



# Case Study

NEW  
PRESS  
ADDITION

## BORDER MAIL, WODONGA, AUSTRALIA

*Opportunity:* **To increase the efficiencies and production capacity at one of Australia's leading regional newspaper facilities**



*Conclusion:* **Install the world's first Goss® Uniliner® 'S' 4x1 press for greater flexibility, production capacity and cost efficiencies**

## BORDER MAIL, WODONGA, AUSTRALIA

**The Border Mail is one of the few Australian daily newspapers to remain in private hands having contributed to the progress of many communities, and influenced the political, economic and social development of the nation for 100 years. In 2003, after a 30 year history with Goss presses, it became the world's first installation of Goss' newest press – the Goss® Uniliner® 'S' 4x1.**

### Bringing in the new

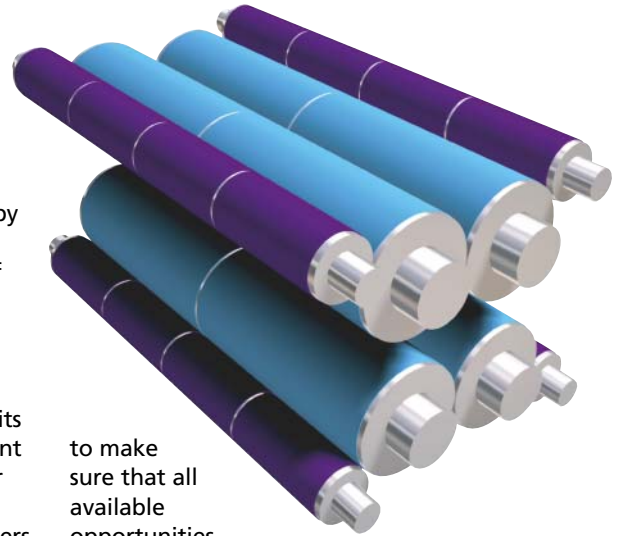
Established in 1903 in a small shop in Albury, *The Border Morning Mail* then had a circulation of 400 copies and strong competition in the town. Today, *The Border Mail* is produced by state-of-the-art technology in large modern buildings on the outskirts of Wodonga, Victoria, and has a circulation above 28,000 copies.

Celebrating the successful first 100 years in 2003, the company entered its second century with the establishment of a new subsidiary company, Border Mail Printing Pty Ltd (BMP) – a joint venture with two Melbourne publishers – a string of industry awards and the latest in flexible double-width press installations. This opens a new door for growth and prestige and confirms the company's focus to provide news to the region that informs and entertains.

### Quest for flexibility

The search to find a new press for the Border Mail facility that could meet its high demands for quality, efficiency and flexibility, took the publisher far and wide. Visiting press suppliers all over Europe, staff conducted an exhaustive analysis of press manufacturers.

Rob Lappin, Border Morning Mail Production Manager said, "We wanted



to make sure that all available opportunities were investigated so we spent a long time researching every suitable option. We visited a number of Goss customers and were convinced that the new Goss Uniliner offered us the best option providing us with a quality product ideally suited for our needs, on-time and with dedicated customer support."

The Uniliner 'S' is a shaftless, single-around plate cylinder, double-width, straight production version of the existing Uniliner press family. The 'S' version – meaning straight production – is specifically targeted at higher volume production of non-collect newspaper products.

### A world 4x1 first

In 2002 The Border Morning Mail Limited placed an order for the world's first Goss Uniliner 'S' 4x1 press. Launched at IFRA 2002, the new press was ordered to produce *The Border Mail* daily newspaper and other commercially produced cold-set products.

Commenting at the time of the order Border Morning Mail Chief Executive Tony Whiting said, "Goss' proposal for the Uniliner 'S' was outstanding and provides a real win-win situation for both the purchaser and vendor. This



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will see a quantum leap in quality and cost efficiency for both *The Border Mail* and all our print customers."

The original press ordered consisted of four shaftless four-high towers with open fountain inking and a 2:3:3 jaw folder with a quarter fold attachment and a stitcher. Additionally the press included six two-arm reelstands and a high specification Goss OPCS press control system with three dual-purpose quality and press control desks.

## Global importance

Peter Kirwan, Goss Vice President, Asia Pacific describes the importance of The Border Mail order for the Australian world market as follows, "The Uniliner 'S' is a great press for publishers and printers such as the Border Mail. The reproduction quality and flexibility of this press, matched with its maximum speed of 75,000 copies per hour, makes it extremely cost efficient."

Rob Lappin, commented, "The capacity and flexibility of the Uniliner 'S' will be a huge benefit to our print clients. Commercial printing has become an important revenue stream for the Border Mail and I firmly believe that the future of quality coldest printing lies with double-width single circumference presses."

## An extra tower

With the original order set to be on production in September 2003, the Border Morning Mail placed a further order in May 2003 for an additional four-high tower. This decision to extend the press was made on the basis of trial runs at Goss' manufacturing facility in Nantes, France. The high quality and productivity of the Uniliner® 'S' confirmed during these trials further



encouraged the company to place this order.

"We were extremely pleased with the quality and the performance of the press during trials at Nantes prior to shipping," comments Rob Lappin. "The success of these trials gave us the confidence to make a further investment even before Stage One installation. Based on the results at Nantes, we are attacking the contract print market with even more aggression."

Tony Whiting concludes, "We expect a 60% increase in full-color production following the installation of the new press system. This significant investment underlines the long-term confidence we have in both our publishing and printing business."

Carrying the masthead slogan 'a new world every day', The Border Mail enters its second century on a high note – the latest printing press, a string of industry awards to its name and a circulation that is at its highest for 15 years – the signs are that the best is still to come.