



Case Study

PRESS
EXTENSION

TABLOIDTRYCK, NORRTELJE, AB, SWEDEN

Opportunity: **To provide the best coldset printing operation in Sweden**



Conclusion: **Extend a high speed Universal® press for the ultimate color production versatility and automation**

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Tabloidtryck, I Norrtelje has increased its contract printing operation threefold since it first installed its Goss Universal® 50 press in 1999. The company, located 70km north of Stockholm, was turning over Sek30m three years ago – the equivalent of €3.3m/\$3.2m – but 2002 saw turnover top Sek90m for the first time.

The major part of Norrtelje's success is down to the color capability of the Goss Universal 50. Tabloidtryck recently decided to upgrade the capability of the press from a seven-web configuration to eight four-high towers. The result has been to increase the color capability from 56 pages to 64 pages, with total flexibility of the color placement on the press.

The company used to be known as Norrtelje Tidningstryck but recently split into two separate divisions as a recognition of the extra contract work it was being asked to do. The Norrtelje Tidning looks after the company's daily newspaper of the same name, which has a daily print run from Monday to Friday of 15,000 copies.

The Tabloidtryck I Norrtelje is the printing division which handles all the new contract work.

Tabloidtryck's Technical Director, Bengt Arvidsson, is delighted with the capability of the new Goss® press line. "Because our contract work was growing so quickly we had to add more color, especially when we picked up a new contract for a daily newspaper that wanted 64 pages of full color," he says.

"It was no problem to upgrade the current press line in a short space of time. We have found the Universal 50 to be a highly productive, flexible, contract print press that produces top quality print."

The Universal 50 was also one of the very first to be fitted with automatic pre-set, enabling the company to save time and money every time a new job was needed on press. Mr. Arvidsson says, "The pre-set means we don't even have to touch the ink keys when we are making ready. Everything is done from the central operator console, enabling us to prepare a new job with a low waste count and a fast and flexible changeover."



Tabloidtryck's objective has always been to provide the best coldset printing operation in Sweden, and for that it needed a press that could produce high quality and keep up with the growing demand for color. The Universal 50 perfectly meets this requirement.

The Universal 50 is a single-width, one-plate around web offset press capable of printing up to 50,000 copies per hour. It is ideally suited to the printer with a wide variety of products, such as newspapers, advertising inserts and supplements.

Two folders and shaftless drives are the keys to flexibility of Tabloidtryck's press. The folders are also fitted with quarter-fold options to enhance the variety of products it can print, whilst shaftless drives make it easy to split the press, to enable contract printing to run alongside the daily newspaper.

Goss General Sales Manager for Europe, Peter Selby says: "The Universal 50 is equipped with a high level of remote control with presetting functions. It allows Tabloidtryck to take advantage of short make-ready and quick changeover times.

"It also means that the manning levels on the press are kept to an absolute minimum."