

Report

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With just three months to Drupa, the print media industry is getting in the mood

CAM, digital, VLF, JDF, W2P, P2W and greenery too

Just three months to Drupa

On 29 May the 14th Drupa opens its doors in Düsseldorf. And in coming months exhibitors both large and small will be flooding the market with revelations about spectacular innovations, record-breaking makeready and production speeds, all-digital networking, stunning new finishing options, new processes and materials and much, much more. Once again there will be the usual hype surrounding products that fail to live up to their promise, and once again the true stars of the show will be found elsewhere, revealing

their potential only upon closer inspection.

At all events, this mammoth trade fair, at which almost 1,800 exhibitors will be promoting their wares, will be bigger than ever before and is expected to draw some 400,000 visitors. It will turn the spotlight – if only for two weeks – on the print media industry, whose significance in the media arena is all too often underrated, and provide a valuable boost to sales and innovation. Digital print production, conventional and digital large-format printing, JDF

and CAM all played a major role in 2004 and will do so again at Drupa 2008, along with hot issues such as web-to-print, brand protection and eco print production. Whatever the application, there will be any number of different approaches and KBA will be up front with the best of them. As usual on a 3,400m² (36,600ft²) stand in hall 16 that is hard to miss. *Read more about it in the next issue of KBA Report, which will be published shortly before the show.*

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KBA customer showroom now PSO-compliant

KBA received an early Christmas present in the form of PSO (Process Standards for Offset) accreditation for its customer showroom in Radebeul. Issued jointly by Fogra and the Print and Media Association for Saxony, Thuringia and Saxony-Anhalt, the certificate confirms compliance with ISO 12647-2 process control standards for the production of half-tone colour separations, proof and production prints in offset lithographic processes.

Werner Seidel (left), head of KBA's customer showroom, and sheetfed marketing manager Jürgen Veil proudly displaying the PSO certificate

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Countdown to Drupa 2008

Print stays nimble on a shifting stage

Albrecht Bolza-Schünemann,
president and CEO, Koenig & Bauer

By the time you receive this copy of *KBA Report*, the next Drupa will be less than four months away. In the print media industry and the trade press this mammoth event has been casting its shadow for many months now. While ever shorter innovation cycles mean that the big manufacturers no longer schedule all their new product launches to coincide with this definitive trade fair, no electronic data and communication medium can eliminate the need for a direct dialogue among suppliers and users. Drupa 2008, which is expected to draw around 1,800 exhibitors and 400,000 visitors from all over the world, provides an opportunity like no other event in the global media calendar.

Exhibitors both large and small often spend years preparing for this mega-show. Not all the major names from the past will feature in the Drupa exhibitor directory in 2008: some have been taken over, others have merged or gone bankrupt. But many new names will be added to the list. This structural shift is something that the print media industry and its suppliers have experienced at first hand over the past twenty years – and it is not over yet. But throughout this period of transition, some constants have stood firm by bending with the breeze. KBA is one of them. We have been present every year without interruption since Drupa's inception in 1951, and will be exhibiting at the 14th Drupa in May to June this year on a 3,400m² (36,600ft²) stand in hall 16, where you will be able to see a smorgasbord of technological and process-related innovations and advances relating to printing, finishing, quality management, workflows, MIS and customer services. Further details will be revealed in due course.

Workflow automation and digitisation right through to the customer; inline or offline finishing with new materials and processes; closed-loop control of colour densities and registration; JDF compliance from pre-press to post-press; MIS, CAM, web-to-print, print-to-web and brand protection; UV, digital, VLF, green and waterless printing – the list is almost endless. It would be a mistake to affix just one label to Drupa, as some have tended to do in the past with Drupa 2000 (“digital”) or Drupa 2004

(“JDF”). In retrospect it became clear every time that, gauged by visitor numbers and contracts inked, it was the printing presses, pre-press and finishing equipment that turned out to be the real stars of the show, drawing the biggest crowds. This has provoked a certain amount of criticism, but earning money is all part and parcel of being a star.

In 2008 the world's biggest trade fair for the print media industry will again present a kaleidoscope of the multifarious, almost immeasurable advances that have been made in the printing sector. Not surprisingly, topics such as larger formats, web-to-print or print and the environment are moving to centre stage on the back of global warming issues and market realities.

There have been complaints from some quarters about the sheer size of the show, about the noise, the crush and the heat to which visitors and staff alike are subjected in the exhibition halls during the fourteen days that Drupa runs. But every four years the bubbling Drupa cauldron compellingly demonstrates that print is successfully squaring up to the challenges confronting it in the 21st century from new media, changes in consumption habits and even from product piracy. Its response is to discover new fields of application, for example RFID. Print is alive – and kicking. This will, I hope, be the message broadcast loud and clear both during and after the show.

But emissions exposure notwithstanding, Drupa is a great event, it has an infectious, sizzling atmosphere that makes it a pleasure to attend. Many print-related topics and trends, such as large-format sheetfed presses and their capabilities, which are discussed in detail in this issue of *KBA Report*, will be the focus of live demonstrations combined with entertainment. After all, that is what a show is all about.

So why not pay a visit to Düsseldorf in late May or early June, where we cordially invite you to join us on our stand in hall 16. We can guarantee you won't be bored.

Yours, Albrecht Bolza-Schünemann

In October 2003 in the town of Baillet en France, not far from Charles de Gaulle Airport in Paris, Daniel Bourgeoisat started implementing a strategy for offering customers an innovative one-stop service. With over 40 years' experience in the printing industry he established his own print enterprise, Laralex. Four years on it is evident that this strategy, entailing ongoing investment in tandem with innovative products and marketing, has been an unmitigated success. He and his twelve employees currently generate annual sales of around €1.5 million (\$3m). His wife, daughter and son-in-law work alongside him, enabling the company to handle the full gamut of processes from UV offset printing to die-cutting, trimming, laminating and binding etc. As a result this small-scale yet highly skilled operation can provide customised products, a complete range of services and rapid turnaround to boot – assets that have been exploited to the full in order to raise the company profile in a competitive market.

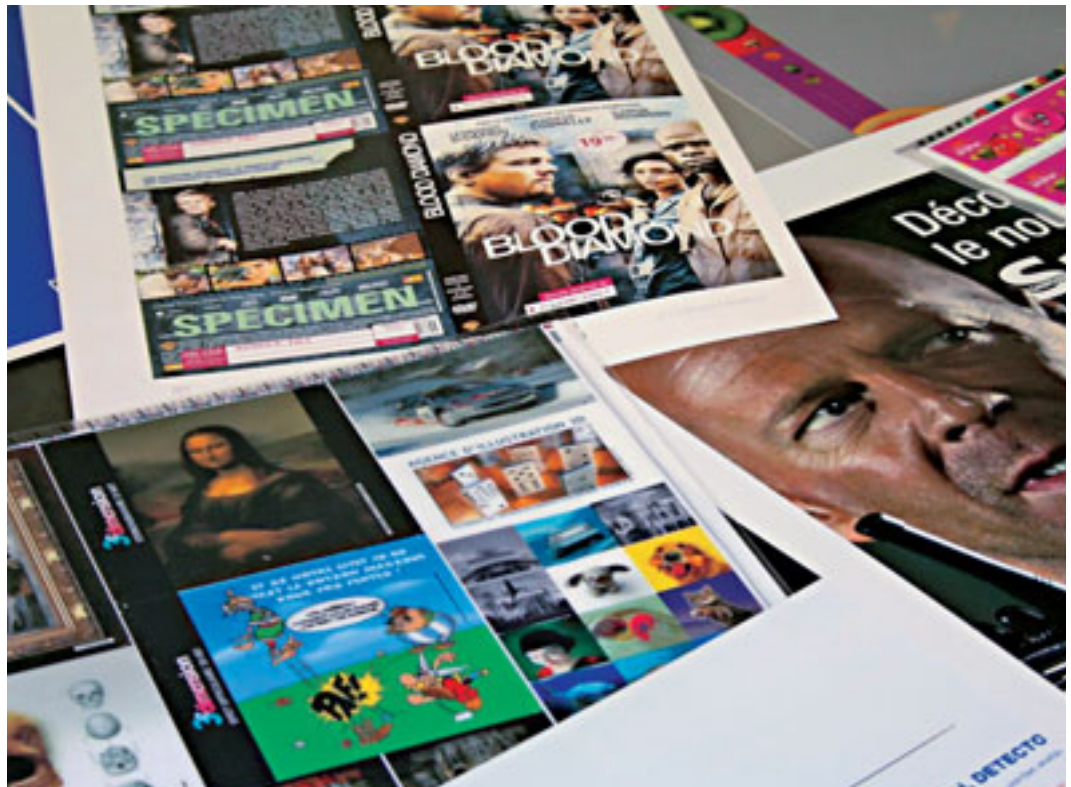
Daniel Bourgeoisat invested in a Genius 52UV in November 2006 after setting his sights on a new, high-potential niche market: printing on plastics such as PVC, PC, PS, ABS, PET etc. A waterless UV sheetfed offset press built by KBA-Metronic, the Genius 52UV can print not only on synthetics such as PVC, polypropylene and other plastics, but also on paper. The press at Laralex is a five-colour version with keyless inking units and the ability to apply special colours in the fifth printing unit. The prints can be coated in a separate coater, which brings out the brilliance of the colours and enduringly protects the surface of the sheets by making them completely rub-resistant. The Genius 52UV is also configured with dry-



Laralex proprietor Daniel Bourgeoisat (right) and production manager Vincent Batilliot (left) checking a sheet off the company's Genius 52UV watched by KBA-Metronic sales manager Thomas Arnegger

Laralex in Baillet

Cornering niche markets with the Genius 52UV



The Genius 52UV waterless sheetfed offset press can print a wide choice of materials including soft and hard film, cartonboard and paper ranging in thickness from 0.1 to 0.8mm (4 - 32pt). The photo shows cinema posters and DVD covers

ers after the printing unit and coater to minimise processing times by allowing immediate finishing.

Fast response to specialised needs

Laralex's biggest customers are advertising agencies and firms that require wide-ranging specialist services yet ultra-short delivery timeframes. Print runs range from just a few to 20,000 sheets. These were previously printed on various conventional offset presses.

Drawing on decades of experience in the print media industry and an exhaustive analysis of the market, Bourgeoisat ran a rule over a number of presses on the market, but was won over by the Genius 52UV's unique qualities after just a few test prints. Its consistent quality and quick job changeovers with minimal proof waste make the Genius 52UV highly productive.

"The keyless inking units have no distributor rollers or dampening units, which eliminates as much as 70% of the problems associated with normal offset printing and also saves time on cleaning at the end of the shift. The press's UV offset technology delivers a needle-sharp, uniform image quality with no visible colour fluctuations, even when totally different colour



The Genius 52UV's extended delivery has an integrated UV dryer

It's great to see children's eyes shine as they joyfully make a scoop of ice-cream laugh or jump up and down by tilting it backwards and forwards." The Genius 52UV can print both flip-flop images, which simulate movement by switching between two or more images, and 3-D images that employ zoom effects to deceive the human eye. By adding another dimension, lenticular film printing brings spatial depth and movement to standard print products.

KBA-Metronic's Genius 52UV is easy to operate, highly automated (plate change included) and unites innovative technology with versatility and cost efficiency – qualities that are not always easy to find in the B3 (20in) format. It allows small family enterprises to expand beyond standard products and services, while larger operations will find it an invaluable asset for broadening the product spectrum to embrace plastic printing or for handling rush jobs entailing short-run work.

patches are printed side by side. Waterless UV offset technology eliminates all risk of ghosting. It can even print a flawless image on paper weighing just 70 grams per square metre," explains Bourgeoisat enthusiastically.

Daniel Bourgeoisat responds to every enquiry the company receives. He holds up a ruler printed on PVC lenticular film: "Agencies

come to us because they know we can also print short runs and small formats. About three or four months ago we received our first request for lenticular film printing. Everyone is familiar with the "flip-flop" images that were so popular some years ago and, thanks to the Genius 52UV, we can now address this revived trend by offering our customers the relevant technology.

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Rulers printed on lenticular film in the Genius 52UV. Tilting them back and forth makes the ice-cream scoops jump up and down and laugh



More print jobs per shift

New quick-change ink chamber for the Genius 52UV

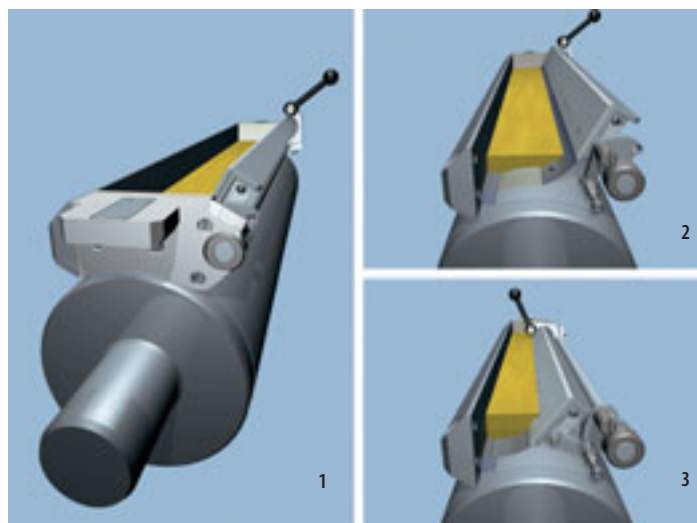
There is a widespread shift in the print media industry towards shorter print runs and consequently more frequent job changes. The unparalleled speed with which the Genius 52UV, KBA-Metronic's ultra-compact sheetfed offset press, can be made ready for the next job makes it uniquely capable of accommodating this shift.

Thanks to its keyless inking units, makeready on the Genius 52UV is already 40% shorter than on a conventional offset press. Now KBA-Metronic is offering an ingenious new ink chamber that reduces ink changes by half again, which can boost productivity enormously.

Unlike standard offset inking units with their numerous distributor rollers, the Genius 52UV keyless inking unit consists of just one anilox roller and one forme roller, both of which have the same cir-

cumference as the plate cylinder. This not only eliminates ghosting but also reduces cleaning times to a minimum. With the new quick-change ink chamber the time savings are even greater.

When an ink change is about to take place in a conventional offset press, the on-press inks must be removed – a time-consuming process – and the inking units washed. Similarly, the ink ducts must be manually cleaned and refilled. If the production schedule entails frequent changes of ink this



With the Genius 52UV, switching from process to spot colours with the optional quick-change ink chamber could not be simpler. Since the UV inks do not dry out they can even be stored in the ink chamber, which can be sealed

- 1 The new quick-change ink chamber mounted on the screen roller
- 2 The open chamber in the working position on the anilox roller
- 3 The closed chamber ready for removal



Printers of plastics are not the only ones who appreciate the low waste rate and easy handling of the Genius 52UV, shown here with a coater and extended delivery



The Genius 52UV's keyless inking units, which have just one anilox roller and a forme roller, can be cleaned quickly and easily

can materially impair productivity and cost efficiency.

The Genius 52UV is completely different. Here, even the standard doctoring system offers substantial time gains compared to conventional ink ducts. The new quick-change ink chamber goes one better: no matter how full it is, it can be removed from the printing unit at any time without having to be emptied of ink beforehand. This is because it can be sealed to prevent spillage. And since the movable sealing blade wipes off virtually all traces of ink, no ink residue is left on the anilox roller.

What is more, the press consumes UV-curing inks which do not dry out, so they can remain in the chamber and be reused later. This makes both economic and ecological sense. While the Genius 52UV is printing, other quick-change ink chambers can be filled ready for the next job, for example one entailing spot colour in the fifth printing unit. They are thus ready to use the moment the print run is completed.

The new ink chambers, which are available as an optional extra, can also be retrofitted in existing presses.

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Güse describes itself as a “partner in plant marketing”, printing plastic signs, stem labels and swing tags along with brochures and dictionaries. Its customers are plant and tree nurseries of all sizes and other plant growers in German-speaking markets, the Netherlands and Denmark.

Specialist printer of plastic display labels

Established in 1955, the company made the transition to four-colour UV offset in 1982 and thus looks back on a wealth of experience with this process. Johannes Güse, who was born in 1965, joined the company as managing director following the death of his father August, the founder. A qualified IT engineer, Johannes now employs 45 staff and one offset apprentice.

In 2004 Johannes Güse went looking for a new press that could print short runs of up to 500 sheets cost-effectively. Initially he inclined towards an Indigo digital press, but was deterred by the high cost of the inks. It was then that he came across a KBA Genius 52, but at that time a UV version was not available and it could only be configured with one coater. So at Drupa 2004 he took a closer look at a KBA Rapida 74G that was capable of handling a bigger sheet size, 520 x 740mm (20½ x 29in). Being waterless and keyless, this afforded the same benefits as the Genius 52 with regard to waste reduction and faster job changes. What is more, its unit-type design offered the added advantage of much greater flexibility in processing film, paper and board, and it could also be configured with a dedicated anilox coater.

November 2005 saw the installation of a Rapida 74G press line with four printing units for UV and conventional printing, a coater for both aqueous and UV coatings and a double extended delivery. However, at that time the light-resistance of the waterless UV inks on the market was not as good as that of the wet offset UV inks previously used. If plant labels are to remain legible after two years out in the open, the inks used to print them must have the maximum light-resistance possible, which is 7



Güse becomes first user of KBA Rapida 74G UV in Germany

Gravuflow UV technology for top-quality plant labels

A KBA Rapida 74G waterless, keyless sheetfed press with Gravuflow inking units and UV capability has been in operation for two years at Güse Verlag in Karben, near Frankfurt am Main, printing plant labels and a slew of other marketing products in a quality second to none. It has enabled the company to achieve its objective of slashing the volume of waste generated compared to conventional UV offset. With plastic media at a premium, the bottom-line benefits delivered are substantial.



The plant marketing services introduced by managing director Johannes Güse address a niche market



Plant images and signs, which often take some original shapes and forms, must be printed in lightfast ink as defined by the blue-wool test



Güse Verlag's premises in Karben, near Frankfurt am Main

to 8 on the blue-wool scale. Johannes Güse therefore formed a technological alliance with KBA and ink manufacturers for the purpose of testing and optimising lightfast inks on his Rapida 74G in a real production environment.

Cutting the consumption of costly consumables

In view of the high cost per kilo of synthetic printing substrates it is easy to understand why Güse was keen to take up the challenge of developing the right inks. He prints

on polypropylene (PP), polystyrene (PS) and polyvinyl chloride (PVC) film which varies in thickness from 0.2mm (8pt) to the standard 0.35 and 0.55mm (14-22pt). “The smaller volume of waste generated by the Rapida 74G was not its only winning feature: the absence of water and ink keys also makes it easier to handle. So the reproductive accuracy is much better when switching between UV and conventional mode.”

Thick ink film poses a challenge

In order to master the keyless, waterless Rapida 74G under normal pressroom conditions the operating staff started off using paper and ink suitable for a 74 Karat digital offset press, and then gradually progressed to UV production on film. Because Johannes Güse prints his plant labels with a higher ink density than in standard offset, the formulation of the more lightfast UV inks had to be tweaked still further to make them suitable for the keyless Gravuflow system. With the Rapida 74G the density is set



Jürgen Schenk, one of three offset printers who operate the Rapida, commends the consistent printing conditions promoted by GravufLOW technology

to standard values by adjusting the volume of ink transferred by the anilox roller. Within specific tolerances it can be increased or decreased across the entire sheet via the temperature controls for the anilox roller and plate cylinder. However, the aim is to standardise inking without pushing up waste by allowing too much manual intervention. To achieve still higher thicknesses Güse changed the colour sequence to yellow (with intermediate drying), black, cyan and magenta. The subsequent stan-

dard UV coating is applied as a full solid via a blanket. The UV lamps supplied by Graftix have a power rating of 1x 160W/cm (150W/in) in the interdeck dryer and 2x 160W/cm in the end-of-press dryer.

While the Rapida 74G was being installed the company converted its pre-press technology to computer-to-plate, so that now a Fujifilm Luxel T6000 thermal platesetter exposes the waterless Toray plates. Keyless GravufLOW technology demands precise, stan-

dardised repro. With the Toray plates, the image created on the film has a higher resolution than in conventional UV offset and harmonises well with the UV inks.

Big productivity boost

The Rapida 74G is now run in one or two shifts, with a single operator. Production speeds for the relatively short runs that are its bread and butter range from 7,000 to 9,000 sheets per hour, depending on the substrate material. Run lengths on film average 2,500 to

3,000 sheets, the spectrum ranges from 100 to 25,000 sheets. Print runs on paper vary between 10,000 and 200,000 sheets. The film is cut into labels on a letter-press machine fitted with strip metal cutting dies.

A job change on the Rapida 74G generally takes no longer than 15 minutes. "Previously the presses created a bottleneck in production, now that is no longer the case," says Johannes Güse happily. "Our productivity has improved enormously."

The proportion of paper jobs printed using conventional waterless inks is currently 20% and falling, so there are fewer mode and format changes needed. And even though the cleaning cloths have to be changed, the washing systems help to shorten mode changes because the rubber blankets do not have to be cleaned individually with liquid cleaner. In order to avoid the need for time-consuming switches between UV and conventional offset, some quick-fire jobs on paper are printed using UV inks. Even if aqueous coatings are applied the UV lamps remain in the press, since they emit sufficient heat.

50% less waste

Johannes Güse has found that waterless UV offset with the Rapida 74 has cut waste by as much as 50% compared to conventional UV offset. So despite the higher cost of waterless inks and Toray plates the KBA Rapida 74G delivers perceptible bottom-line benefits. And other Rapida 74G users will profit from Güse's efforts in developing lightfast waterless UV inks. Consumables for conventional UV offset may be cheaper, but the absence of water, in conjunction with GravufLOW inking units, makes the entire printing process much more stable, and this can significantly reduce overall costs.

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An UV dryer after the first printing unit ensures that the inks and coatings subsequently applied can adhere firmly to the substrate



Horst Hörning (right), KBA regional sales manager for Hesse, thanking Johannes Güse for his commitment to optimising the light-resistance of waterless UV inks on the Rapida 74G



The ink ducts are automatically filled with ink from cartridges



The KBA Rapida 74G four-colour UV coater press installed at Güse is the first of its kind in Germany



The Performa 74 four-colour coater press is what Rémon Alkemade's father always dreamed of having

Alkemade Printing thrives with Performa 74

Production in just one pass

Following a fact-finding tour through the USA, Alkemade Printing's owner and managing director Rémon Alkemade faced a dilemma: should he invest in a high-performance digital colour printer or go for a new litho printing press? His management team helped him reach a decision by urging the need to walk the talk in terms of quality, which meant opting for the press. And not just any press but a four-colour coater version of the Performa 74.

Based in Lisse, south of Amsterdam Schiphol airport, Alkemade Printing is typical of many printshops in the Netherlands: founded by the parents of the present managing directors or owners a quarter of a century ago, 21 employees on the payroll and a complete range of services, from pre-press to post-press, under one roof. Rémon Alkemade joined his parents' company in 1996 after taking a diploma in graphic art at the technical college (HTS) in Tilburg. In 2003 he became the new owner.

"When I was at primary school, all my friends wanted to be firemen or lorry drivers. But I always

used to say that I wanted to be a graphic artist like my father." Nonetheless, Rémon carefully weighed up all the arguments for and against following in his parents' footsteps: "I knew I would be stepping into a ready-made job,

and I kept wondering whether it might not be more interesting to work elsewhere. But once I had made the decision all my doubts evaporated. Now I can't imagine a more satisfying and rewarding occupation."



Delivered in August and running ever since – the Performa 74 at Alkemade Printing in Lisse

Well considered

But however satisfying and rewarding printing may be as an occupation, it is not a bed of roses, and Alkemade Printing had its share of ups and downs. Rémon's parents set up in business in 1983 at a time when the printing industry was in recession. The Alkemade's persevered nonetheless, building up the business until there were sixteen staff on the payroll. But when Rémon took over the company, he found that history was repeating itself. "That was a really bad time, and I had to consider carefully what direction I wanted to take. Selling print via the internet seemed a good idea, but there you're competing against price-breakers. I decided to conduct a survey among our existing and former customers. And the result? They didn't come to us because we offered the lowest price but because we delivered high-quality work punctually, and used our initiative. So we focused on these strengths."

He continues: "At that time a lot of advertising agencies were laying off staff, so there was a wealth of valuable know-how going to waste – at a time when digital PDF files were beginning to be widely adopted. I acted as consultant to many of these agencies and they have remained loyal to this day."

Just do it

Alkemade was asked whether the firm created websites and could provide digital printing services. "Naturally we can offer such services, but they are not the only ones. I realised that, year on year, the demand for digital print was rising faster than for conventional print. So I went on a fact-finding tour to the United States and was hugely impressed by the high-performance colour printing systems I saw. They were part of a network and delivered fantastic prints in a superb quality. When I got back to Lisse I called my management team together and suggested we offer a



Sylvain Louis is delighted with the Performa 74's level of automation



Operators at the GrafiControl console have both the press and the print quality firmly under control

similar service. The team comprised production manager Sylvain Louis and plant manager Ron van Berkel.

At that time Alkemade was running three printing presses: a two-colour B2 (29in), a relatively new two-colour B3 (20in) and a four-colour B3. My managers said: "Look, we've invested an awful lot of money in CTP, and our workflow is fine. The finishing department is also running well. What's missing is printing capacity. Virtually all the work we print is four-colour, so we

have to run a second pass just about every time. And if we want to coat the sheets a third pass is necessary. But our customers want fast turnaround as well as a high print quality, so if we're going to invest in new kit, we suggest we go for a four-colour B2 press with a coater. We're familiar with this type of machine and can earn good money with it." They were right. And a digital printing system can still be added at a later date.

Following this strategic decision Rémon Alkemade soon made

up his mind what he would do. "Wifac in Mijdrecht had supplied the CTP system and one of our press operators had worked for twenty years with a KBA press. So we thought, why not order a Performa 74 from KBA? Why go for something complex, when it can be so simple? Wifac submitted an acceptable offer and we took a small team to KBA's production plant in Radebeul. We were stunned by the quality of the engineering. Also, the Performa is outstanding value for money. The

press was delivered in August and has run almost continuously ever since."

Two presses gone

One of the Performa's many assets is its CIP4 compatibility. "That will do to be getting on with," says Rémon Alkemade. "I'm still waiting until presses can be embedded in a network as easily as digital printing systems. CIP4 offers this capability for production, but in future I would like to have much more real-time management data from the press. This would enable us to see which orders offer the biggest profit margins and which ones tend to consume more time and money than has been scheduled, without this being obvious."

Following the installation of the Performa 74, two presses became superfluous and were rapidly disposed of. In addition to the Performa there is now just the one four-colour B3 press. "Our three press operators work four days a week, so I have twelve printing days a week, which is more than enough to keep the two presses running at capacity. Not long ago my father dropped by on a brief visit and said that his dream press was now standing in the press room. He had never been able to afford the investment. As he said, it's easy to dream of buying new presses, but first of all you have to earn the money. With the Performa 74 we'll have no trouble doing that."



First Performa four-colour coater press in the Netherlands

Alkemade Printing in Lisse opted for a Performa 74 four-colour coater press with a maximum rated hourly output of 13,000 sheets measuring 520 x 740mm (20½ x 29in). Standard press features include an automated washing system, nonstop feeder and delivery, and a CIP4 interface. A semi-automatic plate change takes less than 60 seconds. The print parameters for as many as 4,000 repeat jobs can be stored at the GrafiControl console, where the press operator can also keep a weather eye on registration, control the colour and set paper thickness. The settings for the next job can be keyed in while the current job is still running.

"We deliberately opted for a printing press and not a digital printing system." Sylvain Louis, Rémon Alkemade and Jaap van Dam (l-r) of Alkemade Printing

Just as modern on the outside: Alkemade Printing in Lisse, Netherlands



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Easy handling: the Rapida 74G five-colour coater press has an innovative operating concept and an ergonomic design

Nienstedt in Hamburg switches to keyless technology with KBA Rapida 74G five-colour coater press

New departures and innovation key to success

Hamburg-based printer Nienstedt's investment strategy is driven by a determination to maintain a keen competitive edge by providing environmentally friendly processes, services and products in a quality second to none. A little less than a year ago management decided to replace its conventional two- and four-colour Speedmaster 74s and a mono SORM with a KBA Rapida 74G waterless, keyless five-colour coater press.



Established in 1889 as Krüger & Nienstedt, a book and litho printer, the firm has pursued a tradition of ongoing evolution that has transformed it into a one-stop shop for customer communications in the Hamburg area. In 1965 Buchdruckerei Albert Ferd. C. Nienstedt, as the company was then known, was taken over by Rolf-Hagen Lyer. In 2000 he was succeeded as proprietor and managing director by his son Thomas Hennig. This family business now employs 13 staff and specialises in the production of exclusive, high-end business reports and promotional literature for media and industrial enterprises.

Squaring up to the challenge

Says Thomas Lyer: "To survive in such a competitive environment we must constantly change, adopting new departures and, on occasions, making some courageous decisions. The products and services available on the market are fast becoming interchangeable. The only way we can differentiate our products on a sustainable basis from those of our competitors is to implement a compelling strategy, with the technology to back it up. It's better to stand out through innovation than merge into the mainstream. And to do this it is vital to spot emerging business or technological opportunities and to contain potential risks and consequences." Matching the deed to



Nienstedt moved to its present premises in Bargkoppelweg, Hamburg, in 1975

A successful team (l-r): press minder Mathias Gubsch, master printer Manfred Merten, managing director Thomas Lyer and head of KBA's north German sales branch Ralf Engelhardt

the word, early last year Lyer took on board the Rapida's innovative Gravuflow™ waterless, keyless inking technology.

Following a meticulously smooth installation and fine coordination of all systems components the Rapida 74G was soon embedded in the corporate workflow. Continual process optimisation and adherence to defined standards safeguard a high level of productivity, quality and customer satisfaction.

Since the beginning of August 2007 the Rapida 74G has primarily printed four-colour products such as brochures and leaflets. Precisely defined and consistent ink transfer from the anilox rollers, and the fact that the ink-forme rollers and plate cylinders have the same diameter, guarantee a high-quality printed image on a wide range of different substrates, even in solid areas. More specifically, non-absorbent materials such as metallised or coated paper and film can be printed cost-effectively in a superior quality. The fifth printing unit can print special inks, including metallic ones. It is also possible to simulate a large number of special colours using CMYK. "The Gravuflow short-train inking technology delivers a stunning colour fidelity and precise reproduction," confirms press operator Mathias Gubsch.

Customer benefits are what count

"Our sole benchmark for the success of any project is the benefit delivered to the customer," says Thomas Lyer, "and the Rapida 74G is an invaluable tool for addressing customer demands for quality enhancement, continuity and dependability." Gravuflow technology has certainly won hearts and minds at Nienstedt. With print runs averaging between 500 and 5,000 sheets, the substantial reduction in makeready times and waste has been a huge bonus: the Rapida 74G has eliminated the need for the time-consuming

Time savings and efficiency gains: automatic plate changing cuts changeover times for short runs



The Rapida 74G's manifold capabilities were the focus of an open house organised at Nienstedt in mid-November by KBA's northern office

adjustment of inking and dampening rollers and the ink/water balance. And even if a print run has to be interrupted for any reason, or job-related delays occur, the ink retains its optimum setting. On top

of this, with the Rapida 74G there is no need for regular cleaning and care of the inking and dampening rollers. The impact-based washing system with premoistened cleaning cloths ensures that the ink-forme

rollers and blanket cylinders are as clean as a whistle while minimising the consumption of water and cleaning agents. "The Rapida's simple, self-explanatory handling means that even first-time users can quickly get the hang of the Gravuflow keyless inking units," says master printer Manfred Merten.

"By dispensing with dampeners and ink keys the Rapida 74G has enabled us to standardise processes and optimise our quality assurance. Because there are fewer parameters, physical and chemical interaction within the printing process is much less complex. No more adjustments, trials, fumbling and fiddling! The perfect co-ordination and control of all the various components is a fundamental precondition for process reliability," stresses Mathias Gubsch. "The manufacturer's professional competence, coupled with our motivation and enthusiasm for innovation, are the key to our success."



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Looking back to the time when the large-format Rapida 142 perfecter first came on stream, managing partner Ulrich Göller says: “What had previously been handled by two adjacent sheetfed presses was suddenly produced by just one.” However, before this could happen Koelblin Fortuna had to make a lot of organisational changes both in pre-press and post-press. A week prior to the press’s arrival an AGFA Avalon VLF 60 CTP system – one of the first of its kind for process-free plates in Germany – was installed to support large-format print production. A guillotine and a large-format folding machine supplied by MBO were added in the finishing department.

Fewer limitations than expected

The decision to take large format on board was made eighteen months ago and was preceded by a long succession of tests. Initially, not every aspect of production was running to the satisfaction of Koelblin Fortuna’s management team, but within just a few weeks of launching into operation the Rapida 142 eight-colour had exceeded all expectations. It can handle any type of stock from 60gsm (16lb bond) upwards, whether matt, gloss or uncoated. This confounds the widespread misconception that it is impossible to print gloss paper 4 over 4 on a large-format press. Even books with a high colour content and 6 to 7 point reverse type on a black background can be printed with no quality impairment whatsoever. The only proviso, in Koelblin Fortuna’s experience, is that it must be possible to fold the sheets in the relevant format. At first technical operations manager Udo Bucherer was not sure whether it would be necessary, when printing complex substrates and forms, to adjust the print length in pre-press so as to avoid registration problems. But this concern, too, proved to be unfounded.

The Koelblin Fortuna management team, from the left: managing partner Ulrich Göller, joint managing directors Gerhard Weinelt and René A Kühn and technical operations manager Udo Bucherer



Koelblin Fortuna in Baden-Baden has over 200 employees, 5,400m² of production space and almost 3,000m² of office space

4 over 4 with large-format Rapida 142 at Koelblin Fortuna

One press takes on the workload of two

At one time Ernst Koelblin in Baden-Baden, a former printer of books for the German aristocracy, printed newspapers on a 1928-vintage Koenig & Bauer press. However, those days are long past. Since merging with Fortuna-Druck in 2000 the company has substantially expanded its sheetfed operations and under its new name, Koelblin Fortuna, now has five litho presses and one letterpress machine on 5,400m² (58,000ft²) of production space. Its most recent acquisition is a Rapida 142 eight-colour perfecter press for 4 over 4.

At present the Rapida 142 runs at a little less than its maximum production speed in four-colour perfecting mode, though the speed will be steadily increased over the next few months. This is because

the operators are still having to familiarise themselves with its capabilities. So far progress has been excellent and Udo Bucherer is delighted with his press crew’s dedication.

Cost efficiency a boon in winning new contracts

Cost calculations determine which jobs are assigned to the various press formats. Short-run work is sent to the B1 (41in) presses, big-





Sven Schupp at the Rapida 142's control console preparing for one of the few single-sided print jobs that are run on the press



No communication problems between the operators at the feeder and the delivery on the long Rapida 142 perfector press: they use an intercom

ger jobs entailing longer runs or a higher pagination are scheduled on the eight-colour Rapida 142 and usually perfect printed. Ulrich Göller envisages a second Rapida 142 for 4 over 4 and also a further B1 straight printing press. Then, for example, an eight-page brochure with a print run of 5,000 copies could be worked and turned on the recto press, and would only require four or five printing plates. But he reckons that it would be cost-effective to print virtually all the more sophisticated work on the Rapida 142.

Ulrich Göller and managing directors Gerhard Weinelt and René A Kühn have already set their sights on additional business for their company. "We can now accept work that we previously had to turn down, so in this respect the new press is undoubtedly bringing in new work," says Ulrich Göller with conviction. When typical B1 contracts are put out to tender there are around twenty printers putting in bids for 4 over 4. So Koelblin Fortuna is not always the lowest bidder. But once longer runs or a higher page count come into play the figures look quite different. During the quieter months at the beginning of this year management will be able to see for the first time whether the company is truly competitive for jobs like that.

Most of the customers on the order books are magazine and book publishers, industrial enterprises and public institutions, not just in German-speaking countries but also in the Netherlands. Koelblin Fortuna is also one of the printers

of choice for the German parliament and government, whose work entails specific technological capabilities, with skeleton agreements regulating, say, production times for specific volumes of work along with quality and performance profiles for the entire production chain.

Quick-response colour controls cut waste

Koelblin Fortuna staff have been pleasantly surprised by the colour control system on the Rapida 142. Measurement and control with DensiTronic S are much faster than expected, so saleable sheets are produced much sooner and with far less waste. The short-train KBA inking units also respond without delay to new settings, so changes are apparent on the sheet almost instantly. In Ulrich Göller's experience, "The operator can rely one

hundred per cent on the system." Colorimetric quality control eliminates the risk of errors that can easily creep in during a subjective visual scrutiny by the operator, and provides an objective quality log for the customer.

The online transfer of presetting data from pre-press, in conjunction with automatic plate changing, shortens job changes, so new jobs can be run on the Rapida 142 in a minimum of time. Ink is automatically pumped to the press from big vats, so it is always fresh.

Everything but the kitchen sink

Koelblin Fortuna is a full-service enterprise with an awesome range of equipment. It can provide any service from layout generation through to warehousing and distribution. Addressing and franking machines, polywrap tunnels, strap-

ping and inserting machines and a finished goods warehouse with 2,000 pallet slots give some idea of the company's huge capacity above and beyond print production and finishing. In the bindery there are seven folding machines for all current types of fold. There is also a glue-binding line with downstream gatherer and PUR capability, two gang stitchers, a guillotine, and drilling and banding machines. In all, Koelblin Fortuna employs 130 permanent full-time staff and 30 part-timers. In the attached book and press shop there are up to 80 more.

With such a wide range of equipment it is not surprising that a lot of other products are printed alongside brochures, magazines (both glue-bound and wire-stitched) and books. Some production lines even comply with GMP (Good Manufacturing Practice) regulations and guidelines governing the control, management, manufacture and quality testing of foods and pharmaceutical products. In February and March the company is aiming to add FSC (Forest Stewardship Council) accreditation to reflect its commitment to the use of sustainable resources.



A large-format MBO folding machine has been installed in the finishing department, but the Rapida 142's high output will soon make it necessary to install a second one

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Two Rapida 205 press lines are in operation at Capital Print & Display's new production plant in London

Eight Rapida 205s up and running in the UK

Rapida 205: the POS printer's "must have" press

KBA's competence and market leadership in large format is undisputed and since Drupa 2005 has extended by industry demand into the superlarge, jumbo or XXL format.

Nowhere is this picture more evident than in the United Kingdom, where the arrival of the Rapida 205 has heralded a sea-change in a sector previously dominated by wide-format screen printing. Today for those in the point-of-sale (POS) sector, serving the ultra-competitive big brands retail supermarket trade, the KBA Rapida 205 is the "must have" press to compete and survive.

At the moment there are eight Rapida 205s operating in the UK, all five-unit UV presses in a sector led by **Capital Print & Display**, the London large-format specialists who have recently moved to a brand new purpose-built factory at Beckton Waterfront in East London.

London-based **Augustus Martin**, a company established for an even longer time at the top of the tree in POS, was the first to invest in KBA superlarge format technology, installing a Rapida 205 at the end of 2005. Then came Capital with its first jumbo, followed by **Odessa Offset, NSL, St Ives SP Group, B&P Group** and **Showcard Print**.

NSL, Newcastle, was the first printer to bravely jump straight

from screen to superlarge format and the move has been so successful that additional KBA press investment is on the cards.

NSL managing director Duncan Hesse says that his Rapida 205 is perfectly designed to the format used by screen printers and will easily allow the transfer of work from one process to the other.

Les Thomas, managing director at Cheshire company B&P Group, had to think big when it came to

his company's need to add litho to its existing screen and digital operation. "We needed to think big and stand out from the crowd," he says. "We also needed to handle a campaign with litho and screen sharing the work all under one roof."

Big beast by any standards

The Rapida 205 is a big beast by any standards. Printers taking delivery of this jumbo press will see up to twenty trucks making the hardware delivery and note that the sheet pile alone will weigh over three tonnes! With a massive sheet size of 1,510 X 2,050mm (59½ x 80¾in) the press incorporates all the benefits of the long tried and

"In today's tough market we all need to work harder and smarter and to find improved efficiencies within our operations. Our Rapida 205 is a prime example of low waste, fast makeready and high automation efficiency operating in a dedicated market segment."

KBA (UK) managing director Christian Knapp

tested Rapida 162 such as the proven seven o'clock cylinder arrangement and double-sized impression cylinders. The press also offers shaftless feeding, press speeds up to 9,000 sheets per hour, ultrasonic double-sheet sensors and a swing infeed that allows gentle acceleration. The press also has an exceptionally short inking train with just sixteen rollers affording low wastage, short washing times and unrivalled rolling power. Excellent substrate flexibility concludes the benefits list the Rapida 205 brings to handling paper, display board, microflute, plastics and metallised stocks from 0.1mm to 1.6mm (4 - 63pt).

Leading print buyers are increasingly demanding "litho quality" but the successful POS printer needs to offer a three-process mix of screen, digital and litho.

With its origins in Chinese and Japanese stencilling, screen printing is often labelled the most creative of all the processes and found adherents in the US in the early 1900s and in the UK in the 1920s. Mechanisation – the handling of the screen itself and the control of

the squeegee – transformed screen printing into a commercial option in the 1940s.

Originally a single-colour process, screen's hand-operated early days were a far cry from today's ultra-wide screen lines from manufacturers such as Thieme and Svecia. Costing up to £1.5 million (\$3m), such sophisticated screen printing lines are still half the price of an average Rapida 205 and although brilliantly productive by screen standards, they still fall short of the powerhouse of VLF offset.

Wounding but not killing a resilient screen sector

Peter Kiddell, leading consultant and current president of the UK's Digital Screen Printing Association, admits that in many areas screen now takes second place to large-format litho. He says: "The screen industry has changed over the past ten years and dramatically so over the past five. Large-format litho presses such as the KBA Rapida 205 are being used very successfully indeed in the high volume point-of-sale sector."



Screen printing presses, one of them (on the right) a Thieme 5070, operate alongside the two Rapida 205s at Capital

Screen, he admits, is under fire from offset at the top end, from digital for smaller quantities and maybe there is another adversary coming over the horizon – high-speed inkjet. However, on other fronts screen is making rip-roaring progress – in electronics circuit printing, in pharmaceuticals and in many areas of outside graphics.

And with eight Rapida 205s installed and in production in the UK, has KBA reached saturation point? KBA (UK) managing director

Christian Knapp, a devotee of pressrooms going both long and wide, feels that there are still UK opportunities to be had. He says: "In today's tough market we all need to work harder and smarter and to find improved efficiencies within our operations. Our Rapida 205 is a prime example of low waste, fast makeready and high automation efficiency operating in a dedicated market segment."

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A high level of cost efficiency, even in short-run production, is prompting many former screen printers in the UK to switch to VLF litho



The association between SAN and KBA's agency for Italy, KBA-Italia, dates back to 1998 and the delivery of a large-format press. The most recent contract, which included a four-colour and a five-colour version of the Rapida 162a for a sheet size of 1,200 x 1,620mm (47¹/₄ x 63³/₄in), also embraces medium format for the first time in the shape of a 740 x 1,050mm (29 x 41¹/₂in) Rapida 105 six-colour coater press with hybrid capability.

Five KBA presses since 1998

Including the three Rapidas, in less than ten years SAN has installed a total of five new-generation KBA presses. And the Rapida 105 is not only the first press at SAN to print a B1 format but also the first to feature hybrid capabilities. As a result the company is able to offer a much broader choice of inline finishing options. SAN now has six sheetfed production lines with a grand total of 28 printing units.

As its name indicates, Stamperia Artistica Nazionale specialises in the production of unusual, artistic and beautifully crafted print-work. Now in the fourth generation, the company has established a reputation for excellence that extends far beyond Piedmont and the Italian frontier.

SAN's bulging order books feature prominent national and international book and magazine publishers such as Mondadori and De Agostini, and global brand names



Stamperia Artistica Nazionale's new premises in Trofarello near Turin offer ideal production conditions

The 81-year-old company held an open day to promote its new technology

New medium- and large-format Rapidas at Stamperia Artistica Nazionale in Turin

Gearing up for growth with high-tech trio

On 28 November 2007, Stamperia Artistica Nazionale (SAN) in Trofarello, near Turin, celebrated a major landmark in its history with the official inauguration of a new production plant and new medium- and large-format press lines in the Moncalieri industrial park. SAN, which was founded back in 1926 by Giovanni Carmagnola, commemorated the event with an open house to promote its cutting-edge technology.

such as Fiat and Ferrero, for which SAN produces catalogues, brochures, business reports and other top-of-the-range publications. Its customer base extends to Germany, Belgium, France, Switzerland and Canada. Exports account for approximately 20 per cent of the company's output.

SAN's own sales force caters to customers both at home and abroad, bringing them up to speed on new product options.

New home for cutting-edge technology

SAN has paved the way for future growth with an investment pack-

age worth €16 million (\$23m), €10m of which was spent on buildings and €6m on new kit. The new 20,000m² (215,000ft²) company premises are located within easy reach of the motorways to Savona, Piacenza and Brescia. With 11,000m² (118,400ft²) of production space, they provide ideal



General manager Francesco Ricci (second left) with Lea Carmagnola (sales), Pietro Carmagnola (production), Giovanni Carmagnola (administration/finances) and KBA-Italia managing director Joachim Nitschke at the new Rapida 105 hybrid press



KBA-Italia managing director Joachim Nitschke (left) presenting SAN president Carlo Carmagnola with a work of art and an illustrated book by the Italian artist Giorgio Milani



SAN has expanded its large-format fleet with a four-colour and a five-colour version of the Rapida 162a



The six-colour KBA Rapida 105 is Stamperia Artistica Nazionale's first hybrid press

working conditions for the pre-press, press, finishing, bindery and mailroom departments.

Traditional values and virtues

As a token of KBA's appreciation, at the open house KBA-Italia managing director Joachim Nitschke presented the Carmagnola family with a work of art and an illustrated book by contemporary Italian artist Giorgio Milani. The president of Stamperia Artistica Nazionale, Carlo Carmagnola, looked back on a company history that has witnessed some great successes but also some war-related setbacks. From its origins as a small backstreet printshop in the Via Carlo Alberto, SAN has evolved into a highly industrialised operation,

with the move to its present premises being but the latest of several relocations to accommodate growth. The family's love of art and uncompromising commitment to quality have remained central pillars of corporate philosophy through each generation. This philosophy is what has enabled SAN to achieve its high market standing.

Market-focused investment

But general manager Francesco Ricci, who will guide Stamperia Artistica Nazionale on its future course, emphasises that while traditional values and virtues must be preserved, it is also important to keep a weather eye on the market and respond with agility to emerging trends. Ongoing investment and innovation are indispensable.

The purpose of the most recent investment was not just to expand production capacities but also to create a more flexible and productivity-focused workflow capable of addressing customer demands relating to product design, run length and turnaround time.

Says Ricci: "Since 1998, when we took delivery of our first KBA press, KBA with its innovative technology has proved to be the ideal companion in our pursuit of growth. While it is unusual to invest in three presses at the same time, we were determined to send a clear signal to the market with a new generation of large- and medium-format presses. Alongside their superior image quality and high production speed the new KBA presses are easy to operate and can

be made ready in a minimum of time. They thus form a solid basis for cost-effective production."

Joint production start

Inline finishing with hybrid inks, UV coatings and UV/IR dryers, supported by a DensiTronic S quality management system, have enabled SAN to expand its product portfolio and raise its production standards. According to Francesco Ricci, KBA met every one of the agreed deadlines. The three new Rapidas, which all came on stream at the same time in September 2007, fulfilled every expectation right from the start. Now, with the expanded press fleet, the company has all the technology it needs for future growth.

Flourishing full-service enterprise

Following the official inauguration, general manager Francesco Ricci gave a guided tour of the new production plant. Underway it soon became evident to the many guests who attended the event that Stamperia Artistica Nazionale's high-tech fleet of Rapida presses has moved it up into the champions' league of Italian sheetfed printers. A modern CTP pre-press, a substantial printing capacity and a highly automated bindery and finishing department are the mainstays of this flourishing full-service enterprise.

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Alongside prominent book and magazine publishers SAN's customer base also includes big industrial concerns



Stamperia Artistica Nazionale's high-tech Rapida fleet has moved it up into the champions' league of Italian sheetfed printers

Based in Büchen, near Hamburg, Schur Pack Germany had been working steadily for some time towards accreditation under ISO norm 12647-2 (Graphic technology – process control for the production of half-tone colour separations, proof and production prints – offset lithographic processes). Following an exhaustive and comprehensive review the Verband Druck und Medien Nord (the northern branch of the Printing and Media Industries Federation) confirmed that the company complied with the rigorous specifications laid down in the standard. The fact that Schur Pack Germany is the first packaging printer in the country to achieve ISO accreditation for chromo duplex cardboard reflects the company's focus on innovation. The packaging is printed on three Rapida 142 large-format presses with six units and one coater apiece, and on an eight-colour Rapida 105 with two coaters and dryers, ie a twelve-unit press.

Precisely defined production process

ISO 12647-2 embodies a "modern philosophy for print production" in that it furnishes a basis for rationalising and stabilising the production chain from data generation to the finished print, and for guaranteeing consistent production conditions that can be reliably reproduced at any time. For this reason it is not only heavy on theory but also contains concrete working directives that must be implemented step by step. The reference values specified in the standard are checked during each and every production run. At Schur Pack this rigorous process control guarantees consistent and ongoing quality assurance.

Whether a printing plant complies with the ISO process standard for offset must first be ascertained by subjecting it to an exhaustive vetting procedure that encompasses checking the data, scanning the originals, producing the proofs, making the plates and completing a test print run of 5,000 sheets. The printed images are subsequently scrutinised to see whether they conform to the specified values

A first for Schur Pack Germany:

ISO 12647-2 compliance now for packaging too

Schur Pack Germany now complies with internationally acknowledged standards for offset printing. Members of the packaging industry will be particularly interested to hear that the company is the first in Germany to achieve this coveted accreditation for the production of packaging made of chromo duplex board. The biggest beneficiaries of the reliably reproducible print quality delivered are the many brand manufacturers on the company's books.



Stefan Brunken (2nd l) of Verband Druck und Medien Nord, presenting the ISO certificate to (l-r) Schur Pack Germany managing director Klaus Madsen, production scheduler Carsten Schröder, pre-press manager Karl Lederer, plant manager Jan Bollweg and printshop manager Michael Verch

The ISO standard for offset itself is by no means set in stone: on the contrary, it is continually updated with the aid of input from bodies such as the BVDM and Fogra. This ensures that provision can be made for new generations of presses, or changes in production methods and workflows.

Standard begins in pre-press

At the instigation of plant manager and assistant vice-president Jan Bollweg, Schur Pack started re-engineering its production processes to comply with ISO specifica-

and tolerances. If that is the case then a certificate is awarded. In Germany, the assessment is made by a member of the Fogra Graphic Arts Research Institute and of the competent local branch of the BVDM, the Printing and Media Industries Federation. For Schur Pack this was the Hamburg-based

northern branch. ISO accreditation, like an MOT certificate for vehicles, is only valid for two years, after which the testing procedure must be completed again. This ensures that the enhanced standard of production is properly maintained and is not allowed to lapse.



Schur Pack's three Rapida 142 large-format presses (pictured here) and Rapida 105 eight-unit medium-format press all comply with the specifications laid down by ISO 12647-2. The Rapidas each bear individual names on the drive side

Schur Pack Germany

Schur Pack Germany is part of a family-run Danish group, Schur, which alongside the production of flexible and carton packaging also builds plant and machinery. The group has around 1,500 employees worldwide. Schur Pack Germany in Büchen is headed by managing director Klaus Madsen, a Dane, and currently has a payroll of around 210. The company prints board packaging, primarily for the food industry, in compliance with the rigorous hygiene standards stipulated by the BRC/IOP (British Retail Corporation/Institute of Packaging).

tions in April 2005. Support and assistance was provided by the company's longstanding partner, IPM Müller und Resing. The first place to be converted and standardised was the pre-press department, where the foundations were laid for total colour management – a key aspect of the ISO norm. The aim was to achieve a predictable colour quality for images throughout the production process, from the original to the final print. With this in mind, Schur Pack Germany invested heavily in high-powered equipment, new-generation computers and uniform, calibrated monitors for all the pre-press workstations.

Continuous colour management means that customers and printshop staff can tell from the proof how the colours will appear in the final print. At this stage it is relatively cheap and easy to make any corrections that may be necessary, thus eliminating the risk of unpleasant surprises during print production. The colour densities on the proofs are also measured, so precise reference values are on hand. This facilitates external communication with agencies and customers. The internal workflow also benefits from clear specifications. Schur Pack uses IPM's Print-ProcessControl software for ongoing process analysis. Among other things it controls chromatic values, dot gain, dot spread and grey balance.

Uniform printing conditions

All the KBA sheetfed presses in operation at Schur Pack are equipped with an additional start-up software package which was also developed by IPM. This enabled the presses to be embedded in the printing plant's individual workflow during commissioning, and optimised for the specific substrates they would print. But first Schur Pack had to key in a range of different types of board to obtain print-true characteristics which would allow the relevant press settings to be made. All the presses and their peripherals were harmonised to create identical production parameters. The benefit to the customer is that the images



Nadine Detjen and Martin Holz checking a sheet layout in pre-press



Thomas Bleek measuring the colour densities on the Rapida 142 using a DensiTronic 5 closed-loop colorimetry system



Pre-press manager Karl Lederer (l) with printshop manager Michael Verch inspecting a sheet at the Rapida 142 console

delivered are always identical, irrespective of the press on which they were printed and whether they form part of the first run or a repeat run. The benefit to the printing plant is that work can be assigned to the first suitable press that is available. This freedom and flexibility make job scheduling much quicker and easier since, technically speaking, any job can be run on any press with the appropriate configuration.

Well-trained staff

The high quality standards that the ISO norm guarantees would not be possible without highly qualified staff. For this reason Schur Pack provides basic and further training for its staff on an ongoing basis, so that they are always at the cutting edge of technology. When the company first initiated moves to achieve ISO 12647-2 accreditation, press room and pre-press staff received tuition outside produc-

tion hours in the individual key parameters and their interdependence, and were given hands-on training in the use of measuring instruments. Alongside the bare figures they were also taught how to apply the results in practice.

Uniform brand image

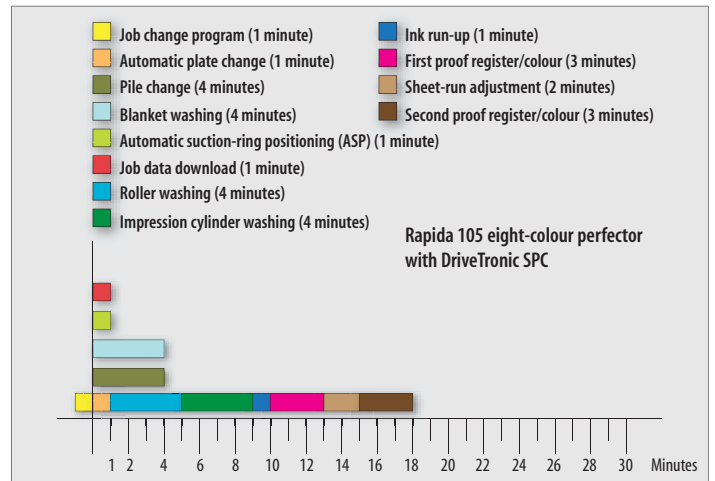
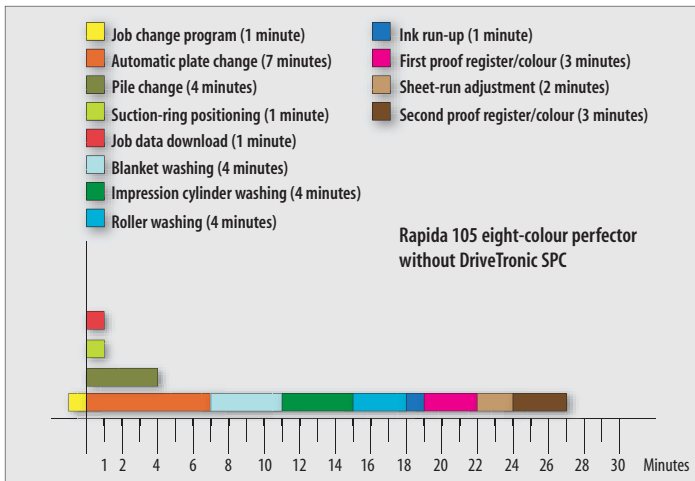
The ISO process standard for offset delivers innumerable benefits in respect of order fulfilment. Unequivocal specifications make mutual collaboration and communication much easier for all those engaged in the production process. Although generating standard-compliant data entails a higher input by repro studios and agencies, the consistency and reproducibility during print production make this well worth while.

A further decisive advantage for the customer is that, with an ISO 12647-2-compliant workflow, it is possible to achieve an image quality in packaging that is comparable to commercial print. This is particularly important where packaging is produced by one plant that must conform with brochures, catalogues, flyers or advertising displays printed by another. If all those concerned comply with the standard, then the colours will match on all the printed items. This is vital for brand uniformity and recognition.

Conclusion

Schur Pack Germany has not just aspired to and achieved ISO 12647-2 accreditation but has transformed its entire production routine and workflow in order to assure consistent quality excellence. The ISO process standard for offset provides more than a clear framework of specifications: it provides the basis for simple, transparent and total quality control. This gives customers reliable, reproducible prints – even on chromo duplex cartonboard, thanks to the efforts of Schur Pack Germany.

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Comparison of makeready times for a Rapida 105 eight-colour press with and without DriveTronic SPC. The time gained by running processes simultaneously during job changes (including change of substrate and format) totalled nine minutes

DriveTronic SPC direct plate-cylinder drives

Simultaneous plate changes boost short-run productivity

In September last year some 600 trade professionals attended demonstrations in Radebeul and Mödling (Austria) of our new direct drive system for plate cylinders, DriveTronic SPC, which delivers impressive productivity gains in short-run production by supporting simultaneous plate changes.

The demonstrations, on high-performance Rapida 105 presses, were the culmination of a two-year intensive test phase at ten European printers of packaging, books, commercials and publications whose press configurations and production specifications could scarcely be more varied. Whether they were printing pharmaceutical packaging on a six-colour coater press, books on a four-colour perfecter for 2/2 or commercials and publications on a ten-colour perfecter for 5/5, every one of the pioneering users reported a perceptible increase in net output and confirmed the dependability of the DriveTronic SPC drive system, whose market launch has been deliberately slow-paced so that supporting data could be collected. More than 200,000 automatic plate changes and over 140 million sheets printed at high speed speak for themselves. With the average length of print runs steadily diminishing, the compelling economic benefits deliv-



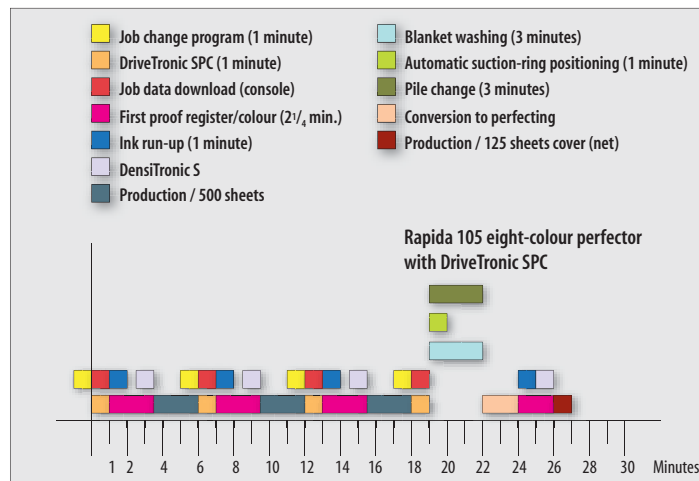
What a stunning performance: four perfecting jobs of 500 sheets apiece entailing three plate changes plus a change of format and substrate (with conversion of perfecting unit and automatic suction-ring positioning) were printed in just under 24 minutes on an eight-colour Rapida 105 featuring DriveTronic SPC direct drives

ered by direct drives have resulted in further orders for high-performance medium-format Rapida 105 presses featuring DriveTronic SPC.

KBA: pioneering dedicated drives for the past thirteen years

KBA has unparalleled experience in direct drive technology, and is a trailblazer in developing dedicated drives for print-related applications. The first newspaper press to incorporate them was a Comet in 1995, and they have been a standard feature for the past ten years. In 1997 we launched the world's first shaftless commercial web offset press, a Compacta 215, which was quickly followed by high-volume presses for up to 80 pages A4. In 2000 we introduced shaftless DriveTronic feeders for all our medium- and large-format Rapida sheetfed presses, and are still the only press manufacturer worldwide that can offer such a capability. DriveTronic feeders not only dispense with abrasion-prone components but also reduce vibration. As a result the timing of all the feeder sequences is more precise, pile transport and sheet deceleration on the feed table are smoother and jerk-free, and sheet positioning at the front lays is also more precise.

At Drupa 2004 we unveiled yet another unique feature for sheetfed offset presses: our DriveTronic SIS (Sensoric Infeed System) no-



Work sequence for printing a brochure with 48 pages of content plus cover. The demonstration print run was finished in less than the scheduled 25 minutes



“Since the Rapida 105 with DriveTronic SPC came on stream, faster plate changes alone have given us around 450 extra production hours.”

Hans-Jürgen Katzer, managing director of rlc-packaging group, Berlin, Germany

sidelay infeed system. Since then a succession of presses has been equipped with this highly effective system. DriveTronic SIS aligns the sheets laterally via a directly driven gripper bar on the feed drum. Because there is no makeready and thus no risk of operator-related setting errors, infeed registration is much more precise. Now DriveTronic SPC represents a further KBA milestone in the history of press engineering.

DriveTronic SPC incorporates electronically controlled high-torque motors, each of which drives a plate cylinder in place of the gears that were previously used. This drive system combines the dual benefits of a low running

speed and a high level of torque while at the same time reducing potential sources of interference and abrasion.

High-speed job changeovers

With DriveTronic SPC, plate changes are cut from the three minutes commonly required on a conventional six-colour press, say, to less than one minute. On its own however, with no additional automation modules, simultaneous plate changing delivers only a minimal reduction in makeready because the time gains delivered are largely cancelled out by downstream processes. To preserve these gains, DriveTronic automatic plate changes are run simultaneously with other activities such as blanket washing.

The enormous productivity gains possible in a production schedule encompassing frequent job changes can be seen in the comparison of makeready times on the previous page, which underpins the economic benefits that can be reaped in such a scenario by adopting DriveTronic SPC direct drives. The figures confound the doubts expressed by less technologically advanced competitors as to the economic benefits accruing from direct plate-cylinder drives. The comparison is based on the following data for a Rapida 105 eight-colour perfector press for 4 over 4:

- 1 press operator and 1 helper
- 3 shifts
- 7.4 working hours per shift



On the Rapida105 with DriveTronic SPC the plate cylinders are driven directly by high-torque motors which are synchronised electronically with the utmost precision and supersede the gears and couplings used in conventional drive systems

- Capacity utilisation 300%
- Availability 85%
- Makeready time per job 18 minutes with and 27 minutes without DriveTronic SPC
- Maximum output 15,000sph in perfecting mode and 18,000sph in straight mode
- Average run length 10,000 copies
- 1 pass
- Profit less production costs and overheads = 10%

These figures reveal that without DriveTronic SPC annual production output is around 36.1 million sheets, whereas with DriveTronic SPC it is 41.4 million sheets. So while a press with conventional drives can theoretically handle 3,609 jobs per year, a press with simultaneous plate changing could



“It’s when we’re printing short runs that we notice just how much faster we can print with the Rapida 105 SPC. We now consume up to 120 plates per shift.”

Norbert Primke, production manager at Stürtz in Würzburg, Germany



“Thanks to DriveTronic SPC we can print as much as two more hours per press per day.”

Göran Gustafsson, managing director of Landströms in Lidköping, Sweden



Jürgen Veil (l), who hosted the demonstration, talking to Michael Bergmann, managing director of AKA-Print in Denmark, who was visibly impressed by the performance of his new eight-colour Rapida 105 with DriveTronic SPC, which has since come on stream



Print pros from twelve European countries casting a discerning eye over the challenging automotive brochures printed during the DriveTronic SPC demos

clock up 4,136 jobs. Incorporating DriveTronic SPC thus enables the press to complete an additional 527 jobs, an increase of almost 15% in annual output.

According to Michael Bergmann, managing director of AKA Print in Aarhus, Denmark, where the eight-colour Rapida 105 demonstrated in Radebeul is now in operation, it is this productivity boost, borne out by the experience of other Scandinavian users, that made him decide to purchase the press.

However Jürgen Veil, head of sheetfed marketing at KBA in Radebeul and an experienced master

printer, emphasises that the press crew and a printshop's environment also effectively determine to what extent the potential productivity gains afforded by a higher level of automation can be exploited in day-to-day operation. He says: "A Ferrari can only give the max if there's a Michael Schumacher at the wheel. If I were at the wheel it would corner much more slowly."

Payback period of just a few months

The payback period depends largely on how earnings are allocated. If the owner of a Rapida 105 SPC decides not to pass on the benefits

of faster makeready to his customers, then his DriveTronic SPC automation module will pay for itself in just nine months and his entire press line in 33 months, calculated on 250 working days per year. If the cost benefits are passed on, then the payback periods are roughly the same for presses with and without DriveTronic SPC.

Record-breaking press demonstration

During the live print demonstration an eight-colour perfecter press printed 500 copies of a brochure comprising four cover pages and 48 pages of content (three sheets

with 16 pages apiece) – in other words four different print runs of 500 sheets each, in just under 24 minutes! These involved three plate changes for the content sheets and a full makeready with substrate, format and plate changes for the cover. The content was printed on 135gsm (36lb bond) LuxoArt Silk sheets measuring 630 x 880mm (24³/₄ x 34¹/₂in), after which the press was converted for printing 250gsm (92lb cover) sheets measuring 650 x 920mm (25¹/₂ x 36¹/₄in).

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The ten-colour (in the background) and eight-colour Rapida 105 perfecter presses at Swedish print enterprise Strokirk Landströms have DriveTronic SPC direct plate-cylinder drives which deliver a high level of productivity despite frequent job changes



Austrian commercial printer kb-offset Kroiss & Bichler in Regau also reports that net output on its Rapida 105 eight-colour press with DriveTronic SPC is much higher than on its previous press line

Schneidersöhne forum at KBA

Brand protection from papermaking to print finishing

A select audience of some 50 trade professionals from Germany, Austria and Switzerland were brought up to speed on the latest advances in print-based brand protection at a forum organised by German paper wholesaler Schneidersöhne in late November at our Radebeul showroom. In view of the increasing sophistication with which luxury goods, pharmaceuticals and other products are being counterfeited, brand protection is a burning issue.

The forum was the second event hosted by Schneidersöhne at KBA in less than a year.

Addressing the impact of pirate copies upon the economy and, in the case of pharmaceuticals, on people, the speakers discussed the options available for brand protection on the substrate, via the inks and coatings and in the actual process of printing. Practical examples and demonstrations were used to illustrate the possibilities.

Christoph Weinert, head of technical quality management at Schneidersöhne, focused on security features in the papermaking process. He explained that every papermaking machine has its own “fingerprint”, so it is possible to ascertain with a high degree of accuracy which machine was used to produce a specific substrate. The manufacture of coated paper

and board in consumer qualities affords very few options for counterfeit protection. The only possibilities are watermarks (one of the oldest of them all), fluorescent mottled fibres, iridescent ink strips, security threads, holograms and embossing.

Jutta Birkenhauer of Curtis Fine Papers outlined a concept for design paper which unites prestige and security. Every sheet of A4 Veritas stock is numbered to make it unique. In addition the paper can also incorporate other security features, among them hologram strips, invisible security strips, watermark lines or a hologram seal.

Open, concealed and advanced technology

Dr Hans Peter Seyer of Flint Group examined ink systems affording counterfeit protection.

Alongside the features already mentioned, examples of open technologies include goniochromatic inks, and a combination of special inks and a measuring system. However, since these can be detected with the naked eye they can usually be counterfeited. By contrast, concealed technologies such as microscopic letters in a hologram, fluorescent fibres, thermochromatic inks or markings (permanent inks, magnetic or laser signatures) can only be copied by experienced and highly skilled forgers. They are not obvious and can only be detected by specially trained personnel. With some highly sophisticated systems, forgers are unable to detect the protective mechanism. According to Dr Seyer these include nanomarkings, DNA codes, RFID, X-ray and infrared fluorescent markings, which can only be read with special devices.

One such system was described by **Günter Garvs** of Code-n-Key Solutions. An image is positioned as a hidden file between the screen dots in the original, invisible to the naked eye. A frequency-specific decoder is required to decode the image. Only then does the concealed image become visible. Hidden files can be used in line drawings, text and logos.

Brand protection in practice

The user’s standpoint was expounded by **Steffen Schnitzer**, executive vice president of sales

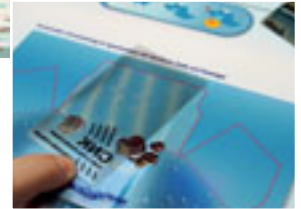
and marketing at CD Cartondruck, and **Karl-Reiner Müller** of COPACO Gesellschaft für Verpackungen, who discussed the practical issues associated with adopting security features within the printed image, in the coating and in the design and finishing of the packaging. Examples of the latter are tamper-proof seals and strips (which signal to the consumer that no-one has opened the product before them), codes (eg data matrix) and RFID (radio frequency identification) systems.

Jürgen Veil, head of sheetfed marketing at KBA, compared diverse traditional security features in terms of their impact on the layout, technology, cost and ease of integration into the workflow. Other options he cited for protecting packaging were CDP (copy detection pattern), MRF (machine-readable features), special pigments in the ink, and rainbow images.

The two-day event concluded with the production on a Rapida 142 six-colour coater press of some luxury packaging incorporating multiple security features which the print pundits proceeded to track down with the aid of decoder lenses and black-light lamps.



A hidden image on the packaging is revealed using a decoder lens



Trade professionals watched with avid interest as Jürgen Veil hosted a demonstration on a KBA Rapida 142 six-colour coater press of packaging printing entailing diverse security features

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Right: Two Rapida 105 universal presses are in operation at Mammens, and minder Karsten Beck is delighted with their high output

Far right: Karsten Beck checks the image quality at the Rapida 105 universal control console while production manager Frank Sørensen looks on



KBA showcase in Denmark

Rapidas in action at seven printers in Aarhus

The Danish printer's equivalent of the customer showroom at KBA's Radebeul facility must be the city of Aarhus, where no less than seven print operations run a total of nine Rapida sheetfed offset presses, most them medium format. Despite their propinquity there is virtually no competition among the individual enterprises because they address different markets. *Report* visited four of them.

Packaging production at Mammens Emballage

Established in 1889, Mammens Emballage is the oldest printing operation in the city. Originally it printed newspapers and books directly in the city centre, but in the mid-1960s the company relocated to its present premises in Højbjerg, on the outskirts. And Mammens has also long since switched from publications to the specialised production of food and non-food packaging for domestic and foreign markets. One of its primary product lines is packaging for the fishing industry, which entails coating the inside of the packaging, ie the back of the sheet. While Mammens' customer base includes some international brand names such as Unilever and Best Food, the 60-employee company does not aspire to be a global player.

Mammens operates two Rapida 105 universal medium-format presses in three shifts. Both presses are six-colour coater versions with extended deliveries, one also has a UV capability. They are mounted side by side on a plinth, with a common platform at the deliveries, so the press crew can use the same DensiTronic S closed-loop densitometric colour measurement and control system for quality control on both presses.

In 2005 Mammens was awarded ISO 9001:2000 accreditation

for quality management. On average it handles 4,000 print jobs per year and consumes 5,000 tonnes of cartonboard in the process. Following an organisational realignment Mammens is on a growth curve, posting annual sales worth some 80 million Danish krone (around €11m or \$16m) and a healthy profit.

Bulging order books at Unitryk

Leo Koitzsch, proprietor of Unitryk in Abyhøj, is a Dane with Saxon roots. His grandfather emigrated to Denmark at the beginning of the 20th century, and Leo Koitzsch himself could also be said to have a presence in Saxony – the town of Koitzsch lies just north of Dresden.

Koitzsch purchased Unitryk in 1987. Today this commercial printing company and its nine employees work in three shifts. Business is so brisk that occasionally Koitzsch is obliged to turn work down – having already dramatically expanded capacity in August 2007 with the installation of a Rapida 105 eight-colour perfecter press with a coater. The Rapida's high maximum rated output of 15,000 sph in perfecting mode and 18,000sph in straight printing has boosted productivity by a full 75%.

Unitryk's Rapida 105, which sports a raft of environmentally friendly features, is the company's first KBA press Unitryk. Says Koitzsch: "With the long Rapida 105 we are now in a position to print a broad range of different

jobs both efficiently and cost-effectively, whether they are perfecting jobs with or without a coating, or straight printed jobs. And because any inking units not required for a specific job can be disengaged, pricewise it makes very little difference whether we print four or five colours straight, or a full eight colours in perfecting mode."

Koitzsch is delighted with his Rapida 105. He describes his dealings with KBA to date as unbureaucratic, and is particularly pleased with the direct personal contact he enjoys with the competent staff in Radebeul. Unitryk is equally unbureaucratic. Customers call at the works as if they are entering a shop, or send their print data electronically. Leo Koitzsch has no need for sales reps.



The long Rapida 105 at Leo Koitzsch's nine-employee printing company incorporates a DriveTronic SIS no-sidelay infeed system

For Leo Koitzsch, the owner of Unitryk, his Rapida 105 eight-colour coater press has addressed a desire for greater flexibility

Waterless print production at AlfaKannike

AlfaKannike was created two years ago from the merger of Kannike Graphic and Alfa Print. Last summer the company installed a Rapida 105 five-colour coater press with extended delivery. The working atmosphere is very pleasant, the printing plant is well designed and the office décor reveals a high level of artistic skill. So it hardly comes as a surprise to learn that AlfaKannike prints ads, posters and brochures for cultural institutions and museums. Its main line of business, however, is the production of lifestyle, environmental and management magazines. Its customer base even includes a children's theatre. The company has around 20 staff, among them several designers and salesmen.

The Rapida 105 is AlfaKannike's second KBA press and was engineered for waterless offset, which is why it incorporates a temperature control system which cools the inking units via the induct roller. Other details include an environmentally friendly impact-type washing system for the blanket and impression cylinders



The Rapida 105 at AlfaKannike prints a wide range of products

Jacob Spring, managing director of AlfaKannike, is particularly pleased with the dot-sharp image delivered by his waterless Rapida 105



Michael Bergmann, managing director of AKA Print, at his gleaming new eight-colour Rapida 105 with DriveTronic SPC which came on stream in November 2007

and the inking unit, ACR control for rapid register correction, a DensiTronic S densitometry and spectrophotometry system for quality monitoring and control, and a LogoTronic link to pre-press.

Print runs average between 1,000 and 100,000 copies, but AlfaKannike has also been known to run off 1.8 million polyglot brochures for a Scandinavian car manufacturer. The addition of the high-performance 18,000sph Rapida 105 has delivered an enormous productivity boost.

Clemenstrykkeriet: a printer of books

Lasse Holm, proprietor of Clemenstrykkeriet, a printing company founded in 1915, was at first uncertain which press would be the right one for his production needs. After weighing up the pros and cons of a five-colour or a six-colour perfecter press for two backing four, what he finally plumped for was an eight-colour Rapida 105. "We analysed all the jobs we had handled over a period of eighteen months and followed

this up by calculating the potential productivity of various different press configurations," explains Holm, a qualified engineer who took over the company from his father in 1998.

Clemenstrykkeriet, which has twelve employees, is virtually a pure-play book printer. School textbooks make up almost 90 per cent of its output, with popular literature and illustrated volumes accounting for the remainder. The Rapida 105 is the only press in the press room, so it must be one hundred per cent reliable. It is equipped with DriveTronic SIS nosidelay infeed, Technotrans ink pumping, height-adjustable non-stop rollers at the feeder and delivery, DensiTronic S closed-loop colour control and a LogoTronic Professional management information system. Remote adjustment of the suction rollers in the delivery relieves the operator of manual tasks during short job changes. "The press is much faster than we expected. Now our capacity bottlenecks have shifted out of the press room to other areas," says Lasse Holm, not without a touch of pride.

Clemenstrykkeriet specialises exclusively in printing: all the books are finished by external specialists, but monitored by the company's own staff. So customers have one single contact, just as they would at a one-stop enterprise. The company's location, in Johan Gutenbergs Vej 1, could not be more appropriate.

Recently another Rapida 105 eight-colour perfecter press for four over four came on stream, this time at AKA Print in Aarhus. It is the first press in Denmark to feature simultaneous plate changing with DriveTronic SPC.

Denmark may be a small country, but it punches well above its weight when it comes to printing capacity. Aarhus, the second-largest city with 300,000 inhabitants, is a fine example of the indigenous graphic arts industry.



Clemenstrykkeriet in Johan Gutenbergs Vej, Aarhus, is one Denmark's specialist book printers



Lasse Holm took over Clemenstrykkeriet from his father in 1998

Between 80 and 88 plates are changed on the eight-colour Rapida 105 during every shift

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Visitors to Dumoulin Imprimeur are taken to a brand new press room. In less than twelve months the company in Libercourt, not far from Lille, has invested over a third of its turnover in new kit. The focus of the investment is a new Rapida 105 five-colour coater press with double extended delivery and a plethora of optional features that include special packages for printing solid board and microflute corrugated up to a maximum thickness of 1.2mm (48pt), and also lightweight stock.

Big outlay on pre-press and finishing

At the same time Dumoulin has invested a lot of money in its pre-press and finishing equipment with the aim of creating ideal working conditions. The pre-press department was the initial target: "We now have a new Kodak Lotem 800 Quantum CTP system, which supplies the new KBA Rapida with plates much faster than the old system," explains managing director Didier Dumoulin. It is embedded in a Kodak Prinergy Evo-Workflow along with Kodak's Staccato FM screening and Synapse remote proofing software. A new CAD/CAM system with Ecoffi software and twelve workstations was also installed. The folding machines, trimmer, Polar guillotine and gang stitcher in the post-press department "were joined by a new Stahl folding device with digital controls and a Bobst 106 automatic die-cutter that can also score and emboss," Dumoulin adds.

Impressive productivity

Paper printing accounts for around 80% of Dumoulin's total output, with solid board (180gsm or more) accounting for the remaining 20%. "Our press kit consisted of just one press, a B1 (40in) four-colour Heidelberg Speedmaster CD installed in 2004, and we knew we had to pack a bigger punch," says Dumoulin. He came across the Rapida 105 at Drupa 2004 and was impressed not only by its advanced technology but also by its production speed.

Board-based products account for around 20% of Dumoulin's turnover



Managing director Didier Dumoulin at the new Rapida 105 five-colour coater press

Dumoulin Imprimeur is based in Libercourt, near Lille



Five-colour Rapida 105 coater press at Dumoulin Imprimeur

Challenging jobs demand high level of flexibility

Most of the names on Dumoulin Imprimeur's customer books belong to the fashion and textiles trade, the advertising industry and food manufacturers. Not long ago this French printer brought on stream a new Rapida 105 five-colour coater press sporting a raft of optional features, including board and lightweight stock capabilities, that allow the company to print a diverse range of products to the highest quality standards.



"With our new Rapida 105 we have seen an enormous improvement not only in printing and coating quality but also in productivity."

Didier Dumoulin

Coating to the highest quality standards

Coating has been equally good. Says Dumoulin: "The high quality of the doctoring blade means that the surface of the coating is perfectly smooth. And makeready could scarcely be faster: clamping on the coating plate takes just five minutes. This is a big advantage for us because 50% of the jobs we print are coated, while 20% entail a fifth colour."

The fashion houses, textile manufacturers, advertising agencies and food manufacturers that are Dumoulin Imprimeur's biggest customers have rigorous quality standards, and the jobs they submit sometimes represent something of a challenge. "Roughly half are printed using Staccato screening. In tandem with the print quality delivered by the Rapida 105 we can achieve much more brilliant colours, softer lines and hues. Also, there is no moiré on textiles, and the volume of ink applied is between 10 and 15% lower, so the prints dry faster."

So at the end of March 2007 the Rapida 105 joined the Heidelberg CD in the press room. "The KBA team was extremely efficient, completing installation and commissioning in just five weeks," Dumoulin reports. "Along with the

Rapida 105's high output, what has since impressed me most about the press is the range of substrate thicknesses it can handle. Converting from paper to board is now so easy that the type of stock no longer plays a role in scheduling."



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Daniel Dray (left), managing director of Arts Print, and Jean-Marie Rudent, development manager at Stedi Média, at the Performa 74 five-colour coater press

The next step:
still more sophisticated
finishing capabilities



Five-colour Performa 74 coater press at Arts Print in France

Profitable alliance between medium and half-size format

Arts Print recently pushed the button on a five-colour Performa 74 coater press as part of a co-operative agreement with a bigger printer specialising in the B1 (41in) format. The value added the new press delivers, and the ability to exploit synergies between medium and half-size format, have given the company a dynamic boost.

The commissioning of the new five-colour coater press was timed to coincide with the company's relocation from La Garenne Colombes in north-west France to Pantin, just outside Paris. It replaced a four-colour Heidelberg press for the same format.

In addition to the Performa, Arts Print, which was established in 1986, also operates three small-format presses. The company's fifteen employees generate annual sales totalling €1.6 million (\$2.35m). This most recent investment is part of a co-operative agreement with Stedi Média, a much bigger printing plant in the 18th Arrondissement of Paris, following its acquisition of a sizeable stake in Arts Print.

Innovative corporate concept

With a workforce of 34 generating annual sales worth €6.3m (\$9.3m), Stedi Média is on a growth curve: "Some three years ago we started bringing a number of activities in-house, among them graphic design, customer logistics and PR, and have since carved out a strong position in the market as a

full-service provider," says development manager Jean-Marie Rudent. At the end of 2006 Stedi Média entered a collaborative alliance with another print operation, Watelet-Arbelot, which like Arts Print is also based in Pantin and has annual sales of €1.6m, but 18 employees. Between them, Stedi Média and Watelet-Arbelot have a total of three B1 (41in) presses, two of which are run by Stedi. Speaking of the alliance with Arts Print, Rudent says: "An emerging demand among our customers, which include Unesco, Printemps, Taillevent, Roc Neutrogena and Nicolas, prompted us to seek a dependable partner with a B1 capability along with adequate capaci-

ties for finishing and mailing (laser-based personalisation, insertion in envelopes etc), packaging and transport/logistics."

Value-added printed products

As part of its co-operative agreement with Arts Print, Stedi Média took over all pre-press activities, and the two companies have been able to exploit synergies in their administrative and technical systems. "Our Performa 74 has not only proved to be superb value for money but also delivers value added because it can apply a fifth colour and an online coating," says Daniel Dray, Arts Print managing director. "The result is a time and

productivity gain and the ability to turn jobs around in just one day. The quality of coating delivered by the anilox coater is outstanding, whether it is a spot coating, matt and gloss contrasts or a simple protective coating. As a result we can offer value-added products in short runs yet at a fair price. Among advertising agencies, whose creativity is seemingly inexhaustible, this has really hit the mark," adds Jean-Marie Rudent.

Substrate flexibility

Most of the jobs printed by Arts Print are document sleeves, high-quality advertising brochures and flyers (eg with fold-out pages), loyalty and invitation cards, covers for books and travel guides etc, and data sheets, bulletins and similar. Says Daniel Dray: "While these are very different products, thanks to our Performa's outstanding flexibility we can print anything from 60-gram carbonless copy paper to 400-gram cartonboard."



"The Performa 74 delivers outstanding quality, even when coating."

Daniel Dray

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North Bergen's mayor Nicholas Sacco (with scissors) and Edison Litho's vice-president Joe Ostriecher cut the ceremonial ribbon on the new KBA Rapida 162 watched by Eric Frank, KBA North America's vice-president of marketing, and Susan Ostriecher, Edison Litho's comptroller

At the GlobalShop show, the largest retail design and in-store marketing event held in Las Vegas in early March 2007, Edison enlisted William "The Refrigerator" Perry, a retired Chicago Bear football player known for his considerable size – standing 6 ft 2 inches (188cm) tall and weighing as much as 370 lbs (168kg) – to promote the two presses. Perry appeared at the Edison Litho stand to sign autographs and have his picture taken with show-goers.

Says Joe Ostriecher, Edison's vice-president: "We chose William 'The Refrigerator' Perry because he personifies everything about Edison Litho: perfection, a winner who will go the extra mile, and a high-quality player with a superb large-format size."

"Since the installation of our two KBA large-format presses, we're a different company," exclaims George Gross, Edison's president. The Rapida 205 is the first press of this size to offer a wide range of features such as a fully-automatic plate changer, automatic blanket and impression cylinder washing systems, inline anilox coating system and drying options such as IR, UV or hybrid. Since its installation Edison has had the press on a 24 hour shift, and the Rapida 162 that was inaugurated in the spring is just as busy. Together, the two presses allow Edison Litho to produce more jobs faster with a

much higher throughput than a medium-format press but the same number of personnel.

Founded in 1958 in New York City, Edison Litho & Printing Corporation has grown to become a leading large-format printer specialising in point-of-purchase dis-

plays and retail signage. The firm has an extensive client list of leading corporations and retailers. The firm's name has become synonymous with excellence in printing.

Edison Litho moved its headquarters to the 40,000ft² (3,700m²) North Bergen facility in

1989. The Rapida 205 and Rapida 162 are its most recent additions and join a fleet of other litho presses. In 2005 Edison Litho expanded its New Jersey plant to a total of 80,000ft² (7,400m²).

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William "The Refrigerator" (centre) with (from left) Edison salesmen Glenn Gerhardt and Bill Matzen and Edison vice-president Joe Ostriecher at the GlobalShop trade fair in Las Vegas

Edison Litho & Printing a big success with Rapida 205 and Rapida 162

The power of large-format printing in New Jersey

Edison Litho & Printing in North Bergen, New Jersey, one of the largest large-format litho printers in the USA's Northeast, has been effectively promoting its large-format capabilities producing point-of-purchase, packaging, poster, retail signage and other large format jobs. Edison took delivery of a Rapida 162 size 7 (64in) six-colour sheetfed press with aqueous coater in January 2007, less than two years after installing a Rapida 205 size 9 (81in) six-colour sheetfed press.

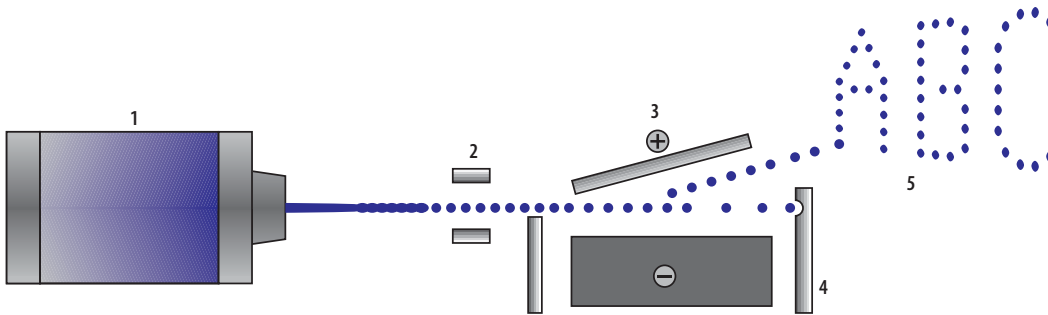


The entire employee force of Edison Litho at the giant Rapida 205

A logical addition to KBA QualiTronic

Inkjet sheet-tagging system

More and more printers are adopting KBA's QualiTronic inline sheet inspection system in their pursuit of quality excellence. The system functions as the press operator's "third eye", indefatigably checking each individual sheet during the production run and comparing it with a reference sheet stored in the computer. Now misprints can be tagged on-press by an inkjet printer.



High-tension electrode

- 1 Oscillator for converting electrical signals into mechanical oscillations to generate ink drops
- 2 Electrode for charging the droplets
- 3 High-tension electrodes (+/-) for directing the ink drops onto the substrate
- 4 Gutter
- 5 Substrate

Although a possible alternative would be to separate the good sheets and the rejects into two deliveries, this would entail higher costs not just for the second delivery but also for the space it occupies. Installing an inkjet printer to tag the off-spec sheets is a more economic solution and, from the technological perspective, one that is relatively easy to implement.

The beauty of an inkjet system is that it allows freely programmable characters, eg a number, date and time or even a specific text, to be printed at the edge of the rejected sheets during the production run, furnishing them with an individual, order-specific identification code.

KBA-Metronic supplies the basic components

The AlphaJet C is a freely programmable inkjet printer built by KBA-Metronic for industrial applications. It consists of a control unit with an operating panel and a monitor.

The inkjet printhead expels a continuous stream of ink droplets which a high-tension electrode diverts to the substrate. Droplets not required for the image collect in a gutter and are returned to the tank. In addition to standard inks the system can also handle pigmented (coloured) inks, UV-curing inks and inks with specific properties.

The operating and control unit has a membrane keyboard for con-

figuring and setting the print data and for selecting the printheads.

Installing an inkjet printhead

The distance between the printhead and the substrate determines the character size, ie the height of the letters or numbers on the sheet. Although it is freely adjustable, it should not be too great otherwise air turbulence will impair the quality of the inkjet image.

The image can also be influenced by adjusting the tension exerted by the high-tension electrode that diverts the droplets onto the substrate.

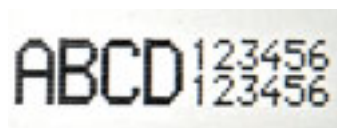
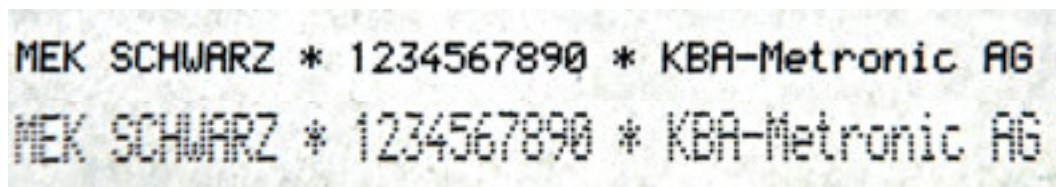
The sharpest image is created at the point where the substrate is

in contact with the impression cylinder, which means that there must be a certain degree of pressure exerted on the paper. So it is best to apply the image at the leading end of the sheet.

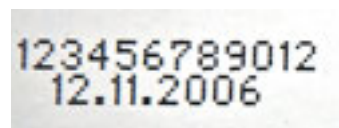
The high speed at which the sheets run through the press means that combinations of digits and/or letters, and identification codes of any sort, can only be applied in the direction of sheet run, ie parallel to the sides of the sheet.

The width of the characters and digits in the direction of press run, the number of characters possible within a prespecified image length, and the number of lines, also depend on press speed and the choice of print mode selected.

The inkjet head can print either one single line or two lines simultaneously, each with a different content. The maximum line height is usually 2 - 5mm (0.08 - 0.2in), depending on the mode selected.



Letters 15 pixels high and printed bold, numerals 7 pixels high with a 1 pixel spacing between the lines



Two-line numerical code, with numerals 7 pixels high and a 1 pixel spacing between the lines

The clarity of the text can be changed by adjusting the tension generated by the electrodes

Above: The font size on both lines is the same, but the distance between the printhead and the substrate is different, with a shorter distance resulting in greater contrast (top)

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From the left: Herbert Preissler of Druckhaus Berlin-Mitte, Wilhelm Driessen of Grieger Offsetdruck and Bruno Pimminger of Gutenberg-Werbering pictured after receiving their CIPPI awards from CIP4 secretary Stefan Daun



The CIPPI award for the "most innovative use of process automation technology in an implementation"

Innovative use of Hiflex Print Support

CIPPI Award 2007 for three KBA Rapida users

Three users of KBA sheetfed offset technology have carried off the 2007 CIP4 International Print Production Innovation (CIPPI) Award for the category "Most innovative use of process automation technology". This is the first time the award has gone to a consortium of printers who together operate a total of nine Rapida sheetfed offset presses and who communicate and handle incoming enquiries and orders using Hiflex Print Support software.

Stefan Reichhart, managing director of Hiflex says: "Our clients automate to enhance their organisational efficiency and staff productivity. Networking their internal workflows using JDF has already proved a great success. Now, for the first time, they have created a B2B network using Hiflex Print Support as a web tool. This unlocks enormous potential for further workflow rationalisation."

The three CIP4 prize-winners – **Druckhaus Berlin-Mitte** in Berlin, **Grieger Offsetdruck** in Nettetal and **Gutenberg-Werbering** in Linz, Austria – made a major contribution to the development of Hiflex Print Support, a JDF-enabled and web-based print procurement tool. As an internet portal, Hiflex Print Support optimises business and communication processes in the print industry by furnishing a common platform for all the parties involved in the order processing chain between the original

buyer and the printer. Using e-mail communication it co-ordinates requests for quotations, manages job schedules and monitors the production workflow from pre-press through press to post-press.

Efficient print order management

Print buyers use Print Support to request quotations and to place

orders directly with printers. For buyers, the fact that the procurement process can be handled via e-mail and the internet brings substantial time and cost savings because the request for and submission of offers is standardised, electronic and therefore much more efficient. For many service providers, receiving feedback on

their offers is equally important. The communication functions embedded in the Print Support workflow reduce administrative input to an absolute minimum. Once an order has been placed, Hiflex Print Support also sends the job data in JDF format to the relevant print provider's management information system.

For printers, Print Support offers the option of managing all their subsequent communications with subcontractors (for example bookbinders or affiliated companies). And the benefits of the Print Support workflow are not confined solely to users of Hiflex MIS, though with Print Support it is, of course, that much easier to import order data from Hiflex MIS and send requests for quotes. What is more, the relevant job data can be transferred as JDF files to KBA's LogoTronic Professional production management system, and presetting data sent to Rapida presses.



KBA featured among this year's CIPPI winners when three users of KBA technology were presented with an award for their innovative implementation of process automation technology

Brief profiles of the prize-winners

Druckhaus Berlin-Mitte dates back over 120 years, when publisher Rudolf Mosse had a printing plant erected in the heart of Berlin's newspaper district. Newspapers, magazines, timetables and cookery books were printed there right through to February 1945, when the Mosse publishing house was almost completely destroyed along with the rest of the district. At the end of the Second World War the district became part of the Soviet occupation zone. In 1951, two years after the birth of the German Democratic Republic, the printing plant was rebuilt and the business resurrected under the name VEB Industriedruck. In subsequent years it was to change its name again – in 1956 to VEB Graphische Werkstätten Berlin and in 1968 to Druckkombinat Berlin. During that period the payroll swelled to around 600. Following German reunification in 1990 the company was given its present name, Druckhaus Berlin-Mitte. By then the City of Berlin authorities, publishers, theatres, cinemas and the national art trading institute numbered among its many customers. In 1992 it was acquired by an investor. Today, Druckhaus Berlin-Mitte is one of the most modern sheetfed print providers in the



A large-format Rapida 162a at Druckhaus Berlin-Mitte's printing plant 25km (15m) away is networked with headquarters via a dedicated line and KBA LogoTronic Professional

Berlin-Brandenburg region, a one-stop shop employing 85 staff and 14 trainees at three locations. Direct mail, displays, books and corporate magazines are its main product lines. The company's press fleet includes a six-colour medium-format Rapida 105 and a five-colour large-format Rapida 162a, both with coater and extended delivery.

Walter Grieger Offsetdruck, a family enterprise in Nettetal, near the Dutch-German border, started up in 1973 as a book-printing business. Today it is a specialist printer of high-quality displays and packaging and has around 100 employees.

Most of its customers are prominent brand manufacturers, though generally with advertising agencies or display and packaging manufacturers acting as intermediaries. Run lengths vary from just one sheet to more than one million. The sheetfed offset line-up comprises four Rapida presses – a five-colour Rapida 162a, a six-colour Rapida 162a for both conventional and UV applications (eg for printing on film and metallised board), a five-colour Rapida 142 and a six-colour Rapida 105 (also for conventional and UV operation) – each with a coater and board-handling capabilities. All the presses feature

colour and density measuring systems and communicate with the Hiflex management information system via CIP4- and JDF/JMF-enabled KBA LogoTronic Professional software.

Gutenberg-Werbering Gesellschaft, a publishing house founded in 1910 in Linz, Austria, manages and rents out display and billboard advertising space. Its in-house litho printing plant, which has around 90 employees, runs a four-colour Rapida 105 coater press with extended delivery, a perfecter version of the same for optional 2/2 production and a five-colour Rapida 74 coater press.

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The award-winners' suppliers also received recognition in the form of certificates. Here they are proudly displayed by (l-r) Thomas Reichhart of Hiflex, Reinhold Stange of KBA, Ursula Voss-Eiden of Kodak and Eugen Stein of MAN Roland

From north to south:

A tour of large-format printers in Italy



Santina and Mario Pavesio (centre) with son Pierluigi and daughter Rosella at their five-colour Rapida 142

What makes a journey through Italy so appealing? Its scenic and culinary diversity, the wine and the many places of historic interest, dating back to almost every epoch, that are often discovered in the remotest corners. But since the purpose of our journey is to see printing plants, we shall dispense with the recommended sightseeing tours and concentrate instead on the many small and mid-sized businesses that operate large-format sheetfed presses.

Italy has always been one of the biggest markets for large-format presses, which are used to print packaging, displays, commercials and publications. It was difficult to decide which plants to visit, but in order to provide a balanced picture we took a quick trip around the Italian boot and visited operations whose structure, size and market speciality were different, but which has one thing in common: large-format KBA sheetfed presses.

Lito Cartotecnica Pavesio: packaging for a discerning clientele

Welcoming us to his printing plant in Andezeno, just a few kilometres from Turin, Mario Pavesio immediately launches into an informative introduction. “Our company was established in 1966, so we have already celebrated our 40th jubilee.

And just imagine, fourteen members of our staff have been with us now for more than thirty-five years!” A good way of seeing the company: as a team that has accompanied him throughout his career. The members of this team include all the members of the Pavesio family: Mario, his wife Santina and their two children. Lito Cartotecnica Pavesio, which specialises in packaging, has 50 employees and posts annual sales worth €7 million (\$10.3m).

In order to differentiate his company’s products from the rest of the field where cost issues are the sole criteria, Mario Pavesio focuses on product quality and customer services. These include professional advice for prospects on every aspect of a job; imaginative and original products that feature

innovative technology and graphic designs; timely delivery; and a willingness to carry out pre-flight tests and to take on complex, challenging work, even if only a short run is required.

This flexibility and the ability to turn a profit, even on short-run work, owe much to the company’s Rapida 142 five-colour coater press with extended delivery. According to Mario Pavesio, the arrival of the Rapida brought a huge leap in output: “We were able to switch from one job to the next in just seven minutes, while the average printing speed rose by 50 per cent. We are already thinking about adding a second large-format press in the near future so as to achieve a good balance between purchase price, running costs and production output irrespective of run length, and

also to further enhance quality. The capabilities and speed of new-generation KBA large-format presses are now comparable with those of a B1 press.”

More than just a beach: Macomer, Sardinia, home to Eurografica

Sardinia is an island paradise. But in Macomer, a small town in the interior, Giuseppe Bitti and his three sons Giovanni, Roberto and Carlo are not engaged in the tourist trade but in the printing trade. They started up their business, Eurografica, some ten years ago printing continuous business forms, but soon invested in the necessary kit for handling any type of print work, both paper and board. The company now complies in full with European offset standards.



The Rapida 162a at Eurografica is embedded in an automatic pile logistics systems



Giuseppe Bitti and his sons Giovanni, Roberto and Carlo, who started printing business forms some ten years ago, have medium- and large-format KBA presses



Tecnostampa's modern printing plant among the hills of the Marches

The Tecnostampa team at the newly installed Rapida 105 coater press



Alongside press lines for printing business forms, the press room at Eurografica houses a two-colour B3 (20in) press, a four-colour B2 (29in) coater press and a five-colour Rapida 105 coater press with hybrid capability. The company's finishing department is fully equipped and can produce sleeves and envelopes, wire-stitch brochures and publications or create catalogues and other commercials. Says Roberto Bitti: "Sardinia is a small market with just over one-and-a-half million inhabitants, so we must be able to offer anything our customers demand. This level of diversification has brought us 4,000 customers and sales of around six million euros – the maximum the market can support." To provide this diversity Eurografica has taken large format on board and installed a complete new production line: a VLF CTP system, a Rapida 162 six-colour coater press with provision for hybrid production, an automatic die-cutting machine, a folder-gluer, and a trimming and folding line that can handle the large-format sheets involved in publishing work. With this major investment Eurografica is planning to expand into the mainland market for paper processing, so as to exploit to the full the awesome potential of the new KBA press.

Tecnostampa: investing in export growth

Tecnostampa was established 30 years ago in Recanati, amidst the

hills of the Marches, where the colours can compete with the landscapes of Umbria and Tuscany. "Like many other small-scale businesses, we started up with a couple of small-format litho presses on around a hundred square metres of floor space," says production manager Mario Apis. But ten years later Tecnostampa had already progressed to more advanced and more efficient technology in the shape of a four-colour B1 (41in) press which was soon joined by a



Giacomo Gorjux, managing member of the administrative board at Sedit in Bari, recently pressed the button on a six-colour Rapida 162 as part of a plan to diversify from newspapers into other types of publication

second four-colour and subsequently by two six-colour presses, one of which had a coater. Between 1998 and 2000 the company installed two Rapida 142 large-format presses for five and six colours respectively.

Tecnostampa is part of a multimedia group whose activities encompass pre-press, promotional printing, video manufacture and cartoon films. Giuseppe Casali, managing member of the administrative board and one of the founding partners, adds: "In 2006, in order to support the expansion of our sales in Europe, we decided to launch an investment programme that included three new KBA sheetfed presses: a five-colour size 7 (63in) press, a six-colour B1 (42in) press with coater and a convertible ten-colour press to replace the eight-colour one. We are also in the process of adding new facilities for production and logistics."

Large-format KBA technology is a central plank in the company's expansion plans. Ten years of experience have strengthened its confidence in Rapida presses, which it believes offer measurable benefits with regard to reliability and productivity.

Sedit : the daily press is no longer enough

Southern Italy is better known for its tourist attractions and its folklore than for its industrial progress. But entrepreneurial activity here is surprisingly dynamic and varied, with a large number of outstanding businesses. Over the years KBA-Italia has steadily expanded its share of the market with a number of major press lines. One of the most recent is in the press room at Servizi Editoriali (Sedit) in Bari.

For more than fifteen years Sedit has been printing two major daily newspapers, the *Corriere della Sera* and the *Gazzetta dello Sport*, for the Apulia region and a large part of southern Italy. It also prints the Apulian edition of *Corriere del Mezzogiorno* and the Bari edition of two free titles, *City* and *Leggo*. The company is headed by Giacomo Gorjux, managing member of the administrative board. He is planning to expand into other types of publication and is in the process of building up a networked printing plant. In order to realise these ambitions he has purchased a new-generation Rapida 162 large-format press that recently rolled into operation.

Giacomo Gorjux is determined to bring some of the speed and efficiency of the newspaper market into the publications sector. He firmly believes that the fast turnaround times, the volume, quality, logistics and integration that are all part of the routine for a newspaper printer can be exploited to create a competitive edge in the mass publications market in Italy, and even the whole of Europe. The newly acquired premises are scheduled to come on stream at the end of 2008. An entrepreneurial challenge which, with a Rapida 162, is based on a sound footing.

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Sittic, S.L. Artes Gráficas near Madrid squares up to the challenges of globalisation by providing top-quality printed products like this brochure for a Korean car manufacturer, and customer services to match

Sittic, S.L. Artes Gráficas near Madrid

Smart and stylish print services

After more than 50 years in the graphic arts industry, Antonio Mora, managing director of Sittic, S.L. Artes Gráficas in San Fernando de Henares (Madrid), has made the transition from medium- to large-format-printing with the installation of a Rapida 162. The decision was driven by the need for faster turn-around and greater flexibility in the face of mounting competition in the global marketplace.

Moro first came into contact with paper and ink as a boy in his father's printshop, where he gained his practical knowledge of the graphic arts. He later pursued a career in engineering before returning to print as the head of Sittic.

Two years ago it became clear that the company would have to transform itself in order to survive. With its entire fleet of 22 printing units engineered for medium format – there had been no change in this respect since the company was founded – Mora realised that a strategic realignment was the only solution, and took the plunge. This entailed the installation of a large-format Kodak/Creo CTP system. KBA was the only manufacturer capable of providing proven large-format technology with all the attributes he was looking for: maximum productivity with a minimum of personnel, the flexibility to handle a broad range of substrates from 60gsm (16lb bond) paper to 1.2mm (48pt) board, and an inline coating capability. So he



"Survival depends on agility, not size." This philosophy caused Antonio Mora (right) to take the plunge into large format with a Rapida 162 and plan further additions in the future

switched from the company's long-standing German manufacturer and chose a size 7 (63in) Rapida 162 five-colour coater press with a hybrid capability.

Antonio Mora demands from his suppliers the same high standard of service that he and his staff provide. After five weeks of operation he is delighted with his choice of press. "With the Rapida 162 we finished a rush job a full day sooner than scheduled."

Sittic sees itself as a global player and recently opened a branch in Dubai. It also has commercial ties with several countries, China included. Says Mora, "We can carry out jobs that other printers are not usually able to do at such a low cost."

Over the next few years Mora is planning a total transition, replacing his medium-format printing units with presses that can handle an even bigger sheet format



The Rapida 162 at Sittic has five printing units, automatic plate changers, a coater and a hybrid capability for inline coating

and boast a higher level of automation than the Rapida 162. While he is unwilling to reveal any details, Antonio Mora did say to "come back in six months time and you may see it all in place." In its beautifully printed promotional brochure the company calls itself a "world pioneer". Let's see what Mora decides to pioneer next.

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The sumptuous images in KBA's new calendar "Impressions 2008" were achieved with iridescent, hybrid and UV inks and coatings

The calendar was designed by Andrea Focker, graphic artist at KBA Radebeul



KBA calendar for 2008:

"Impressions" demos finishing options

"Impressions 2008" is the title of the sumptuous calendar that KBA has commissioned for customers and business associates.

It is the work of Dresden photographer Michael Lange, who took natural objects – shells, wood bark, feathers, stones, plants and animals – and double-exposed them against colourful backdrops to create images of such artistry that it is hard to believe they are purely photographs processed for printing and finishing. Each page, with the essence of the image expressed in just one word, invites the observer to dwell and to meditate, to explore the fascinating details and to let the imagination run free.

Unlike previous KBA calendars, the technological emphasis in "Impressions 2008" is not on matt/gloss contrasts but on selecting the type of finishing that will impart maximum impact to the image. This includes iridescent coatings that give the shells and feathers their inherent gleam and were applied under or over the colours to achieve the desired effect. Sometimes they are visible only in the highlights, sometimes as a powerful gloss with instant impact. Some pages feature contrasting matt/gloss effects obtained

using hybrid consumables with the addition of a spot coating and UV iridescent coating from a coater. Others were given a full-solid UV gloss coating followed by a silk-soft, velvety spot coating plus UV matt coating.

This diversity was made possible by printing on a six-colour Rapida 105 incorporating two coaters and a UV capability. In addition to process colours the press applied five different iridescent inks and three UV iridescent coatings, a hybrid overprint varnish, and UV gloss and matt coatings. The inks

and coatings were supplied by five manufacturers.

The 14-page calendar measures 500 x 630mm (19³/₄ x 24³/₄in) and has a microflute mailing sleeve that is equally elaborate. Once again, only a limited number of copies was printed, so following distribution to our customers and business contacts worldwide we held a prize draw for the few remaining calendars and these were mailed to the lucky winners in January.

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The "Impressions 2008" calendar was printed in one pass on this Rapida 105 six-colour dual coater hybrid press in the inplant experimental printing plant at KBA's Radebeul facility. The backs of the sheets were pre-coated separately



Rotolito Lombarda, Italy

Finest quality book production from the web

Italian print specialist Rotolito Lombarda in Cernusco has established a formidable reputation in the book market with Compacta presses from KBA. The use of commercial web presses for printing books indicates the high quality standards these Compactas deliver.



General manager Joseph Marsanasco proudly displays the vast range of high-quality book titles that Rotolito prints for prominent publishing houses such as Harper & Collins, Hachette, RCS and Mondadori, and for Oxford and Cambridge universities



The Compacta 618's massive printing units can deliver 2 x 72 book pages measuring 190 x 240mm (7½ x 9½in) in one or two colours

Right: Pressman Corrado Falleri controls the Compacta 618 from a high-tech console

Far right: The thermal air dryer behind the Compacta 618's printing units is engineered for a web speed of 14mps (2,756fpm)

Rotolito Lombarda, which has grown steadily since being founded by Paolo Bandecchi in 1976, now has a payroll of around 400 and generates annual sales worth €150 million (\$220m), with exports accounting for some 35%. In recent years it has invested heavily in pre-press, press and post-press technology. The company has four production plants – in Pioltello just outside Milan (administration, sheetfed offset, heatset), Cernusco (web offset), Nova Milanese (gravure) and Capriate San Gervasio (book-binding). For many years now its sheetfed operation has run medium- and large-format Rapida presses which are predominantly used to print 4/4 sheets for high-quality books.

Commercial web offset

As quality specs for books become more rigorous, an increasing number of printers have started switching production to commercial presses. This was the reason why in 2006 Rotolito installed a Compacta 618 with one reelstand, two double printing units, a dryer and a folder.

For twenty years the north Italian company worked with Timsons presses, six of which are still in use. But an emerging demand among publishers for more colour in the school textbooks, dictionaries, legal and business titles that Rotolito had printed for them generated a need for presses that afford greater flexibility and deliver a higher print quality. The KBA



General manager Marsanasco and the head of the bookbinding department, Bracchi, at the Compacta's superstructure



Compacta 618 was more capable of addressing this demand.

According to Rotolito general manager Joseph Marsanasco, the Compacta has the edge over the Timsons presses in terms of register control and maintenance, colour stability throughout the print run and the ability to handle a wider range of paper. "Web leads in the Timsons presses are vertical, so there is more strain on the paper and registration is less accurate. The webs in the Compacta run horizontally, so there are fewer tolerance issues with folding, which makes life easier for the bookbinder. The Compacta 618 is much more productive, so we can offer our customers much faster delivery timeframes."

He continues: "But productivity is not solely determined by the running speed of the press. Automatic gripper folder setting saves time and eases operator workload. We can complete a folder conversion, irrespective of capacity, in just ten minutes or less. At the prices currently obtaining in the market, a high level of automation, coupled with top-class printing and binding quality, are the only way we can safeguard the profitability of our book-printing operation."

Printing and binding

In-house printing and binding deliver a number of benefits with regard to work organisation. All the titles printed at Rotolito are finished in the inplant bindery. 60 per cent are delivered to the customer as softbound and the rest as hardbound books. They are all bound using hot-melt glue. An Opticontrol system at the gatherers checks that all the copies are complete. Here, the flawless interaction between the web press workflow and the bindery is of vital impor-

tance. The monitoring systems used are a key element in assuring the quality of the finished books. Since the feeders for the gatherers are capable of handling folded sheets containing 2 x 72 pages, and the gatherers themselves can have as many as 24 stations, vast volumes of books can be finished cost-effectively.

The Compacta 618's ability to handle a wide variety of folds means that it is cost-effective for print runs from as few as 5,000 copies. As in other European countries, there is a shift in the Italian

market towards a larger number of titles, but printed in smaller editions. So the speed with which the press can be made ready is a big advantage. "The Compacta 618 is twice as fast as the Timsons presses, even for books with a higher pagination," Marsanasco explains. "The KBA press has delivered a huge capacity boost because when it was installed we retained all our existing presses. Like them the Compacta 618 has automatic reel feed, and our paper logistics system also includes inductively controlled reel transport technology."

Specialist with a passion

Rotolito Lombarda's passion for print is embedded in its corporate logo and also finds expression in an ongoing commitment to technological advances. Alongside its most recent investment in press kit the company has also substantially expanded its paper logistics. In Cernusco an automatic reel store with a capacity of 24,000 tonnes (26.4 US tons) was recently completed. The reels are conveyed from the high-bay store to the presses through an overground tunnel.

Conclusion

The company's satisfaction with the 618 has prompted it to place an order for a second press of the same type, and this is slated to come on stream in Cernusco in the second half of 2008. The new press will have a cylinder circumference of 1,240mm (48³/₄in) and a web width of 1,450 mm (57in). It will have four printing units instead of two, semi-automatic plate changers and a special V5-B variable-format book folder that will enable it to print both books and commercial products. It will be erected as a right-to-left configuration alongside an existing Compacta 818.

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The folder and the special superstructure support a wide choice of production options



Rotolito Lombarda prints 4/4 books on medium- and large-format KBA Rapida sheetfed offset presses





Compacta 818 at Quebecor World in Hazleton

Yellow Pages for the USA and Canada

The Compacta 818 that rolled into action a few months ago at Quebecor World in Hazleton, Pennsylvania, is an uncommon example of its breed because this high-volume directory press has no heatset capability or modified inking units: it is the first coldset version of the Compacta 818 worldwide.

The two-tier press with three webs and eight printing units underscores KBA's role as a driver of technological advances in the directory press market.

The double-circumference Compacta 818 in Hazleton is engineered for a maximum production speed of 47,460 cylinder rph and is fed by a Patras A automatic reel-handling system and three Pastomat RC reelstands. Configured from right to left, the press can print 4 over 4 on one web or 2 x 2 over 2 on two. In triple-web operation it can deliver up to 192 pages simultaneously via the P5 folder, while in double-web operation it can output 128 or 144 pages, depending on the sheet size.

The new press, which joined five others in the Hazleton press hall, has a cylinder circumference of 1,156mm (45 1/2 in) and a maxi-

mum web width of 1,905mm (75 in). It is operated in four shifts, seven days a week, and was installed with the aim of almost doubling production output from some 50 million directories in 2006 to more than 90 million in 2007.

Biggest telephone directory production site

Hazleton is one of Quebecor World's biggest operations and prints directories that are distributed across the USA and Canada. Its customers include prominent hotel chains and other companies that use directories for their marketing and advertising campaigns. To maximise customer choice the Hazleton facility has both coldset and heatset capabilities.

Russ Snelling, manufacturing manager at Quebecor World Hazleton, and his maintenance supervisor Mark Andrews are as pleased as punch with this latest addition to their fleet of presses. Says Snelling: "We chose the Compacta 818 because we have KBA presses running at several facilities and they are all performing well. On top of this, rapid delivery and a favourable price/performance ratio played an important role. KBA supplied us with a highly automated special press that is custom-config-

Up to 192 pages can be configured simultaneously in triple-web operation using the P5 folder with a 5:5 cylinder ratio



Russ Snelling (right), manufacturing manager at Quebecor World Hazleton, and his maintenance supervisor Mark Andrews are proud of the latest addition to their fleet of presses



One of the two ErgoTronic control consoles for the Compacta 818 is located behind the folder. Press controls include ColorTronic ink-key setting desks, a LogoTronic Basic presetting system and a colour and cut-off register system



ured for our press-hall architecture and production specs. For a variety of reasons, a two-tier press without a dryer was the only option."

Mark Andrews agrees: "The Compacta 818 is a new-generation, high-tech web press that raises the bar in terms of output and reliability. While originally designed as a commercial web offset press, it delivers a quality in coldset production that fulfilled all our expectations."

Second C818 to follow shortly

In March 2008 Quebecor World will press the button on a second Compacta 818 with one reelstand and four printing units, and this will have a further reelstand and four more printing units added in early 2009. As a result the total capacity of this double-web full-colour production line will increase to 2 x 72 pages.

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The new KBA Compacta 818 with V5 variable-format gripper folder will expand production capacity at Révai Nyomda from late summer 2008



Révai Nyomda in Budapest, part of the UK's Polestar Group, is Hungary's top commercial printer

KBA Compacta 818 for Révai Nyomda

Polestar orders 72pp commercial press

The UK's Polestar Group has ordered a 72pp KBA Compacta 818 with variable-format V5 folder for its Hungarian plant, Budapest-based Révai Nyomda. The press is scheduled to be commissioned in the summer.

Barry Hibbert, Polestar CEO, says: "Our Hungarian operation has been a huge success for many years now, and we are aiming to maintain this level of performance with proven technology from KBA, whose variable-format folder will deliver a capability that is unique in the marketplace."

Successful partnership

László Lázár, managing director of Révai Nyomda for more than ten years, agrees: "We have enormous faith in KBA's competence, so they were the obvious choice for taking the company forward. With the new Compacta 818, we can expand our lead in the Hungarian market and move up into the European league."

KBA executive vice-president Christoph Müller says: "I have always considered Révai one of Hungary's print pioneers and am delighted that they chose KBA for the next stage in their development. The Compacta 818 with variable-format V5 folder will help



Signing the contract for the first 72pp commercial press in Hungary: László Lázár, managing director, Révai Nyomda (right), and Christoph Müller, executive vice-president web press sales, marketing and service, KBA

them maintain their competitive edge in the commercial market."

Technological bellwether

Révai Nyomda has a longstanding association with KBA. In 1997 it was among the first to install an innovative 16-page KBA Compacta 215, the first shaftless commercial web press on the international market. In 2002 production capacity in Budapest was expanded with

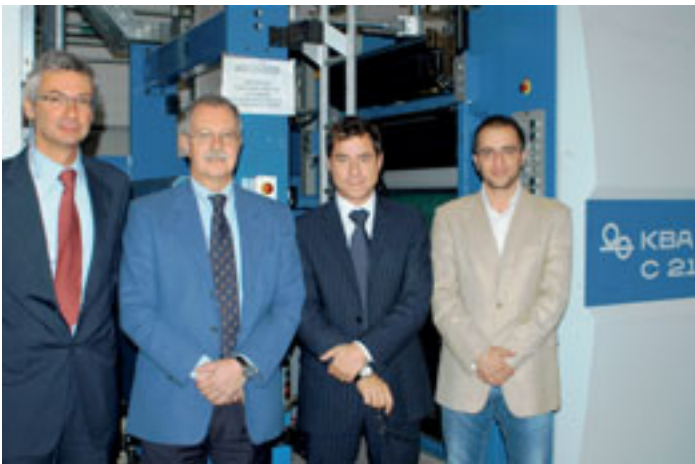
the first 48-page press in Hungary, a Compacta 618. Today the press fleet comprises one 48-page, three 16-page and three 32-page presses.

The purchase of a 72-page Compacta 818 underpins Révai's market standing as a technological bellwether for the entire region. The KBA press will be embedded in a Patras A automatic reel-handling system and have a Pastomat RC reelstand, a freestanding infeed

unit, four printing units with semi-automatic plate change, a Vits thermal air dryer, a superstructure for up to five ribbons and – a unique feature – the V5 variable-format folder for the delivery of short- or long-grain copies. The cylinder circumference will be 1,240mm (48³/₄in), maximum web width 1,980mm (78in) and maximum web speed 15mps (2,953fpm).

Révai Nyomda can trace its origins back to a bookshop established by the Révai brothers in 1869. In 1991 Watmoughs Holding in the UK acquired a majority shareholding and promoted meteoric growth that made Révai the biggest commercial printer in Hungary today. Following the merger of the British Printing Company (BPC) and Watmoughs to form the Polestar Group, Révai Nyomda became part of one of the leading independent printing operations in Europe.

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Delighted at the performance of the new Compacta 215 (from left): Martin Schoeps (KBA sales manager), Dario Braschi (KBA-Italia marketing manager), Dr Cristiano D'Auria and consultant Norberto Bucciarelli



D'Auria's association with KBA goes back to 1998 The photo shows production manager Iolando de Luca (rear) with his team at the most recent sheetfed addition, a medium-format Rapida 105 universal



Prior to commissioning the Compacta 215, family enterprise D'Auria Industrie Grafiche specialised in top-quality sheetfed products

D'Auria Printing moves into web offset

KBA Compacta 215 spurs growth

Like many other Italian commercial printers, D'Auria in S. Egidio alla Vibrata, in the province of Teramo, runs a 16pp Compacta 215 and has done for just over a year. The press has accelerated the dynamic growth this innovative yet traditional family firm has enjoyed since installing Rapida sheetfed presses some years ago.



Attilo Dalfiume (l) and Norberto Bucciarelli, two experienced commercial web offset specialists

D'Auria Printing sets its sights on new markets

The company was founded as D'Auria Industrie Grafiche, a sheetfed specialist with a reputation for products of outstanding quality. The association with KBA began in 1998 with a second-hand Varimat four-colour press. In 2002 there followed a large-format Rapida 162, also for four colours, and in 2004 a Rapida 105 universal.

However, after years of strong growth the 90-employee enterprise decided to expand its activities, and at the beginning of 2005 it set up a dedicated commercial web offset subsidiary, D'Auria Printing, adding a new production hall along with new pre-press and finishing equipment. The start-up of the Compacta 215 in August 2006 brought company head Dr Cristiano D'Auria much closer to his goal of printing long runs of supplements and promotional literature as well as catalogues, magazines, books, posters and calendars.

Successful start with expert assistance

Dr D'Auria hired two experienced commercial web offset specialists, Norberto Bucciarelli and Attilo Dalfiume, as consultants, and these have streamlined the workflow and brought the young press crew up to speed. Says Dr D'Auria: "This was totally new technology for us, so we didn't want to take any chances. The Compacta 215 is a reliable, globally proven machine that unites performance and flexibility. The figures show that our expansion into web offset could not have gone more smoothly. In 2003 we posted sales of between five and six million euros: by the end of last year we had hit the 18 million euro mark. While sheetfed generates around 10 to 11 million euros of the total, web offset is already making a substantial contribution."

Kitting up for greater flexibility

The 16-page press at D'Auria Printing is a right-to-left version config-

ured with a Patras M reel-handling system, a Pastostar RC reelstand, five printing units, a Vits thermal air dryer, a superstructure with main and auxiliary former, an automatically convertible F3 gripper folder and a sheeter. The press is controlled from two ErgoTronic consoles and a desk at the sheeter. A LogoTronic Basic press presetting system allows data to be transferred digitally from pre-press. The Compacta 215 is chiefly used for print runs of between 30,000 and 1.2 million copies.



The Compacta 215 can deliver copies via an F3 gripper folder or a Vits-Rotocut sheeter (left front)

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Pictured after the contract was signed at Mitteldeutsche Zeitung (a subsidiary of the M. DuMont Schauberg Group) in Halle (l-r): Karl Zorn, KBA sales manager; Richard Zöller, technical director of M. DuMont Schauberg, Cologne; deputy KBA president Claus Bolza-Schünemann; Heinz Kiegeland, spokesman of the board of directors, M. DuMont Schauberg Group; Andreas Stein, authorised officer, central purchasing of M. DuMont Schauberg; Thomas Preuss, managing director, Cologne division of M. DuMont Schauberg; Christoph Müller, KBA executive vice-president for web press sales, marketing and service

Waterless newspaper production moves out of its niche

KBA Cortina 6/2 for M. DuMont Schauberg, Cologne

The 175-year-long association between Cologne media house M. DuMont Schauberg and KBA has entered a new phase with an order for a six-by-two Cortina press line. The association dates back to 1833, when Joseph DuMont acquired a Koenig & Bauer automatic cylinder press. The innovative Cortina is the latest in a long succession that followed.

A host of unique features

The waterless KBA Cortina 6/2's winning features include the total absence of fan-out, even with a web 1,890mm (74½in) wide. So colour registration is as precise on a four-high tower printing blanket-to-blanket as it is on a nine-cylinder satellite press, and the volume of start-up waste correspondingly low. Convenient, ergonomic operation with lifts on either side of the 4m (13ft) towers, the ability to split the towers down the middle to afford easy access for maintenance, the absence of ink keys and dampeners, and the high level of automation that includes plate changing, roller locks and new, linear bearings relieve the press crew of many time-consuming and labour-intensive operating and maintenance tasks. The absence of ink mist with the Cortina also substantially reduces contamination.

Along with high-speed edition changes the triple-width Cortina 6/2 offers the benefit of a 50%



The KBA Cortina 6/2 press line for Cologne media house M. DuMont Schauberg

higher pagination capacity but the same output level as the KBA 4/2 presses delivered in 1999/2000. The shorter press length also delivered savings in building and construction costs. Short web paths on the Cortina make for a lower volume of white waste during edition changes and easier changes of circumference compared to a satellite press with the same output.

With an eye to its long-term prospects, M. DuMont Schauberg is able to add a thermal air dryer at a later date to support semi-commercial production. While the

press line in Cologne does not exploit the Cortina's biggest advantage – the ability to switch at high speed between coldset and heatset production with no change of ink – this option is being kept open.

80,000 full-colour copies per hour

The Cortina 6/2 for the *Kölner Stadt-Anzeiger*, the *Express* and the *Kölnische Rundschau* plus several in-house and external titles can pump out 80,000 full-colour copies per hour with 48 pages broadsheet or 96 pages tabloid. The four towers are built for the

Berliner format and a 470mm (18½in) cut-off on a cylinder circumference of 940mm (37in). The press line is configured with four Pastomat RC reelstands for a maximum reel diameter of 1,500mm (59in), seven double turner bars, two folder superstructures with three formers apiece and two KF 5 jaw folders with section and ribbon stitchers. The reels are fed by a Patras A automatic reel-handling system; ink pumping, blanket and roller washing are all fully automated.

The Cortina's high level of automation is reflected in PlateTronic plate changers, RollerTronic roller locks, NipTronic remote-controlled bearings and PlateIdent plate identification systems. Colour and cut-off register, sidelay and web centre controls guarantee a high standard of quality. The press is controlled from ErgoTronic consoles with dedicated interfaces to host systems.

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Newspaper pundits were impressed not only by the high-speed edition change but also by the superior quality of the *Compact-Post* printed during the open House

Expanded KBA Competence platform: seven years after unveiling its compact waterless Cortina at Drupa 2000, Koenig & Bauer commemorated the 190th jubilee of its main facility in Würzburg with an open house at the Main-Post media group to promote a conventional counterpart, the Commander CT

KBA Commander CT open house at Main-Post in Würzburg

Wet offset reaps the benefits of compact technology

A new conventional offset press developed in close collaboration between KBA and German media group Main-Post was unveiled at an open house in Würzburg at the end of September under the banner "The Future is Compact". Around 200 newspaper pundits from home and abroad seized the opportunity to see the Cortina's new conventional counterpart, the Commander CT, being put through its paces in a shopfloor environment.

In addition to their low-level towers, which are just 4m (13ft) high, both models incorporate a high level of automation and a raft of unique features. Since the prototype of the Cortina was unveiled at Drupa 2000 KBA has booked orders for thirteen press lines with a total of 55 four-high towers (39 double-width, 16 triple-width) or 440 couples. Nine of these press lines are now in operation. The Commander CT, which is also available as a 4/2 or 6/2 version, had scarcely been launched on the market a few months ago when KBA booked an order from Spanish newspaper publishing house Heraldo de Aragón in Saragossa. Two more orders have since been received.

The pilot press at the Main-Post was integrated in the night production routine in March 2007 following a twelve-month testing and optimisation period. In July,

pleased with its performance to date, the regional newspaper publisher ordered a second tower which will ship in mid-2008 and stack on top of the existing tower to boost colour capacity. A space-saving configuration such as this, which allows an eight-high tower to be erected in an existing press hall, is only possible with the compact Commander CT and Cortina.

David Brandstätter: looking to the future

David Brandstätter, managing director of the Main-Post, which is part of the Holtzbrinck group, named two basic reasons for the collaboration with KBA on the Commander CT: "Firstly, the Commander CT's compact design offered us a unique opportunity to expand production capacity in the existing press hall, without having



"The future of newspaper production lies with this type of press." Main-Post managing director David Brandstätter



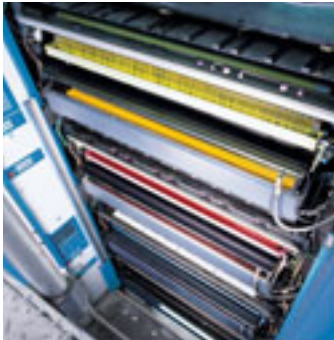
"The Commander CT combines all the benefits of blanket-to-blanket print production with a colour registration that is on a par with that of satellite presses." Main-Post technical manager Andreas Kunzemann



The KBA Commander at the Main-Post following its extension in mid-2008. On the left the two compact Commander CT towers stacked to create an eight-high tower for 32 full-colour broadsheet pages, on the right the existing 32-page satellite press line, which is just as high but has only four printing units per tower



The Commander CT, like the Cortina, is available with PlateTronic systems for automatic, on-the-fly plate loading and disposal in just two minutes, irrespective of the number of plates



KBA Commander CT printing unit with new, quick-reaction conventional roller-type inking units (with ink keys and three forme rollers) and optimised triple-roller spray dampeners



Ergonomic lifts at the Commander CT tower mean that operators no longer have to climb stairs or walk long distances

to extend the building. That was a major economic argument. Secondly, we found the Commander CT's high level of automation and user-friendliness a compelling concept. We firmly believe that the future of newspaper production lies with this type of press, and we wanted to be part of the action."

Commander CT benefits from Cortina's revolutionary advances

The compact conventional Commander CT targets newspaper printers who for various reasons do not yet wish to make the transition to waterless offset. Many feel more comfortable with a process that consumes familiar inks and plates. Also, they have long since become resigned to the process-related limitations and generally higher waste levels than in waterless offset. Some of the drawbacks of wet offset, such as fan-out, misting and intensive cleaning and maintenance are not a problem with the Commander CT thanks to its compact design, new film-type inking units with three forme rollers, and high level of automation in the roller locks and bearings.

Compact high tech in popular wet offset

At the open house Bernhard Harant, head of KBA's newspaper division, detailed the philosophy, technology and user benefits afforded by the 90,000cph Commander CT. The reduced height means that Commander presses, which have been one of KBA's most successful product lines for almost 40 years, can now be erected in standard industrial buildings or stacked to expand the printing and colour capabilities of existing presses in high halls. The PlateTronic automated plate-changing systems, several hundred of which are already in operation on Cortina press lines, cut edition changes to just over two minutes with no change of web width, or to around six minutes with a web change and blanket washing. The RollerTronic automated roller locks, of which KBA has installed over 30,000 to date, optimise printing conditions by eliminating the need for manual roller adjustment, and are a stan-



According to Christoph Müller, KBA executive vice-president for web press sales, the decision to develop the Cortina and Commander CT compact presses was driven by future media and labour market demands



Bernhard Harant, head of KBA's newspaper press division, provided practical proof of the substantial time and cost savings delivered by the compact Commander CT

dard feature of the Commander CT. The same applies to the new NipTronic bearing technology with optional console link for the precise setting of printing pressure on different types of stock.

The oil-free tower can be split down the middle for access to change the blankets and wash-cloths. Each plate and blanket cylinder is driven directly, with no gears. Following intensive print tests with various types of inking unit the new press was fitted with one that incorporates a new type of undershot ink duct and film roller plus three forme rollers, and delivers an outstanding quality on both solids and challenging images. The triple-roller spray dampener has also been refined and can now be washed along with the inking unit by throwing the first forme roller onto the plate dampener. This is a totally new feature.

While ink mist cannot be eliminated entirely in a high-speed wet offset press, with the Commander CT enormous progress has been made compared to standard types

of press, and we anticipate no negative impact on the specified high standard of reliability afforded by the automatic plate changers, which are protected from contamination. Hundreds of such systems are already operating flawlessly on Cortina press lines.

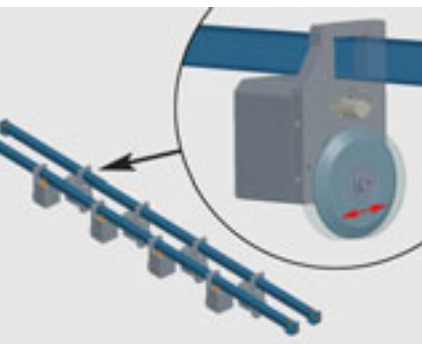
On compact presses there is also much less fan-out in full-colour production than on standard four-high towers. One contributory factor is the new inking unit, which consumes less water. This has prompted us to offer a six-wide version of the Commander CT with FanoTronic enhanced fan-out controls and the ability to handle web widths of up to 2,100mm (82.75in), for the Rhine format.

In his progress report, Main-Post technical manager Andreas Kunzemann emphasised the Commander CT's excellent print quality, which in his opinion is hard to equal with a conventional press. More than just a welcome side-effect is the 15 per cent reduction in energy consumption, largely resulting from automated roller setting and NipTronic bearing technology. And precise registration means that start-up waste following automatic plate change is lower than on the Main-Post's conventional presses.

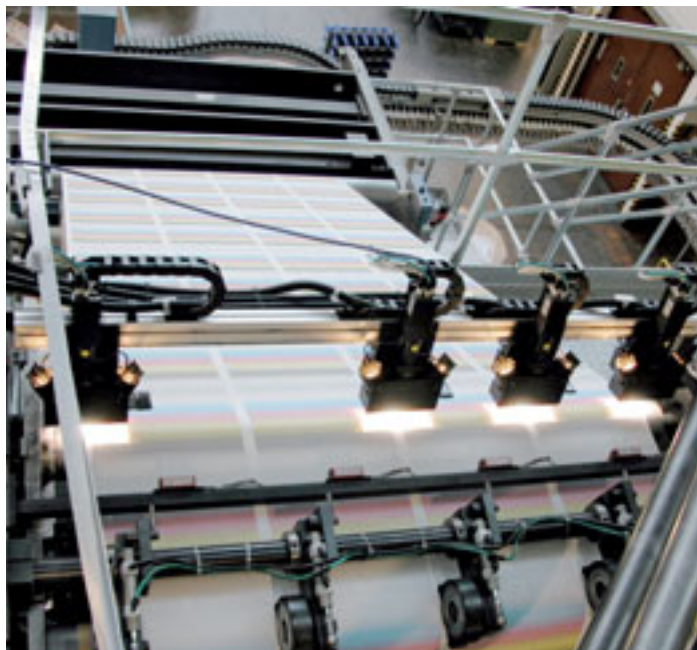
Andreas Kunzemann's verdict? "The Commander CT offers all the benefits of blanket-to-blanket print production – a superior print quality and stable web tension – plus a colour registration that is on a par with that of satellite presses. On top of this, the lifts and Step-in technology make it highly ergonomic. In my opinion this compact form is the way of the future for high-volume, high-automation newspaper production."

The expanded KBA Competence compact platform, comprising the waterless, keyless Cortina as the more progressive option and the wet offset Commander CT as the conventional choice, caters to individual preferences within the newspaper industry.

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Fan-out is counteracted via individually adjustable trolleys – eight per web – which are mounted on cross-pieces after the second printing couple and exert pressure on the web



KBA's FanoTronic automatic fan-out compensator can significantly enhance register accuracy in four-high towers. The photo shows the sensors for measuring deviation along the length of the web and across its width

Effective fan-out compensation in four-colour production

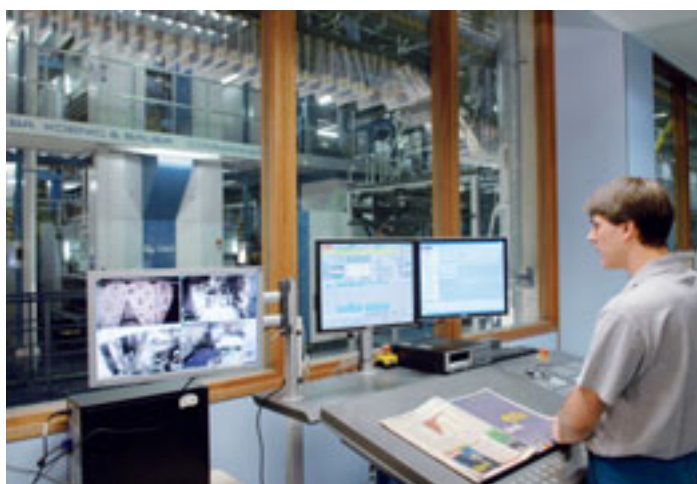
Automatic fan-out control with KBA FanoTronic

Quality expectations regarding image reproduction in full-colour newspaper and semi-commercial production are continually rising. One issue is blanket-to-blanket registration on wider webs in four-high presses. The fan-out caused by the influence of water during four-colour printing on both sides of the web must be effectively counteracted in order to achieve a register quality comparable to that of satellite presses, but without generating excess waste. FanoTronic, a new automatic fan-out control system developed by KBA in association with Q.I. Press Controls and successfully tested on a number of conventional offset pilot press lines, addresses this issue.

With KBA's FanoTronic it is possible to adjust each individual bustle wheel, so it is highly effective at critical points on the web and this in turn greatly improves registration across the web width. FanoTronic supports a rapid response and correction via an automatic control circuit, which dramatically reduces waste and also helps to stabilise registration during changes in production speed.

Fast and effective individual adjustment

In conventional offset, fan-out occurs between the four printing couples or colours when the web absorbs water from the fountain solution, which makes it stretch and



The trolleys can be selected and adjusted individually from the console

spread. The registration differences that are a consequence of this phenomenon are corrected

using bustle wheels. In KBA FanoTronic, an electronic fan-out compensator that is installed after the

first two printing couples, the trolleys assume the function of the bustle wheels. The sensors detect water-related fan-out by measuring the deviation along the length and across the width of the web and thus the shift in colour registration. If a deviation is detected the broadened web is deformed into an S-shape by exerting pressure via the laterally adjustable trolleys, thus correcting the position of the colours relative to each other. The eight trolleys, which can be positioned individually relative to the web, are located on two parallel cross-pieces. Since the trolleys can be set individually by remote control to accommodate the specified type of paper being used, they can compensate almost entirely for any shift in colour registration. KBA FanoTronic automatically regulates fan-out compensation throughout the entire printing process: since fan-out is also influenced by web speed (eg press run-up and run-down), the trolleys need to be re-adjusted constantly as the web speed changes.

Convenient operation from the console

The basic settings for the individual trolleys can be selected directly via a separate data screen. Similarly it is also possible to switch between automatic and manual operation on the fly. The settings for each wheel range from -25% (thrown off during web threading) to +100% (maximum trolley pressure on the web). Standard settings can be used for presetting, as can the fan-out compensation curves that have been stored in the console for similar production runs. Prior to production start-up the presetting system calculates the relevant curve for each of the towers, based on the type of paper used.

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The first KBA Cortina at Nussbaum Medien in Weil der Stadt has been strutting its stuff since early 2006

High-automation waterless press fulfils all expectations

Nussbaum Medien orders second Cortina

German print media enterprise Nussbaum Medien in Weil der Stadt has signed up for a second Cortina. The order was influenced by the company's satisfaction with the performance of its first Cortina, whose inauguration at the beginning of 2006 heralded a transition to waterless, keyless newspaper production with automatic plate changing throughout.

Nussbaum, which was founded in 1959, is the leading publisher of gazettes and bulletins in Baden-Württemberg and has established a reputation for innovation and agility.

Highly automated yet dependable

Publisher Oswald Nussbaum, his daughter Brigitte Nussbaum, who

is managing director, and her husband Thomas Buck, who is head of printshop production, were unanimous in their choice of press.

Says Ms Nussbaum: "We serve around 150 cities and communities, extending from Karlsruhe in the west to Esslingen in the east, and from Tübingen in the south to Heilbronn in the north. We provide a unique breadth of products with

a total weekly circulation of some 550,000 copies. The individual editions vary between 500 and 28,000 copies, with anything from 8 to 156 pages apiece. Our overall output is steadily increasing, and if we are to comply with rigorous quality standards while maintaining our market agility and cost efficiency we need highly automated yet dependable press lines with

short makereadies, minimum waste and the ability to handle a wide range of work. Although our KBA Cortina waterless press was one of the first on the market, it fulfilled all our expectations and those of our customers, particularly in terms of product quality. So when a new press line was mooted we had every reason to go for another Cortina."

The second Cortina (schematic right) continues an association between Nussbaum Medien and KBA that dates back to the early 1980s



Formidable increase in capacity

The second Cortina tower press will have a 450mm (17³/₄in) cut-off on a web width of 1,260mm (49¹/₂in) and will be erected alongside the first but in a mirror-image configuration. It will increase printing capacity by approximately 35,000 tabloid copies per hour, with a maximum of 32 full-colour A4 pages. It will be possible to link the two presses to print titles with up to 64 A4 pages in one pass. The new press will feature PlateTronic automatic plate changers, RollerTronic automated roller locks, NipTronic remote-controlled bearings, centralised ink pumping and automatic blanket washing. Reel align-

**The truth about certain claims**

“Although business was brisk throughout 2007, in October we really shifted up a gear. Our compact Cortina (*editor’s note: six towers and three folders*) now pumps out one million newspapers a day. These include titles that previously had to be printed on heatset presses in our commercial department. The press crew, while groaning under the workload, is still full of enthusiasm, and feedback from customers has been overwhelmingly positive. We have accomplished all this with a technology that some market observers claimed could never work and would be totally uneconomic. If that were true, I wouldn’t be standing here now. Experience has more than vindicated our decision in 2003 to take a chance and go for the waterless Cortina.”

Patrick Zürcher, plant manager at Freiburger Druck and a Cortina pioneer, at a user meeting in his production plant

ment, cut-off register control and web guidance, in conjunction with waterless offset technology, will ensure that start-up waste is kept to a minimum. The floor-mounted press will be configured with a KBA reelstand, a KF 3 jaw folder and an ErgoTronic console with diagnostics PC. The absence of fount solution and ink mist, and the low level of waste, underpin the KBA Cortina’s green credentials. This is another virtue much appreciated by customers both in Weil der Stadt and the surrounding communities.

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Major contract from India for KBA

25 KBA Prisma towers for DNA and Dainik Bhaskar

The DB Group companies Diligent Media Corporation and DB Corporation in Mumbai, India, have placed the “largest ever single order for printing press lines by an Indian publisher” with KBA. The order includes seven 4/1 Prisma presses with a total of 25 reelstands, 25 four-high towers and seven folders.



From the left: R Bhatnagar (vice-president, Diligent Media Corporation), Christoph Müller (executive vice-president for web press sales, marketing and service, KBA), P Agarwal (publisher, DB Corporation), Günter Noll (sales manager, KBA), M Venkataraman (COO, Diligent Media Corporation) and Albin Frank (divisional head of sales support, KBA) pictured after the contract had been signed

Diligent Media is a joint venture between two media heavyweights, the Dainik Bhaskar Group and the Zee Group. One of India’s premier print media players, the Dainik Bhaskar Group publishes not only India’s top Hindi newspaper, *Dainik Bhaskar*, but also the no. 1 title in Gujarat, *Divya Bhaskar*. DB Corporation is the group’s printing arm. In all, the Dainik Bhaskar Group has over 40 editions, printed from 36 centres,

with a total print order of over 4 million copies each day. The group’s papers have a total readership of over 20 million readers. The group also owns and operates 17 radio channels in principal Indian cities, and has major forays in internet portals, cable TV, real estate, outdoor media etc.

Zee Group’s Zee TV reaches more than 250 million viewers in 120 countries through its 30 channels in various genres such as

news, music, sports, movies, reality, general entertainment etc in more than eight languages. Zee group also owns the largest DTH venture, a cable distribution company, content production companies and so on.

Diligent Media Corporation’s titles include an English-language daily, *Daily News & Analysis (DNA)*, a Sunday edition, *DNA Me*, and diverse supplements such as *After Hours* and *DNA Money*. “DNA is

the fastest growing English newspaper in the country. It has grown at a consistent rate of about 22% over the last two survey periods. We are looking at launching DNA in other major metros. Gujarat is our first step towards this goal, with the launch in November of two editions in Ahmedabad and Surat,” says CEO K U Rao. “The intention is to become a large national player with dominant readership and circulation over the next three years. As in Mumbai, DNA in Gujarat aims at targeting the young-at-heart genre of the population.” DNA will soon be launched in Baroda and Rajkot as well. Plans are also under way to launch a second edition of DNA in the state of Maharashtra from the city of Pune in January 2008.

DNA Me currently has a circulation of 410,000 in Mumbai, and the group is planning to lift this over the 600,000 mark with a new, 140-page national edition that hit the streets on 7 October. CEO K U Rao says: “To achieve this level of growth we need high-powered printing technology. We awarded the contract to KBA after carrying out detailed technical appraisals of all the possible press lines and seeing the 4/1 Prisma in action at the Bangkok Post, where it compellingly demonstrated its user-friendliness and high print quality. Also, KBA’s reputation for innovation is well-known in India.”

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Prestigious Benny award for poster printed on Rapida 205

The Garvey Group was recognized with a Benny Award, the highest honour in the 2007 Premier Print Awards, the graphic arts industry's most prestigious worldwide printing competition, hosted by the Printing Industries of America/Graphic Arts Technical Foundation (PIA/GATF). The award for the large-format printing category was presented to president and owner Ed Garvey at a dinner reception during Graph Expo 2007 in September. The Garvey Group won this coveted award for the company's *Dreamgirls* movie poster entry, which was printed on a Rapida 205.

Now approaching their 59th year, the Premier Print Awards promote excellence in print communi-

cations and reward both companies and individuals who produce the very best in print media. Last year more than 5,100 entries were received.

"Winning a Benny is a significant accomplishment for any printer, and we are so gratified that Premier Print Awards has selected The Garvey Group for this great honour," said Ed Garvey. "We have invested in building the most modern large-format operations in the country, and this award validates that investment."

The *Dreamgirls* movie poster was printed on 118gsm (80lb) Sterling C1S by NewPage for a run length of 4,000 sheets, and was hung in stores as a point-of-purchase display.



Ed Garvey in front of his Rapida 205 81-inch sheetfed press

The Garvey Group installed its Rapida 205 six-colour plus coater press in December 2006 at its Niles, Illinois, facility. The 1510 x 2050mm (60 x 81in) sheet size is the largest on the company's roster,

which also includes size 6 and 7 (64 and 56in) machines. The Rapida 205 is being used to print a variety of products, including top sheets to wrap retail product cartons, signs and posters.

Third large-format Rapida for Glama Pak in Melbourne



Glama Pak CEO Dean Caton (right) and Dave Lewis, sheetfed general manager at KBA-Australasia, signing the contract for the new Rapida 162a

KBA-Australasia in Sydney recently booked a third order from Glama Pak in Melbourne for a large-format Rapida. The Rapida 162a six-colour coater press with extended delivery will be installed in March and, with its sheet size of 1,200 x 1,620mm (44 x 63³/₄in), will substantially expand capacity at this specialist packaging printer.

Glama Pak already operates a Rapida 162a six-colour coater press

along with a Rapida 142 seven-colour coater press. The existing presses feature a high level of automation (which includes plate change, DensiTronic S closed-loop densitometric colour measurement and control etc) and are embedded in a digital workflow via a LogoTronic Professional management information system. The technology of the new press will be just as advanced.



The Rapida 142 seven-colour coater press with extended delivery at Glama Pak is mounted on a 210mm (8¹/₄in) plinth so that it can handle higher piles

Since taking the big Rapidas on board a few years ago Glama Pak has experienced dynamic growth. CEO Dean Caton says: "Once we had established a need for a third large-format press we had no hesitation in going for a KBA press once again. Our experience with the installations to date, particularly with the more recent Rapida 142 which runs like clockwork, gave us the necessary confidence in KBA's

abilities. The service and customer care they provide are equally good."

Dave Lewis, sheetfed general manager at KBA-Australasia, says: "We are delighted that we have been chosen to install a third giant Rapida at Glama Pak in the spring, and that we have been able to contribute in this way to the company's continued success and future growth."

Round of KBA seminars in mainland China



Lianbiao Wang, sales manager at KBA China, welcoming attendees to a KBA seminar in Shanghai on the subject of packaging printing



Attendance was high at all the KBA seminars. This photo was taken in Dongguan

In October last year KBA launched a series of seminars in mainland China to promote the latest technological advances that have been made in the European printing industry. Ports of call included Dongguan, Shanghai, Kunming, Xi'an, Beijing and Taipei.

Held at prestigious venues and attracting a high level of attendance, the seminars provided an update on new technologies, new processes and their applications

within the printing industry. Alongside innovations in press kit and production processes the focus was on current trends that are impacting on the print media industry as it grapples with ongoing changes.

KBA offers printers in China and Asia a complete range of products and services customised to suit their individual needs, enabling them to maximise their production efficiency and raise

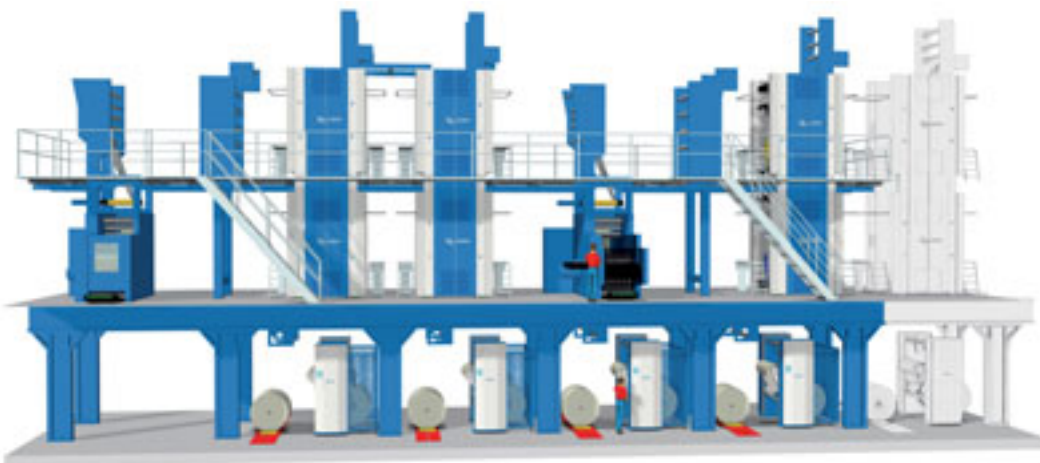
their competitive profiles through specialisation and differentiation. The seminars discussed the following topics:

- Digital printshop networking with LogoTronic Professional
- DriveTronic SPC direct drives
- Rapida configurations for packaging printing
- Inline finishing with and without UV technology
- New automation modules and innovations in sheetfed offset

- Hybrid finishing and brand protection.

But these were not the only advances discussed in this first series in China. Others included VariDry dryer technology and comprehensive inline quality control systems. As in a lot of other emerging countries, customers in many branches of Chinese industry are demanding more rigorous quality and service standards, and farsighted print professionals have long since extended their sights beyond their national boundaries as far as Europe, in order to stay abreast of the latest technological advances in press engineering and production processes. For KBA this series of seminars was a means of enhancing awareness and disseminating knowledge among members of the dynamic print media in the high-growth markets of the Far East.

Segodnya Multimedia in Kiev orders KBA Comet



The KBA Comet press line for Segodnya Multimedia Joint-Stock Company's new printing plant in Dnipropetrovsk

Ukrainian print provider Segodnya Multimedia Joint-Stock Company in Kiev placed an order late last year for a single-width Comet newspaper press line. Scheduled for delivery to a new printing plant in Dnipropetrovsk in early 2009, the press will have

three four-high towers, two folders and four reelstands, and will print in-house daily and weekly titles along with a raft of contract titles. Strategy and business development director Nina Bagaeva says: "Apart from the cutting-edge technology, what really impressed us was the

overall package KBA offered, which included a customised training programme, technical support during project planning and implementation, and full-scale service back-up."

The 75,000cph substructure Comet press will have a 578mm

(22³/₄in) cut-off and a web width variable from 700 to 960mm (27¹/₂ - 37³/₄in). The four Pastoline reelstands will be fed via a Patras M reel-handling system. The three towers with automatic ink pumping, cylinder washing and fan-out plus colour-register controls are engineered for full colour on both sides of the web or for 2 x 2/2. One of the two KF 3B 2:3:3 folders will feature a quarterfold capability. The press will be controlled from three EAE consoles, each with a Print production scheduling and preset system, RIP interface and diagnostics PC for remote maintenance. Provision has been made to add a tower and a reelstand at a later date. Press personnel will receive comprehensive training.

Historical stop-cylinder press for UPP in Abu Dhabi

In December 2007 a big Continent hybrid coldset/heatset press line with ten four-high towers, two thermal air dryers, sixteen reel-stands and three folders set off from KBA's Würzburg production plant on its long journey to Abu Dhabi in the United Arab Emirates. It was ear-marked for a new printing plant built by **United Printing & Publishing (UPP)** on the main route to Dubai and will later be linked with a nine-year-old Compacta 213 that will run alongside. Together the two press lines will boast a total production capacity of 112 broadsheet or 224 tabloid pages, of which 48 broadsheet or 96 tabloid pages can be printed in full colour. A 16-page KBA Com-



Ali Saif Al Nueaimi of United Printing & Publishing (UPP) proudly displaying the presentation certificate in KBA's museum in Würzburg. Pictured with him (from left) are KBA sales manager Rainer Dluschek, Najib Awad of KBA agency Giffin Graphics, KBA service technician Tobias Stangl, sales manager Bertram Bungartz, marketing director Klaus Schmidt and service manager Peter Ehehalt, and Baha'a El Din El Talle

pacta 215 commercial web press that came on stream at UPP in spring 2007 will also be relocated to the new printing plant, which when completed will be among the biggest in the Middle East.

The new press line, which weighs in at several hundred tonnes, involves a lot more installation and commissioning work than

a 1.65t historical stop-cylinder press with counterweight drive that KBA presented to UPP to commemorate the two companies' longstanding and successful business relationship. The 160-year-old press will take pride of place in the foyer of the new printing plant. It will provide visitors with a glimpse of what mechanical printing was

like in the early days, when it entailed lead type and sweated labour – a far cry from today's electronics and digital data transfer via the internet.

KBA marketing director Klaus Schmidt ceremoniously handed over the historic stop-cylinder press during a recent visit by a UPP delegation to Würzburg.

Druck & Medien Awards for KBA users

At the 2007 Druck & Medien Awards presented by German trade publication *Druck & Medien Magazin*, KBA users of sheetfed and web offset presses once again carried off a string of honours. **Druckhaus Berlin-Mitte** won the 20-man jury's vote for the most environmentally focused enterprise, an award sponsored by KBA. Under the guidance of managing director Herbert Preissler, Druckhaus Berlin-Mitte has evolved in recent years into a dynamic and highly innovative print provider which has raised the bar not only in offset, with its cutting-edge KBA Rapida sheetfed technology, but also in digital workflows and printshop organisation. The company joined the Eco-Management and Audit Scheme, an initiative designed to improve companies' environmental performance, in 2002 and obtained EN ISO 14001 environmental accreditation that same year (see also pages 30-31).

KBA sheetfed customer **Heidenreich Print** in Bünde, Westphalia, also gained first place, in the category "Finisher of the year". Managing director Hendrik Heidenreich was one of the earliest promoters and users of the hybrid coating technology perfected by



Herbert Preissler (l), managing director of Druckhaus Berlin-Mitte, expressing his delight at winning the award for the most environmentally focused enterprise of the year. Ralf Sammeck, KBA's executive vice-president for sheetfed sales, is equally delighted



Hendrik Heidenreich and Rudolf Becker of Heidenreich Print displaying the coveted award for finisher of the year that they won with their medium- and large-format Rapidas

KBA and launched on the market at Drupa 2000. This family enterprise, whose press room houses medium- and large-format Rapida presses, has since established a formidable reputation for the excellence of its specialist printing and coating services.

Two awards, namely the UPM award for magazine printer of the year (web) and first prize in the category "Catalogue printer of the year", were won by **Kunst- und Werbedruck** in Bad Oeynhausen for the outstanding quality of its magazines and catalogues. A one-stop print media provider with 110 employees, Kunst- und Werbedruck's press fleet includes sheetfed litho presses and a 16-page KBA Compacta 217 commercial press.

Vogel Druck und Medienservice in Höchberg, near Würzburg, received a special commendation in the category "Magazine printer of the year". Vogel, which has 400 employees and is part of the Arva-to group, operates a new double-decker Compacta 217 and a Rapida 105 medium-format press with DriveTronic SPC dedicated drives.



A KBA Commander press line will be installed late this year at a new printing plant in Malmö, Sweden, belonging to longstanding KBA customer Rotationen Nyköping

KBA Commander to bring home the bacon in Denmark

At the beginning of November KBA booked an order from Danish printing house **Rotationen Nyköping** for a Commander nine-cylinder satellite press with a raft of features that include RollerTronic automatic roller locks. Delivery is scheduled for late this year and the press will be installed in a new printing plant in Malmö, Sweden. Rotationen Nyköping, which was established in 1990 on the island of Falster, is a longstanding KBA customer and has been running a Comet press in 24-hour operation since 1997, printing a local title,

Folketidende, and contract titles with circulations in some cases of over one million copies.

Managing director John Andersen says: "The new bridge linking Copenhagen and Malmö has turbocharged the local economy. This investment in a new printing plant in Malmö, with a KBA Commander as the mainstay, will enable us to bring work in-house that was previously outsourced, and print jobs faster, in full colour and to a higher quality than ever before. It also furnishes a sound economic basis for taking on additional work."

The floor-mounted Commander for Rotationen Malmö will have a cylinder circumference of 1,120mm (44in), a maximum web width of 1,590mm (62½in) and a maximum output of 85,000 copies per hour in straight production. It will be configured with four Pastomat RC reelstands fed by a Patras M reel-handling system complete with stripping station; four nine-cylinder satellite towers for 4/4; four turner bars; one folder superstructure with two formers; and one 2:5:5 KF 5 folder with a section stitcher and double quar-

terfold capability. It will also be able to inline glue and stitch tabloid copies.

The Commander's numerous automation modules include ink pumping, cylinder washing, two consoles with EAE's Print production scheduling and press preset software, RIP interface and a diagnostics PC. These, in tandem with quality assurance systems (cut-off register controls plus sidelay and web centreline controls), will promote a high level of productivity and image quality.

Record 16-unit Rapida 105 for RR Donnelley in the USA

In the printing industry KBA is well known as a provider not only of off-the-peg sheetfed presses with four, five, six or even eight printing units, but also of customised medium-and large-format presses that cater to some unusual specifications with regard to the number of printing units, coaters and inline capabilities. Many years ago the first 12-, 14- and 15-unit perfecting presses to hit the international market rolled off the production line in Radebeul. Other German press manufacturers later followed suit, though the Japanese are still practising. Long press lines demand a lot of experience and engineering know-how.

Not long ago **The Nielsen Company** in Florence, Kentucky, a print enterprise belonging to RR Donnelley, the globally active US print giant, took delivery of the world's first 16-unit Rapida 105 with a total length of around 31m (102ft) including the console. The high-automation press, which features a host of whistles and bells, has six printing units, a coater and two dryers – ie a total of nine units – before the automatically convertible perfecting unit, with a further six printing units, a coater and double extended delivery to follow. It is so long that if you want to see the whole press line, it is best to look at a photograph.



From the left: Jan Drechsel, KBA sales director; Kevin Henges, The Nielsen Company press room manager; Walter Chmura, KBA NA; Stefan Schmidt, KBA sales; Douglas Weber, Donnelley Corporate offset technical manager; Jörg-Michael Minschke, KBA print instructor; John Lestingi, The Nielsen Company plant manager; and Frank Hollang, KBA print instructor, lining up at the longest-ever Rapida 105 following successful print tests

Perhaps in future Kentucky will become just as famous for its unusual printing presses as it is for

its magnificent horses and, of course, its world-renowned races.



Swiss printer Lutz and its Rapida 74G

Swiss print provider Lutz' avowed commitment to on-site conservation informs a modern ecological corporate management. And playing a major role is a waterless Rapida 74G with keyless GravufLOW inking units.

Lutz is located in Speicher, high above the Goldach ravine in the Swiss canton of Appenzell Ausserrhoden. Heini Lutz took over the book printer, which was founded in 1920, in 1981. Says Lutz: "For us, the future of our natural environment is a prime issue. With a number of new investments we have made unique advances towards ecologically responsible production. And ecology will remain a key factor in future decision-making."

Following the introduction in 2000 of an incentive tax on volatile organic compounds (VOCs) and the lowering of emission thresholds, Lutz conducted an exhaustive analysis of the potential risks and rewards associated with waterless and keyless GravufLOW™ inking technology. In 2004 Lutz became the first company in Switzerland to invest in a Rapida 74G five-colour coater press. "Our green credentials and emerging trends in the government's environmental policy were what motivated us to adopt this new technology. Without innovative technology, environmental

conservation is virtually unthinkable," says managing director Lutz. "Above all, the Rapida 74G gives us much greater flexibility in four-colour commercial production and allows us to offer quick delivery of top-quality products. Fast make-readies and a low level of start-up waste enhance cost efficiency, particularly during short-run production." Print runs range from 150 to 20,000 sheets.

Under the VOC directive, the current tax exemption for machine installations with emissions substantially higher than the thresholds stipulated in the LRV (Luftreinhalte-Verordnung, or clean-air act) will expire as early as the end of 2008 (an incentive tax of 3 Swiss francs per kg VOC has applied since January 2003). For the print media industry this could

entail much higher costs. "One of our prime environmental goals is thus the ongoing reduction of IPA. And ultimately that means a move away from fountain solution," stresses Lutz.

Dispensing with fountain solution and dampening additives in offset production not only reduces the outlay on fresh water and IPA but also the high cost of disposal for hazardous liquid waste. At the same time this reduces the volume of problem waste generated and improves on-site waste management.

Lutz has redefined the benchmark for quality-conscious and environmentally responsible print production in Switzerland with the creation of an ecolabel, eps (eco-printing system®), an innovation that is unique in Switzerland.



Success through conservation:
an image gain in the market,
contented staff in the company

**Innovation and technology
for sustained development:**
KBA's Rapida 74G five-colour
coater press plays its part

Report

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