



# Case Study

**NEW PRESS  
INSTALLATION**

## TRINITY MIRROR, UK

***Opportunity:* To enhance product quality and drive down waste across sites in the UK's largest newspaper publishing company**



***Conclusion:* Install highly productive Goss® Colorliner® 70 presses across three UK sites to achieve high performance output and total press flexibility**

## TRINITY MIRROR, UK

**Trinity Mirror plc was born out of the merger of two highly successful UK newspaper companies in September 1999 – Trinity Plc and Mirror Group Plc. It is now the biggest newspaper publisher in the UK. Investing over \$150million (£90m) in new equipment – one of the largest newspaper press investments this millennium – the group will soon be equipped with one of the most advanced regional newspaper production capabilities anywhere in the world.**

### Striving to be the best

Nearly half the UK population reads one of Trinity Mirror's titles, which include one of the world's most famous newspaper brands, the *Daily Mirror*, plus three of the top ten regional evening newspapers and three of the top six regional Sunday newspapers.

This is no mean feat. With a portfolio that includes some of the best-known newspapers in the country, any investment by the publisher must take into account the impact on the brands. For that reason, when Trinity Mirror decided to invest in its regional printing capability in Summer 2000, it employed a strategy involving a steering group and months of assessments and site visits across Europe.

As part of its drive towards industry-leading operating and financial performance, Trinity Mirror set out to provide its customers with high levels of quality color print by obtaining a highly flexible press system for three key regional locations (Cardiff, Midlands and Teesside).

### Flexibility of four-high

With this aim, Trinity Mirror set out on its quest to find a press manufacturer that could not only meet its requirements in terms of quality and efficiency but one that could also undertake a multi-site complex press project with the utmost competence.

### Cardiff –

Western Mail (Mon-Fri)	47,138
Western Mail (Sat)	61,181
South Wales Echo	61,693
Wales on Sunday	54,424

### Midlands –

Birmingham Post (Mon-Fri)	17,440
Birmingham Post (Sat)	15,323
Birmingham Evening Mail (Mon-Fri)	113,973
Birmingham Evening Mail (Sat)	103,810
Sunday Mercury	87,997
Coventry Evening Telegraph (Mon-Fri)	66,463
Coventry Evening Telegraph (Sat)	60,376

### Teesside –

Evening Gazette, Teesside	60,362
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*\*Circulation figures source ABC Jan - Jun 2003*



## TRINITY MIRROR, UK

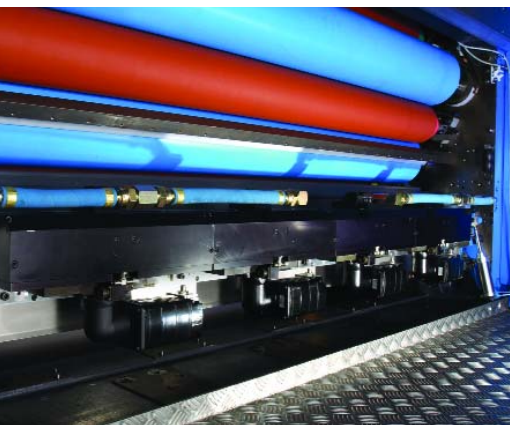


### The Imposition Driven Press

Providing total automation of the printing process by integrating the control systems of the press.

Resulting in:

- High consistency
- Optimum quality
- Minimized waste and time



With four manufacturers in the running, the steering group at Trinity Mirror visited a number of press sites across Europe, seeing first-hand what each of the presses could do. Trevor Singleton, Divisional Technical Manager, Press Projects at Trinity Mirror said, "The facts were undeniable. Out of all the demonstrations we saw, only one press ran at full speed, had consistent folder delivery on its 2:5:5 jaw folder and the highest performance – this was Goss' Colorliner 70."

The double-width, two-plate-around web offset press features a very high degree of automation and pre-settability that is suited to the requirements and operations of Trinity Mirror's regional newspapers. In particular, these included high print quality with low start-up waste.

Singleton continued, "What you see with Goss is what you get and we saw the very best in four-high technology on our visits to Scandinavia. We are in no doubt that we will have the very best of press capability in the UK when the project is complete."

In total the group has ordered 80 printing units and 8 folders across its three sites. Each installation is fitted with spray bar dampening, core driven reelstands and Goss® digital inking.

### Digital inking

"Digital inking was not a 'must' on our list, but does provide us with a whole host of benefits that are undoubtedly an advantage," said Singleton. "Digital inking is extremely precise, has accurate ink metering and the ability to achieve high, consistent ink densities at the

lowest possible waste figures around at the moment. This system will provide us with the best and most compatible inking system for our newspaper presses."

Keith Malcolm, Vice President of Sales for Goss in Europe confirms, "Bringing extra choice and added customer benefits, our digital inking provides very low waste and eliminates the need for regular calibration of the inker. It saves money on press operation and press maintenance and improves press availability for other jobs – this option gives Goss International a significant advantage over its competitors."

With its pre-setting capabilities Goss' digital inking also enables the press to run at optimum 'pre-set' inking levels. Malcolm confirms, "With installations such as those at Trinity Mirror where multiple press crews operate around the clock, it is important that the images and graphics used can be reproduced correctly across a range of products. Goss digital inking allows ink densities to be pre-set, providing perfect color fidelity every time."

### Efficiency

Of paramount importance to the whole Trinity Mirror project is efficiency. Singleton explains, "When undertaking decisions for this investment, we looked at the whole package – not just the press itself. Everything from the press hall to the location of the plant, to the press and its associated equipment must be efficient."

He continued, "There is no point in having the most flexible and technologically advanced press in the world if you don't look at the surroundings and how these may impact on the finished total press solution. The 'package' must be, as a whole, the very best that we can possibly achieve with the resources available to us. This means investment in buildings and new workflows to provide a seamless turnkey solution."

### 'Pre-set and Forget'

Trinity Mirror's drive for efficiency is exemplified by its choice of press for the three sites across the UK. Goss® Colorliner® – The Imposition Driven Press, as its name suggests, is the latest press automation concept from Goss.

### Pre-set and Forget Digital Inking

- Extremely precise
- Accurate ink metering
- Achieves highly consistent ink densities
- Low waste
- No need for regular calibration of the inker

# TRINITY MIRROR, UK



## Colorliner Key Features

- Double width two-plate around web offset press
- Choice of inking systems
- Mono to four-high printing units
- Fully integrated shaftless press drives
- Tool-less slot plate lockup
- Choice of jaw folders 2:3:3, 2:5:5 or 3:2

David Richardson, Sales Executive at Goss says, "When a publication originally goes through prepress production, the pages have data embedded within them that can be used to automate subsequent production processes. With that data we automate as much of the printing process as possible. This applies to the color, pagination and a whole host of other settings affecting the overall quality of the printed product."

Singleton confirms, "There are huge advantages in having as many of the features of the press as possible automated. It will ensure consistency across our portfolio of products and will enable the press crews to concentrate on the print quality rather than adjusting the press for the next job. By having this degree of 'Pre-set and Forget' automation, Trinity Mirror will be able to hone the efficiency of its press crews, ensuring first class production and a higher overall throughput."

## The biggest and the best

"Of all the presses we saw during our selection process Goss won hands down for the Colorliner's performance, strength, efficiency, proven design and of course the imposition driven nature of the press. The three landmark installations at our Cardiff, Teesside and Midlands sites will play a key role in our drive towards becoming the best – as well as the biggest – regional newspaper publisher in the UK."

Employing around 12,000 staff and producing over 260 titles, Trinity Mirror's varied media base includes national and regional newspapers, websites, magazines and exhibitions. Stephen Parker, Trinity Mirror's Managing Director, Regional Newspapers said, "This level of investment is testimony to Trinity Mirror's commitment to our regional businesses."

"The new facilities will undoubtedly provide some of the most advanced presses anywhere in the world. They will bring major benefits to our operations in the Midlands, particularly in our ability to serve the needs of readers and advertisers in terms of color and print quality."

Shane Lancaster, Senior Vice President and General Manager Goss Preston concludes, "Goss' objective is to provide its customers with the most flexible, productive and cost-effective print solution. We are delighted that Trinity Mirror have recognized this and have chosen to invest in our Colorliner technology. Since Trinity Mirror saw the press perform almost two years ago we have made a number of improvements in terms of its performance and it has higher levels of automation and produces even better print quality – they will not be disappointed."