



Case Study

NEW PRESS
PROFILE

BUTLER EAGLE, PENNSYLVANIA, USA

***Opportunity:* To address increasing market competition by targeting new opportunities while maintaining core strengths**



***Conclusion:* Choose equipment which combines tried and tested technology with high productivity and new performance flexibility**

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With a series of pioneering milestones in its past, Pennsylvania publisher Butler Eagle has recently blazed a trail once again by becoming the first customer in the U.S. for Goss' new Uniliner® press system and one of the first newspapers to move to the 50" x 21" format.

The double-wide, two around press was chosen to take over production of the daily newspaper, *The Butler Eagle*, while also providing new competitiveness in commercial work and insert printing.

With 60 years experience in double width press operation, the company feels comfortable with this size press and committed to continuing with it, says owner, Vernon Wise Jr. "We had considered going single wide for the flexibility, but it didn't make sense for us without making some radical changes in our production. Now, the Uniliner can give us this flexibility with the same size paging as we're used to, and without the crew confusion."

According to Wise, when *Butler Eagle* saw the Uniliner in action in Germany the company was very impressed by potential product flexibility and print quality. Wise had taken along some test pages from commercial print subsidiary, Butler Color Press, to see how the quality compared. Even with the German press running coldset, Wise and his associates were more than satisfied by the results.

"We have no qualms about being the first to do this," Wise comments.

"Butler Eagle has always been doing unusual things. When we decided to hook up a Metro offset unit to our existing letterpress back in the late 60s, it had never been done before and people predicted all kinds of trouble for us. They said running a dampened web through the letterpress press would be a disaster, but it never caused us any problems.

"Way back then it was Goss who agreed to try something different and go with our decision," he continues, "just as with this order, Goss was the only manufacturer prepared to supply a press with two

different web widths according to our specification."

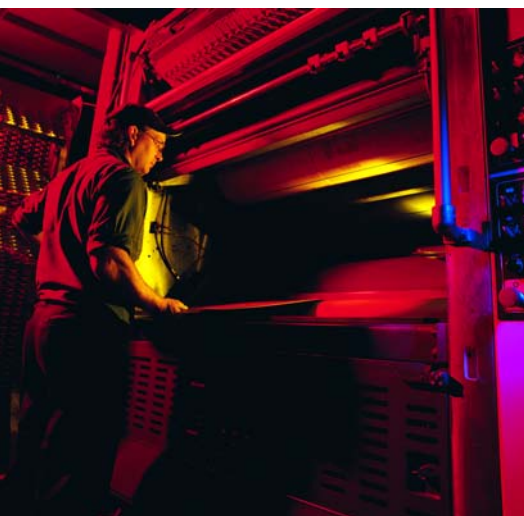
The Uniliner for *Butler Eagle* includes two towers and a two-high with a 50" web width, plus one tower with 66" web width. The 50" units will be dedicated to newspaper production, feeding into a high capacity 2:3:3 jaw folder with upper former. The 66" web will feed into a heatset dryer. Two Universal® 2:3:3 jaw folders with quarter folders are also included in the order to facilitate more format flexibility for commercial type applications.

The complete shaftless press system for *Butler Eagle* will also include four core tension reelstands and a portable stitcher, which will move between the dedicated newspaper folder and one of the commercial folders. For quality assurance, the press has been specified with integrated web tension control, brush dampening, T-bar lock-up and bearers on every cylinder.

Now approaching 100 years as a family-run business, *Butler Eagle* feels ready to celebrate. With the fifth generation poised to join the ranks, for Vernon Wise the occasion warrants a change in direction made with the benefit of many years' experience.

"The 66" wide web will give us the flexibility to accommodate a greater variety of commercial and semi-commercial jobs; the 50" will handle our newspaper requirements the way we are used to; the cutoff on all towers is 21", the same as the presses at Butler Color Press," Wise elaborates.

"It might sound like a strange mix, but there is actually nothing new for us here. The difference is that the versatility of the new Uniliner means we'll have the equivalent of two or three presses."



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