



Case Study

PRESS
EXPANSIONS

JOHNSTON PRESS, LEEDS & SUNDERLAND, UK

Opportunity: **To increase the color and quality of newspapers at two UK regional printing plants**



Conclusion: **Take advantage of Goss' technical developments by installing new tower additions and Goss Digital Inking to improve color quality**

JOHNSTON PRESS, LEEDS & SUNDERLAND, UK

Johnston Press is the fourth largest producer of local and regional newspapers in the UK. With locations strategically positioned all over the country. Leeds Web and Sunderland Web – both part of the Printing Division for Johnston Press – have become the latest facilities to choose Goss® for color upgrades to its existing presses.

Leeds Web

Leeds Web is Goss' first major order for the European Goss ENHANCE™ program. The project includes a retrofit of Goss' award-winning Digital Inking System on both existing press lines at Leeds Web, plus a four-high tower press addition.

In late 2003 the first stage of the project for Leeds Web involved refurbishment at Goss' Preston, UK facility of a Goss HT70™ four-high tower, which had been acquired independently by the customer. Following this, Goss is upgrading Leeds Web's existing overshot inking system to Digital Inking across a total of 62 couples, including the new tower.

Digital Inking

David Crow, Divisional Managing Director, Johnston Printing, comments, "This upgrade has come at a crucial time for us. Being able to provide as high a level of print quality across our own titles and for contract print customers is very important. The tower addition and Goss Digital Inking will allow us to print more consistent color and on more pages, more cost effectively."

The decision to upgrade to Digital Inking was taken in order to reduce wastage and improve color quality following news that the Goss Digital Inking System had been awarded a 2003 GATF InterTech™ Technology Award from the Graphic Arts Technical Foundation in America. The GATF commended it, in particular, for the RIP presetting functionality and the ability to be retrofitted onto older presses, as in the case of Leeds Web.

Continual improvements

With installation of the HT70 tower and the Digital Inking System the

2003
INTERTECH
TECHNOLOGY
AWARDS



Goss ENHANCE project at Leeds Web is part of an ongoing series of improvements to the printing facilities at the site, and complements the recent installation of CTP equipment.

David adds, "The main consideration behind any spend in new technology is the return on investment. After research, it was clear that the upgrade path was the ideal solution. This upgrade will not only deliver better quality print, but also allow us to reduce wastage. Obviously, the key commercial benefit for us is the increased advertising revenues we can expect to receive due to the improved color quality."

Setting the standard – Printing for Profit

Ian McLeod, General Sales Manager UK & Eire for Goss, comments, "Being able to offer Johnston Printing Division solutions and enhancements to their presses at Leeds Web will improve their quality, reduce their overheads and increase their revenues. Printing for profit is what it's about."

High profile titles published at the Leeds site include *The Yorkshire Post*, the second oldest daily in the UK, as well as the Northern Edition of the *Financial Times*.

Shane Lancaster, Senior Vice President and General Manager, Goss Preston, concludes, "*The Yorkshire Post* is an



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award-winning publication in terms of both design and use of color. Goss Digital Inking will allow Leeds Web to set a standard for color reproduction in the North of England, not only for its own publications, but also for their major contract printing accounts."

Sunderland Web

Johnston Printing Division has also placed an order for a new Goss® Colorliner® 70 tower extension to upgrade its existing Goss press at Sunderland Web. The order was placed because of the increased demand in the contract print market in the North East of England.

The extension includes a new four-high Colorliner 70 tower, a Goss CT 50 three-arm reelstand and one turner bar. Additionally a new press control desk was supplied.

David Crow comments, "The Goss Colorliner 70 extension gives us a very flexible press and provides us with the additional color and capacity we need to fulfil our customers' demands."

David continues, "At the same time as installing the new tower we will also be adding additional couples to our existing four towers. When the press was installed in 1996 our requirement at that time was for 'four backing one' color but now the demand has changed and we need to have as much color capacity as possible."

Ian McLeod said of the order, "Sunderland Web will gain significant pagination and color with this new Colorliner tower addition and the additional print couples. Goss are very pleased to extend the close relationship through this new project which will give the Johnston Printing Division increased capacity in the North East of Britain."

Shane Lancaster concludes, "Johnston is a very successful group that have invested time and again with Goss over the years upgrading to the latest developments in four-high technology. This new extension will place them in an ideal position to grow and develop their markets."