

GOSS | INTERNATIONAL

WEB-OFFSET

M A G A Z I N E



Issue 66

Folia
First Orders
in Focus **3**

Stark Druck
Chooses
Sunday 5000 **10**

FPS
Start-up in
Virginia **14**

Vision, Technology and Resources

"As we started... we experienced several different challenges. Needless to say, new technology with end-to-end automation is a difficult task from an engineering standpoint and a 'people' perspective. I really appreciate the dedication of the Goss International team in working with our staff. We have improved the installation process, identified equipment design enhancements and helped the press teams improve their skills and approach to operating the equipment. Our strategic partners are critical to our success, and your efforts in working with us are truly appreciated."



The above excerpt from a customer letter I received recently exemplifies what Goss International is all about.

As economic and media pressures intensify, we are the supplier with a vision for improving the competitiveness of printers and publishers. We are also supporting that vision with industry-leading technology and resources and with a commitment to working with our customers, not just for them.

We have provided press and finishing systems at multiple sites for the company that sent this letter. The particular project being referenced involved new, automated Sunday™ presses configured to create a new production platform that delivers significant improvements in productivity, job turnaround times and waste for a specific range of applications.

We expected – and our customer expected – challenges, as we not only designed and installed innovative new systems, but also applied new production concepts made possible by the technology and cultivated new skills among the operators. As the letter indicates, we succeeded by working together.

This is not an isolated example. Companies throughout the world, including several profiled in this edition of *Web Offset* magazine, tell similar stories. They are working with us to pursue innovative production platforms that differentiate them from their competitors.

The technologies behind these platforms and plans are not isolated breakthroughs either. They are not marketing gimmicks or attempts to catch up to what other suppliers already offer. Goss® innovations like Sunday, FPS™ and Folia™ presses, Pacesetter® saddlestitchers, or Autoplate™, DigiRail™, Automatic Transfer™ and Omnicon™ technologies, to name just a few, have emerged from a longstanding vision of supporting our customers in continuously advancing the print medium. With that vision as our foundation, we have sustained our commitment to an intensive R&D program and to the global Goss International team that collaborates with printers and publishers to optimize technology according to market requirements and opportunities.

The 96-page Sunday 5000 press (see **article, page 10**) is a good example. Some people questioned the technical viability of such a high-pagination format, but we had the vision and we were the supplier that had already developed the underlying technologies necessary to move the industry forward to this new platform. Now the results are speaking for themselves.

Vision, technology, resources and a collaborative approach continue to differentiate Goss International. This combination is the reason we are chosen for projects like the one referenced in the customer letter above and the reason these projects succeed in creating groundbreaking new opportunities.

Jochen Meissner
President and CEO



Folia Fills the Gap

Two new European installations illustrate why the unique Goss® web-to-sheet press is an ideal addition for printers that already operate sheetfed perfecting presses. In Germany and France, these printers are seeking to supplement existing capabilities, differentiate their businesses and gain competitive advantages.



General manager Ralph Gumbel, pictured above and on the cover with technical director Steffen Franzisi, has added the world's first Goss Folia press to complement several sheetfed perfectors at W. Kohlhammer Druckerei.

Fixed on industrialized production for the future

With the first installation of the Goss Folia™ press, W. Kohlhammer Druckerei GmbH + Co. KG –‘Kohlhammer’– is fixing its sights on transforming daily production into a high-quality manufacturing process for the future. The company currently runs 11 sheetfed presses, the majority perfectors, and remains committed to the sheetfed business. Nevertheless, the logic of the Goss Folia press business model was undeniable: “Our key reason for the investment was to optimize our productivity for the A4 magazine and commercial market,” explains Ralph Gumbel, general manager of ‘Kohlhammer.’ “The capacity of the Folia press, in comparison to a regular sheetfed press,

is massive, but this wasn’t our main incentive. Primarily, we are pursuing a better cost/benefit ratio for our A4 products, combined with a consistently high-quality output.”

Stuttgart-based W. Kohlhammer Druckerei has no ‘typical’ customer and prints everything from long-run, high-quality automotive catalogs, fashion publications and annual reports to small and medium-sized magazines and books. Clients include small agencies, large manufacturers, national and international organizations and institutions. Part of a larger print and publishing group founded in 1866, the company employs approximately 200 people and was one of the biggest pure sheetfed printers in central Europe prior to installing the web-fed Folia system.

According to Gumbel, W. Kohlhammer Druckerei has no interest in moving into the business of web printing. This investment decision was taken purely to leverage new efficiencies into the existing activities. The company also looks forward to passing on some cost benefits to its customers, including those resulting from the economies of buying paper reels versus sheets.

The company chose a four-unit Folia press with a 965 mm web width and 625 mm cut-off. The system also includes Goss DigiRail™ digital inking, Autoplate™ automatic plate changing, a Contiweb™ SH40 splicer with integrated infeed and Goss Web Center™ controls featuring

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Stuttgart-based W. Kohlhammer Druckerei was one of the biggest pure sheetfed printers in central Europe prior to installing the web-fed Folia system

**...Folia Fills the Gap
continued from previous page**

prepress interface and Omni Reporting™ technology for up-to-the-minute operational data. Capable of producing up to 30,000 full-color perfected sheets per hour, the new press will be used principally for magazine work and other commercial jobs. Provision has also been made for the possible addition of an aqueous coater, with the decision depending on the amount of coating work they foresee.

"The Folia press would offer an even greater productivity leap for coating work than it does for standard printing," comments Gumbel. "Most sheetfed presses with a coating unit only coat on one side of the sheet, at a maximum of 15,000 sheets per hour, so the potential of 30,000 sheets per hour on both sides is a 400 percent increase in productivity."

"The capacity of the Folia press, in comparison to a regular sheetfed press, is massive."

Ralph Gumbel, W. Kohlhammer Druckerei

The many characteristics that the Goss Folia press shares with standard sheetfed production were important to Kohlhammer for a smooth start-up and quick technology transition. Using standard sheetfed inks and consumables, as well as the ability to handle substrates from 90 g/m² (61 lbs) to 250 g/m² (168 lbs), means that the company will have the full production flexibility and speed of the Folia press in the shortest timescale. "Of course, this decision could only be made if we were confident of maintaining the high print quality standards our customers require. The tests we have performed with Goss International have convinced us that there will be no compromise – in fact the results are likely to be even better," comments Gumbel.

As part of these tests, Gumbel and his colleagues, including technical director Steffen Franzisi, took one run sheet of a Kohlhammer job printing on the Folia press in the Goss factory, cut it in half and compared it to random sheets in the finished stack. "The continuity was in fact far superior to the results we would expect from a typical sheetfed press," says Franzisi. "Unlike standard sheetfed presses, the Folia press has color control on every unit, maintaining the precision and repeatability from one sheet to the next." "The whole experience to date has been

very positive and very encouraging for the future – much more of a true partnership than a supplier/customer relationship," concludes Gumbel. "Both sides have joined together, pooling technical and practical know-how with the common goal of bringing the press into production as swiftly as possible. And we've even had a lot of fun along the way."

**Performance as priority for
Imprimerie Dridé**

On the outskirts of Paris, Imprimerie Dridé is the first in France to invest in the unique Folia system. The company has also chosen a high-gloss varnishing option for production of a wide variety of jobs including catalogs, brochures, annual reports, leaflets, direct-mail products, commercial documents and small card products.

"We were looking for a new, very high-output, heavy-duty offset printing machine. Goss International is the only manufacturer to have presented us with a simultaneous perfecting machine giving such superior print quality, while enabling us to produce volumes as high as 30,000 sheets per hour," explains Gilles Aubin, CEO at Imprimerie Dridé. Like Kohlhammer, Imprimerie Dridé was among the forward-thinking companies to

immediately recognize the potential of the technology when it was unveiled at the drupa 2008 exhibition. The innovative design includes proven technologies such as the Autoplate™ automatic plate changing system, the Goss DigiRail™ digital inking solution, continuous sheet output, and advanced color control. Non-stop reel input is another essential productivity feature, while blanket-to-blanket printing uses the entire sheet format and can cover up to 700 x 1020 mm. The sheeter is able to handle a full bleed image across the web/sheet eliminating non-print gutters in the center and at the side of the sheet.

"The Folia press was designed specifically with companies like Imprimerie Dridé and Kohlhammer in mind," explains Jacques Navarre, Goss International senior vice president of sales, marketing and product management. "From dialog with printers, it was clear that there was a requirement for a new technology that would enable them to reduce their costs while increasing their productivity. The combined speed, productivity and quality of the Folia technology offers an ideal proposition for repeat format work, enabling printers to satisfy the increasingly constrained budgets of their customers while also differentiating their own businesses."

"We chose the Folia press because it can process all conventional jobs at very high speeds, without deforming the paper," continues Gilles Aubin. "It also opens up to us new development opportunities with its high-gloss varnished printing capabilities

and fast automatic plate-change speed. The system for regulating blanket cylinder pressure, controlled from the console, also makes the press very versatile when it comes to using heavier-weight papers."

Since its establishment in 1934, Imprimerie Dridé has continuously expanded its operations and has a staff of 70 people with wide ranging skills and expertise. The company emphasizes its responsiveness, ambition and longstanding passion for its work in reflecting the basic professional values of Imprimerie Dridé as well as its code of ethics.

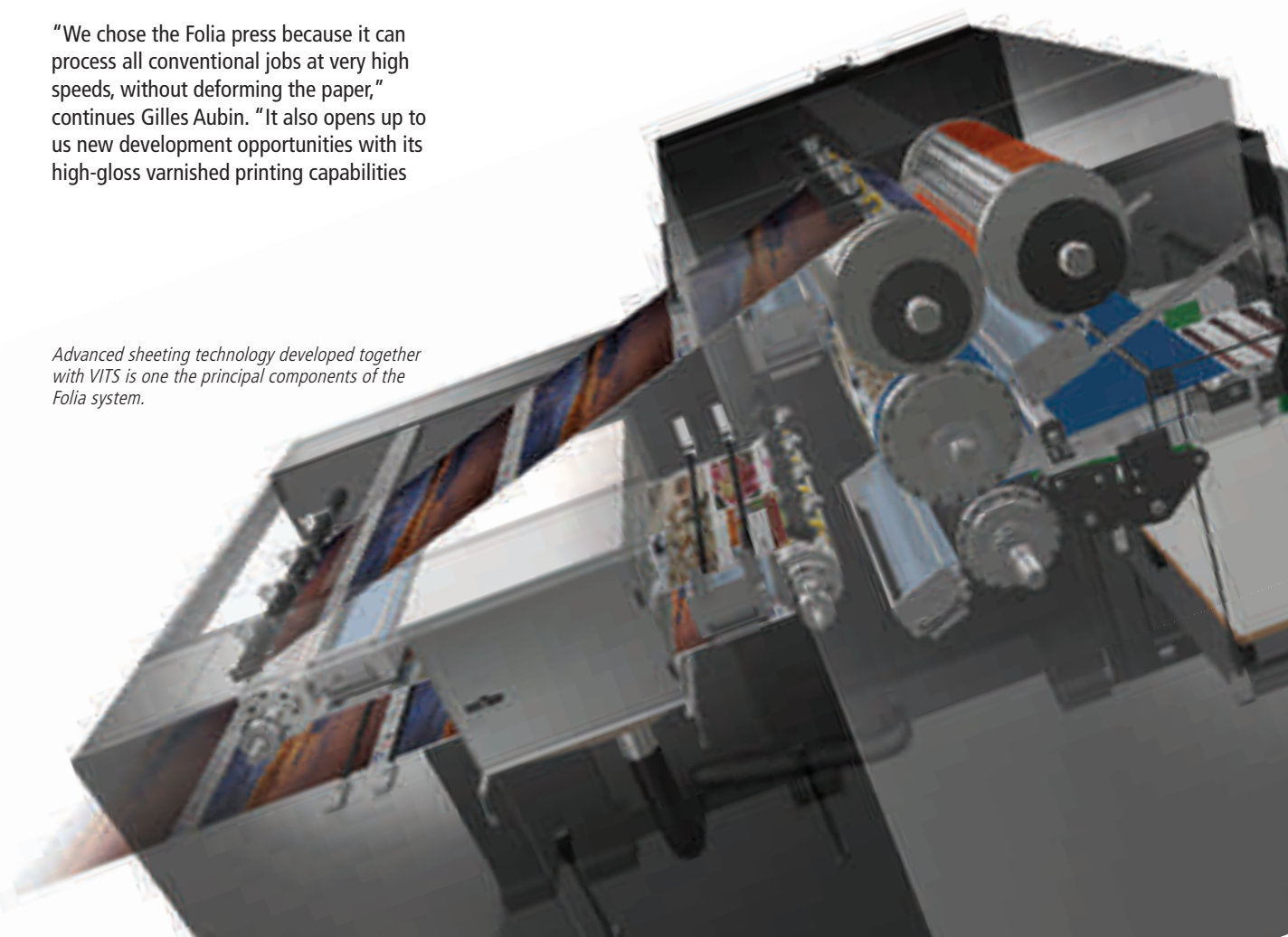
"We are convinced that the Folia press has enormous potential to reduce print times and enable us to process high volumes very quickly."

Gilles Aubin, Imprimerie Dridé

The company has been awarded the environmental "Imprim'vert", PEFC certification and an FSC label, so it is

well qualified to meet environmental standards. Recent acquisition of new-generation finishing equipment together with the Folia press will improve its performance with innovative solutions and will provide comprehensive back-up for its growth strategy, according to Aubin. "We will be using a completely innovative technical solution, enabling us to reach new markets and offer a unique service," Aubin explains. "We are convinced that the Folia press has enormous potential to reduce print times and enable us to process high volumes very quickly."

Advanced sheeting technology developed together with VITS is one the principal components of the Folia system.



World News

'Best Supplier' in Brazil

Goss International and its customers triumphed in Brazil's foremost printing award ceremony, the Fernando Pini awards. Approximately 70 percent of winners among print service providers were Goss equipment users, including Plural Editora e Grafica, Grafica Santa Marta, Editora Abril and Ibeq Grafica, while Goss International picked up the coveted title of 'Best Supplier' in heatset web offset.

Indonesian sheetfed printer adds first web

Pte Indonesia Printer, one of the largest printing companies in the country, selected a four-unit M-600™ press to meet a growing demand for high-quality magazine production. "The advanced technology, along with our attention to quality, will allow us to outperform competitors and improve customer relationships," explains president Welly Bolung.

Wave2 Media Solutions adds GossRSVP capabilities

Wave2 Media Solutions is to offer GossRSVP™ interactive mobile messaging as a white label addition to its i-Publish AdPortal platform. Advertisers will be able to purchase ad packages for print or online ads via the AdPortal sites, embed ads with interactive codes and allow consumers to interact with each campaign via mobile phone. Additional information is available at www.wave2media.com and www.gossrsvp.com.

Hong Kong's number one continues growth

Sing Tao News Corporation, publisher of *Headline Daily*, is extending its Goss® Uniliner® press with a new four-high tower. Already boasting the largest circulation in the region, Hong Kong's number one free newspaper *Headline Daily* continues to achieve circulation growth. The new tower will allow Sing Tao to match production capacity to demand and also increase pagination of the newspaper.



Navarre heading sales, marketing and product management

Jacques Navarre was appointed senior vice president of sales, marketing and product management for Goss International in January. "Jacques has worked collaboratively with printers and publishers for three decades and developed tremendous insight into how our organization can deliver the technology, value and support they need," according to president and CEO Jochen Meissner. Navarre most recently headed the Goss International sales organization in Europe.

New contracts trigger capacity boost in Namibia

Newsprint Namibia, the biggest newspaper/web printing group in Namibia, is installing a new Goss Community® SSC press. Publishing several of its own titles, including daily Afrikaans newspaper *Republikein*, Africa's only daily German newspaper *Allgemeine Zeitung* and weekly tabloid *Namibian Sun*, Newsprint Namibia has specified the new Goss press for maximum production flexibility. According to chief operations officer Wolfram Jauss, the investment was triggered by "An urgent need for additional capacity because of our success in securing additional external printing contracts – including some major newspaper titles." Jauss also states that Goss International's proven reputation for reliability and durability, especially in South Africa, was also a factor in the investment.



Progressive Packaging

New Sunday™ Vpak™ presses aim for differentiating web offset advantages

Immune from electronic displacement, packaging stands out as an obvious growth area within the print sector. Behind the encouraging bar graphs, however, lie sprawling and dynamically changing products, production scenarios and competitive forces that make capitalizing on that growth potential a considerable challenge.

Competition will intensify, as the current ranks of packaging specialists are joined by commercial printers seeking to diversify from more stagnant markets. Environmental sustainability issues will become increasingly important. Production in lower-cost regions is a threat to countries where labor costs are high, especially when consumer products and the packaging that goes with them are produced together.

Packaging producers worldwide are also confronted by the challenges shaping all print media. Marketers, including powerful retailers, are demanding shorter targeted runs, higher print quality, differentiated formats and other specialized treatments – all delivered at lower cost and within shorter production windows.

Web offset alternatives

The workflows addressing these market forces are as varied as the products they turn out. Flexography, gravure and sheetfed offset have been the predominant platforms for folding carton, flexible packaging and label applications. Now, Goss International is elevating variable-repeat web offset technology as an alternative.



“Web offset is gaining attention in the packaging sector because it is a process that can give printers competitive and differentiating advantages in print quality, efficiency and productivity,” according to Jacques Navarre, senior vice president of sales and marketing.

Navarre says Goss International innovation and experience in automation, wide-web formats, process integration and industrial production are keys to bringing the inherent advantages of web offset to packaging printers. He emphasizes that the new Sunday Vpak presses are designed from the ground up specifically for packaging. “We did not simply take a Goss commercial press and modify it slightly,” he explains. “We started from scratch and used proven concepts to develop a new, specialized press.”

The Goss Sunday Vpak press models are available in narrow and wide web widths from 20 inches (510 mm) to 75 inches (1905 mm) for flexible packaging, label and folding carton applications. They feature quick-change sleeve technology to allow variable repeat settings. The advanced inking, dampening and process control systems used in Sunday presses for high-quality commercial offset printing have also been incorporated, along with Goss automation and workflow technologies to reduce makeready requirements and waste.

The new Sunday Vpak press models are available as complete production systems, including roll handling and converting components to meet various application requirements.

“By adapting proven Sunday press technologies to address the specialized requirements of this market, we have created exciting new possibilities for packaging producers to cut costs and achieve higher productivity and quality,” explains Navarre. “Our goal now is to open up a dialogue with progressive packaging printers interested in exploring new web offset alternatives.”



Shanghai Electric: Expanded Opportunities

Shanghai Electric Group Corporation (SEC) has expanded its involvement in world-class industrial equipment manufacturing with an ownership investment in Goss International. The Group initially moved into the print sector through a joint venture with the Yawa Printing Machinery Company in 1988. Now, more than 20 years later, its subsidiary printing and packaging machinery companies produce Akiyama, Purlux, Guanghua, Yawa, Shen Wei Da and Feida press, finishing and auxiliary components for the worldwide market.

The current brands and products associated with SEC cover a broad range of applications, from narrow web flexo to the 96-page Goss® Sunday™ 5000 offset press. In between, product lines for sheetfed printing, binding, die stamping, foiling and guillotining are all designed to deliver high value and fast ROI. For the international IPEX 2010 exhibition, in Birmingham, UK (May 18 – 25), Goss International decided to exhibit alongside SEC to highlight the range of newly allied printing companies and the new products in the combined portfolio.

Akiyama – MEGA Jprint perfecting and more

A wholly-owned company of Shanghai Electric Corporation, Akiyama originated as the Akiyama Machinery Manufacturing Corp. in 1948. It initially built presses for the Japanese domestic market, becoming international when the Hi-Ace 26" series was developed. These presses were superseded by the Bestech series, which continues to this day as a primary product line.

In 1994, introduction of the Jprint series, established Akiyama as a leader in sheetfed perfecting. Featured running live at IPEX, the most advanced version of the Jprint series, the MEGA Jprint has new features including the ability to automatically change all plates simultaneously in three minutes. The MEGA Jprint provides unique productivity, flexibility and print quality advantages for sheetfed perfecting. Its B1 cylinders have a unique 'impression-to-impression' configuration which means that each side of a sheet is printed by separate units, positioned one above the other, with their own plate, blanket and impression cylinders. This enables the entire sheet to be printed on both sides without the need to leave gripper margins on the tail edge of the sheet.

The system also optimizes sheet handling and registration with a subsequent press speed of 15,000 iph for four-over-four jobs.

Yawa – die-cutting and foil stamping

The Shanghai Yawa Printing Machinery Company is in the top 500 high-technology enterprises in China. ISO9001 accredited since 1995, it manufactures a wide range of products that deliver versatile converting capabilities for packaging printers. Able to handle paper, cardboard, corrugated board, plastic and other materials, the products provide automatic inline creasing, embossing, thermal embossing, die-cutting, stripping, blanking, foil stamping and hologram stamping with speeds up to 7,500 sheets per hour. The versatile YAWA PRO-F106 die-cutter has been specially designed for die-cutting and quality hot-foil or hologram stamping in a single operation. Differing from a standard dual-purpose foil stamping and die-cutting device, the YAWA PRO-F106 is capable of foil stamping, die-cutting and stripping. A new infeed and control system gives highly accurate positioning that enables holograms to be applied at high speed.

Purlux – print finishing and specialty presses

The Shanghai Purlux Machinery Company has extensive roots in the printing industry having been founded in 1951 as the Shanghai Book Stitching Machine Plant. Today, the company is one of the leading enterprises in the Asia Pacific area specializing in the design, manufacture and marketing of print finishing machinery and special-application presses. These products are characterized by the use of advanced technology and the inclusion of multiple models in each range to exactly match user needs.



There are 10 main applications in the Purlux portfolio including book sewing, steel wire binding, perfect binding, folding, three-knife trimming, hard cover book binding, business form presses and narrow web flexo lines.

The Goss Purlux 1200 saddlestitcher harnesses Purlux technology and is a complementary solution to the Goss Pacesetter™ saddlestitchers. Together the products cover a wide range of binding requirements from 10,000 to 25,000 cph. As the latest generation of saddlestitchers, the Goss Purlux 1200 saddlestitcher maintains high value in a design that specifically targets the need for fast and regular job changes. From the highly reliable double grippers to a double-scoring position for covers, it has been designed to eliminate misfeeds and dropped signatures. In the stitching section, adjustments to the trimmer infeed are designed for fast makereadies and the trimmer itself is the latest design with quick-change facilities for optional devices.

Feida – automated guillotine systems

Shanghai Shen Wei Da Machinery Company, which was formerly known as Shanghai Paper Cutter Factory, was set up in 1917. With many accolades, accomplishments and certifications over its 80-year history, including ISO9001 and CE Safety Standard Authentication, the company has established its 'Feida' range as a leading international brand. Today, the Feida range of automated guillotines is exported to more than 50 countries, with wide acclaim on both the domestic and international stage.

Accurate, fast and automated, Feida equipment offers high productivity post-press operation to sheetfed printers. The system exhibited at IPEX features complete control, with minimum physical effort, over lifting, jogging, cutting and restacking of printed sheets at a speed of up to 48 cutting cycles per minute. The guillotine itself features a sophisticated positioning system with fast and accurate adjustment and high clamp pressure for clean cutting with maximum safety. A wide cutting throat has the capacity to cut any sheet substrate, from paper to board, with a maximum pile height of 165mm.

Guanghua – multi-color sheetfed offset

The products of Guanghua make an important contribution to the overall offering from SEC. Guanghua is the largest printing packaging machinery company and the biggest multi-color offset press production centre in China. The company employs the most up-to-date design

and manufacturing techniques to ensure its sheetfed presses keep pace with world-class standards.

The Guanghua Bestech series was created to minimize makeready times across a wide range of applications and run lengths. Based on a design by Akiyama International, these presses have a unique 3:4:3 cylinder configuration which makes them ideal for printing heavy recycled paper used in packaging. The range also employs a compact inline coating system to create additional impact for commercial high quality print jobs.

Guanghua Z Multi-color sheetfed offset presses are suitable for high quality printing of posters, advertisement, samples, books and magazines as well as many kinds of packaging. Their 'soft-touch' method of impression minimizes dot gain, and combined with a double inker system, ensures optimum color consistency and fidelity.



Stark Druck Steps Up to 96-Pages

The march of the Sunday™ 5000 technology continues apace, as leading German commercial printer Stark Druck confirms an order for the 96-page press, heralding the third installation of its kind. Experience with Sunday technology, combined with the undeniable business sense this latest model presents, persuaded Stark to invest in Goss® innovation again to further bolster its arsenal of production power.



As a multi-award-winning print service provider, Stark Druck is without doubt at the top of its game. Most recently, the company fought off stiff competition to win the Sappi Award for 'Catalog Printer of the Year' in the German industry 'Druck & Medien' print quality awards.

A panel of 16 experts in print buying, print production and quality control from some of the biggest household names, including Volkswagen, Sky, Kraft and Colgate-Palmolive, judged the prize. The winning catalog, for travel company TUI Cruises, was produced in a run of 600,000 copies.

No one-trick pony, Stark also achieved distinctions in the same awards program in the categories of sheetfed magazine printing and environmental company of the year, while CEO Hans Joachim Heer was personally honored with the title of Print Manager of the Year. Nevertheless, catalogs account for 50 percent of total output at the facility in Pforzheim, south-west Germany, and Stark Druck used its two Sunday 4000 presses to produce the winning entry.

Installed in 2006 and 2008, those two 48-page short-grain presses are equipped with Goss Autoplate™ and Automatic Transfer™ technologies to significantly

reduce makeready times, as well as Goss Ecocool® dryers with integrated remoistening capabilities. Running duplexed, the presses are capable of producing two 48-page signatures at 120,000 copies per hour, as well as up to 96-page DIN A4 signatures in collect mode.

With competition intensifying, Stark Druck – a longstanding innovator in high-pagination web offset technology – is not an organization to rest on its laurels. The company has now invested in a Sunday 5000 press to further differentiate its capabilities.

“Several suppliers and printers already offer 80-page platforms, so we chose the 96-page format to differentiate ourselves and to offer our customers unique advantages,” according to Tino Heer, sales director at Stark Druck.

a shorter cut-off, made possible by the gapless blankets, were also important factors.” In addition, operational experience with the Goss SG-3™ folder on the duplexed Sunday 4000 press system, regularly producing 96-page stitched signatures, gave the company confidence in the gripper folder technology for the new press. Before finalizing the new order, Stark Druck tested one of its own magazine jobs utilizing the full web width on the first Sunday 5000 press, which was installed in Italy last year.

“The latest investment by an innovative industry leader like Stark Druck further validates the Sunday 5000 technology and the differentiating business opportunities it can create,” explains Bert Schoonderbeek, Goss International senior vice president.



Pictured from left to right: Walter Läng, Goss International sales manager, Germany; Reiner Wormitt, technical director, Stark Druck; Andreas Ruf, purchasing and finance director, Stark Druck; Tino Heer, sales director, Stark Druck; Bert Schoonderbeek, Goss International senior vice president, commercial; Hans Joachim Heer, CEO of Stark Druck.

Goss International introduced the 96-page Sunday 5000 model in 2007. The first press has been in production in Italy since last July. The second press will go into production this spring in Spain.

Heer says the ability to increase per-impression productivity while maintaining product versatility, high print quality and job-change agility creates significant efficiency and cost benefits. “Observing and actually testing the performance of the Sunday 5000 press ourselves convinced us that this was the right choice, as did our experience with our installed Sunday presses,” he explains. “Print quality advantages of the DigiRail™ digital inker, and

“Observing and actually testing the performance of the Sunday 5000 press ourselves convinced us that this was the right choice, as did our experience with our installed Sunday presses”

Tino Heer, sales director, Stark Druck

Continued on page 20...

The Russian Equation: 4x2+2x2 = Versatility

Moscow Newspaper Printing Plant (MNPP) has completely modernized its printing capabilities with a new facility that will improve flexibility and efficiency. Central to this development is a new Goss® press combining single-width and double-width printing towers that creates a unique printing system with no parallel elsewhere in Russia.

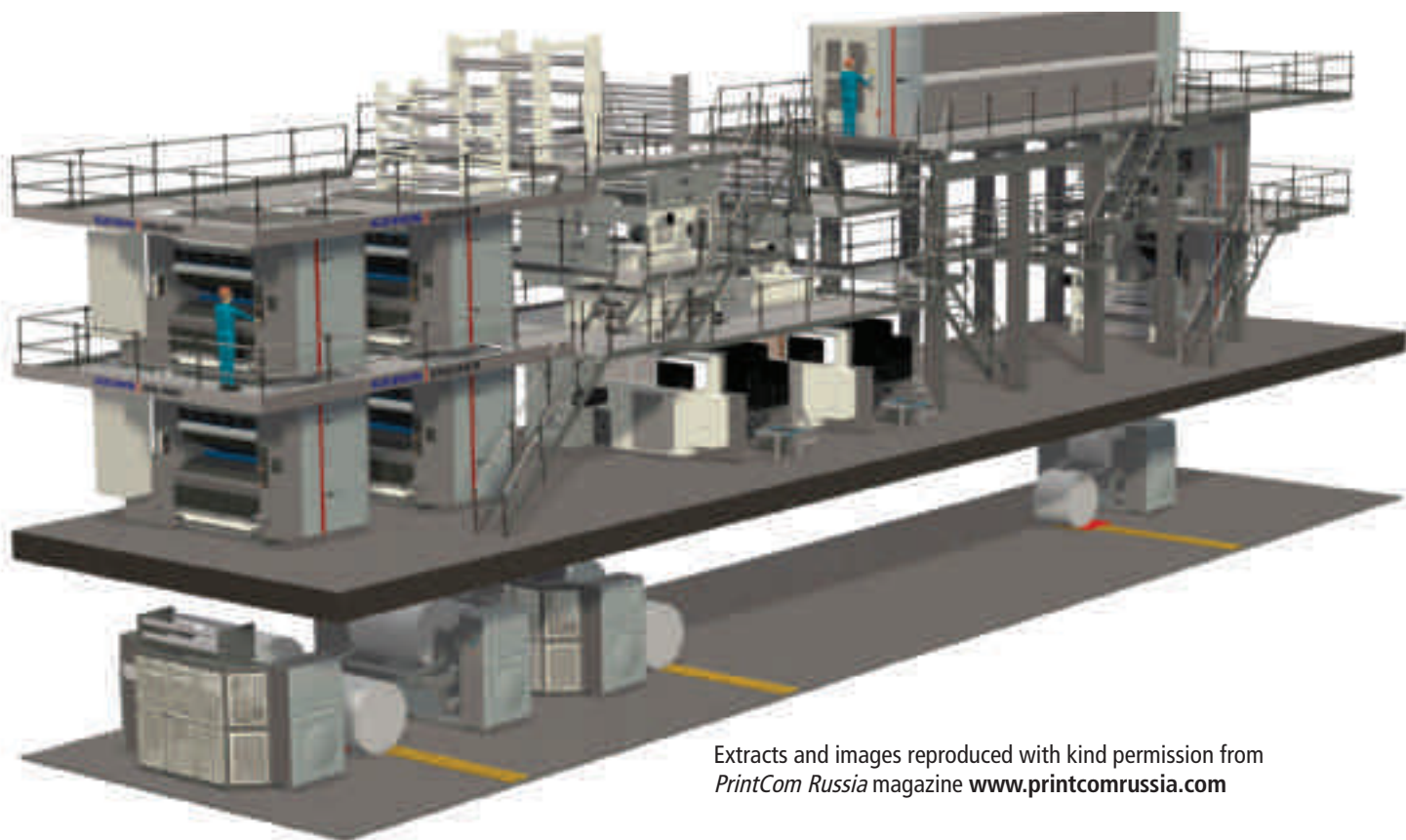
Established in 2007, MNPP is a joint venture between the Government of Moscow and daily newspaper *Moskovskij Komsomolets* (MK). From the outset it was intended that MNPP would be one of the most advanced newspaper printing houses in Russia. As such, the equipment selected by MNPP, with the assistance of Goss International's agent for the newspaper market in Russia, NISSA Mediaproject, incorporates extensive automation features and will provide the latest in production versatility.

"Competition to win print contracts is tough," says Yuri Yakovlev, general director at MNPP. "Publishers and advertisers alike demand full color and the highest quality print in order to maintain readership. By investing in Goss technology and specifying many automation features, we have a very flexible and attractive solution to suit the needs of almost any customer."

The new press system installed at MNPP includes two double-width Goss Uniliner® towers, one single-width

Universal® tower, two jaw folders and an Ecocool® dryer mounted above the Universal tower. Heatset, coldset and combined products can be produced in 100% color – a first for MNPP. Each printing unit is equipped for automated presetting, semi-automatic plate loading for faster job changeovers, and automatic web lead and guiding. Peter Selby, Goss International sales director, explains that the unique aspect of the configuration is its capability, feeding from towers of variable web widths, to operate as two separate presses or as a combined press using either of the two folders, "The flexibility provided by the differing web widths and the ability to use one or both of the folders is key for MNPP," he says. "It provides a huge amount of scope in terms of the different products and product formats they can produce."

The two Uniliner towers will accommodate web widths up to 1680 mm (66 inches), while the Universal tower will operate at up to 914 mm (36 inches). The 2:5:5 and 2:3:3 folders will produce broadsheet and tabloid newspapers



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Two Goss Uniliner towers dominate the new 100% color capabilities at MNPP in Moscow.

"Competition to win print contracts is fierce. By investing in Goss technology and specifying many automation features, we have a very flexible and attractive solution to suit the needs of almost any customer."

Yuri Yakovlev, general director, MNPP

and feature push-button changeover capabilities. The 2:3:3 folder will also produce up to 32-page A4 quarterfolded magazine products in full color.

Today, MNPP prints several daily newspapers, *MK*, *Moscow Pravda*, *Sport Express* as well as the weekly Financial Newspaper and many other publications including a range of magazines. "We are able to print in 100 percent color for the first time, which is certainly attractive for existing and potential customers," Yakovlev comments, "We hope to win back business that went elsewhere in the past because our existing equipment failed to meet their needs." Another key factor in selecting Goss equipment was its ability to print at maximum speed on Russian newsprint, which is typically very challenging. Yakovlev states, "We saw the full potential of our investment at a demonstration of a new Uniliner press in France when we witnessed the press running at 75,000 copies per hour using Russian newspaper print reels."

The new state-of-the-art facility will be fully operational by the end of 2010.

World News

Quad/Graphics adding Sunday 2000 press at direct mail plant

The six-unit press at the newly renovated QuadDirect headquarters in Pewaukee, Wisconsin (USA) will feature a unique cut-off and web width for direct mail and specialty products. "Addition of this new Goss press gives Quad/Graphics one of the most robust, innovative platforms in the direct mail industry to support our clients' continued focus on targeted communications," explains Tim Sands, vice president of press operations.

Akiyama Integration in North America

Printers operating more than 800 Akiyama presses in the region have gained access to a larger and stronger support network, following Goss International's integration of the North American Akiyama organization. The move also creates new opportunities for Akiyama, Goss International and independent dealers to collaborate in marketing Akiyama products, including the JPrint perfecting presses, which offer a compelling alternative to traditional sheetfed perfectors.



Members of the Akiyama sales and service team in North America, including (left to right) Koichi Saito, Tony Takami, Dan Merck, Keith Huang and Bob Treadwell have joined the Goss International organization.

Print Innovators Fires Up the FPS

For Josiah P. Rowe, the future of newspaper production comes down to a simple choice: print or be printed.



The publisher of the 125-year-old family owned Free Lance-Star in Fredericksburg, Virginia (USA) chose the former. This spring, his company opened a facility that epitomizes that new vision of versatile, multi-title production capabilities.

Rowe and operations director John Jenkins selected and configured equipment to accommodate a wide range of jobs and to be able to complete them with minimal waste, downtime, rework and manual intervention. That meant an emphasis on automation and process integration.

Commercial focus

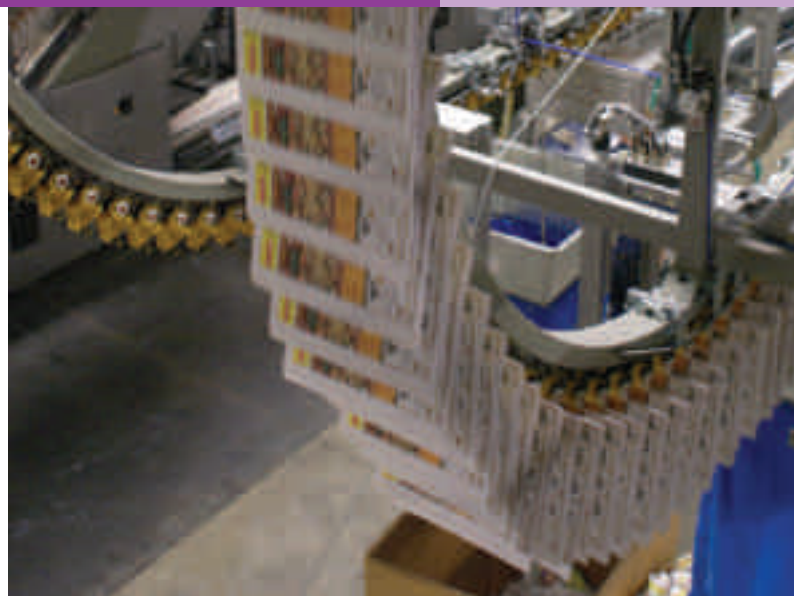
Jenkins views the 8,500-square-meter (92,000 square feet) facility, which is anchored by the first Goss® FPS® press in the United States, as a commercial printing plant that happens to have the 48,000-circulation daily *Free Lance-Star* as its flagship customer. His team even adopted the name Print Innovators to distinguish the production operation from the newspaper title and to emphasize its intentions to attract new customers. The first one, *The Washington Examiner* signed on even before the FPS press went on line in a deal expected to add as many as 250,000 newspapers to the weekly production volume.

Geography, along with technology, is part of the strategy to gain additional contracts for time-sensitive daily and weekly newspapers and commercial jobs. The heavily populated Washington D.C., Philadelphia and New York City metropolitan areas lie within a reasonable driving distance for delivery trucks. Jenkins says the goal is to be able to get a product into the hands of people anywhere in that region within 14 hours of it going on press.

Luring commercial and contract work is hardly a unique strategy for newspapers, and Print Innovators knows that competition will be fierce. Rowe stresses that the company is converting to a commercial mindset, not simply looking for a few contracts to fill idle press time. “We invested heavily in advanced technology to back this transition, because we need to be faster, smarter, easier to work with and more efficient than our competitors,” he explains.

Investing in the vision

The 90,000-per-hour FPS press at the Fredericksburg facility has four towers, with one equipped with a heatset dryer. Two folders – including one with quarter-fold capability – a versatile angle bar configuration and a 72-inch (1829 mm) web width combine to allow expansive product versatility.



The concept of a single vendor for the press and postpress components as well as controls had a strong appeal for the decision-makers at the Free Lance-Star.

"The versatility of the FPS press really stood out as we were making our selection, this is really the ideal press to support the multiple products and formats we intend to produce, today and in the future."

John Jenkins, operations director, Free Lance-Star

The configuration can produce newspaper products with up to 96 broadsheet pages, or two 36-inch (914 mm) ribbons from each web, which are ideal for standard magazine- or tabloid-size commercial products in the United States.

"The versatility of the FPS press really stood out as we were making our selection," Jenkins explains. "This is really the ideal press to support the multiple products and formats we intend to produce, today and in the future." Jenkins is quick to point out, however, that the FPS press is only one part of the equation. Unique subsystems, including roll handling and plate delivery, are automated and fully integrated. Ferag gripper conveyors carry products directly to and from a dual-delivery Goss Magnapak® inserter or Ferag buffering and stacking components. A polywrapper and a trimmer provide additional options, and Goss Omnizone™ supervisory controls manage the postpress operation.

Goss International represents Ferag in North America, and the concept of a single vendor and contract for the press and postpress components as well as the controls had a strong appeal for Jenkins. "Integration is absolutely critical with such a versatile production platform, so this was certainly the right way to go for us," he confirms. Impressed by the Omnizone supervisory controls, Print Innovators also tapped

Goss International to go a step further and install its open-architecture Omniview™ MIS system to communicate with and tie together components and functions throughout the process, from material management and order processing to prepress and production.

Jenkins says the unifying control system, and the access to comprehensive, real-time information that it provides, will be absolutely vital to competitiveness. "We have put some very innovative production tools, including the FPS press, into place," he concludes. "Our success will depend on making them work together to make it as easy as possible for customers to do business with us and as efficient as possible for us to process their jobs."

Newspaper / Commercial Versatility

- Goss FPS press with 3-form inker
- 72-inch (1829-mm) web width
- 3-Ribbon angle bar set per tower
- In-line stitcher and gluer
- 2 Folders; 1 with quarter-fold
- Heatset dryer
- Hybrid ink
- Ferag press grippers
- Ferag buffering system
- Goss Magnapak inserter
- Polywrapper
- Goss supervisory and MIS software

This article incorporates some information first reported in the January, 2010 issue of News & Tech magazine.

Many Happy Returns

Reducing waste, minimizing costs, shortening turnaround times and expanding equipment utilization all count towards profitability, and investment in new equipment is not the only way to achieve substantial results.

The Goss International commitment to *New Ways for Print* reaches beyond development of unique new products like the Sunday™ 5000 and M-600 Folia™ presses to also include the Goss Lifetime Support™ program. Cohesive aftermarket enhancements and services offer equally compelling options for optimizing existing operations, breaking away from production constraints and extending the competitive lifespan of equipment. These three examples demonstrate how Goss Lifetime Support solutions can help publishers squeeze the most out of existing equipment, gain a fast return on investment and proactively address market opportunities.

Adding More Than a Splash of Color

To great celebration, phase one of a massive \$45 million project to enhance the printing assets of Singapore Press Holdings

(SPH) was completed in April, with the official unveiling of the first of four Goss® Colorliner® presses to be upgraded and enhanced.

The upgrading and addition of color couples on the Colorliner presses have special meaning for Anthony Cheng, SPH's executive vice president of production. Mr Cheng planned and project-managed the installation of the four Colorliner presses in 1996. He now oversees the enhancement project. "The Colorliner is a good press, and over time we have optimized on the quality and performance. However, we have been short of back-to-back color capabilities, which are in demand from advertisers and editors. Adding printing couples from Goss International is the best solution for us to gain color capacity and retain our competitive edge without having to

invest in brand new presses." With the meticulous maintenance program in place at SPH and replacement of controls, he expects the presses to continue operating at an optimum level for another 15 years.

Four identical Colorliner presses at the SPH Print Centre will have eight 4/1 color towers converted to 4/4 towers, adding a total of 24 color couples. On completion, each press will have five full-color tower configurations capable of 40 broadsheet back-to-back color pages. Goss International has completed work on the first press. "Goss International has done a good job for us, and they will help us complete the remaining three presses in the next 18 months," according to Cheng.

Pictured below: SPH chairman, Dr. Tony Tan holding a copy of The New Paper which will now benefit from up to 80 pages in full color following completion of the initial expansion phase.





Pictured Above: Jochen Meissner, Goss International president and CEO accepts a memento from SPH Chairman, Dr. Tony Tan at the unveiling of the first Goss press enhancement.

Publishing seventeen of its own titles in four languages, including flagship publication – and Singapore's premier English-language daily – *The Straits Times*, SPH also prints editions of international newspapers. These include world-renowned titles such as *Asahi Shimbun*, the *Financial Times*, *International Herald Tribune* and *Nikkei*. Every day, 3 million individuals or 79 percent of people over 15 years old in Singapore, read one of SPH's news publications. SPH also publishes and produces more than 100 magazine titles for the region, covering a broad range of interests from lifestyle to information technology.

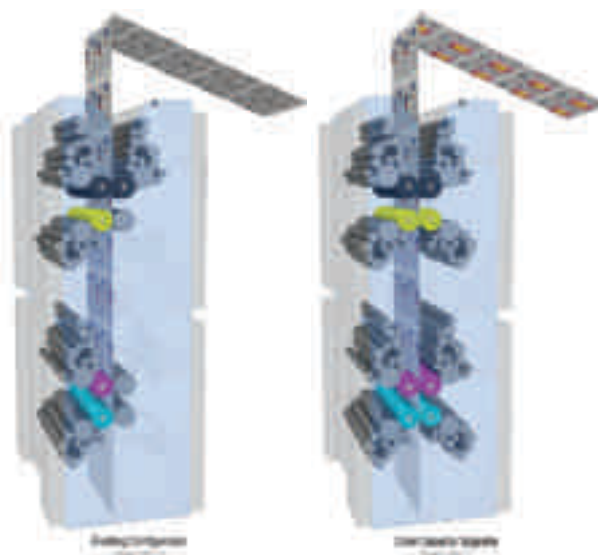
The first of its raft of titles to benefit from the press upgrade program is tabloid-format daily *The New Paper*. Launched in 1988, this was the first full-color newspaper in Singapore, but became a victim of its own success, with increased pagination and circulation forcing print constraints. Today it is the second most widely read English-language newspaper in Singapore, with an average daily readership in excess of 100,000 copies. Describing itself as "a streetwise paper", the title has pioneered journalism aimed at presenting complex issues in an easy-to-read, pop style for younger adults and busy

readers, employing "stylish designs, arresting pictures and punchy headlines". Now, following completion of the initial expansion phase, *The New Paper* will benefit from up to 80 pages in full color. With a twice-weekly afternoon sports edition during the soccer season, the paper will benefit from new color capabilities perfectly timed to capitalize on the anticipated rise in advertising demand that will coincide with the soccer World Cup in South Africa this summer. "As long as *The New Paper* prints 80 tabloid pages or fewer, there will now be no limitations on color," comments Cheng. "It's very good news for advertisers as

they can now have a wider choice of color positions. And for readers, it means more vibrancy; a feast of color, especially for sports fans."

Despite its extensive multimedia and broadcasting interests, SPH remains committed first and foremost to the print medium, as emphasized by its chairman, Dr. Tony Tan, at the unveiling of the first Goss press enhancement on April 13. "While we continue to venture into other arenas, our core business is in print. This is why we have been, and will continue improving our print products and facilities."

Continues on next page...



Four identical Colorliner presses at the SPH Print Centre will have eight 4/1 color towers converted to 4/4 towers, adding a total of 24 color couples.

*...Many Happy Returns
continued from previous page*

Also attending the event, Jochen Meissner, Goss International president and CEO, concluded, "We feel very proud to have been selected to expand the color capacity of the presses at Singapore Press Holdings. Our organizations share a vision of how innovative ideas and exceptional execution can be applied to advance the value and competitiveness of printed newspapers, and this important project exemplifies that mutual commitment. Successful completion of the first phase of the enhancement also reflects outstanding cooperation between the Goss International and Singapore Press Holdings teams. We look forward to achieving similar success with the couple additions on presses two, three and four and to the continued strengthening of our long-term partnership."

Newspaper press modernization for present-day requirements

North Jersey Media Group (New Jersey, USA) strongly believes in the efficacy of extending the lifespan of equipment. After completing a program of Goss upgrades in 2009, the company then secured a new print contract. The Group again turned to Goss International to refurbish an inactive press in order to furnish the additional capacity required.

With new contracts to print two regional daily newspapers, and bolstered by successful results from the previous equipment enhancement work, NJMG was confident that press refurbishment was the ideal solution to provide the necessary capacity boost. "Investing in a new press wasn't really an option, but we were certain we could upgrade our old press and bring it in-line with our present-day requirements," explains Bob Konig, vice president of manufacturing at NJMG. "We worked with Goss International to specify enhancements that would help us to keep waste levels low and provide first-class print quality."

Completed in March 2010, the enhancement cut the web width from 50 inches to 44 inches and added digital inking and a new ink presetting system.

"The timeline for this project was aggressive, and we placed a lot of faith in Goss



International's ability to execute under the pressure of an immovable launch date," says Konig. "We were pleased that we hit our date without issue. We've already seen excellent results, particularly from the accuracy delivered by digital inking."

Banking on a flexible approach

Targeting specific service requirements with a rigorous maintenance program is the approach taken by Shropshire Star in the UK to keep presses operating at optimal levels. Looking to Goss International for an "unbiased, objective view" on how to return its presses to commissioning status, Graeme Clifford, works and technical director, signed up for a bank of hours that can be used, on demand, for a variety of jobs. The bankable hours concept provides reduced labor rates, depending on the block of hours a publisher or printer books in advance and the length of contract. The plan also provides total flexibility in the use of those hours for electrical, mechanical and controls maintenance, as well as training and routine or emergency service. This allows Goss International customers to plan work throughout the year, with known costs.

Clifford confirms, "The bank approach is ideal, not only to keep the presses running efficiently but to carry out specialist investigations to ensure long-term optimum productivity and print quality." Shropshire Star has three sites, all with Goss Colorliner® presses that were upgraded in 2003. "Keeping these presses printing as if they are new is our biggest challenge," states Clifford. "There

are plenty of resources available to help us with this task, but a one-stop-shop at a fixed price is attractive in itself. Add to this the fact that Goss International knows its own products inside out and you can see why it makes sense to go back to the manufacturer for maintenance.

"We have been really pleased with the impact of the bankable service contract on our business. After achieving a significant reduction in start-up waste at each location, our next target will probably be to develop better training programs for our in-house teams to support continued improvements."

Apex Takes Control

With an editorial formula unique and well-established in its area, Apex Press and Publishing in Oman only recently purchased its first press. This strategic decision was driven by the desire to take control of the quality and deadlines for its newest title *Muscat Daily*.

The *Muscat Daily* differs from many competitive titles due to its broad appeal and total focus on local news. "Most of our competitors focus on the Asian sub-continent, often using reconstituted news from the Internet. But our approach is to cater to a reader profile that is essentially multicultural but with the limitation that, for us, local news is king," comments Saleh Zakwani, chairman.

Apex Press and Publishing has been operating in the Sultanate of Oman since 1980. Today it employs 135 staff and publishes, but does not print, a range of key titles for the area including *Muscat Daily*, *The Week*, *Alisbou'a*, *Business Today*, *Oman Today*, *Usrat Al Youm* and a local business directory. Print runs vary from 11,000 to 80,000 copies with frequencies from daily to monthly.

With this complexity of titles, using contract printers has become an increasing problem as the company expands. "We have grown significantly over the past few years," states Mohana Prabhakar, chief executive and managing editor. "We are now suffering greatly from the constraints of not having our own press. We also have many plans for the future, and owning a press is seen as a critical success factor."

The ensuing course of action determined by Apex Press and Publishing was investment in a new Goss® Community® SSC press with four, four-color towers, one of



Mohana Prabhakar, chief executive and managing editor at Apex Press and Publishing, and Paul Feeney, Goss International sales manager for Middle East and Africa, sign a contract for the new Goss Community SSC press.

Apex Press and Publishing publishes a range of key titles including *Muscat Daily*, *The Week*, *Alisbou'a*, *Business Today*, *Oman Today*, *Usrat Al Youm* and a local business directory. The new Goss Community SSC press will initially print *Muscat Daily*, which is published in English, and two weekly publications.



which will be dedicated to heatset pages for high-quality advertising and cover sections. Rated at 35,000 copies per hour, the new press will initially go into production in June 2010 to print The *Muscat Daily*, which is published in English, and two weekly publications, *The Week* and *Al Isbou'a*.

"We wanted a press that has a good reputation for efficiency and quality," states Prabhakar. "Price is always an issue of course, but we did a lot of research to estimate the size of the market and the ROI we could expect, given our end goal for the highest sustained production quality. The Community press, along with the back-up and support available from Goss International, convinced us that this was the direction to take.

"We will slowly migrate more work onto the Community press as we grow in confidence with its operation – the press model has been around a long time, but the features are reassuringly sophisticated."

Only time will tell how much work the Goss Community can handle, but Apex Press and Publishing is keen to expand on its current titles if the opportunity arises. Prabhakar adds, "We intend to take on any commercial jobs that the market has to offer and will aggressively pursue the same."

... Stark Druck Steps Up to 96-Pages, continued from page 11

"We're very proud of the success we achieved together with Stark Druck with the Sunday™ 4000 presses and we are grateful for this chance to collaborate on another innovative high-pagination press project."

The new press at Stark Druck will be equipped with a Goss Contiweb™ FD™ paster, EcoCool dryer and the Goss® Web Center™ automated control and workflow system.

"The 96-page Goss press is compelling, but Goss International's proven ability to support this type of advanced system and provide an integrated solution that includes the paster, auxiliaries, folder and workflow are equally important to us," explains Heer.



The first Goss Sunday 5000 press has been in production in Italy since last July; the second press will go into production this spring in Spain. Manufacture of the third - for Stark Druck - is already underway.

The Stark Group – A technology timeline

The Stark Group describes itself as a full service company with a passion for print – one that is "Big but flexible" and "Flexible and personal". Steady sales growth has made it one of the largest printing organizations in Germany. The group is made up of three companies. Together they offer comprehensive services from a single supplier, including digital prepress; digital, sheetfed and web printing; finishing and dispatch logistics. The company traces its roots to 1946.

Key milestones:

- 1946 – Stark letterpress company founded by Erich Stark in Pforzheim
- 1958 – Sheetfed offset printing added; first 2-color press
- 1964 – First 4-color sheetfed offset press
- 1983 – First web offset press, 8-page
- 1989 – First 16-page web press
- 1998 – first 48-page web press; first CTP
- 1999 – Acquisition of Südwestrolle, Stuttgart, with 3 32-page web offset presses
- 2000 – Stark Digital (prepress) founded
- 2005 – 32-page web offset press, 72-page web press
- 2006 – World's first 48-page short grain web offset press, Goss Sunday 4000
- 2008 – 2nd Goss Sunday 4000 48-page short-grain press
- 2010 – Order placed for Germany's first 96-page Goss Sunday 5000 web offset press

