian environmental minister, he acted immediately. Now the heated light bulb debate is taking place worldwide. Experts estimate that in Germany alone, the yearly power consumption of two nuclear power plants could be saved, if people throughout the country, in the millions of households and businesses would switch to energy-saving bulbs. Does that include the energy consumption needed to produce the technically somewhat complicated energy-saving bulbs? And what about the in part harmful substances they contain? This discussion nevertheless demonstrates that with small actions like this, a lot can happen. After all, the energy-saving bulbs don't just save electricity, but our environment in turn suffers less pollution from carbon dioxide (CO₂) emissions. After

all, electricity doesn't just come from the outlet, but in most cases from coal-burning or gas power plants, which contribute a formidable amount to air pollution. They are, in fact, the largest sources of artificial CO₂ and pollute the environment with more than twice as much CO₂ as street traffic, for example. This makes businessmen like the two Scott brothers the true heroes, because they've been working on taking small steps to improve the environment for a long time. What was it that Mike Scott, from Scott Print on page 16, urged again? “Everyone can help protect the environment from pollution. Even if each individual person only makes a small change, the total effect would be a large step.” ■



Winner of the Reader's Survey – HN 260

1st Prize: Trip to Heidelberg

Nikola Gole, MBM Print, Bijeljina, Bosnia-Herzegovina

2nd to 5th Prize: iPod

Antoine Chemaly, Chemaly & Chemaly Printing Press, Beirut, Lebanon

Turk Mujeeb, Apex Printery PVT Ltd., Karachi, Pakistan

Sandra Rosalen, ABTG, Saõ Paulo, Brazil

Sladjana Cukovic, Podgorica, Montenegro

6th to 10th Prize: XL 105 model

Gimapaolo Gasperini, Carlo Gasperini & C s.n.c., Prato, Italy


Takeshi Hara, Mitsubishi Heavy Industries Ltd., Hiroshima, Japan


Arto Valovirta, TKK, Espoo, Finland


Nick Hall, Robnick LCC, Surprise, Arizona, USA


Louis Sjahlim, PT Kageo Igar Jaya Terbuka, Bekasi, Indonesia


HN Voices


 *Anil Vidyarthi, Nairobi, Kenya:* Your articles on “Not Your Typical Employees” and “Moments of Hope” were an eye-opener. A true role model for all the print shops in the world. Keep up the good work and please include more stories which touch the heart, soul and mind.


 *Roger Boisard, Mayenne, France:* “A most enjoyable magazine with very objective articles. Perhaps you could report a bit more on educational institutions worldwide.”


 *Reinhold Löchle, Markt Oberdorf, Germany:* As a journalist, I'm most interested in how a renowned manufacturer of printing presses designs its company news and which information gets relayed. My compliments! The stories are great! I had to pass on the technical info. – that's meant for insiders.


 *Urs Egli, Canberra, Australia:* “Another fantastic issue of Heidelberg News. I have been in the printing industry for more than 32 years, starting in Switzerland. Every issue that I receive is like expanding my knowledge. Keep it up.”

 *Enrico Scarpetta, Bellinzona, Switzerland:* My compliments! The Heidelberg News is a very helpful magazine for staying on top of things professionally. Please make more room for introductions such as Anicolor to allow for diagrams and descriptions. I also liked the article about further training, even if I don't share the presented opinion.

 *Monika Kimpel, Schlitz, Germany:* For us, there's not enough on Heidelberg Druckmaschinen AG as a provider of postpress equipment as well as Dymatrix and gluers, folding machines, and embossing machines.

 *Stefan Sweers, Geldrop, Netherlands:* Great magazine for all Heidelberg fans and graphic enthusiasts. I love the articles about new hardware and user experiences..

 *Rafael Piedra Dulanto, Lima, Peru:* The Heidelberg News surprises us with each new edition time and again – not just because of the interesting and stimulating articles, but also because of the magazine's superb design.

 *Joseph M. Muscat, Gzira Gzros, Malta:* I am a regular reader of Heidelberg News which I use as a teaching guide to prepare my printing technology lectures and as a thorough stimulation of technological printing advances happening in the world of print media.

IMPRINT

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Kurfürsten-Anlage 52–60
69115 Heidelberg
Germany
www.heidelberg.com
Adriana Nuneva, Senior Vice President – Global Marketing

Project Management
Matthias Tritsch
Tel.: +49-(0)-62 21-92-45 70
Fax: +49-(0)-62 21-92-49 49
E-mail: Matthias.Tritsch@heidelberg.com

Editorial Management
Dietmar Seidel
E-mail: Dietmar.Seidel@heidelberg.com

Department Products & Solutions
Isabelle Specht
E-mail: Isabelle.Specht@heidelberg.com

Editorial advisory board
Martina Ekert (Latin America), Dominique Bouffard (France), Timothy Henschel (USA), Manuela Deufel (Germany / Switzerland), Mark Hogan (UK), Brian Ellis (Canada), Jasmine Ho (Asia Pacific), Karl Kowalczyk (Applications), Andreas Lang (Product Line Management), Henriette Larsen (Nordic), Rainer Manderbach (Eastern Europe / Asia), Hans-Dieter Siegfried (Communications), Elke Steinbach (Service), Volker Trapmann (Europe / Middle East / Africa)

Design and Production
SIGNUM communication GmbH
Lange Rötterstraße 11
68167 Mannheim
Germany
Tel.: +49-(0)-621-3 39 74-0
Fax: +49-(0)-621-3 39 74-20
www.signum-web.de

Editor-in-Chief
Jürgen Ströbele
E-mail: Stroebele@signum-web.de

Editorial Office
Heike Link and Boris Indihar

Project Management
Christian Westenhöfer
E-mail: Christian.Westenhoefer@signum-web.de

Creative Direction
Matthias Birkenbach
E-mail: Birkenbach@signum-web.de

Art Direction
Oliver Weidmann, Johannes Bayer and Daniela Klais

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