



# Case Study

NEW PRESS  
INSTALLATION

STAR MALAYSIA, KUALA LUMPUR & PENANG, MALAYSIA

***Opportunity:* To ensure the Star Malaysia newspaper remains in a leading market position for the foreseeable future.**



***Conclusion:* Work in partnership with Goss International to develop two greenfield production facilities using latest Goss® Colorliner® newspaper technology and highly trained staff.**

### **Publishing the country's most widely read newspaper, The Star Malaysia's position as a major player in the Malaysian newspaper print market is undeniable.**

A Goss® and Harris single-width customer for over 30 years, in 2001 the Star decided to employ a strategy to upgrade its existing press line to the very high output double-width Goss Colorliner® press. This major decision and two-site investment has propelled the Star Malaysia's now state-of-the-art facility into one of the leading printing centers in the Asia Pacific region and has transformed the company into a truly 21st century organization.

Yew Choy Ng, Senior Manager of Technical Services and Printing at Star Publications commented, "The investment we made with the press installation has gone far beyond the actual press itself. We now have a printing facility that is very flexible and, thanks to Goss, staff that have been re-educated to manage the latest of technologies. The installations have been a turning point for the company, and we have found a true partner in Goss International."

#### **From single to double-width**

The Star has been growing faster than any other publisher in the region for the last few years and has seen a dramatic increase in circulation to in excess of 310,000 copies daily. This, coupled with its ageing press line and the demands of the publisher for more color and capacity, forced them to re-evaluate the company's operation and upgrade its production potential from single-width to double-width capability.

With past experience of Goss Community® and Urbanite® equipment, this purchase underlines the publisher's ambition to maintain and strengthen its market position through greater provision of advertising in color and total production capacity. The Goss Colorliner press, with its high productivity, modular construction, shaftless press drives, highest quality print and renowned reliability, was the perfect match for the Star's demanding requirements.

Mr. Ng confirmed, "The Colorliner 80 has provided us with the optimum solution to our needs. The shaftless presses have doubled our running speed and increased the number of printable pages to 96, of which 48 can

now be printed in four-color. This extra capability has helped us maintain our competitive edge in the newspaper industry."

#### **Multi-disciplinary project management**

Key to the two site installations in Penang, to the north of Malaysia, and Kuala Lumpur to the south, was project management from the very start of the project to its completion.

According to Mr. Ng having a project-managed team with one point of contact throughout the installation was extremely important. "Goss understood that it was a major leap in our operations to go from running single-width presses to double-width and helped us every step of the way. Buying a new press is a complex process involving many decisions and planning activities, all of which need co-ordinating. The project manager that Goss provided, along with the site manager, ensured that our expectations were met and satisfied. From advice in choosing the right equipment, through preparation of the site for installation, to making sure the installed press runs as planned, gave me full confidence in Goss' abilities and experience."

#### **Communication**

Communication plays a big part in the project management process. Liasing between all third party suppliers and taking the worry out of the project for the customer is all part of the Goss offering. A close working relationship is pivotal for the success of any project with a clear understanding of each and every step of the installation. Yew Choy Ng confirms, "When you buy Goss, you not only get the latest technology but the very best service in terms of the installation and the support that you receive."

As Alan Ellis, Goss Project Manager for the installation states, "Every new installation is a challenge, and Star Malaysia is no exception. The main points for this one, however, were the co-ordination between the two sites and the education and training of the print personnel." With the majority of the printers used to dealing with older



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single-width presses such as the Goss® Urbanite® and Community®, additional support, training and guidance was essential.

### **Bespoke training**

“A key ingredient to the required training was the appointment of external consultant, John Jennison, who had the experience necessary to ease the printers through the operation of unfamiliar hardware,” Ellis states. “Changing not only from working with a 20 year-old press to today’s latest equipment, but also from single to double-width is a major mind-set change that requires management. John was also able to advise on all the other front-end systems that were required to make the press as efficient and productive as possible.”

The training sessions at The Star ran over a twelve-month period and covered everything from how to operate the new press to how to run production meetings, how to liaise with editorial staff and what the expectations and outcomes should be.

Yew Choy Ng commented, “The training we received throughout the project was superb. We needed to learn how to manage our new capability and required a very comprehensive training program. Constructive criticism was given to us throughout the program which enabled us to tackle specific problem areas and ensured that when the press was fully installed we had the very best skill-set employed.”

Looking to the future Mr. Ng concludes, “We had very strict criteria when we were defining our needs and forecasting demand for the next ten years. We needed a press that could not only serve us into the foreseeable future but could also be added to, should demand require it. The Colorliner 80 press has been designed with the future in mind and we are very happy in the knowledge that we have chosen the very best system for our needs. We hope to continue our relationship with Goss well into the future.”