

# Heidelberg

## News

The customer magazine  
Since 1930 • Issue 266 • 2008

## RELATIVELY FLEXIBLE

Physics professor, Einstein specialist,  
author, successful book printer:  
Igor Shpak from Adef in Kiev knows  
what change means

### VAST FREEDOM IN A SMALL FORMAT

Even faster and more flexibly configurable:  
the new Speedmaster SM 52

### FIRST THINGS FIRST

Time management for print shops:  
Lothar Seiwert in an expert interview

HEIDELBERG



## Using Building Blocks During the Slump

*A financial crisis in the United States, inflation in Europe, currency fluctuations in Asia: The global economic boom is cooling off. Each cycle presents a new challenge for our industry. It may not be to everyone's taste, but the effects of these cycles are clearly visible. In a downswing everyone suffers more or less the same; but only a few participate in an upswing. These are the operations that knew to use the crisis to optimize their cost structures and processes and operations that perhaps had the luck and courage to invest counter-cyclically.*

*We want to help our customers rank among the winners – with modularly built products for optimizing the entire process chain and consultation services that make the effects predictable for process changes and investments based on order structures and loads. We also support our customers with training possibilities that ensure their investments are positively reflected in the bottom line.*

*We're dependent on your success and the collective success of the industry. That's why we'll do everything to support your operation with the right solutions for you. You'll find a few examples in this issue of the Heidelberg News. I hope that there is once again something of interest to you!*

Yours

Jürgen Rautert  
Management Board, Marketing and Sales  
Heidelberger Druckmaschinen AG

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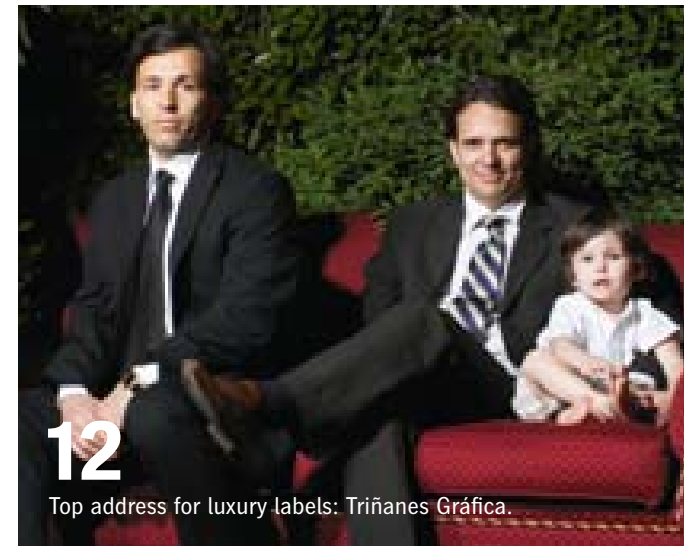
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// > MIGHTY MODULE

If you have ever played with Lego sets, then you know that modules are an ingenious invention. They open up countless possibilities. Small, combinable elements even make up the foundation for the entire universe. So it's no wonder that these individual building blocks are practically everywhere – and not just in the nursery, but also in more and more machines, furniture, cars, prefabricated houses etc., etc. And yet – what is it about the building block principle that makes a simple idea so successful? > \_\_\_\_\_

The answer is easy: Modular concepts significantly expand your leeway. Thanks to the building block principle, more and more products can be configured precisely the way you want. The modular building style also provides enormous flexibility. Many manufacturers profit from being able to fulfill their customers' individual demands efficiently. Last but not least, the building blocks lead to innovations – the clever linking of available components leads to further progress. > \_\_\_\_\_

The best example of this is the alphabet, which started to develop in the second millennium B.C. The ABCs show us that the combination of just a few symbols is enough to present and maintain very complex concepts captured in words and sentences in written form. Ever since Gutenberg, we have also been capable of spreading our thoughts and ideas to the masses – thanks to movable “printing modules.” The rest is – quite literally – history. And the future remains to be seen. > \_\_\_\_\_

Through the development of information technology, something very similar is happening today. And that without even a couple dozen letters as a foundation. Instead, a code reduced to zeros and ones is enough to create texts, photos, movies, music or even virtual worlds. As different as the listed examples may be, they all demonstrate that the building block principle holds utterly inexhaustible possibilities. Whether a play building block, a delicate letter, a single bit or a barely visible screen dot: An unbelievably powerful potential lies in every module. It's up to you how to use it. The possibilities are as limitless as your imagination. We offer you a double-page spread that we hope awakens a bit of curiosity about “modulars” from Heidelberg. //



*"My faith gives me a lot of strength." Igor Shpak (60), general director and owner of ADEF.*

# JOURNEY BETWEEN WORLDS

**ADEF, UKRAINE //** His country was socialistic, then capitalistic. He was a radiophysics doctor, then a print shop manager. He suffered from the work of product pirates and "spied" on the West. Igor Shpak from Kiev has experienced a lot. His print shop, ADEF-Ukraine, is currently reproducing a Bible on which all of the Ukraine's presidents swear.

**W**hen you're thrown into cold water for the first time in your life, the options are "either/or" – either stay still and go under or very quickly learn to swim. Igor decided on the latter and chose to swim. When socialism collapsed in his home country Ukraine, he decided to publish a book on investments. After all, books on management would certainly be as high in demand in the newly capitalist economy as nails for a home builder, Igor thought.

Only the Ukrainian hadn't reckoned with the new economic system's dark side. "Just as we wanted to publish the book, we found out that there was already a pirated copy in circulation," he remembers. Employees at one of the print shops he had commissioned had secretly smuggled out individual chapters from the book – a bitter financial loss for the prospective publisher. What should he do to safeguard future book projects? Change print shops and hope for a honest staff? The man from Kiev had a better idea. He bought an old printing press and starting printing the books himself. That was October 1995.

**New Location for 3.2 million dollars (2 m. euros).** Back then Igor hadn't even dreamt he would one day lead one of the Ukraine's most modern print shops. ADEF currently employs a total of 130 people, and that figure is soon to even reach 180. "We now have plenty of space," says Igor, who moved the location of the business only recently, shelling out around 3.2 million dollars (2 m. euros) in the process. The new company site lies about 21 miles (34 km.) west of Kiev and is 1.1 hectares large. The newly completed production

area, finished in January 2007, brings these space up to 16,146 square feet (1,500 sq. m.). Additional production halls are also planned. The print shop specializing in books, magazines and commercial print products achieves a respectable revenue: In 2007 it was around 2 million dollars (1.26 m. euros).

**Physicist on a New Path.** For a long time, there were absolutely no signs foretelling of Igor's printing career. Now 60 years old, he spent most of his life tracing the path of Albert Einstein. Igor taught in the radio physics department at Kiev University for a quarter of a century. Igor's specialty was quantum electronics; his dissertation was on Albert Einstein's theory of relativity. At the end of 1991, the fall of the Soviet Union set off a political earthquake which also shook Igor's world, "It was terrible. A few fellow professors kept afloat by selling fruit and vegetables at the market. Others went abroad," says Igor. He left the university on his own accord while inflation was reaching record highs every day. With his last paycheck, he was just able to buy 8.8 pounds (4 kg) of bananas.

Printing on 430 square feet (40 sq. m.), Igor possessed the entrepreneurial spirit necessary for the new market economy – not exactly typical for a veteran scientist. His first business idea was to publish books – "a childhood dream of mine, maybe because my father had a large library at home," Igor confides. Due to his experience with the product pirates, he quickly landed in front of his first printing press. Already soon thereafter he was printing orders for other clients. The demand was so great that Igor gave up his publishing work and officially founded his print shop, ADEF, in the fall of 1995. ▶

► Two important partners were already on board at that point: Alla Istomina, a former history teacher and Andrej Solomin, who had studied physics under Igor. The beginnings were humble. “Our only one-color printing press stood in a 439 square foot (40 sq. m.) small room. After printing, everything was done manually. For example, our families regularly helped us bind the books,” Alla looks back.

Organizational genius Alla is the owner’s right hand. She coordinates and supervises the entire production process, keeps control of the finances, and takes care of the marketing and publicity work. The management degree she completed later through an adult-education program has proven advantageous here. Alla has a lot in common with her boss: Both are amazingly energetic and optimistic. Both are also very religious. “There are more important things than the hunt for more and more profit,” says Igor. “At the beginning of 2007, my faith gave me a lot of strength when my wife passed away after many happy years spent together.” So it’s surely no coincidence that the Ukrainian Orthodox Church is a big customer. Roughly a third of sales comes from them – for the production of books, calendars and icons with holy images.

**Facsimile of National Treasure.** “At the moment we are producing an exact replica edition of the first Bible in Ukrainian,” Alla reports. “We’ve prepared ourselves for this difficult task for years and are very proud of it.” With good reason. The 500-year-old Bible has a unique significance in the country. All of the Ukraine’s presidents swear their official oath of office on it. The original Bible measures 14.97×9.45 inches (38×24 cm.) and is 5.9 inches (15 cm.) thick. Its



Oksana Miagkonosova at her workplace in prepress.

1,500 handwritten pages are sewn together with linen and the cover is made from leather. “The high quality facsimile should be as close to the original as possible. We’re working closely together with archives and museums for the restoration of pictures and text passages,” Igor explains. The Bible is being printed on a Speedmaster CD 74-five colors with coating, with a run of 1,000 copies. After that a lot of manual work is needed, for example to bind and attach the leather cover.

**Spying in the West.** Someone who brings the Ukraine’s most significant book back to life can’t run just any ordinary print shop. Indeed, ADEF ranks without a doubt among the very top of the country’s approximately 4,000 operations. “Already, when our print shop was in its infancy, one thing was clear to me. We would only reach our goals with the best machines and good organization,” says Igor.

“THERE ARE MORE IMPORTANT THINGS THAN THE HUNT FOR MORE AND MORE PROFIT.”

IGOR SHPAK, OWNER, ADEF

And what does a former citizen of the Soviet Union who up until then had never thought about private production equipment do? He took a look towards the West. In November 1999, Igor started out on his “spy trip” to Austria and Switzerland. The print shops that impressed him the most relied solely on Heidelberg. Once back at home, the name “Heidelberg” didn’t leave his mind.

In 2001, Igor bought his first machine from Germany – a used two-color GTO. Its user-friendliness, print results and service fulfilled even his highest expectations. So the shopping trip continued. The following year, he added a four-color Speedmaster SM 52. Soon after, the 10 printers were joined by a five-color Speedmaster CD 74 with coating unit. In press and postpress, ADEF also relies on technology “Made by Heidelberg.” A Suprasetter A74, a folder from Stahl, Theisen & Bonitz with 16 pockets, three Polar cutters are in operation in the heart of Ukraine.

**Appealing Magazines and Extremely Short Runs in Leather.**

With this concentrated machine power, ADEF regularly produces more than 20 different magazines – predominantly consumer magazines for women, fashion and cosmetics – as well as books with a total run of over 100,000 copies. In addition, a very diverse range of commercial products is produced, including brochures for trade and industry, menus, and advertizing materials like brochures and pamphlets. “We finish around two thirds of the commercial products with environmentally-friendly water-based dispersion coating. Gold and silver embossing are also very popular,” says Igor. “We still use our Tiegel press.”

When it comes to books leather is the big trend. To pull the leather over the book, the employees use a semi-automatic machine by the company Schmitt from Hamburg. Nevertheless, skilled hands



Organizational genius Alla Istomina can view the future optimistically: The Executive Manager steered the business towards success.

are indispensable in achieving the highest quality. The leather cover has to be exactly aligned while the adhesive is still wet. “Leather is of course only requested for very small runs of books up to about 300,” explains Igor. But books aren’t a mass product in the Ukraine anyway. On average, they reach runs of a few hundred copies, school books not included. Even though the government just recently got rid of the value added tax on books, they are still relatively expensive.

Igor can reach most of his customers comfortably in just a short amount of time from the city center. More than two thirds of clients are located directly in the metropolis of Kiev, that has a population of three million. ADEF works with a lot of advertizing agencies and publishing companies which are mainly concentrated in the capital city. “That’s why we have kept an office in the city center, even though

it costs a small fortune with today’s real estate prices,” explains Igor. “But no customer would drive the few kilometers to our new location outside of the city. That’s just part of the Ukrainian mentality.”

Internationally renowned companies also look to ADEF – not least of all because the print shop is one of the few in the Ukraine which can proudly display ISO 9001 and ISO 14000 certifications. ADEF produces 10,000 copies of various magazines for Nestlé Ukraine as well as image brochures and greeting cards. Mars Ukraine orders the newspaper “Zoo Planet” for its animal feed division as well as promotional products. The only international customer is currently Herbalife’s European headquarters in Moscow. Since 2005, the American manufacturer of diet products and cosmetics has had its magazine “Today” and distributor’s book for all of Europe printed by ADEF. ►



Excellent team: Vlad Romanenko, Igor Kozidub and Max Repick (from left) are proud of their trophy for the best "job of the month."

► **Work-Study Students.** Good work leads to loyal customers. Good machines are easy to buy, but good print shop employees have to be searched for with a magnifying glass. "Printers are particularly hard to find, not to mention prepress experts," says Alla. ADEF therefore lures future printers with a special offer. They finance the young people's education at the Kiev Polytechnic University. In return, the students pledge to work for ADEF for at least 10 years after completing their degree. The concept has born fruit. There are currently nine such "work-study students" who already began working in the print shop during their education.

However, there's something else that makes working at ADEF particularly attractive: Employees always receive their paychecks punctually. Late paychecks are not uncommon in the Ukraine and some employers even promise more money beforehand than they actually pay in the end. At ADEF, the ordinary worker goes home with 413 to 619 dollars (280 to 420 euros) at the end of the month. Printers receive between 826 and 1,549 dollars (560 to 1,050 euros), a manager up to 2,065 dollars (1,400 euros). Payment is made in the country's currency, Hriwna.

All employees who take part in production can also further improve their salaries with a bit of luck and a lot of dedication. Every month the people who did the best job are awarded a prize. The team from prepress, printing and postpress who processed the job receives 5 percent more pay and an attractive trophy. The computer determines the winner. The relevant parameters, like paper and printing plate consumption, production speed, arisen flaws and the economical use of consumables, are collected via computer.

**"WE'VE FOUND THAT SOCIAL SERVICES MOTIVATE MUCH MORE THAN MONEY."**

ALLA ISTOMINA, EXECUTIVE DIRECTOR, ADEF

"We've determined that social services motivate a lot more than money though," explains Alla. "That's why we offer employees who have been with us for three years health insurance, for example. Salaried employees can even spend a month paid vacation in a recreation home – together with their spouse." Those who do so much for their employees naturally get something in return. Alongside above-average performance, ADEF receives loyalty. Hardly any of the employees have left the print shop in the past years. This is yet another of ADEF's strengths.

Igor is still far away from quitting. "I'll probably only retire at 70," the print shop boss says. Until then he wants to keep looking after his 130 "children" at ADEF. He isn't afraid of having too much free time though. "I'm still the bookworm I was in my youth. I love music and can spend hours with my high-tech radio installation," says Igor. His favorite "hobby," however, is Darcy Lea Burton, his daughter's dog. It is an American cocker spaniel. They stroll in the park every morning. Darcy Lea is even part of the crowd on vacation. The dog gets his name from a character in Jane Austen's book "Pride and Prejudice."



Team leader Tatjana Oraskaja at her desk in postpress.

**Packaging Printing on the Horizon.** What other goals does the print shop owner Igor have? "I'm considering entering into B1 printing press," says Igor. He's already set his eye on the appropriate investments in machines: a five-color Speedmaster CD 102 and a two-color Speedmaster SM 102 with perfecting device. In addition, he wants to further expand the business with high quality facsimile editions of books.

Igor would like to have National Geographic as a new customer. "I love the magazine, but the Ukrainian version is currently still being printed in Poland," says Igor. "Unfortunately there are still customers who don't trust Ukrainian printers to produce top quality. I would like to show these people our print shop. Then they can convince themselves of the opposite with their own eyes." ■

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www.heidelberg.com/hd/XL75  
www.heidelberg.com/hd/SupraSetter  
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# Cacho's Spirit

**TRIÑANES GRÁFICA, ARGENTINA** // When Oscar Triñanes founded his print shop in Buenos Aires, he didn't have a clue about printing. What "Cacho," as his friends called him, did have was an excellent knowledge of prepress. He was also an outright quality fanatic – right up until the end. Today, under the leadership of his two sons Alejandro and Gaston, Triñanes Gráfica ranks among Argentina's top print shops for luxury labels.





**GASTON TRIÑANES (33),  
MANAGER**

Compared to his older brother, Gaston is more lively and creative. As deputy CEO, he is responsible for sales and customer management.



**ALEJANDRO TRIÑANES (40),  
MANAGER**

Cool-headed and pensive: Manager Alejandro determines the family business' strategic alignment and thus, its success.

**CACHO TRIÑANES († 2005),  
COMPANY FOUNDER**

Cacho (left), as his friends called him, founded Triñanes Gráfica in 1987. With great ambition and a strong penchant for perfection, he laid the foundation for the success of the business.



**I**t's almost 9:30 p.m. But by Argentinean standards it's still early in the evening. Tango clubs haven't even opened their doors. In Alejandro Triñanes' dining room, the family and a few friends are sitting around the table and chatting lively. They pleasurably wash down the last bits of grilled blood sausage and kidney pieces with a swallow of full-bodied Malbecs and make room for the second course. It's a typical "asado" (barbecue) just like the two Triñanes brothers like it: Gaston refills the wine and Alejandro sees to the beefsteaks sizzling on the grill.

The two of them complement each other in grilling just as well as they do in business: The somewhat quieter and pensive Alejandro (40) determines the print shop's strategy, and the 7-year-younger and lively Gaston takes care of sales and customer retention. This division of labor seems to work: The print shop grows by 30 percent every year. In the meantime, it employs a staff of 63 people. Triñanes Gráfica doesn't just produce "ordinary" commercial print products. It also carries out exceedingly demanding jobs for prestigious brands like the car manufacturer BMW, the fashion brands La Dolfina and Etiqueta Negra, or respected artists like the Argentinean star photographer Gabriel Rocca. And this at an extraordinarily high standard, as you sense at first glance of the print shop: Already the studio feeling lobby with a lot of glass and black leather pillows makes Triñanes Gráfica's self-image clear. "We put a lot of creativity into the jobs and always try to draw the absolute best out of the designs. We consider ourselves to be solution providers and make suggestions to our customers about how they can present their products even better using print technology," says Alejandro. On the fashion print jobs, for example, this high standard leads to a perfect realization of the product design's cool elegance with a mix of technological expertise and artistic intuition.

Nevertheless, the success of Triñanes Gráfica should not be taken for granted. When Oscar Triñanes founded the business in 1987, printing didn't actually belong to the range of services offered by the business. Up until then, Oscar had worked as film developer in the prepress department at a print shop in Buenos Aires. "Our father was downright obsessed with the art of printing. His whole life revolved around el arte gráfico, gráfico, gráfico," says Alejandro. And he was the entrepreneur type. He knew that he was better than others. His ambition and self-confidence spurred Oscar on and led him to give up his existence as a salaried employee after 35 years and at the age of 49 to start again from scratch – initially with his own prepress operation.

But as much as Triñanes Gráfica profited from the technological innovations, they were also the exact reason why the business' very existence was threatened. With the digital workflow, it grew increasingly easier to integrate prepress and press. "We determined that more and more print shops were carrying out typical prepress jobs ▶

**J**orge Luis Fava was there from the very start. The tall 62 year old with thin hair and a fatherly look now works with four other colleagues in prepress. "As 14-year-olds, Cachó and I started our training as film developers together. Already back then, he was my best friend – and this friendship lasted until his death in 2005. I had no doubts in giving up my old job, when he asked me to join his newly founded business. Cachó knew his own limits, but was always open to trying new things. He always kept himself up to date on what was possible. With his sons, he followed the newest trends in technology closely and was therefore able to invest more wisely. In 1998, for example, the three of them brought in the Topsetter. Changing from film exposure to CtP was the biggest adjustment in my entire work life."



Posters, catalogues, company brochures, calendars: When it comes to quality, telecommunication companies, fashion labels, car makers and cosmetics manufacturers rely on Triñanes Gráfica.



► like impositioning, corrugating and plate manufacturing themselves. Our only chance of survival was to expand our own business to a full-fledged print shop.” Thus, in 1997, Triñanes Gráfica made their entrance into printing. They got their start in digital printing, which at the time was still completely new technology. “We were one of the first digital printers in Argentina,” Alejandro remembers. Nevertheless, the new acquisition was more an act of necessity: The Triñanes couldn’t and didn’t want to make large investments. On top of that, no one really knew so much about printing itself – and a digital printing press was not only easier to operate than a sheetfed offset press, but also much cheaper. At the same time, the new acquisition already presented the next and also much bigger problem, “All of our customers up until that point were print shops – and they eyed our new equipment very suspiciously of course,” Gaston sketches out the drama back then. That meant they needed to find new customers. In doing so, Gaston set his sights initially on the print shops’ end customers – and actually won new clients bit by bit. The first, a pharmaceutical company, is still loyal to Triñanes Gráfica today.

To the same extent that Triñanes Gráfica won new print customers, the business also reduced its prepress jobs – down to 10 percent of their revenue. That was the starting signal for their entry into offset printing with a Speedmaster SM 74-6 including coating unit from Heidelberg. Once again, the print shop entered into completely new territory – and took the market by storm. The combination of excellent prepress and printing technology enabled it to manufacture high-quality print products. Above all else though, Triñanes Gráfica controlled and directed the entire process from prepress up to coating themselves. And that set off a real growth spurt that the brothers were pleased about.

**P**roduction manager Darío Conti experienced the fast-paced development up close and personal. The 33-year-old started at Triñanes Gráfica in 1992 in prepress. “At that time we were only 14 people. Today we’re 63 and work in two 12-hour shifts. Because we were able to produce efficiently both higher quality as well as “normal” jobs on the six-color Speedmaster 74, demand constantly grew to the point that we had to expand our capacities. In 1999, a four-color Speedmaster SM 74 was added. Little by little, the machines were replaced by three Speedmaster CD models, all in format 23.2×29.1 inches (59×74 cm.) and all with coating units. The four-color is even with a perfecting device. The change made us more flexible in terms of printing stocks. Now we can print on thicker paper, too. That’s important since we also manufacture cartons and brochures.”

Today all three Speedmaster CD models are linked to prepress via the Prinect Prepress Interface. Here Triñanes Gráfica uses solely solutions from Heidelberg. “Thanks to the prepress workflow from Prinect, we can produce quickly,” explains Gaston. “The machines take over the presettings, such as color profiles, directly from prepress, which means that we have to make few adjustments. That in turn enables us to really use our machines to full capacity.” Triñanes Gráfica earns about 35 percent of its total revenue with particularly high-quality products, usually in runs of between 3,000 and 5,000 copies. The remaining 65 percent is made on jobs that, though they require quality, aren’t extremely elaborate to produce. The business finishes around 90 percent of all print products with coating.

The order volume isn’t high enough to specialize exclusively in high quality jobs. “There simply aren’t enough premium products here because there is no wide middle class and thus no market for ►

**JORGE LUIS FAVA (62),  
PREPRESS EMPLOYEE**

Jorge Luis Fava eats breakfast as early as 5:15 am in order to be on time for his early shift at 6:00 am in the print shop. He works at the Topsetter imaging Heidelberg printing plates. “My wife, Olga, who I always call “Negra” (the black one), has been keeping me company at breakfast for 36 years. Usually we have black coffee with cookies.”



**DARÍO CONTI (33),  
PRODUCTION DIRECTOR**

Like many Argentines, Darío Conti has Italian ancestors. He likes eating meat but isn’t allowed to. “My cholesterol level is too high, so my wife Claudia normally cooks healthy food for me. I’d rather have a juicy beefsteak. At least I can guiltlessly indulge in my hobby. I collect miniature cars and take part in slot car races. I like fast cars and Formula 1. I drive a Ford Escort myself.”



**JORGE MAIDANA (37),  
PRINTER**

Jorge Maidana on his way from his house in Bursaco, south of Buenos Aires, to the early shift. "I used to play the bass in a jazz band. Today I only get around to jamming with friends every now and then. After a 12-hour shift, I don't have very much free time. And what I do have, I want to spend with my wife Sandra and our two children."



**JUAN GARGIULU (35),  
DIRECTOR OF PREPRESS**

Juan Gargiulu is just getting home. He drives around 37 miles (60 km) from Pilar, north of Buenos Aires, to work every day. "My wife, Carla, and my two children, Ramiro (4) and Bruno (1), love living here because it's so quiet. We have our own house. Today we wouldn't be able to afford the house anymore because of inflation. It's pretty crazy: One day 2.2 pounds (1 kilo) of tomatoes costs 1 peso and just a few days later it's already 15 pesos."

## Pushing the Limits of the Feasible

Black curls, full face and dark eyes under bushy brows. Isn't that...? "Diego Maradona," says Alejandro Triñanes. Twelve portraits of Argentinean stars adorn the walls of the lobby in format 15.7 x 15.7 inches (40 x 40 cm.). "The Argentinean star photographer, Gabriel Rocca, took the photos for a calendar. He had that printed here."

*Why did Gabriel Rocca choose you?*

**Triñanes:** He was looking for a print shop that produces very high quality. And that in all areas – litho, prepress and press.

*How did you achieve the photo-realistic quality in these pictures?*

**Triñanes:** To make Maradona's face look smooth and pin sharp in that size too, we used hybrid screens with a screen width of 330.2 lines per inch (130 lines per cm.). Since printing occurs in the highlights and shadows in FM screens, the skin looks very natural. Every pore is visible, and nevertheless the skin tone looks even and the color tones are full.

*Others can acquire these screen technologies, too...*

**Triñanes:** It's not quite that simple. Look at this: (Alejandro is holding a brochure produced by another print shop and pulls a magnifying glass out of his jacket pocket. He points to a model's face.) Here you can clearly see rosettes and the tone appears somewhat green. In addition, the suit exhibits moiré effects. Technology is only one side of the coin – expertise and experience with how to utilize the technology in order to achieve the best effects is the other.

*And what exactly can you do better than others?*

**Triñanes:** It's important to coordinate motifs and screens perfectly. Here not only the right choice of screens plays a decisive roll, but also the angle or the shape of a screen dot. We push the limits of the doable. And that's precisely what customers value in our work.

► them," Alejandro says. On the other hand, thanks to the broad customer base, the business can stand economic fluctuations relatively well. The roughly 200 customers stem from very different branches – for example BMW and Toyota from the automobile industry; L'Oréal from the cosmetics branch; Lacoste, Etiqueta Negra, Rochas and Vitamina from the fashion realm. Music, drink and food companies also rank among Triñanes Gráfica's clientele. Nevertheless, the instable national economy is a problem. While Argentina has recovered from the financial crash in 2001, the inflation rate is currently nearing the 30-percent mark again. That causes base rates to soar. "Larger acquisitions, like we are currently planning, can thus become much more expensive. On the other hand, we have to invest in order to secure our position on the market," says Alejandro.

Triñanes Gráfica can't afford to stand still. Over 13 million people live in the greater Buenos Aires area. That's almost 30 percent of Argentina's population. The economy is also concentrated in the Buenos Aires trading area. "Almost all of our customers have their headquarters here, but also our fiercest competitors," says Gaston. For the print shop, that means continuously distinguishing itself from the market anew. They do this in part through their customer service – Triñanes Gráfica delivers print products directly to customers in Buenos Aires with their own three trucks, for example.

The company also positions itself as a solution provider for high quality products. "We want to connect volume with quality, meaning achieving the highest quality even at high runs," says Alejandro. The business didn't just create a department for product development for this purpose, but also plans to invest in a UV machine. "That would be an enormous leap forward for us," emphasize Alejandro and Gaston. Their father Cacho would surely have been excited about it, too. ■

**Triñanes Gráfica**

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*Wants to climb even higher with offset printing:  
Daniel Knöpfli (43), managing director of Knöpfli Druck.*



*Expecting their sixth Speedmaster SM 52 in the meantime:  
Michael Klein (51) and business partner Achim Krause (43)  
from Clasen Satz & Druck in Düsseldorf, Germany.*



## It's all in the Combination

**SPEEDMASTER SM 52 //** Knöpfli Druck in Switzerland, Satz & Druck in Germany – two businesses, two business models. Both decided on the new Speedmaster SM 52. And since these small-format presses can be diversely configured, in both cases they fit like a glove.

thus clear-cut: “The Speedmaster SM 52 is the clear winner for me. It’s compact, perfectly automated and saves on maintenance, for example with the convenient blanket and impression cylinder cleaning.” Reliability and high print quality are a granted at Heidelberg anyway, he adds. And thus Daniel’s decision to purchase a two and a five-color Speedmaster SM 52 wasn’t difficult in the end.

**Perfect Addition.** The new SM 52 fits the print shop perfectly in terms of strategy as well. For a long time, the family business – founded in 1935 in Bern – only had a one-color offset printing press and was primarily a special operation for engraved stationary, business cards and labels. “In 1994, I then bought a two-color Printmaster GTO 52 in order to be able to offer multiple color print items and coatings from one source in the future,” Daniel remembers. He took over management of the business from his father in 1993.

Then and now, Daniel carries out the coating of offset print products for the approximately 250 print shops ranking among the 900 regular customers who stem from all over Switzerland and the neighboring countries. “If something is a bit delicate and difficult, we get the order. Also because colleagues enjoy 100% customer protection with us,” says Daniel. “Our steel engraving four-color printing is also special.” In the meantime, however, the traditional handicraft of steel engraving is more predominantly in demand as embossed printing.

Today the print shop only makes about 50 percent of its revenue on postpress, from steel embossing to thermal relief printing and up to hot foil and blind stamping. The business earns the other half with book and offset printing. “We don’t really have typical jobs anymore. We print everything daily – from business cards to stationary and up to folders, fliers and brochures – with various types of printing and grammages from 70 to 400 gsm,” explains Daniel. ▶

**S**mall but snappy: Two New Speedmaster SM 52s at Knöpfli Druck. Daniel Knöpfli doesn’t exactly have a lot of room to grow: Knöpfli Druck’s five-story company headquarters in the 6,700 person community of Au in the St. Gallen Canton is 110 years old. It has no more than 6,458 square feet (600 sq. m.) for production and 1,076 square feet (100 sq. m.) in office space. Time and again, the businessman thinks about moving to a new location. But he and the 14 long-time employees have grown fond of the landmarked “high-rise” in the Swiss Rhine valley. Aside from that, money doesn’t grow on trees in Switzerland either. “Before I shackle myself to the costs of moving, I would prefer to invest in a new machine,” says Daniel. Last year the business acquired a Suprasetter A52 ATL with Prinect MetaDimension 52i and the impositioning software Prinect Signa Station 2.0. “The platesetter was the first step towards modernizing our offset area. We’re taking the next with the two new Speedmaster SM 52s.”

**Better Safe than Sorry.** The print shop boss took his time looking for the best possible replacement for a two and four-color Printmaster GTO 52. He used that time to carefully inspect three small-format machines by leading manufacturers. First Daniel asked around at half a dozen print shops that don’t just have experience with Heidelberg’s small format but also the competitor’s machines in question. “All of them raved about the small Speedmaster and praised its easy usability,” says Daniel.

As a thorough Swiss, the 43 year old didn’t just rely on the opinion of others. He had a particularly demanding test sheet printed by various manufacturers. Once again the Speedmaster SM 52 performed the best. What tipped the scales in the end wasn’t just the convincing print quality though. The Speedmaster SM 52s smooth set-up and low operating costs were more important for Daniel. Weighing in heavy was also the Heidelberg press’ compact design. “As a five-color model, the Speedmaster SM 52 is about two meters shorter than competing machines. That is quite a bit, especially since space is extremely valuable for us,” explains the print shop boss. Daniel’s conclusion is



DANIEL KNÖPFLI HAS ALREADY PREPARED EVERYTHING FOR HIS SPEEDMASTER SM 52 AND HAD THE OLD WOOD FLOORS IN THE LANDMARKED COMPANY HEADQUARTERS REINFORCED WITH CONCRETE. THE ONLY THING MISSING NOW IS THE WALL BREAK NEXT TO THE INK SHELVES.



“WITH THE FIVE-COLOR SPEEDMASTER SM 52 WE CAN DELIVER SHORT RUNS PARTICULARLY FAST.” MICHAEL KLEIN AND ACHIM KRAUSE HAVE PREPARED EVERYTHING FOR THE NEW PRINTING PRESS, TOO.



There from the start: Clasen Satz & Druck. The Speedmaster SM 52 has long become a lasting hit at Clasen Satz & Druck. Today’s largest sheetfed offset print shop in Düsseldorf ordered its first two Speedmaster SM 52s already at drupa in 1995. “At that time the press was a real innovation – with 15,000 sheets per hour it was almost double as fast as the GTO 52 and much more automated,” Clasen owner Michael Klein remembers. “We had the Speedmaster SM 52 before any other competitors in the larger Düsseldorf area. The connected advantages in speed brought us yearly growth rates of 30 percent.” The two Speedmaster SM 52s with two and four inking units replaced two GTOs, which also had two and four printing units in 1995.

► **Upgradeable Printing Presses.** The offset area is intended to grow with the new two and five-color Speedmaster SM 52s. “We chose retrofittable versions for both presses,” explains Daniel. “This allows us to simply add on coating, numbering or perforating units, for example.” Daniel already has his eye on a dispersion coating unit by Laco. “We wouldn’t have been able to use such a small coating unit with the two competitor models in small-format,” explains Daniel. Changing locations or building an addition would have been unavoidable then. For now, it was enough to exchange the creaky wood floor for concrete in Au’s “high-rise,” so that the weight of both the Speedmasters can be carried.

**Interview with Daniel Knöpfli**

*Which configuration of the Speedmaster SM 52 did you choose and why?*

**Knöpfli:** We emphasize top quality. That’s why we decided on a fully equipped five-color Speedmaster with Prinect Press Center and the color measuring system Prinect Axis control. This ensures high quality with constant color checks across the entire run. We also equipped it with a perfecting device. The extension of printing stock strengths up to 0.02 inches (0.6 mm) allows us to provide printing for supplements and instruction manuals, too.

*How do you view the diversity of equipment on the new Speedmaster SM 52?*

**Knöpfli:** The diversity of equipment is definitely a big plus. You can order the five-color Speedmaster SM 52 with normal pile delivery too, for example. With the competition I would have only been able to get a five-color press with high pile delivery. For our range of orders a high pile delivery would have been completely oversized.

*How does the Speedmaster SM 52 fit your business model?*

**Knöpfli:** It allows us to double our capacities in offset printing. The five-color press alone would be enough to replace our two GTOs. I need security though, and that’s why we also have the two-color Speedmaster SM 52 with perfecting device. Business print products simply must go on these days or else the customer is gone right away. While it’s a big cost factor, it’s much worse to lose a customer. In addition, we can now also offer thermal relief printing in five colors.

**At Home in Any Format.** Recognizing trends in technology and putting them into practice is a characteristic trademark of Clasen Satz & Druck. In the drupa city Düsseldorf, the 32-person operation was often a forerunner – in 1998 with CtP, 2002 with the first five-color Speedmaster CD 74-LX and four years later with the first five-color Speedmaster CD 102-LX. The brand new five-color XL 75 with coating unit has been standing in the pressroom since June of 2008 – once again the first of its kind in the region. The five-color press with coating unit, a current drupa model, is also new. “This is already our sixth Speedmaster SM 52 since 1995,” co-owner Achim Krause says with pride. “This machine type has stood the test of time on countless jobs. Our printers value its ease of use, reliability and high productivity above all else.” Two Speedmaster SM 52s are currently in operation – in addition to the new model also a further five-color SM 52 with coating unit from 2001.

With a total of 20 printing units and three coating units, Clasen Satz & Druck provides everything from one source – from small to medium format, from prepress up to postpress including adhesive binding. “In this way, we also made ourselves independent from suppliers and have become even more flexible,” says Michael. The team of printers is proud of Clasen’s success and uniqueness far and wide. And not without reason: When the now 51 year old Michael took over the print shop from his father in 1989, revenue was “only” a million German marks (around 711,00 dollars or 500,000 euros). The younger partner of eight years, Achim, entered in 1991. In the meantime, the Clasen team earns 11.4 million dollars (8 m. euros) per year. The change of location in 1998 also contributed to the increase in sales. Today the company is located just a stone’s throw from the largest airport in the Rhine-Ruhr area in a new 26,910 square foot (2,500 sq. m.) building. A good 80 percent of Clasen’s 500 regular customers are advertising agencies and brokers. And because of this ►



**DANIEL KNÖPFLI**  
KNÖPFLI DRUCK, CANTON ST.GALLEN

Ever since 1993, Daniel Knöpfli has been expanding the offset area step by step. Now two Speedmaster SM 52s are intended to double their capacity in one go: a five-color press with Axis Control as well as a two-color press with perfecting device and extended printing stock strength.



**MICHAEL KLEIN UND ACHIM KRAUSE**  
CLASEN SATZ & DRUCK, DÜSSELDORF

Michael Klein and Achim Krause didn't have to look long to find the right machine for their very short runs. Since 1995, the two of them have trusted in Heidelberg's small format. Now a new Speedmaster SM 52 with two-roller inline coating unit, extended high pile delivery and drying is to continue their success story.

► creative clientele has pretty high expectations, almost all print products are of a particularly high quality. "We almost always use dispersion coating. And we apply it so thickly that it also has a refined quality," says Michael. Effect, scented and drip-off coatings as well as UV coating are also strongly on the rise. Clasen mastered the most unusual job until now in the summer of 2007: a company report made up of 13 different kinds of paper and which also had a plastic cover, Achim remembers. "We were sweating on that one, and it worked out superbly."

But not all jobs are nearly that complicated. A lot of jobs are brochures, fliers, calendars, A1 posters, programs, punched stand-up displays for bars or high quality invitations. Other customers such as the Düsseldorf Capitol Theater – stage for world-famous musicals like "Saturday Night Fever" – have been ordering their entire product pallet from small to medium formats from Clasen. Additional large customers stem from the car and cosmetics industries.

**Prompt Delivery.** The number of shifts is entirely dependent on the job situation. "We don't live from regularly issued publications. Sometimes we only need two shifts, sometimes three or we even work on the weekends, too," Michael matter-of-factly states. Because all Heidelberg machines have a coating unit in the meantime, the percentage of jobs printed and delivered on the same day is constantly increasing. On the new Speedmaster SM 52, it's a good 40 percent. "That's also why the inline coating unit with high-pile delivery and drying is indispensable for us on the new five-color Speedmaster SM 52, especially so that we're fast on short runs," Achim explains.

**Environmentally Friendly Printing.** Since Clasen entered into format 19.7×27.6 inches (50×70 cm.) in 1999 and 27.6 x. 39.4 inches (70×100 cm.) in 2005, larger runs have been gaining in importance. "Nevertheless, we've never thought about giving up doing business in small-format with the Speedmaster SM 52," says Michael. "This is where our roots are and we don't want to lose the many old regular customers." In order to win new customers and offer the old ones something new, Clasen is increasingly looking to "green printing." With the two new printing presses, the Speedmaster SM 52 and the XL 75, the Düsseldorf print shop is now printing with reduced alcohol by using the filter systems by the company Technotrans. As of July 2008, the company is also FSC and PEFC certified. "Those who want their print products made from sustainable forestry are warmly welcome here," says Michael with his usual enthusiasm for innovations. "And the next concrete environmental project on our agenda is climate-neutral printing."

**Interview with Michael Klein and Achim Krause**

*Which configuration of the Speedmaster SM 52 did you choose and why?*

**Klein:** We decided on a five-color press this time, too. Thanks to the inline coating unit with two-roller system, extended high pile delivery and DryStar Combination, we can deliver short runs particularly fast with it. The CombiStar Compact's water-cooled inking system temperature control, which we use for both the Speedmaster SM 52 and the new XL 75, also plays an important role for us. It works much more uniformly than the air cooling and also saves energy.

*How do you view the diversity of equipment on the new Speedmaster SM 52?*

**Krause:** It's absolutely wonderful. Heidelberg has always been top in this respect, and there are considerably more configuration possibilities on the new Speedmaster SM 52 than before. This time we also chose the optional printing stock strength extension up to 0.02 inches (0.6 mm). We're now perfectly set up for our numerous very short runs of folding cartons.

*How does the Speedmaster SM 52 fit your business model?*

**Klein:** For us it's the tried and true model. We value the Speedmaster SM 52s constant high print quality, reliability and extensive automation, in particular. In addition, our printers have perfectly mastered working on the press and will adjust to the new model very quickly. We also profit from the various special applications we can carry out with the coating unit of course: Applications with drip-off, scented coating or irodine are simply indispensable for our discerning customers. ■

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www.heidelberg.com/hd/XL75

# News & Reports

## HEIDELBERG PHILIPPINES // PARTNER WITH U.S. PUBLISHING AGENCY

**PHILIPPINES.** Two years ago, a major invitation to tender from the U.S. Department of State resulted in the foundation of Global Publishing Solutions (GPS), the state “publishing authorities.” This created a decentralized printing service provider for U.S. embassies all over the world. In some locations, however, the fledgling organization found itself hindered by frozen budgets. For example, much needed modernization at the GPS print shop in Manila had to be put on hold – until Heidelberg Philippines got on the case. Heidelberg quickly found an outside buyer for some of the Manila print shop’s existing inventory, enabling it to replace its old equipment with a new Stahlfolder KH 78 and a POLAR 137 high-speed cutter without incurring additional costs. GPS has also invested in a five-color Speedmaster SM 102-P+L, a Stahlfolder TH 82, and a number of Prinect prepress solutions – with official approval, of course – and is now operating more productively than ever before. Thanks to the positive experiences in the Philippines, GPS is now entering into a similar project with Heidelberg in the Egyptian capital, Cairo.



Think globally, act locally – Dean E. Cheves (on the left), Managing Director of the U.S. “publishing authorities” Global Publishing Solutions (GPS), congratulates Michael S. Stinson, Manager of the GPS print shop in Manila, on the fruitful cooperation with Heidelberg.

## LINOPROTECT // PIRATE HUNTING FOR EVERYONE

**GERMANY.** With the help of Linoprotect, brand-name products – or rather their packaging service providers – can make consumers themselves hunters for brand pirates. The concept is the following: Using Linoprotect, the packaging specialist attaches a characteristic random pattern and, next to it, an encrypted data code containing the same random pattern. The data code can be printed onto a folding carton, a label or a blister packaging. Consumers who want to check the product’s authenticity simply download the verification software onto their cell phone, photograph the security feature and are informed by the software if the random pattern and data code correspond with one another. This analysis of original and counterfeits can also be integrated into professional logistics systems, of course. In addition, it’s possible to enhance the data code with additional information. Linoprotect can be integrated into all prevalent blister, carton and label machines. Heidelberger Druckmaschinen AG’s youngest innovation project will be available from the beginning of the first quarter of 2009.

info // [www.linoprint.de/linoprotect](http://www.linoprint.de/linoprotect)



Double the effect: Linoprotect prints defined random patterns as encrypted data codes and thus enables every consumer the ability to distinguish originals from counterfeits with a camera cell phone.

## PREMIERE // ENVIRONMENTAL PROTECTION IN THE EMIRATES

**UNITED ARAB EMIRATES.** Anyone who thinks that the world’s largest crude oil producer gives no thought whatsoever to the environment is mistaken. The first conference on environmental protection in the United Arab Emirates printing industry was held in Dubai’s Media City. The event was organized by Technotrans AG with the involvement of industry giants such as Giffin Graphics, ColdJet, Lloyd’s Registered Quality Assurance and Heidelberg. Mazen Wafic El-Tibi, Deputy General Manager of Heidelberg Middle East, explained in concrete terms how local printers can use state-of-the-art production facilities both to protect natural resources and to save themselves money, while also maintaining the same high print quality. By so doing, El-Tibi helped dispel a prejudice in the country that is also gradually disappearing all over the world.



## LOVE STORY MADE BY HEIDELBERG

**IT KEEPS GOING AND GOING AND GOING AND GOING //** We mean the original Heidelberg “Tiegel” platen press that still stands for quality, endurance and reliability today. A press that has won over not only Heidelberg’s heart, but that of many customers as well.

There are a lot of personal stories you could tell about the platen press. Stories that make us proud and also curious. Heidelberg is therefore looking for the best photos of original platen presses still running and passionately used today. Particularly photos showing the printer working at his platen press will be premiered. We’ll entice you with prizes such as a D-System Camera from LEICA as well as nine shopping gift certificates for the Heidelberg Merchandising Shop worth 140 dollars (100 euros) each.



Participants can send in their analog photo or burn it onto a CD. Include your personal platen press story, and return it to the following address by January 31, 2009: Redaktion Heidelberg Nachrichten, Heidelberger Druckmaschinen AG, Kurfürsten-Anlage 52-60, D-69115 Heidelberg, Germany

Since it’s not possible for us to return the photos, please do not send any irreplaceable originals. The following technical requirements are necessary for the photos: Resolution on digital photos: approx. 1,600×1,200 pixels, maximum 5 megabytes. Size for analog pictures: at least 3.5×4.7 inches (9×12 cm.), maximum 7.1×9.4 inches (18×24 cm.).

### SOMA // NOW IN GERMANY AND SWITZERLAND

**GERMANY / SWITZERLAND.** From now on, Heidelberger Druckmaschinen Vertrieb Deutschland GmbH is offering flexographic printing and postpress machines developed by the Czech specialists SOMA Engineering in Germany and Switzerland. In so doing, Heidelberg is expanding a cooperation that began in 2004 in eastern Europe and today extends across South Africa, Japan and India. SOMA produces high quality flexographic printing presses with central cylinders as well as laminators, slitter rewinders, moulder proofers, sheeters and die cutters. Custom-made machines are also a part of the strongly growing spectrum of the business. Located in Lanskrout (approx. 111 miles [180 km] east of Prague), SOMA employs around 220 people. With SOMA, Heidelberg supplements above all else its portfolio for packaging solutions.

info // [www.soma-eng.com](http://www.soma-eng.com)



Now available through Heidelberg in Germany and Switzerland: The Soma Flex IMPERIA, which is setting new standards in flexographic printing – user friendliness and profitability combined with convincing productivity and the highest levels of print quality.

### THUNG HUA SINN GROUP // GOING THE WHOLE NINE YARDS

**THAILAND.** The Thung Hua Sinn Group in Thailand clearly doesn't do things by halves. In the course of its 50-year history, the print shop has developed into a true full-solution provider for label and folding carton production – from prepress and press to postpress, including coating, die cutting and embossing. It is therefore no surprise that there are no half-measures in Managing Director Anachat Thangkasemvathana's latest modernization program. As well as bringing postpress up to date with several fully automated POLAR cutting systems, Thung Hua Sinn is also replacing the current pressroom technology with a total of 32 brand new Speedmaster XL 75 units. All the machines – including the 10,000th 19.69×27.56 in (50×70 cm.) Heidelberg printing unit – are integrated in an ultramodern Prinect workflow. The world's largest Speedmaster XL 75 installation to date will be housed in a new building outside Bangkok where the Thung Hua Sinn Group intends to maintain its reputation as the Thai market leader for label and folding carton production.

info // [www.thsp.co.th](http://www.thsp.co.th)



Shaking hands on the world's largest Speedmaster XL 75 installation – Heidelberg Management Board member Dr. Jürgen Rautert (on the left) and Anachat Thangkasemvathana, Managing Director of the Thai Thung Hua Sinn Group, have signed a contract for a total of 32 printing units from this series.

### DANAGARDS GRAFISKA // ANNIVERSARY PIECE

**SWEDEN.** When Peter Hjelm ordered two new perfectors in November 2007 the Managing Director of Danagards Grafiska in Sweden was absolutely certain of one thing: Heidelberg would supply him with the very latest drupa 2008 version of his two favorite models, equipped with the brand new Prinect Press Center control station complete with Sheetfed Control press control system and Intellistart technology. Only when the presses were installed in May 2008, however, did Hjelm discover that one of his new perfectors was special in another way. His eight-color Speedmaster SM 102-P incorporates the one hundred thousandth printing unit in this format. Hjelm's high-tech press is thus part of the unique success story of a format launched back in 1975. The series has been developed on an ongoing basis and has now won over so many printers around the globe that Heidelberg has become the undisputed world market leader in this class.

info // [www.danagards.se](http://www.danagards.se)



The 100,000th printing unit in format 102: Björn Eriksson, Governor of Ostergötland, head of Danagard Peter Hjelm and Dr. Walter Stählin, Regional Director of Heidelberg Europe/Middle East/Africa (from left).

### UD PRINT AG // FIRST CLIMATE NEUTRAL PRINTING PRESS

**SWITZERLAND.** The world's first printing press for which Heidelberg received a certificate confirming its CO<sub>2</sub> neutralized manufacture for is now at UD Print AG in Lucerne. For this purpose, the eco-balance experts from PE International scrutinized all the production steps for the Speedmaster XL 105-5+LX – including test runs and transport procedures. They determined the so-called "CO<sub>2</sub> footprint" to be around 329 tons of carbon dioxide. The CO<sub>2</sub> accumulated during the press' manufacture was counterbalanced by corresponding investments in a climate protection project. In this case, UD Print AG and Heidelberg supported the Te Apiti Windfarm (New Zealand), which conforms to the standards of the World Wide Fund for Nature (WWF) as well as the requirements of the Kyoto protocol. That makes Heidelberg the first manufacturer ever to offer its customers a choice between a "normally produced" and climate neutrally certified XL 105. Additional model ranges are intended to follow upon demand.



Clean Business: Ulrich Bigler, director of UD Print AG, received the certificate for the first climate neutral Speedmaster XL 105 from the head of Heidelberg Switzerland, Urs Saner (from left).

### CIPPI AWARDS // METZGERDRUCK AND SOUTHERN COLOUR WIN

**GERMANY / AUSTRALIA.** At the CIPPI Awards, in which the CIP4 organization distinguishes especially successful projects in process automation, the German Metzgerdruck GmbH and the Australian Southern Colour Pty Ltd. both took first place: Metzgerdruck won the category "Best Cost-Value Realization and Improvement in Efficiency"; Southern Colour won in "Best Process Automation Implementation in the Asia Pacific." Thanks to the custom-tailored Prinect installations, the German family business achieved a return on investment of around 1,300 percent (based on five years); the fast growing Southern Colour was not only able to increase its monthly plate output by 250 percent, but also even well beat its own goals in reducing waste and make-ready times, as well as increasing quality. Thus, both integration projects demonstrate that Prinect offers users considerable economic advantages.

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



# Same Name, New Diversity

**SPEEDMASTER SM 52 //** Every print shop should be able to put together its machine as individually as possible. This is exactly the idea behind the new Speedmaster SM 52. The model range in format 13.8 inches x 19.7 inches (35 x 50 cm) offers not only the corresponding diversity of equipment, but also greater performance.

**A**lready with the previous model ranges Printmaster PM 52 and Speedmaster SM 52, our customers were able to choose among many configurations, says Bernhard Seidl, responsible product manager at Heidelberg. "The new Speedmaster SM 52, however, can now be configured much more flexibly and unifies the previous model ranges under a collective name." In so doing, the modular machine concept offers print shops a wealth of choices – from the minimally automated one-color machine with standard pile delivery up to the fully automated ten-color machine with high pile delivery and perfecting device.

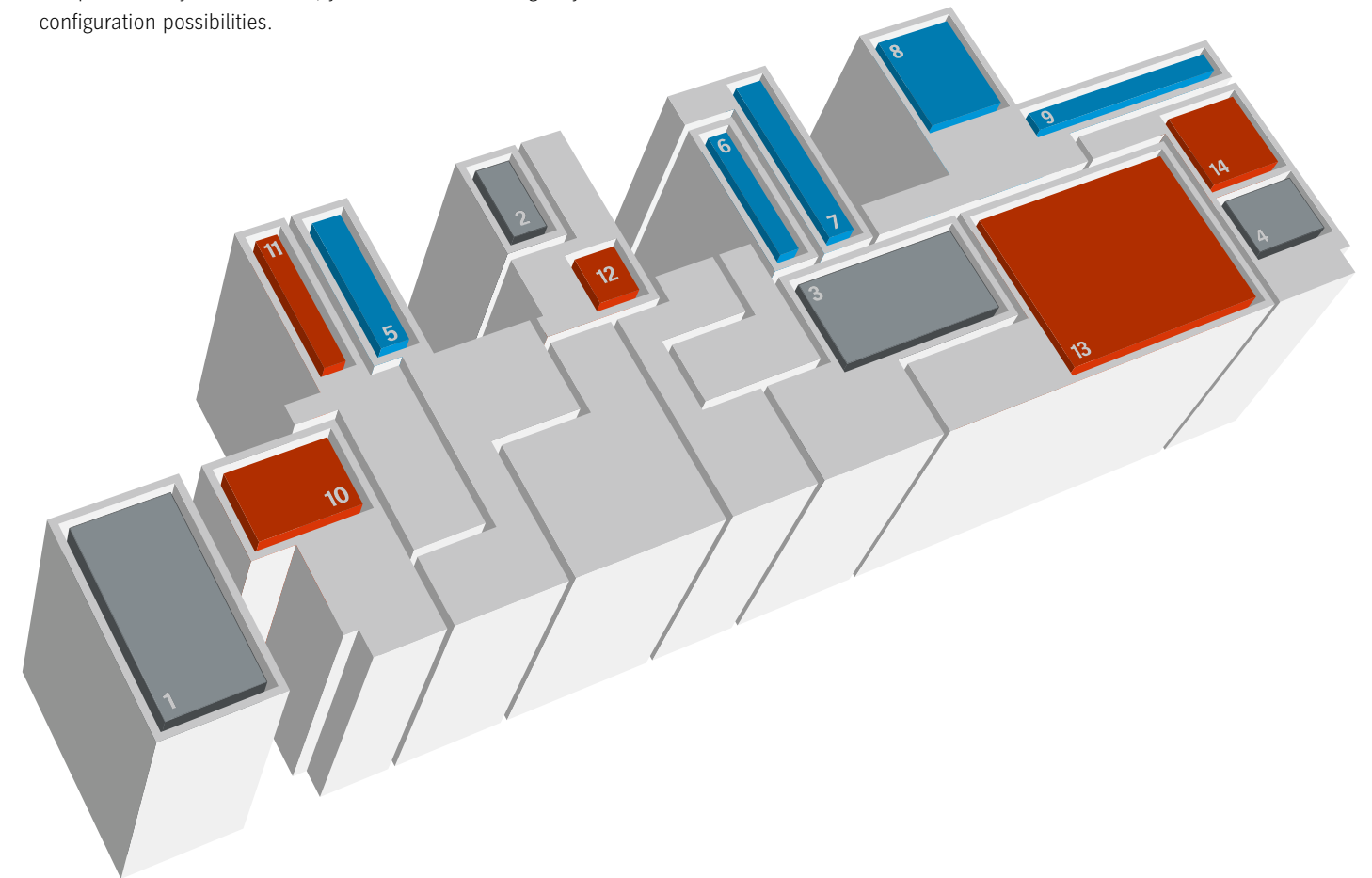
**Flexible Standard.** The new Speedmaster SM 52 models – with normal pile or high pile delivery – are both available with a standard configuration. "This choice of equipment is our suggestion for configuration. It is ideal for the typical range of orders in format 13.8 inches x 19.7 inches (35 cm. x 50 cm.). For the majority of our customers, the standard configuration is therefore optimally tailored to their needs," explains Seidl. "Those wanting less or more automation can either leave out or add on various components." And for those with special demands, the machine can also be equipped with a coating unit, UV, or inline die cutting. The zoneless short inking unit Anicolor, which reduces make-ready time and minimizes waste, is available for a multitude of models as well.




**Producing More Efficiently.** In comparison to the previous machine models offered by Heidelberg, print shops with the new Speedmaster SM 52 achieve a productivity advantage of 2 to 20 percent. "Particularly the Prinect Press Center with Intelistart and the higher print performance of the normal pile delivery machine create increased productivity," explains Seidl. Thanks to the decentralized control platform Sheetfed Control, printers also profit from maximal availability, comprehensive diagnosis possibilities and a high level of automation. An additional plus point is the newly developed ergonomic design created for ideal user friendliness. By the way – we've also put the same concept into practice on the new Speedmaster SM 74, replacing the previous model series Printmaster PM 74 and Speedmaster SM 74. "A great diversity of configuration possibilities isn't just a good idea in format 13.8 inches x 19.7 inches (35 cm. x 50 cm.) after all," Seidl concludes. People want as many options as possible when it comes to getting the most out of their production.















The following pages illustrate the new Speedmaster SM 52s enormous breadth of configuration possibilities. They show which components are already included in the standard configuration, as well as the diverse options for individual customization. They are a prime example of how a modular system can go a long way to meet the needs of all types of printing businesses. ■

## STANDARD PILE DELIVERY AT A GLANCE: THE STANDARD CONFIGURATION OF THE NEW SPEEDMASTER

The new Speedmaster SM 52 with normal pile delivery is particularly well-suited to short and middle-sized runs. In addition, the machine can be flexibly adjusted to your individual needs. If the standard configuration is already too much, you can simply leave out individual components. If you need more, you can choose among very different configuration possibilities.



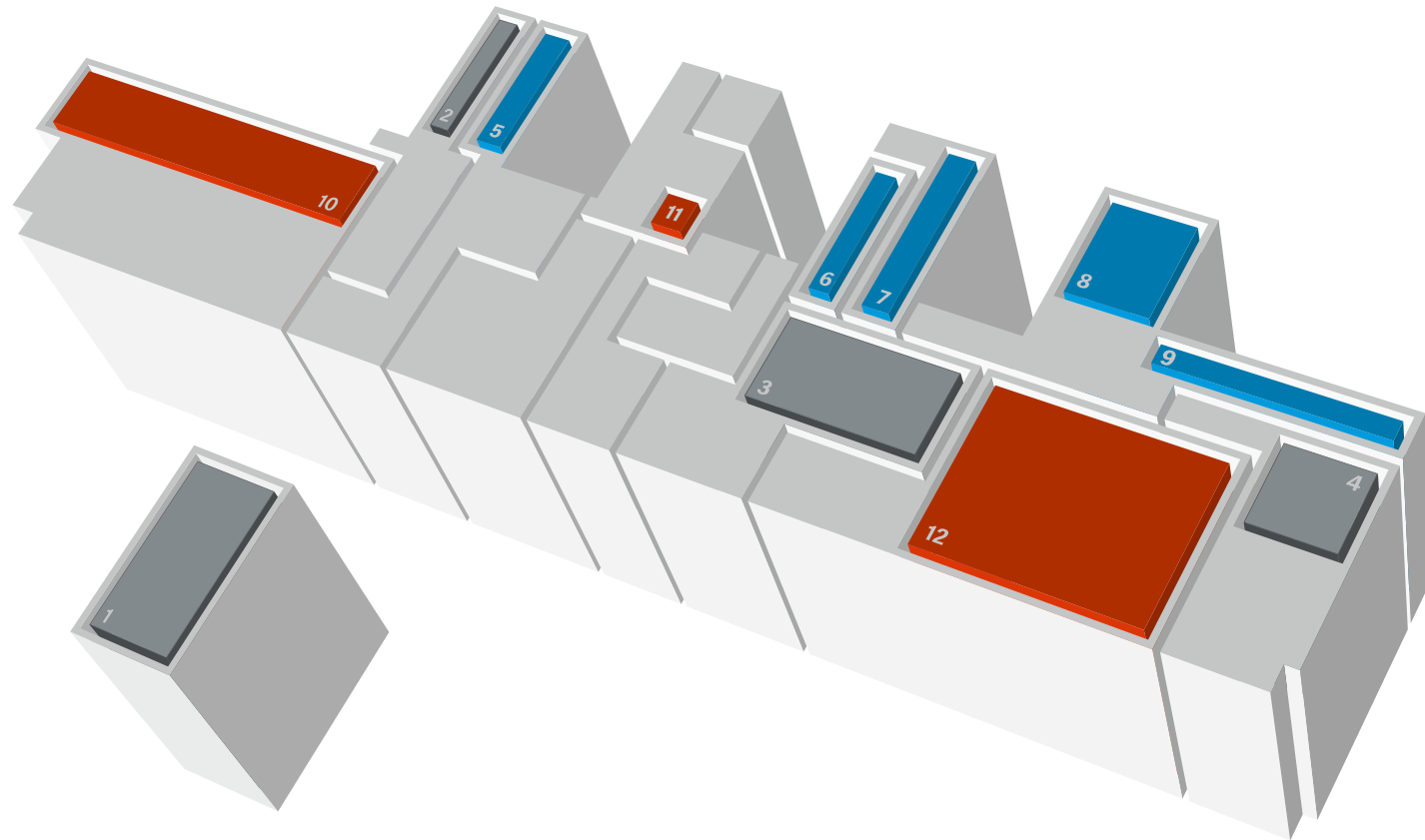
-  STANDARD CONFIGURATION
-  DESELECTABLE COMPONENTS IN THE STANDARD CONFIGURATION
-  OPTIONAL EQUIPMENT FOR IMPROVED PERFORMANCE




- |                                                                                                                                |                                                                                                                                       |                                                                                                                                        |
|--------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------|
|  [1] Prinect Press Center                 |  [5] Short Path Inking Mode                      |  [10] StaticStar Compact                          |
|  [2] EasyPlate                            |  [6] Blanket/Impression Cylinder Wash-up Devices |  [11] AutoPlate                                   |
|  [3] 0.03-0.4 mm Printing Stock Thickness |  [7] Traversing Inking Rollers                   |  [12] Vario Function                              |
|  [4] 13,000 Sheets per Hour               |  [8] Inking Rollers Wash-up Devices              |  [13] 0.024 in. (0.6 mm) Printing Stock Thickness |
|                                                                                                                                |  [9] Electronic Pull Lay Monitoring              |  [14] 15,000 Sheets per Hour                      |













## HIGH-PILE DELIVERY

AT A GLANCE: THE STANDARD CONFIGURATION OF THE NEW SPEEDMASTER

For print shops that predominantly produce high runs, the new Speedmaster SM 52 with high pile delivery is the perfect choice. Hardly any wish is left unfulfilled among the numerous configuration possibilities here. In this way, every customer receives exactly the machine performance that is really needed – and that’s quite a lot.



-  STANDARD CONFIGURATION
-  DESELECTABLE COMPONENTS FROM STANDARD CONFIGURATION
-  OPTIONAL EQUIPMENT FOR IMPROVED PERFORMANCE

 [1] Prinect Press Center	 [5] Short Path Inking Mode	 [10] StaticStar Compact
 [2] AutoPlate	 [6] Blanket/Impression Cylinder Wash-up Devices	 [11] Vario Function
 [3] 0.03-0.4 mm Printing Stock Thickness	 [7] Traversing Inking Rollers	 [12] 0.024 in. (0.6 mm) Printing Stock Thickness
 [4] 15,000 Sheets per Hour	 [8] Inking Rollers Wash-up Devices	
	 [9] Electronic Pull Lay Monitoring	

## GLOSSARY

THE CONFIGURATION OPTIONS IN DETAIL

### PRINECT PRESS CENTER

Up to 70 percent fewer operating steps – the new machine control center Prinect Press Center with Intellistart makes it possible. Printers save at least a minute on each job change. Depending on the number of jobs and the necessary tasks, production capacity increases by up to 8 percent in a year. For machines with a knife-type ink fountain, operation occurs over the compact Onpress Center at the delivery.

### SHORT PATH INKING MODE

Small format commercial jobs like business cards or envelopes are often characterized by little ink application and the frequent use of special colors. With the short path inking mode, printers can swing away a group of rollers separately for each printing unit from the machine control center. Since ink application only takes place on the first two inking rollers, make-ready times and waste are reduced significantly.

### TRAVERSING INKING ROLLERS

The traversing inking rollers are an ideal remedy for printing forms that have a tendency towards ghosting. The path for side movement can be individually set for each inking roller.

### EASY PLATE

The plate clamping system EasyPlate with software controlled positioning enables easy and reliable plate changes with only a few steps. With just the push of a button, the plate cylinder moves into position quickly and exactly. The printing plate is brought into the front clamping bar and centrally clamped. After another positioning run, the same thing happens on the back clamping bar.

### AUTOPLATE

Less than a minute for plate change per printing unit. In comparison to EasyPlate, AutoPlate enables time savings of up to 30 percent. Only a few startup sheets are needed for register corrections, too.

### PRINTING STOCK THICKNESS

In order to further increase flexibility and expand the range of applications, printing stock thickness can be increased up to 0.024 inches (0.6 mm.) Printing stock thickness in the standard version is between 0.001 inches (0.03 mm) and 0.016 inches (0.4 mm).

### RUNNING SPEED

Whether 13,000 or 15,000 sheets per hour, standard or optional – both versions are available with the new Speedmaster SM 52. Print shops decide for themselves how important machine speed is for their applications.

### BLANKET AND IMPRESSION CYLINDER WASH-UP DEVICES

With this automatic wash-up devices printers can choose their individual wash-up program after the job is done. Blanket and impression cylinder are then cleaned fully automatically one after the other. Print shops with frequent job changes profit from this. For print shops where flexibility is ahead of productivity, this device can also be removed at the factory.

### INKING ROLLERS WASH-UP DEVICES

The inking rollers wash-up device works quickly, thoroughly and is also gentle on the environment, thanks to minimal washing agent and water consumption. Printers whose range of jobs doesn't require frequent ink changes can leave out this option.

### STATICSTAR COMPACT

The StaticStar from Heidelberg is high quality antistatic equipment for the feeder and delivery. It prevents an electrostatic charge of printing stocks and ensures good separation in the feeder pile. At the same time, it also ensures reliable sheet transfer and an even pile formation in the delivery – especially with low grammages, coated printing stocks and plastic films.

### ELECTRONIC PULL LAY MONITORING

With this monitoring system, wrong settings at the feeder can be immediately recognized, thus preventing waste. This increases the machine's production reliability.

### VARIO FUNCTION

The dampening unit Alcolor can be equipped with the Vario Function which leads to considerably better print results, particularly when printing with high surface coverage and low-grade printing stocks. The Vario option removes glitches from the plate during printing and thus helps prevent waste.

# HEI ECO



Economy and ecology are not mutually exclusive. In fact, environmentally-friendly printing makes good business sense. It helps you cut costs and project a positive image to the market. Your customers will be increasingly interested in discussing your green credentials. Let's work together to develop customized solutions: "Think economically, print ecologically." [www.heidelberg.com](http://www.heidelberg.com)



# DISTINGUISHED TEMPTATION

**SPECIAL APPLICATIONS //** If you want to score points with tasty Christmas cookies and impressive finishings, you need above all else one thing: the right recipes. These here turn a small treat into a real feast for the senses. The coatings with iriodin or Christmas scent were created on a Speedmaster XL 105 Duo, completely inline. This can, of course, be achieved with other Heidelberg machines.



# PINEAPPLE GINGERBREAD COOKIES

Makes about 70 cookies:

4 eggs (medium-sized)  
 2 tsp. (1 packet) bourbon vanilla sugar  
 1 cup (200 g) sugar  
 Pinch of salt  
 1 cup (100 g) ground almonds  
 1 cup (100 g) ground hazelnuts  
 grated peel of 1 organic lemon  
 1 cup (150 g) dried pineapple  
 2 ½ cups (250 g) flour  
 1 tsp. baking powder  
 2 tsp. gingerbread spices  
 7 oz. (200 g) pineapple jam  
 ¾ cup (130 g) dark chocolate for coating

Beat eggs, vanilla sugar, sugar and a pinch of salt together for four to five minutes until fluffy. Use the egg beaters on a hand mixer. Stir in almonds, hazelnuts and lemon peel. Mix together the flour, baking powder and gingerbread spices and stir them into the mixture. Spread dough evenly onto a baking tray covered with baking paper. In a preheated oven at 335 °F (175 °C) (gas 2, convection not recommended), bake on the second rack from below for 20 minutes until golden brown. Remove from oven and let cool for five minutes. Then turn onto a cooling rack, remove baking paper and let the gingerbread cool.

Cut gingerbread in half horizontally. Spread pineapple jelly onto the surface and fold half of the gingerbread with jam onto the other half. Chill one hour. Meanwhile, chop chocolate and melt in warm double boiler. Cut pineapple into strips. Cut gingerbread up into 1 inch (2,5 cm) large cubes. Dip the top lightly into the chocolate coating and let it drip on a cooling rack. Cover with one strip of pineapple. The gingerbread keeps for four weeks in tin cans between layers of baking paper. Store in a cool and dry place.

Preparation time: 1 hour 25 min (plus cooling time)

## Relief Embossment with Christmas Scent

Ingredients: UV scale, Christmas scented coating, matt dispersion coating, galaxy ceramic paper 300 gsm (300g/m<sup>2</sup>)

Equipment: A five-color Speedmaster with coating unit (for example the Speedmaster XL 105-5+L), DryStar Combination UV with multiple interdeck dryers in the extended delivery; in addition, several coating supply units are needed – such as CoatingStar or CoatingStar Compact, for instance. For the 3D blind embossing, a die cutter for punch forms of up to 30,3 x 42 inches (770 x 1,070 mm), for example a Dymatrix 106, is needed.

Fill the first four printing units with the UV scale. Put the Christmas scent in the fifth printing unit. The matt dispersion coating with a viscosity of 40 seconds is not absolutely necessary, but it offers additional protection and goes in the coating unit. At the next step during printing, partially apply the dispersion coating so that the scented coating can be activated as soon as you rub it with your finger. The dispersion coating is omitted at these spots. For the 3D blind embossing, equip the die cutter with the coining die. Thanks to the paper's high grammage, the three layer embossment can be noticeably seen and felt.

Tip: For a perfect result, apply the dispersion coating particularly heavily – then it doesn't just serve as a protection but looks especially distinguished as well.



AMARENA  
CHERRY COOKIES

# AMARENA CHERRY COOKIES

Makes about 25 cookies:

1 ½ sticks butter (170 g)  
¾ cup (100 g) powdered sugar  
2 egg yolks (medium-sized)  
2 ½ cups (250 g) flour  
salt  
1 pinch baking powder  
Flour to work with  
2 tsp. whipping cream  
2 Tbs. crystal sugar  
12 amarena cherries  
2 Tbs. dried sour cherries  
1 glass cherry jam (12 oz. (340 g))  
1–2 tsp. cornstarch

*Knead together butter, powdered sugar, 1 egg yolk, flour, a pinch of salt and baking powder in a food processor until dough is malleable. Flatten out the dough, wrap in plastic wrap and chill. On a lightly floured surface, roll out the dough in several portions about 1/10 of an inch (3 mm) thick. Using a round cookie cutter with a rippled edge (2 inch diameter (5 cm diameter)), cut out the dough. Place cookies on baking sheets covered with baking paper. In the middle of half of the circles, cut out small inch diameter (2,5 cm diameter) circles. Knead together the small circles and left over pieces of dough and cut out more circles and rings until all the dough is used. Place on baking sheets covered in baking paper and chill 30 minutes.*

*Whisk together the remaining egg yolk and cream. Brush cut-out dough rings with it and sprinkle with crystal sugar. Place successively in preheated oven at 375 °F (190 °C) (gas 2-3, convection 8 minutes at 325 °F (170 °C)) on the second rack from below and bake for nine to 10 minutes. Remove from oven, carefully lift from paper and let cool on cooling rack. Drain amarena cherries and chop finely. Chop dried cherries finely. Brush cherry jam through a fine strainer. Bring mixture to boil once and thicken using cornstarch stirred into a little cold water. Let jam cool. Fill disposable icing bag with jam and cut off a small piece of the tip. Squirt onto the closed circles, lay the rings on top and press together lightly. Squirt remaining cherry mixture into the openings.*

*Cookies keep in tin cans between layers of baking paper about two to three weeks. They can, however, change color slightly from the jam.*

*Preparation time: 1 hour 20 min (plus cooling time)*

## Iriodin and Doming Coating

Ingredients: UV scale, iriodin sterling silver, matt dispersion coating, doming coating

Equipment: For complete inline coating in one pass, we recommend a four-color Speedmaster (for example the Speedmaster XL 75) with three coating units – one before and two after the printing units – UV dryer and extended delivery. In addition, the DryStar Combination is advisable for a better coating process, as well as CoatingStar for the matt coating and CoatingStar Compact for the special coatings.

*Fill the four printing units with the UV scale. Put iriodin in the first coating unit. Fill the second coating unit with the dispersion coating and the third coating unit with doming coating. During production apply the dispersion coating with a viscosity of 40 seconds across the entire surface. The iriodin sterling silver accentuates the Christmas tree ornaments with iridescent light and color reflections effectively. At the same time, the doming coating makes the coarse crystal sugar and the delicious filling look scrumptious.*

*Tip: Extended sheet travel lends the UV coating a particularly intense gloss.*



ALMOND STARS  
WITH CRANBERRIES

# ALMOND STARS WITH CRANBERRIES

Makes about 30 cookies:

3 cups (250 g) ground almonds  
 ½ cup (50 g) dried cranberries  
 1 cup (200 g) fine sugar  
 ½ tsp. ground cinnamon  
 1 egg white (approx. 1.4 oz. (40g))  
 2 ¾ cups (350 g) powdered sugar  
 1 tsp. finely grated organic orange peel  
 1 Tbs. lemon juice  
 2-3 Tbs. grenadine (pomegranate syrup)  
 Silver and pink colored sugar pearls

*Place ground almonds in a food processor and grind very finely. Chop cranberries very finely. Using the blade in a food processor, mix almonds with sugar and cinnamon well. Add the egg white, ¼ cup (50 g) powdered sugar and 1 Tbs. orange peel and knead into a ball of dough. Take the dough out of the processor and work in cranberries by hand.*

*Between 2 sheets of baking paper, roll the dough out into a thick slab. Freeze the slab of dough for 45 minutes. Using different sized star cookie cutters, cut out about 30 cookies and place them on a baking sheet covered with baking paper (repeatedly dip the cookie cutters in water briefly). Freeze the cookies for another 30 minutes. Knead together the extra pieces of dough, roll it out, cut out the stars and freeze them. Bake cookies for six to eight minutes in a preheated oven at 400 °F (200 °C) (gas 3, convection not recommended) on the lowest rack. Remove from oven, carefully lift from paper and let cool on cooling rack. Stir together remaining powdered sugar, lemon juice and grenadine to a thick, smooth glaze. Brush onto stars, decorate with sugar pearls and let dry completely. Store almond stars in baking tins between layers of baking paper. They keep one to two weeks. Add quartered apples to the baking tin to prevent the cookies from drying out. Packed in plastic wrap with colorful bows, the cookies make a wonderful gift.*

*Preparation time: 1 hour (plus cooling and freezing times)*

## Iriodin and Doming Coating

Ingredients: UV scale, iriodin sterling silver, matt dispersion coating, doming coating

Equipment: Best-suited for inline coating in one pass is once again a Speedmaster XL 105-4 Duo with three coating units, UV dryer and extended delivery. DryStar Combination as well as CoatingStar for the matt coating and CoatingStar Compact for the special coating are necessary for a perfect result.

*Once again, fill the four printing units with the UV scale. The iriodin goes in the first coating unit, the matt dispersion coating with a viscosity of 40 seconds in the second coating unit. Put the doming lack in the third coating unit. Iriodin lends the red icing a silky shimmer. For a well-protected and distinguished looking print image, apply the matt dispersion coating across the whole surface in this recipe too. The doming coating applied at the end underlines the festive feel of the sugar pearls and awakens a sense of appetite in the viewer.*

*Tip: As is often the case, a good rule of thumb with the doming coating is - the more, the better - so don't be afraid to apply a heavier coating to increase the effect. It's just like in baking - the more love that is poured in, the better the cookies will taste.*



SHORTBREAD COOKIES  
WITH STEWED APRICOTS

# SHORTBREAD COOKIES WITH STEWED APRICOTS

Makes about 40 cookies:

- ¾ cup (60 g) ground hazelnuts
- 2 ¼ sticks butter (250g) (softened)
- 1 cup (150 g) powdered sugar (sifted)
- salt
- 3 cups (300 g) flour
- 2/3 cup (100 g) cornstarch
- 1 tsp. finely grated organic lemon peel
- 1 pinch ground almonds
- 1 pinch ground nutmeg
- 1 pinch ground cinnamon
- 4 egg yolks (medium-sized)
- 1 egg (medium-sized)
- 2/3 cup (100 g) dried apricots
- 3-4 Tbs. apricot brandy
- 1/8 cup (25 g) sugar
- 3 ¼ Tbs. (50 ml) white wine
- 1 oz. (30 g) apricot jam

Roast nuts in an ungreased pan until light brown, let cool. Beat butter, powdered sugar and a pinch of salt in a food processor using the egg beaters for 10 minutes until very fluffy. Mix together flour, cornstarch, lemon, nuts and spices. Gradually add egg yolk and egg into the butter mixture while stirring for 30 seconds until the egg and butter have dissolve together. Carefully work in the flour mixture. Chill dough for 30 minutes.

In the meantime, cut the apricots very finely and soak them in apricot brandy for 30 minutes. Bring pot with sugar, wine and 5 ½ Tbs. (80 ml) of water to boil. Add apricots, cover, and leave to simmer on very low heat for 50-60 minutes, stirring repeatedly. During the last 10 minutes add apricot jam and cook without lid. Flavor with remaining apricot brandy and let cool. Fill an icing bag with a middle-sized star-shaped nozzle with dough. Cover two baking sheets with baking paper. Squirt dough onto the sheets in spirals of 1,5 inches diameter (4 cm diameter), leaving 1,5 inches (4 cm diameter) space between them. Using the handle of a wooden spoon, press indentations into the middle of the cookies. Chill at least two hours. Fill the indentations with the apricot mixture. Place cookies in preheated oven at 350 °F (180 °C) (gas 2-3, convection 315 °F (160 °C)) on the lowest rack and bake for eight to 10 minutes until light brown. Let cool on cooling rack.

The cookies keep for about two weeks in tin cans between layers of baking paper. Store in a cool and dry place.

Preparation time: 2 hours 30 min (plus cooling and soaking time)

## Christmas Scent, Iriodin and Doming Coating

Ingredients: UV scale, Christmas scented coating, iriodin sterling silver, matt dispersion coating, doming coating

Equipment: A six-color Speedmaster with two coating units (for example the Speedmaster XL 105), two UV dryers and extended delivery with CoatingStar coating supply units will also be needed.

Fill the first four printing units with the UV scale. Put the Christmas scent in the fifth printing unit and the iriodin sterling silver in the sixth. The matt dispersion coating with a viscosity of 40 seconds goes in the first coating unit, the doming coating in the second. While the scented coating awakens memories of Christmas, the iriodin intensifies the metallic shine of the cake servers. In order to allow the scented coating to fully unfold, apply the dispersion coating only partially here as well. For a particularly glamorous appearance of the jam, apply doming coating at the end - voilà!

Tip: If the iriodin is printed after the UV inks, a pearl effect emerges. If you want a silky shimmery effect print the iriodin beforehand.



### DYNAMIC SHEET BRAKE

THE OLD FRIEND FROM THE SPEEDMASTER XL 105 NOW ENSURES GREATER PERFORMANCE IN THE SM 102 AS WELL.

# Delightfully Uncomplicated

**SPEEDMASTER SM 102 WITH PRINECT PRESS CENTER AND INTELLISTART //** A printing press is only perfect when its potential unfolds in reality. That's why Heidelberg has raised the bar on the Speedmaster SM 102. The successful model range is setting new standards not just in terms of technology, but also when it comes to ease of use.



**ERGONOMICS**

A MULTITUDE OF DETAILS, SUCH AS THIS HANDRAIL, MAKE WORK EASIER AND IMPROVE SECURITY.

**W**hen Sebastian Schwarz talks about the many innovations on the newest Speedmaster SM 102, it almost sounds wrong at first, “You can hardly recognize anything at first glance,” says the product manager for the format 27.6 x. 39.4 inches (70 x 100 cm.) at Heidelberg. “A good eighty percent of all changes are hidden,” Schwarz continues. But then you quickly notice how proud of every single percent he is, “We really dug deep into the machine and took a big step forward.”

**Interplay of Technology and Ergonomics.** Sure enough, the Speedmaster SM 102 has proven itself to be technologically absolutely state-of-the-art since drupa 2008. With the goal of increasing productivity and availability, Heidelberg gave its successful model range a completely new, self-developed machine control system and thoroughly remodeled the equipment. At the very top of the agenda was also the desire for an operating concept that would allow the Speedmaster SM 102 entire pressroom service range to be completely accessible. “Our goal was a significantly higher net productivity. That’s why we were working at two levels right from the start,” explains Sebastian Schwarz. “On the one hand on the technological equipment which needed to ensure a maximum on availability – and on the other hand, on user-friendly ergonomics, which actively support the printer in the production process and enables fast, reliable operation of all functions.”

**Delivery with XL Technology.** On the equipment, Heidelberg concentrated above all else on the area around the delivery. The Speedmaster SM 102 now includes a dynamic sheet brake, which reliably stops the respective printing stock even at the highest production speed and supports exact stacking. The sheet brake stems from the Speedmaster XL 105 and, thanks to the manifold adjustment possibilities, is well-suited to a broad range of printing stocks. What’s special about it though is its dynamic – in place of an always constant speed, the brake modules are sped up to the respective speed of the printed sheet in order to then be able to smoothly brake it. “The technology from our peak performance class shows its advantages particularly on small grammages,” explains Schwarz. “That makes an average of around 1,000 sheets more per hour,” Schwarz adds.

Heidelberg also relies on the tried and true technology from the XL 105 series for the powder application system – the PowderStar AP 500 Duo. The powder device distinguishes itself through a high degree of efficiency. That means that less powder is needed in total because it lands precisely dosed exactly where it is needed – namely on the sheet. The result is not just an economic advantage. Simultaneously, the machine stays clean longer and the time between cleaning intervals increases significantly. That means considerably higher availability and less time lost to washing, not mention the savings on water and cleaning solution.

In order to further reduce emissions, Heidelberg also remodeled the process air removal system CleanStar, as well as the CombiStar for integrated dampening solution preparation and inking unit temperature control. And that successfully, as the “emission checked” certificate from the industry association for the Speedmaster SM 102 documents. The strain at work from noise, alcohol evaporation and dust lie well under the strict limit values set by the association for the benefit of workers.

**Turn Instead of Push: Fan Control using Jogwheel.** Quite a bit has changed at the central delivery control section, such as the control of the nine total fans. Heidelberg developed the so-called jogwheel for this purpose. This is a rotary knob that allows the air to be changed with just one quick turn of the hand. Particularly practical is that the desired fans can be grouped together and set collectively at the new touchscreen, which is also located at the delivery control section. All important functions at the delivery can be operated over the touchscreen, including amount of powder, air setting or drying. And since the values can be saved, they are available for recurring orders at any time.

**Everything Under Control: The Prinect Press Center.** The most striking of the Speedmaster SM 102’s innovations is certainly the Prinect Press Center. As of drupa 2008, Heidelberg has been equipping all Speedmaster machines with the new high performance control center. That means that for the first time, the entire Speedmaster series from the SM 52 up to the XL 162 can be holistically operated with the help of the same control platform.

The Prinect Press Center is based on the new machine control Sheetfed Control and gathers all functions for controlling the machine as well as color and register into one central console. From here, the printer can prepare print jobs, set up and control the machine as well as check printed sheets.

Jürgen Mittmann accompanied the development of the new control center from the start, working closely with Sebastian Schwarz in the process. After all, the control center is a central component of the machine. For the product manager from Prinect, the control center is primarily an answer to the increased demands in the pressroom. “Today, printers have to monitor and control many processes,” says Mittmann. The Prinect Press Center helps them to do so by providing them with all the necessary information about the current ▶



**CLEANSTAR**

CLEAN BUSINESS: THE IMPROVED SUCTION REMOVAL FILTERS OUT THE SMALLEST DUST AND POWDER PARTICLES FROM THE AIR.



► status of the order and machine. “In this way, the printer can prepare jobs, set up and control the machine as well as judge the printed sheets quickly and reliably – and that with absolute comfort,” says Mittmann. “In addition, the Prinect Press Center offers the perfect integration into the Prinect workflow for effective data management and better process flow.”

**Everything in View: The Wallscreen.** Usually the console’s enlarged 19 inch touchscreen and improved illumination with standard daylight lamp stand out right away. Printers who are already working with the new control center are also happy about the attention to detail in the improvements, such as the generous drawers and surface areas on the control center. At the same time, all of this is easy to overlook when the Prinect Press Center is equipped with the optional wallscreen. That’s because the large display screen seems to almost magically attract attention – especially when the print sheet is displayed 1:1 in its entire width and the display changes between the individual color separations.

The results from the Prinect measurement and control system Axis Control and Image Control can also be viewed and approved directly on the wallscreen in order to quickly apply color. In addition, the operator can use a number of other Prinect applications on the wallscreen – for example the Machine Components Scout, which

provides information on any spare parts which may be needed. Or you can take a look at a cross section of the entire printing press – including a dynamic depiction of all important functions in real-time. In this way, the printer sees at a glance how much paper is still in the feeder or how fast the machine is running.

An additional feature of the wallscreen is that the printer can now see the position of the sheet brakes in relation to the print image during straight printing and perfecting. In this way, he can check directly if they are running in the print-free areas. “Changes in the position of the sheet brakes is shown directly on the wallscreen,” explains Mittmann. “The operator thus recognizes right away which effects his actions have. Wallscreen therefore contributes a significant part towards more process reliability and productivity – particularly considering that set-up can be carried out remotely and while the machine is running.”

**Intellistart – Time Savings with Every Job Change.** The process oriented user guidance Intellistart also ensures increased productivity and process reliability. The software is included with the Prinect Press Center as part of the standard package. Using Intellistart makes job changes significantly simpler and faster. This is because it reduces the number of operating steps needed for changing the print job by 70 percent and creates a plus of up to 8 percent for each job change.



**TOUCHSCREEN**  
EVERYTHING IN VIEW: THE 19-INCH TOUCHSCREEN PROVIDES THE PRINTER WITH THE MOST IMPORTANT INFORMATION.



**JOGWHEEL**  
ONE TURN IS ENOUGH: SIMPLIFIED OPERATION OF AIR, POWDER AMOUNTS AND SHEET TRAVEL.

In action this is very simple. As soon as the printer has chosen and confirmed the next job, the user guidance compares the current machine settings with those for the next job. Based on this, the software then calculates a dynamic job list containing all necessary steps for the job change. “The operator no longer has to have the many individual process steps in mind,” explains Mittmann. “Intellistart takes that over and that means that Intellistart doesn’t just suggest the ideal order, but also ensures that no step is overlooked. The person at the machine has everything under control because he checks and authorizes the process chain.”

As soon as the printer starts the job change, Intellistart runs through the individual process steps. In so doing, all processes that can be carried out in parallel are taken care of at the same time. If manual tasks are needed – for example ink or plate changes – the software waits until the printer confirms that it can proceed. The printer can issue this confirmation right from wherever he is at the moment – namely directly at the ink duct or printing unit. “Intellistart doesn’t just reduce changeover times, but also saves the printer from running around,” says Mittmann.

**Innovation with Concept.** If you look at the numerous innovations on the Speedmaster SM 102 from an abstract perspective then it becomes clear: The machine wasn’t just consistently modernized. Heidelberg also put a strategy of innovation into practice, expanding availability more strongly than before to the service area.

Thus Heidelberg is looking more and more to using identical parts or components in its various printing presses – for example on the Speedmaster SM 102, technology from the peak performance

class. The advantages reach far beyond focused development and comprehensive use of mature technologies because having common parts means even more reliability and shorter down times.

The scalable control platform Sheetfed Control is also a step towards availability since it is used in all Speedmaster models. Thanks to Sheetfed Control, the well-known online-supported Heidelberg Remote Service was significantly expanded with further diagnosis possibilities. This allows for a fast and cost-effective reaction to possible breakdowns. In many cases, breakdowns can even be prevented with regular Remote Service inspections. In addition, in the event of a disturbance, eCall offers the possibility of sending a qualified error message within a minute to the responsible Heidelberg service organization. Disturbances can thus be fixed significantly faster and more efficiently.

However, something else speaks for the new features of the Speedmaster SM 102 and the other Speedmaster models, too. Mittmann and Schwarz both agree. All innovations are thoroughly Heidelberg’s own developments – the hardware, the software and the electronics. “The entire expertise is here in our house. And that is an incredible advantage when it comes to maximum productivity.” ■

**Further Information**  
[www.heidelberg.com/hd/SM102](http://www.heidelberg.com/hd/SM102)

# GET PRINECTED!

**PRINECT //** Compulsory or voluntary? The fact of the matter is that there is hardly a way around integrating production and management these days. The more appropriate question is therefore how to best go about it. Prinect software opens up countless possibilities, as shown by Metzgerdruck and Druckwerk Süd in Germany.

**M**odular Print Shop Workflow. Even faster, even cheaper, even better: There's little indication that anything will change here in the near future. Print shops are therefore increasingly facing the question of how to counter the interplay of increasing demands and sinking margins. One thing is clear: An investment in more productive hardware alone is not enough. Additionally, it's becoming more and more important to closely interlink all process steps in administration and production, and to coordinate them perfectly with one another. Only then can a print shop achieve what a business desperately needs in the face of increasing pressure from the competition. It needs greater speed and greater efficiency, and Prinect has the answer.

Through Prinect, Heidelberg makes a whole range of software modules available that can be combined according to the principle of building blocks. As of drupa 2008 this also includes solutions for postpress. That makes Heidelberg the only provider of software solutions for completely integrated print shop operations – from order acceptance to production and up to delivery and billing. In the process, Prinect users are always free to choose which path they want to take. “Our customers cannot only incorporate all the individual areas in one go, but also step by step,” explains Christopher Berti, Director of Product Management Prinect. “That means that smaller businesses also have the possibility of expanding their individual Prinect workflow according to demand.” More important than the size of the print shop is, above all else, the desired depth of integration. “We've successfully installed Prinect in the

most varied levels of extension in businesses with ten to 15 employees as well as those with well over 100 employees,” says Axel Zöller, Product Management Prinect.

**Total Integration.** Among the companies that have decided on comprehensive utilization of Prinect is Metzgerdruck GmbH in Obrigheim, Germany. And the result of the complete integration is reputable. “With Prinect, we've achieved a return on investment of 1,300 percent within five years,” says a very happy Benjamin Sigmund, Project Manager of integration at Metzgerdruck. The

these possibilities to operate prepress more efficiently and thus, noticeably increase capacity and process speeds on jobs in order to better serve our existing customers and win new customers as well.”

The hunt for a suitable solution began at drupa 2004. There Metzgerdruck compared solutions from various manufacturers. In doing so, price was in no way the most important criterion, “We wanted a JDF based workflow system. In addition, we also expected the production of regularly issued publications to be noticeably easier,” says Sigmund. In the end the decision was made in favor of Prinect. With the help of the prepress solution from Heidelberg,

## “WITH PRINECT WE’VE ACHIEVED A RETURN ON INVESTMENT OF 1,300% WITHIN FIVE YEARS.”

BENJAMIN SIGMUND, INTEGRATION PROJECT DIRECTOR, METZGERDRUCK

business realized this extraordinary success in three project phases: In April of 2005, the 80 person commercial print shop introduced Heidelberg's prepress solution, the Prinect Prepress Manager. About two years later, the already existing management information system (MIS), Prinect Prinance, was linked to prepress. Metzgerdruck took the third step in the fall of 2007 – the total integration of the pressroom with Prinect Pressroom Manager. Now the family-owned business will introduce the new Prinect Postpress Manager and integrate postpress into the Prinect workflow as well.

**Highest Savings Potential.** Prinect simplifies and automates work processes on the basis of an open data standard, the job definition format (JDF). “JDF is actually nothing more than an electronic job folder, that – thanks to Prinect's central database – is available around the clock for all areas of the print shop,” explains Berti. JDF was developed by the International Cooperation for the Integration of Processes in Prepress, Press and Postpress (CIP4), of which Heidelberg is a founding member.

It's no coincidence that Metzgerdruck chose to begin its integration project with a prepress solution, “Prepress simply offers the highest savings potential because a lot of manual steps can be automated here,” explains Sigmund. “We wanted to take advantage of

Metzgerdruck can predefine and always reuse many work processes. For orders that are similar, the procedure for processing PDFs can be set, for example. In so doing, RGB colors will automatically be converted to CMYK.

Installing the Prepress Manager took a total of about two weeks. During this time, Metzgerdruck worked closely with the experts from Heidelberg, who also trained the administrators and users. Since Metzgerdruck put a systematic color management system into practice when implementing Prinect, quality and color reliability have also increased. “We can also begin printing in color much more quickly,” says Sigmund.

**Calculation Planned Production.** As the next step, Metzgerdruck decided to link its management information system Prinance, which had already been in use since 1995, with prepress. The main goal of including Prinance was to allow technical production details to be planned during order calculation. “When the calculation includes the corresponding production information, the offers are much more exact and realistic,” Sigmund concludes.

Today Metzgerdruck uses significantly more of Prinance's functions than in the past, too. For example, storage and ordering now take place over the MIS. In addition, an inventory of stock was created ▶

► for the paper storeroom. The staff in production also profit from the integration. “They send about a third fewer questions internally to calculation today,” says Sigmund. “This saves a lot of time and contributes to an ideal workload on our machines.”

**Realistic Post Calculation.** After their positive experience with the prepress solution, Metzgerdruck integrated the entire pressroom into the Prinect workflow in the fall of 2007 – a five and a six-color Speedmaster XL 105, each with coating unit as well as a two-color Speedmaster SM 102 perfecting press. With the Prinect Pressroom Manager in place, production at Metzgerdruck has accelerated because all job information about a digital job folder is available at the printing presses. At the same time, the printing presses send production information back to the MIS and thus enable a realistic and current post calculation.

## “BY INTRODUCING PRINECT, WE’VE MEASURABLY REDUCED OUR MAKE-READY TIMES AND COSTS.”

MICHAEL LIEBEL, MANAGER, DRUCKWERK SÜD

Another advantage of integration is that all important information is available in real time. This means that the employees at Metzgerdruck always know exactly which job is in which phase or how high the actual production costs are. Next Metzgerdruck would like to integrate postpress into the Prinect workflow. In order to reduce costs and make-ready times here as well, they will be implementing the Prinect Postpress Manager at the end of 2008. “Aside from our two drivers, every single one of us will then be working with Prinect,” Sigmund jokes.

**Concentration in the Pressroom.** The Prinect Pressroom Manager can also be used independently of the Prinect Prepress Manager of course. Druckwerk Süd GmbH & Co. chose this path. The commercial print shop, a merger of three print shops from the Allgäu and Oberschwaben areas with a total of 65 employees is “only” using Prinect in the pressroom and with the MIS. The Prinect Pressroom Manager was introduced at the end of 2006. “We wanted to link our printing presses,

a ten-color and a five-color SM 102 as well as a two-color Speedmaster SM 52 using JDF and thus reduce make-ready times and costs,” says Michael Liebel, Manager of Druckwerk Süd. “Furthermore, it was important for us to be able to have an exact post calculation and get an overview of the current status of our jobs in the pressroom.” Are the presettings for a particular order already available? Which sheets have already been produced? They wanted the sales departments at all three locations to always be able to “see” this and more.

**Information Flow with Potential.** Druckwerk Süd’s own prepress solution is not entirely capable of JDF, so certain potential in connection with the Prinect Pressroom Manager can’t be thoroughly utilized. “Our prepress solution doesn’t automatically read all JDF parameters. We have to continuously make adjustments,” explains Liebel. In addition, an interface is needed between prepress and the

pressroom. For these reasons, Liebel has his sights set on replacing the current prepress solution with the Prinect Prepress Manager. “Then we would finally have a unified workflow with a smooth flow of information,” he says. Since 1997, Prinance has also been a part of the print shop’s Prinect package. In addition the MIS is connected to the current prepress solution over an interface.

**Electronic Planning Table.** In the pressroom at Druckwerk Süd, the Prinect Scheduler is currently being field tested. The new electronic planning table is intended to noticeably lighten the schedulers’ workload. The Prinect Scheduler uses so-called checkpoints to show whether the most important milestones in print jobs have already been reached, for example printing approval. A warning system immediately alerts you about missed deadlines. This enables the scheduler to take any appropriate measures right away. In addition to the schedulers, all other authorized print shop employees can also access this information at the Prinect Cockpit.

**Postpress in Sight.** Introducing Prinect was definitely worth it for us, Liebel concludes. He could also imagine including postpress with the Prinect Postpress Manager in the future. “Right now we still have high make-ready times in postpress,” the manager said. “For us it would be particularly helpful to include the most important machines like saddlestitchers or folding machines into the workflow.” Compared to all competing products, the Prinect Postpress Manager offers the best possibilities, he said.

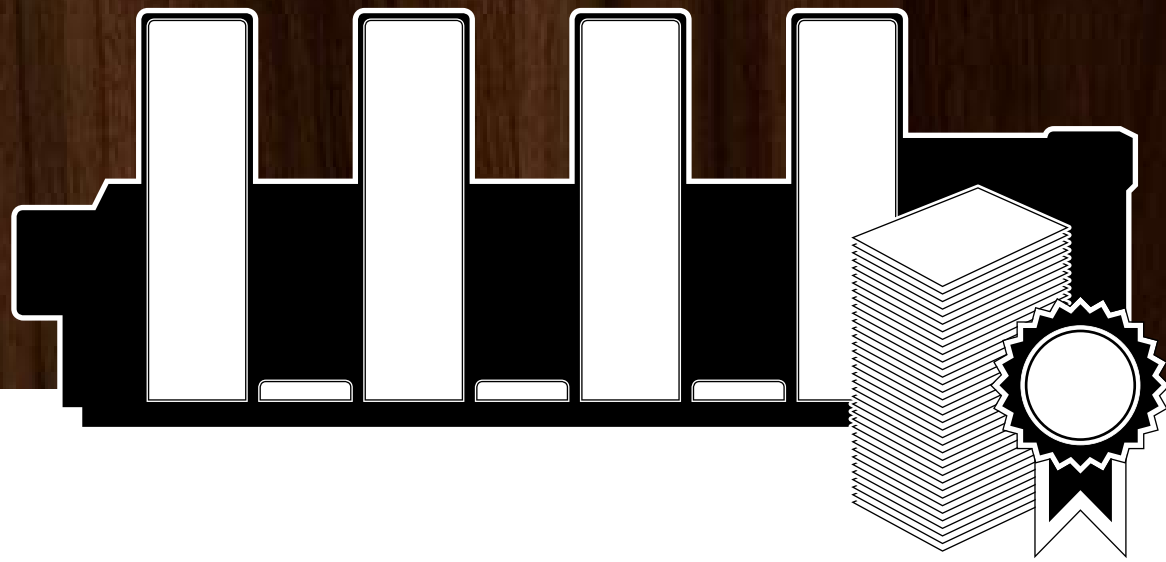
**Well-Considered Steps.** “The examples of Metzgerdruck and Druckwerk Süd show what advantages print shops can gain from integrating their processes with Prinect,” says Christopher Berti. Thanks to the 1,300 percent return on investment, Metzgerdruck even won the CIPPI award in the category “Best Cost-Value Ratio” in 2008. The award is bestowed yearly by CIP4.

Procuring everything from one source is not only a large functional advantage for print shops, but also a logistical one. “The customer doesn’t have to grapple with a bunch of useless interfaces anymore,” explains Berti. “The time and effort needed for integration is significantly lower.” What needs to be taken into consideration when implementing a workflow system? Every print shop has to know which processes they want to integrate and how detailed they really need to have the information. This decision-making process needs to take place in the print shop. Heidelberg does, however, offer comprehensive consultation services before and during the implementation of Prinect. “We recommend businesses to take well considered, small steps when introducing an integration solution,” says Berti. Druckwerk Süd shows that this strategy also reaps large increases in efficiency. ■

Part 2 of the article will be published in the next issue of the Heidelberg News (HN 267) and introduces the newest developments in Prinect.

#### Further Information

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



# FSC Logo – A Piece of Cake

**FSC CERTIFICATION IN PRACTICE //** Without an FSC certificate, increasingly fewer doors are open in the Print Media Industry. The road to one's own worldwide recognized logo is simpler than many think. This example of the German print shop Kohlhammer & Wallishauser shows how it works and what it comes down to.

**M**arc Hellstern still remembers well the day he first had to seriously confront the issue of logos from the Forest Stewardship Council (FSC). "Like many other things, the initiative came from the customer," says the 40 year-old, who is responsible for production and sales at the print shop Kohlhammer & Wallishauser. In this case it was the German Federal Agency for Nature Conservation. As the publisher of the magazine Natur und Landschaft (Nature and Landscape), the agency placed two demands. "We were supposed to print the monthly issue on FSC paper," says Hellstern. "In addition, it was expected that we certify our processes according to FSC standards." The print shop felt like most FSC newbies do – they wanted to react immediately but didn't know where to begin. "We only learned which steps to take after looking at the FSC's website and talking with another print shop we know," Hellstern remembers.

Many who are first confronted with the issue of certification have a similar experience. And almost all are surprised at the beginning since the worldwide FSC organization with headquarters in Bonn, Germany, doesn't carry out the certifications itself. Around 20 independent inspection organizations worldwide are authorized by the council and responsible for that. The spectrum ranges from the classic eco-forest protagonists like the Rainforest Alliance Smartwood Program in Richmond, USA, to the quality certifiers from The Swiss Association for Quality and Management Systems. Business

consultants active worldwide, such as KPMG Forest Certification Services in Vancouver, Canada or the GFA Consulting Group in Hamburg, are also on board. Those in Hamburg are the market leaders in Germany. GFA helped more than 500 businesses earn an FSC logo, including saw mills, paper mills and paper retailers as well as building centers or manufacturers of wood furniture. "We've registered an enormous rise the last few years with print shops," says Eva Weinert from the certification team at GFA. The most important reason for this development is that more and more clients want to see the FSC logo on their print products.

**Separation of FSC and Other Papers.** The hunt for a suitable certifier led Kohlhammer & Wallishauser to GFA. This is auditor Joachim Lerche's third time at the print shop – two years ago for initial certification and then every twelve months for a follow-up audit. "The two inspections are more or less the same actually," explains the lumberman. He estimated he would need about three hours this time. "That's enough when the data is well prepared." That's very different to saw mills or paper mills, where the process can often take several days, Lerche says.

At the print shop, the core of the audit proves to be quite simple actually. The business has to demonstrate that it bought FSC certified paper and that it stores and processes it separately from other paper. In addition, auditors check to see if the paper reaches the

client with the correct identification. In order to find this out, Lerche asks about the print shop's total paper consumption and the percentage of FSC paper. He also enquires about whether FSC products are ever processed out of house.

This is followed by order cycles and storage techniques. Lerche takes a look at the documents showing that the employees were trained about FSC. Then he wants to know if the print shop has its paper providers show their FSC certificates on a regular basis. Are there any changes in the print shop's handbook describing all of the processes having to do with FSC paper? The GFA representative takes a look into this, too. Finally he checks the so-called material balances: How much FSC paper was bought, how much processed, how much delivered and how much is still in the storeroom? Is everything correctly documented? "We look into everything this closely because we want to prevent that 100,000 FSC sheets were bought, for example, and somehow magically 300,000 are 'delivered' to the customers," Lerche explains the meticulous procedure. He conscientiously works his way down his checklist consisting of multiple pages. Production director Hellstern and Michael Faul,

from internal sales and overseeing the FSC proceedings, are well prepared and readily give information. The conversation atmosphere is relaxed and isn't at all reminiscent of something like a school oral exam, for example.

**Nobody is perfect.** At the end, Lerche takes a tour and gets an up-to-date picture of the print shop. He takes a closer look at the storage place for FSC papers: Is everything separated from one another correctly? Lerche nods satisfied. "Everything here is clean, clearly laid out and well labeled," he concludes. There are also no objections to the process chain at Kohlhammer & Wallishauser. Everything is exemplary. Both incoming invoices from the providers and outgoing invoices clearly show the status of FSC papers. And the material balances are also just as transparent as the documentation of the employee training.

Then Lerche finds something after all: The amount of paper purchased on the invoices is written in kilograms and the amount delivered to customers as number of sheets. "It's not such a big deal, of course," Lerche says, "but it should be changed." During the first and

## FSC in numbers

**GLOBAL FSC CERTIFIED FOREST AREA**  
MORE THAN 232 MILLION ACRES (94 M HA) OF FOREST AREA CERTIFIED ACCORDING TO FSC STANDARDS IN 2007.



**GLOBAL FSC CERTIFIED PRODUCT CHAINS**  
COMPANIES IN 78 COUNTRIES AROUND THE WORLD PRODUCE ACCORDING TO FSC STANDARDS.



SOURCE: FOREST STEWARDSHIP COUNCIL

### FSC CHAIN OF CUSTODY CERTIFICATE GROWTH

THE SUPPLY OF FSC CERTIFIED PULP IN THE MARKET IS ESTIMATED AT A MINIMUM OF 4.7 MILLION TONS. THIS IS ABOUT 9% OF THE TOTAL GLOBAL SUPPLY.



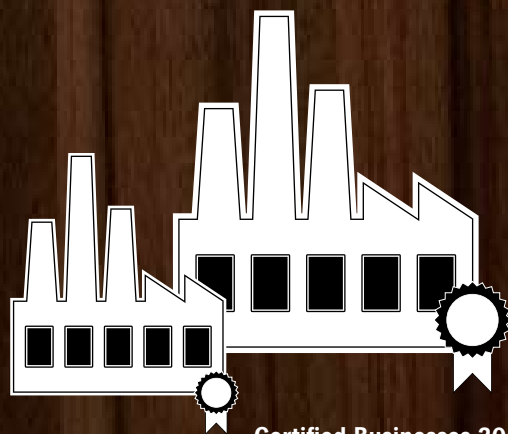
Percentage of pulp FSC certified  
4.7 MILLION TONS (9%)

### Global Pulp Consumption

52.2 MILLION TONS (100%)

### CERTIFIED BUSINESSES

SOME 7,500 COMPANIES IN THE FOREST PRODUCT SUPPLY CHAIN ARE FSC CERTIFIED. THIS FIGURE COMES AFTER 40% GROWTH IN 2007.



### Certified Businesses 2006

approx. 5,400 certificates

### Certified Businesses 2007

approx. 7,500 certificates (40% increase)

▶ follow-up audits there are often a few open points – usually small odds and ends. The standards set by FSC and the inspection criteria print shops have to prepare themselves for can be found on the council's homepage.

**99 Percent Success Rate.** Hellstern and Faul are satisfied and not only with the way the follow-up audit went. The first certification two years ago also transpired without any problems. How much time did it take to prepare the required data material back then? "Maybe two or three Friday afternoons, not more," Hellstern answers. "We thought it would be worse and take lots more time," Faul adds. The costs connected with the FSC certification were also reasonable: Audit and follow-up audits over a period of five years total about 10,675 dollars (7,500 euros). The exact amount is based on the print shop's revenue. Kohlhammer & Wallishauser brings in around 14.2 million dollars (10 m. euros) per year with its 60 employees. After five years, companies have to be newly certified according to the current FSC standards.

Lerche is finished with his work, at least on site. He'll then write a report and send it to the GFA in Hamburg. If Hellstern and Faul don't hear anything from them, the certificate is considered to have been extended. The chances are looking more than good. According to the GFA in Hamburg, around 99 percent of those wanting to be certified get the stamp. The rate is even higher on follow-up audits. "Once you've already started with the necessary processes, you're not likely to fail," says Lerche and bids farewell. He has to push ahead. The next customer is waiting already. ■

### "Green Logos" for Print Shops

The worldwide FSC organization was founded in 1993 as a result of the UN Earth Summit in Rio de Janeiro. Since then, the non-governmental and non-profit organization has been actively promoting ecological and socially responsible use of the forests. Around 2.5 percent of forest areas worldwide are currently being managed according to FSC criteria; in Germany that figure is around 6 percent. In addition to the timber industry, FSC also covers the areas of paper and processing. Today, it has developed into a standard recognized worldwide.

The so-called Programme for the Endorsement of Forest Certification Schemes (PEFC) also offers ecologically relevant certifications for print shops. Paper with the logo contains at least 70 percent wood from sustainably produced and appropriately certified forests.

### Further Information

The website [www.fsc.org](http://www.fsc.org) offers information on both country-specific contact addresses and FSC standards as well as all inspection agencies accredited by the organization. Further information on PEFC can be found at [www.pefc.org](http://www.pefc.org)

GFA Consulting Group GmbH  
22359 Hamburg, Germany  
[certification@gfa-group.de](mailto:certification@gfa-group.de)  
[www.gfa-group.de](http://www.gfa-group.de)

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



## Not Just Clean, Sparkling Clean

**STAR ECOCLEAN //** At Innovation Graphic Arts in Taiwan, goldfish splash around in the waste water from a Speedmaster CD 102. The idea behind it is good for the environment – and for the business.

**R**ichard Kland worked as a salesman in Taiwan's print industry for 15 years. Midway through 2005, his dream of owning his own print shop came true. He named the business located in Chung-Ho City Innovation Graphic Arts and his vision for it was clear: Production should take place as environmentally friendly as possible. In addition, employees and customers should feel comfortable in the production rooms. The print shop owner wasn't concerned about its success, which he believed would automatically fall into place. Kang was right. "If you want to produce cleanly, you need modern machines," the innovative entrepreneur explains his strategy. "And if you have modern machines, you're best able to compete, and thus successful."

**Successful Eco Pioneer.** In Taiwan only few think like Kang. While it's true that the country can rejoice over continuously high growth rates, which the print industry profits from as well, "environmental and employee protection ideas are still more the exception," explains Kang. A lot is happening in Taiwan of course. Environmental laws in line with western standards, for example, have impacted a lot in the meantime. The majority of wastewater, however, still flows openly into the rivers and sea. Innovation Graphic Arts is an exception here, too, or better said the wastewater from the blanket wash-up system in Kang's four-color Speedmaster CD 102. First the collecting pan under the printing press' brush wash-up device is cleaned using WashStar from Heidelberg. The cloudy water then lands in the filtration system EcoClean. Next, the purified water flows into a 132 gallon (500 l.) collection basin – so crystal clear and pure that a few very attractive and above all else active goldfish have been swimming in it. The air in the pressroom is also particularly clean. A modern air circulation system protects employees and visitors from alcohol and ink vapors. Kang doesn't receive any subsidies or tax breaks for his eco investments, but that doesn't bother him, "The expenses are reasonable and also bring noticeable savings and faithful customers who like visiting us," he says with a satisfied smile.

Kang's continuous success is also worthy of an honorable mention. Fifty employees work two shifts seven days a week at Innovation Graphic Arts. The print shop produces primarily books and magazines,

predominantly four-color in an average run of 2,000 to 5,000 copies. In the fire-proof safety room, 200,000 printing plates for recurring jobs are stored, which make up about 40 percent of the 20 daily jobs handled by the company.

**Less Powder and Fewer Noise Emissions.** Thanks to his "green concept," Kang ranks among Taiwan's environmental pioneers. "Many Taiwanese are still primarily interested in the price of a product and not yet how it's manufactured," explains the printing visionary, who is already planning his next steps. Since dust and noise are unhealthy, powder and noise emissions are to be reduced. In this way, too, Kang is true to his recipe for success made up of consistent modernization, "Healthy employees feel better and work better. That makes customers happy and is good for business." ■



Picture from an advertisement sticker for Innovation Graphic Arts.

### Innovation Graphic Arts Co. LTD

Chung Ho City, Taiwan R.O.C  
[richard@iga.com.tw](mailto:richard@iga.com.tw)  
[www.iga.com.tw](http://www.iga.com.tw)



Lothar Seiwert knows what it's time for.

# When Every Second Counts

**TIME MANAGEMENT //** 24 hours, 1,440 minutes, 86,400 seconds – there simply isn't more than that in a day. Or is there? Print shops can get more out of their time, says Lothar Seiwert, Europe's most famous expert on time management... provided they don't confuse "urgent" with "important" and know when they have to intentionally cut back the speed.

**L**ast-minute orders, increasingly tighter delivery times, impatient customers: Print shops today are under growing time pressure. Professor Seiwert, can heightened stress levels even be avoided?

**Seiwert:** It certainly can't be avoided entirely. It's simply a matter of fact today that faster businesses are more successful than the slow ones. Everyone wants everything right away. That's why a skillful use of the scarce resource "time" has become one of the most important factors in being able to compete. However, this is still a weak point in many companies.

*Why is that?*

**Seiwert:** In most cases it's because many businesses overestimate their possibilities, while simultaneously underestimating the time they need for their work. This means that too many things get tackled at once. On top of that is the fact that people often fall into the urgency trap because they confuse urgent with important. They waste up to 60 percent of their daily work time on things that are urgent, but not really important. In order to keep an overview and perspective on things, a very tough determination of priorities is needed. The methods of classic time management are especially well-suited here.

*How do I plan my day ideally and at the same time flexibly?*

**Seiwert:** I recommend everyone responsible for planning to organize their next work day in written form and if at all possible the evening before using a scheduler. In doing so, priorities should always be the focus. Meaning – what is truly important? What brings me closer to my goals? What can I delegate to others? At the end, the time needed for each task should be estimated and appropriate limits set. I would group comparable tasks such as written correspondence or telephone calls together in work and time blocks. Very important to remember is not to plan the entire day, but maximally 60 percent. This leaves you enough room to react flexibly in case something unpredicted happens.

*And when things just don't go according to plan?*

**Seiwert:** That's when flexibility is needed. Perfect time management is an illusion. It used to be that a plan was slavishly adhered to. That's nearly impossible today. If something really important, and not just urgent, comes up, then I have to change things completely. If necessary, 10 times a day if the business is

very dependent on daily affairs. Nevertheless, one constant remains: Things have to be taken care of according to their priority level. Which means that not every customer is equally important!

*What has priority? What is truly important?*

**Seiwert:** For an owner-manager, management, strategy development and customer relationships should clearly be at the top of the list. Seeing to these things after the day-to-day business has been taken care of is absolutely the wrong strategy. And a striking number of people do this. Around 95 percent of businessmen and women get bogged down in the day-to-day business. They go around the business and know how to do things better in a lot of places. And what happens? Instead of concentrating on the strategically important things, they keep their employees from their work or throw them off-track. An owner or manager shouldn't actually have anything to do with the day-to-day business, however. That's because the 5 percent who consistently keep themselves out of the day-to-day business are superior to the others in the long-term.

*Is time management something very individual?*

**Seiwert:** No. The most important question must be – what is important for the company? That has to be clear. Otherwise everyone pulls in a different direction and time pressure emerges which can also be seen from the outside. That's why what I recommend to every manager is – talk to your employees! Every day if possible. It doesn't have to be a company speech. A short chat in the hallway works, too.

*The title of your newest book is 'Slow Down to Speed Up'.*

*Can that really be a solution for someone in business?*

**Seiwert:** That sounds like a contradiction initially, of course. But it's essentially like in the food industry. There's fast food and there's slow food – meaning high quality food which simply needs a certain amount of time. But it's not only in gastronomy that customers are increasingly recognizing that quality needs time. That's why I'm convinced that in the long run, the race won't be won by the fastest ones, but by those who are slow and steady.

*What makes you so sure?*

**Seiwert:** Speed and manpower can't be increased at will. We're at the limit. Furthermore, slowness is often more effective. That may seem paradoxical, but in many cases, doing less means achieving more and with greater efficiency. I don't want to say ▶

**SHORT INTERVIEW //** Jürgen Winter (41), owner of Druckerei Winter GmbH in Heitersheim, Germany, on time pressure and time management in day-to-day business.



**JÜRGEN WINTER**  
OWNER //  
DRUCKEREI WINTER

*Mr. Winter, why is the time factor growing increasingly more important in print shops?*

Shorter delivery times are particularly problematic. For most customers, production times of two or three days are already too long. So we have to do everything we can to keep those very tight deadlines. That means that we are constantly working under enormous time pressure. At the same time, we still have to remain flexible. Our business is already running in two shifts a lot of the time. When that's still not enough, then I put in my own shift here and there on top of that.

*Are you able to plan your time at all under these kinds of demands?*

Somewhat. I orient myself with two set appointments: In the evenings I plan the following production day. And early in the morning before the first shift starts I check if everything is there, for example material or printing approvals. The employees receive lists of how to work through the orders. For myself, I try to remain as flexible as possible in day-to-day business. This allows me to find time for customer visits, do calculations or even help out on the machines myself. I don't know how it would work any other way because the day is more than full for everyone. If an order comes in at the last minute, the work day is only over when this order has been finished.

*Do you think you could benefit from professional time management counseling?*

Possibly. The business is doing really well. That's one good thing. On the other hand though, I'm not really satisfied, because the only time left over for family is Sunday. And to exercise I really have to steal an hour about three times a week. I'd like to have more time for both. The appropriate training here could be very helpful – and maybe relieve some of the burden in daily production.

▶ that everyone should start working at snail's pace. That's not the point. The balance is important. If it's necessary you have to be fast and if possible you have to cut back the speed to rejuvenate.

*The time plan for the business often includes well over 10 hours on six days a week. In your opinion, where is there still time for regeneration?*

**Seiwert:** Anyone who claims to have no time is fooling himself and others. It's always a question of priorities if and how much time I allow myself. This applies to personal matters and your private life as well. That's why for me, it's not just about the time at work, but about much more – namely what I call life leadership. What I mean by that, is that it's not enough to simply manage one's time. It's about more than that. It's about planning your life vision and actually living. What do I want to achieve? When I look back on my life, what kind of a path do I want to see? What do I want my friends, children and customers to say about me one day? Operative time management, the question of how I shape my work day today as well as possible – all of that takes a backseat. Why? Because in the long-run, I can only work effectively and efficiently when work and quality of life are in line with one another. Success is only possible when you've got the right balance of work and life – not to mention a happy and satisfied life. ■

**Prof. Dr. Lothar Seiwert ...**

... is Europe's leading specialist on time and life management. More than four million books sold in more than 30 languages and almost half a million participants in his seminars and lectures in Europe, Asia and the USA have made him the "time-management guru" (Manager Magazine). Lothar Seiwert directs the Heidelberger Seiwert Keynote Speaker GmbH, specializing in time management, life leadership and work-life-balance.

**Books by Lothar Seiwert**

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# Ink and Dampening Solution in Balance // Part 2

**PERFECT PRINT RESULTS** require ideally set machines. The test forms from Fogra and Heidelberg offer effective support by highlighting typical problems and their causes in the print image.

The first part of the article (see HN 265) showed that ink and dampening solution can be very closely regulated and balanced with a dampening control test form. But the advantages of test forms as offered by Fogra and Heidelberg are nowhere near exhausted with this alone. Normally they reveal a range of other deficits in the materials or settings and provide valuable references to needed maintenance work.

## Recognizing and Solving Problems.

The test forms are particularly helpful when it comes to typical problem cases and their solutions. This includes:

- Dirt and chalky deposits in the inking unit
- Excessive ink input in the dampening unit on chrome and watering-pan rollers due to wrong alignment as well as unsuitable dampening rollers
- Damaged and soaked dampening rollers (Ill. 1)
- Impaired transfer of dampening solution due to dirt in the dampening unit (Ill. 2)
- Strong ghosting from wrong dampening solution additives and settings (Ill. 3)

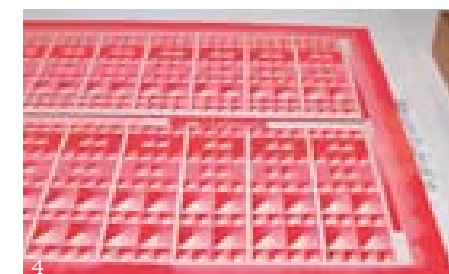
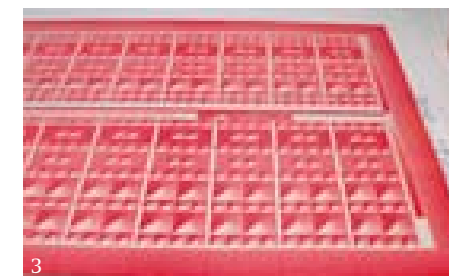
## In a Nutshell:

In a nutshell, it can be said that dampening control test forms are a verifiably suitable aid for correctly setting the printing press. In addition, they ensure stable print production because they simplify the selection of the correct inks and dampening solution additives. In addition, a test form helps to achieve a stable balance of ink and dampening solution throughout the entire production process. It's therefore no wonder that more and more print shops are taking advantage of this opportunity. Heidelberg's test form for regulating ink and dampening isn't just standard in the installation of a new machine, but also when irregularities are noticeable in tough daily business and customers report problems in the inking/dampening unit.

## How can print shops get the test form?

The test form is part of a corresponding service carried out by a Fogra representative including checking the settings of a printing press on site. The process is similar at Heidelberg. A service representative visits, brings the inking and dampening control test form from Heidelberg and uses it to perfectly set the machine. In addition, the customers receive instruction in how to use and interpret the form. ■

You can receive further information on the test forms in conjunction with the respective services either from your Heidelberg representative – or at Fogra from Ulrich Schmitt, Tel.: +49 (0) 89-43182-337, E-mail: schmitt@fogra.org



Ill. 1: Soaked dampening rollers lead to uneven dampening transfer.

Ill. 2: Uneven dampening transfer due to dirt in the dampening unit.

Ill. 3: Excessive dampening and ghosting due to incorrectly set dampening unit and unfavorable dampening solution additive.

Ill. 4: Partially uneven smeared image due to incorrectly set dampening unit.

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**MEN AT WORK // EPISODE 3**  
 KEN NICOLSON,  
 WILMINGTON (MASS.), USA

## A Passionate Printer

**EVEN AS A CHILD**, Ken Nicolson wanted to be a printer. Immediately following high school, he started his training at Kirkwood Printing, an industrial commercial print shop about 15 miles (25 km) north of Boston. He's been there for 20 years. The 37 year old printer now operates an eight-color Speedmaster XL 105 three times a week, for twelve hours a day. He spends his free time with his three children.

*Do you like being a printer?*

Absolutely. I wanted to be a printer since I was a kid and I just always said: I want to do that.

*Where do you get your enthusiasm for this occupation?*

From my father. He was in printing for 45 years and often brought me to work when I was young. I liked it very much – everything about it: the smell in the print room, the way everyone worked in silent concentration.

*And now? What do you particularly like about your job?*

The work never gets dull. Every day there is always something different. It's a great feeling to hear that customers are satisfied. I also make good money as a printer. It's not enough for an extravagant lifestyle, but it's sufficient for a pleasant life.

*What does a normal day look like for you?*

I get up at 5 a.m., shower, have a coffee and eat something. Then I go to work, which begins at exactly six: I work 12 hours each day for three days of the week in double shifts. I eat on the go. I don't take a proper break. That's why I'm pretty tired when I get home at half past six.

*Do you have any hobbies?*

No, not really. I coach Football but my favorite way to spend free time is being with my three children, Stephen, Shawn and Britney.

*If you had three wishes, what would you choose?*

A nice sports car, maybe a Corvette, money and, let's see, a healthy life for me and my family. ■

## HN Voices

■ Joseph M. Muscat, Gzira, Malta // *When I want to teach my Art & Design students something about printing technology, I like to fall back on the Heidelberg News. Please include even more diagrams and graphics in the future. That would help me a lot in class.*

■ Jove Pargovski, Bitola, Macedonia // *The article about green printing and the accompanying solutions were particularly interesting for me. I would like to learn more about Prinect though. P.S. I really like the magazine's design.*

■ Michael Hoppe, Ibbenbüren, Germany // *I think it's good and important that Heidelberg has the environment in mind, as was shown in issue 265.*

■ Chris Ollord, Hertford, UK // *Please describe how a printing press is created in one of the next issues – from the idea to its completion and the ensuing test run with customers.*

■ John Okelo, Nairobi, Kenya // *For many years I've worked for large paper mills and print shops and know what I'm talking about when I say that every issue of the Heidelberg News is of excellent quality in terms of printing and paper. Not to mention the well-researched content. Continue to present great profiles about successful print shops – keep up the good work!*

■ Kafia Al Kaabi, Abu-Dhabi, United Arab Emirates // *The magazine is full to the brim with innovations, tips and ideas. We're thankful that Heidelberg shares its extensive experience and creativity with us – thank you!*

■ Christian Ott, Mainburg, Germany // *Include an article about the market for used machines. It's very interesting when a printing press manufacturer looks at this important topic.*

### WINNER OF THE READER'S SURVEY – HN 265

#### 1<sup>st</sup> Prize: LEICA D-System

Miguel Bareiro, Industrias Gráficas Nobel S.A., Lambare, Paraguay

#### 2<sup>nd</sup> and 3<sup>rd</sup> Prize: iPod touch

Heinz-Peter Felber, naumburg-druck, Naumburg, Germany  
 Juan José Torrez, Fabrica de Caramelos Watt's, Santa Cruz, Bolivia

#### 4<sup>th</sup> to 6<sup>th</sup> Prize: 100 Euro Gift Certificate for the Heidelberg Merchandizing Shop

George Chan, Business Magazine, Quatre Bornes, Mauritius  
 Franz Gögele, Druckerei Medus KG, Merano, Italy  
 Stuart Pyle, Village Press Inc, Libertyville, USA

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