

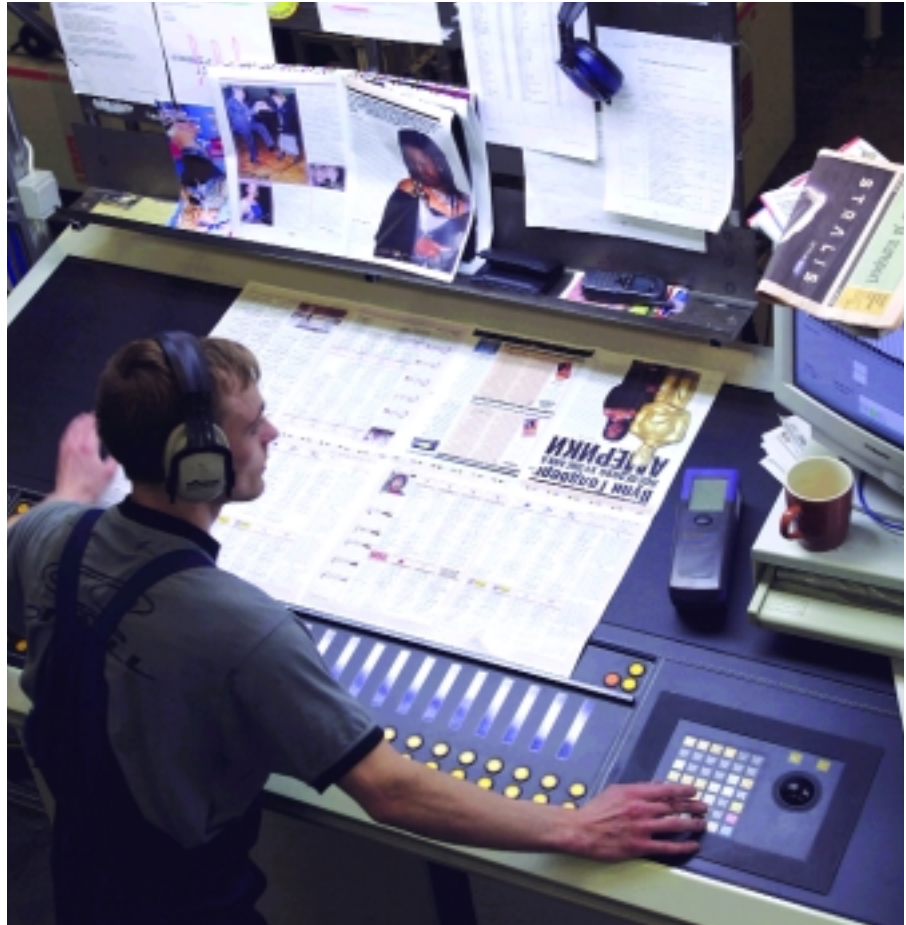


Case Study

NEW PRESS
PROFILE

KROONPRESS, TARTU, ESTONIA

Opportunity: Invest in a highly cost-effective press for heatset commercial printing



Conclusion: Choose the new 3-form inker G15 heatset press from Goss

KROONPRESS, TARTU, ESTONIA

Estonia, an emerging country at the heart of Eastern Europe, is home to a company at the forefront of its economic growth, Kroonpress, the printer of the largest circulation daily newspaper, *The Postimees*, which dates back to 1857.

During the last ten years the newspaper has completed the transition from a State owned enterprise to a privately run newspaper after Estonia regained its independence from the Soviet Union and the influence of the Communist party waned.

In 1998 Kroonpress bought a Goss Universal® 45 specifically to print its newspapers. It replaced a 23-year old Swedish Nohab press that had been originally designed to print magazines. Buoyed by that experience with Goss, three years later, Kroonpress came back, this time looking for a commercial heatset press and saw for the first time the Baker G15™, at the time a prototype production press under construction at the Goss® facility in Nantes, France. Needing a press to print the complement of 15 magazines and periodical titles, the press has now been successfully installed and is in full operation.

Kroonpress' production director, Andres Kull says, "When many people think of Goss, they think of coldset newspaper presses and four-high towers. But here we have a fully functioning heatset press that can handle all of our commercial work." He describes the work coming off the Baker G15 as

"quality magazines" including TV listings guides and many of the country's leading consumer titles.

Mr Kull says Goss was an obvious choice when deciding on a new press line. The experience they had had with the Universal 45 gave the company a good understanding of the way Goss worked. Not only that, but the technology employed by both presses bore a remarkable similarity.

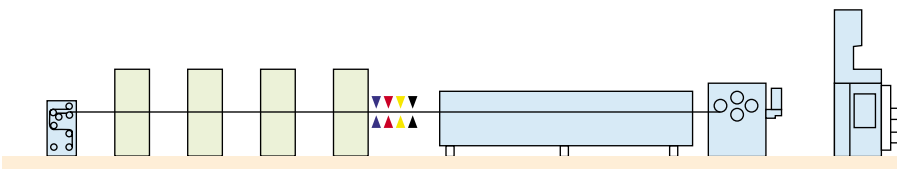
"Our first consideration was that both presses were very similar in the way that they were constructed and their electronics. Not only does that help in running the press, but it is also an important factor when it comes to ordering and stocking spare parts. We knew it could be very useful to us to have two similar presses," says Mr Kull.

The other important factor was price. In contrast to other competing heatset press manufacturers, Goss was highly competitive on G15 market pricing. Whilst initially on the lookout for a secondhand press, Mr Kull spotted the potential of the prototype Baker G15 under construction in Nantes and took delivery of one of the first commercial heatset presses to come off its production line.

It was the performance that Kroonpress had that attracted the attention of the Norwegian media giant Schibsted, which has since bought Kroonpress outright as a way of tapping into the commercial opportunities presented by Estonia and the Russian markets.

The Baker G15 at Kroonpress comes equipped with three ink-forme rollers to provide a smooth and consistent ink flow. It also has an integrated dampening system and a Goss modified 1:3:3 jaw folder with an in-line Scheffer ribbon deck. It will produce quarter folds and double parallel folds.

Kroonpress is now running the press in full production at its site in Tartu, the second largest city in Estonia, and employs more than 200 staff. It expects much more growth in the next few years as the economy expands, and it reaps the benefits its Schibsted parent company can bestow.



 **GOSS INTERNATIONAL**

North America Tel: +1 630-755-9300
Latin America Tel: +1 (305) 238-5053
Europe Tel: +44 (0) 1772 257571
Asia Pacific Tel: +81 3.3503.3901
www.gossinternational.com