



Case Study

NEW PRESS
INSTALLATION

AL-MADINA PRINTING & PUBLISHING CO.

Opportunity: **To upgrade Al-Madina Printing and Publication Co. facilities from black and white to color printing**



Conclusion: **Install three Goss® Universal® 50 presses providing maximum color flexibility**

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Making the decision to change your press equipment from black and white production to color production is an easy choice to make in a market where the trend for improved color and quality is king. Increased pressure from advertisers to meet strict guidelines where brand image cannot be compromised necessitates the requirement for color flexibility across all markets.

With three sites across Saudi Arabia in Jeddah, Riyadh and Dammam, Al-Madina Printing and Publication Co. chose to ensure its continued success with the installation of three Goss® Universal® 50 single-width presses.

Flexibility and capacity

“When we started our search we decided that the most ideal press to suit our needs would be a single width, single circumference press with four-high towers,” states Mr. Abdulhadi Bafakir, General Manager at Al-Madina Printing and Publication Co. “Goss is considered a pioneer in the single width area with the Universal press range and has vast experience with many Universal presses operating successfully all over the world,” he emphasized.

“Offering us the flexibility to meet the demands of the industry well into the future we were keen to equip our facilities with the best. The Universal 50 installations not only give us color capacity but also provide us with higher pagination and the ability to print pages in heatset in the daily newspapers we produce,” he added.

Al-Madina Printing and Publication Co. has a long relationship with Goss spanning over 20 years and previously had a series of Goss Community® presses. The decision to go from black and white to full color production was, as Mr. Bafakir explains, because of the flexibility it offers. “Our decision to buy

Daily newspapers:

Asharq Al-Awsat
Arab News
Al-Estisadiah
Arriyadiyah
Alam Ariyada
Urdu News
Maleyalam News

Weekly magazines:

Sayidaty
Al-Majala
Basem
Urdu

Monthly magazines:

ARRAJOL
Hia
Al-Jamila

three new Goss Universal 50 presses was first and foremost because of its color quality but also and more importantly because of the flexibility it offers us now and into the future as our needs change.”

Each Goss Universal press at Al-Madina Printing and Publication Co. is configured as 10 four-high towers, three folders and 16 reelstands. The folders are situated in the center of the press and the ten towers are distributed equally on each side. Provision has also been made to allow for subsequent expansion with room for an additional four-high tower on each end and two two-high towers at the center of the press.



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The center towers on each side of the press will have four webs passing through it specifically to print 16 pages in black and white. They can, however, also produce color as needs dictate.

Mr. Bafakir comments on the new opportunities available to the company, "When we chose to invest in new press equipment we looked at the whole package – from the buildings to pre-press and post-press equipment. We have made considerable investment in the development of our newspaper facilities and now have three brand new fully equipped state-of-the-art facilities. This investment will open up many doors for us as we now have high production capacity and the most up-to-date accessories and facilities giving us the ability to meet any new business."

Each Goss® Universal® 50 is equipped with three folders working simultaneously and has been designed so that the press can produce three newspapers at the same time.

Mr. Bafakir explains, "This is a very unique configuration enabling us to produce a variety of products with varying numbers of pages and color. This design is not standard and Goss has successfully executed and met our expectations for this ten tower press with two of its towers allowing four webs and above all its very special Three Running Folders at the same time. It's a truly innovative and productive design."

Paul Feeney, Middle Eastern Sales Manager at Goss concludes, "Al-Madina Printing and Publication Co. has chosen to upgrade its facilities with a unique and forward thinking design enabling them to make the very best use of the press' capabilities."



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