

GOSS | INTERNATIONAL

WEB-OFFSET

M A G A Z I N E



Issue 67

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Technologies
in Focus **3**

Sunday 5000
More Than Just
96 Pages **9**

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Print Remains Vital to the Economics of Journalism



An article titled "Journalism's Next Revolution" in the July 12 issue of leading American financial weekly magazine Barron's asserts that "The iPad could usher in a new era for media..." and that this particular electronic device, unlike others that preceded it, "...signals the long-awaited end of the era of cutting down trees, turning them into paper and printing words on it..."

I admire the ingenuity of Apple, and I may be biased by my position at Goss International, but the arguments supporting this conclusion and the more general misconception that there is no future for printed newspapers are flawed.

The presumption that the end of ink on paper is "long-awaited" implies that communicating electronically is automatically and always the "greener" alternative. This fallacy should be challenged more rigorously than it is. Paper is easily recycled. Printing presses typically run for 10 to 20 years or more.

The environmental impact of electronic devices flowing to landfills at an accelerating rate and the electricity to power them and keep them fed with data during a relatively short lifespan prior to obsolescence, on the other hand, tend to be overlooked.

The idea that everyone will have an electronic device through which they access journalistic content is intriguing from a theoretical standpoint, but unproven from a practical one. Compatibility, formatting commonality and reliable distribution are significant hurdles.

Simple economics present an even more imposing barrier. The elimination of printed journalism could render that journalism – and its essential role in society – accessible only to those with the means to invest in relatively expensive electronic devices and to reinvest continuously to avoid obsolescence. Large populations in developed countries, and even larger ones in developing countries that are unable or unwilling to keep pace with constantly evolving electronic technology would be left out. Advertisers who have historically paid a good portion of the bill for journalism would likely take their money elsewhere in response to this segmentation and a net decline in audience.

In comparison, printed newspapers are easily accessible and increasingly affordable. Constant innovation has made the actual printing of newspapers very inexpensive. This has dramatically improved the value proposition, especially for advertisers.

Journalism is a valuable product. As with any product, the challenge is to monetize that value so that production and quality are sustainable. There is considerable doubt that a model based on delivering content exclusively through e-readers could accomplish this.

Instead, businesses that produce journalism should strike a balance between the expectations and requirements of their two revenue sources – readers and advertisers – and seek ways to expand both bases. Increasing, not decreasing, the range of cost-effective media and distribution options is a more promising strategy.

Printed newspapers continue to evolve and they remain a proven platform through which readers and advertisers receive value in exchange for supporting journalism. I have no doubt that those qualities will ensure their prominent role in the media mix for many years to come.

Jochen Meissner
President and CEO

Hybrid Evolutions

Decades after newspaper publishers in the Middle and Far East started routinely employing heatset capabilities, the practice of combining heatset and coldset production is now well and truly established in the wider domain. High-volume titles of world renown are also now in the business of producing heatset jackets, sections and supplements as they pursue more opportunities to attract advertisers and readers, as well as to in-source their own publications.

Many column inches in trade journals and hours at conferences and seminars have been devoted to topics of how to do it, why to do it, and best practice experience, but common understanding of the term 'hybrid printing' varies. Newspaper publishers have been combining heatset pages into a predominantly coldset production for up to 20 years now. Given that there are close to 100 Goss® newspaper press lines installed with dryers worldwide, some of them dating back to the early 1990s, Goss International presides over a wealth of practical experience in the matter.

Around 15 percent of eight-page Goss Universal® press installations – an installed base of almost 5,000 printing units – are regularly printing heatset commercial and semi-commercial as well as coldset pages. So, as the global industry approaches a third decade of 'hybrid' web offset, it is possibly more useful to focus on which are the truly innovative technologies that differentiate the hybrid landscape today.

Drawing on its extensive experience of 'hybrid' ventures, over time, Goss International has pooled collective learnings with the broad objective of tackling the supporting requirements involved in day-to-day hybrid production. To maximize the publisher's new revenue stream it is clearly essential that any product enhancement raises the profile and kudos of each publication. More importantly it must pay for itself in the shortest timeframe. After initial equipment investment, the biggest challenge to ensuring that happens is in maintaining efficiency, quality and maximum press utilization. For this reason, Goss developments have focused on enhancing the core technologies to enable consistently repeatable high quality, minimal changeover time, minimal manual intervention and minimal waste.

Having the edge on inking

In achieving an efficient hybrid production model there can be some significant obstacles to negotiate, not least the fact that the fundamental properties of heatset and





Goss Contiwab dryers have long been the benchmark in the heatset web offset industry, leading the field in quality, efficiency and ecological design.

coldset inks are so different. Coldset inks are oil based; the ink does not 'set' but rather relies on oil absorption by the paper in order to dry. 'Heatset' inks, on the other hand, are solvent-based, meaning that heat must be applied to the ink to evaporate the solvent and leave a dry product. Of course, dedicated hybrid inks have been in development for a number of years now but they still require some refinement, and are also costly.

The opportunity to sidestep such ink complications is a big stride in the right direction. The unique functionality of Goss® DigiRail™ digital inking is crucial to making this possible.

Goss DigiRail digital inking uses high-precision, low-torque, in-line gear pumps to feed individual digitally controlled 'electro/pneumatic' valves, which provide a stream of accurately metered ink pulses to the ink train. The gear pumps are enclosed in a manifold – a completely sealed unit – which feeds a precisely controlled supply of fresh, uncontaminated ink evenly to the gear pumps from a pressurized supply system. Unlike other inking systems, there are no additional external pipes, blades or servo units which often lead to contamination of the ink or unreliability. This ensures dramatic advantages for cleaning, as well as in maintenance and ink waste reduction.

It is this simplicity in cleaning, in particular, that makes so much difference when it comes to changing inks in a hybrid production scenario.

The ink is stripped from the ink train at the end of the job prior to changeover, the ink train is washed automatically and excess ink is removed from the slow speed roller by a pneumatic scraper mechanism. Following the purging process, automated (electro-pneumatic) valves in the ink supply pipes 'switch' supply and the ink train is 'pre-inked' for fast makeready. The whole changeover procedure is automated from digital data with no manual intervention,

making it as close to an industrial process as is possible. With Goss DigiRail inking now available on the newspaper and commercial presses, industrialized ink changeover is available to publishers of any size, on a new press or as a retrofit.

The heat of the matter

Another major challenge in hybrid production is allowing for and controlling the effects of heat on paper, especially when combining different stocks. For example, producing an enhanced heatset jacket, insert or supplement may necessitate a higher grade newsprint or a lightweight coated paper while the main body of the publication is using standard newsprint. The two stocks will react differently to ink, water and temperatures, risking two very different products when folding and binding.

Drying a printed web is a precision process requiring constant and tight control. The application of heat must be finely balanced as well as fine tuned to the consumables being used. Simply put, too much heat, and the paper may distort or become brittle, inflexible and difficult to manipulate successfully through folding and other post-print operations. Excessive heat can also have a detrimental effect on the ink finish and lay-down. Too little heat, and the ink and the paper do not dry sufficiently, leading to a number of problems including smearing and build-up. Chill rolls are introduced into the equation to counteract and re-balance the high temperature of the web after drying, restabilizing the ink and paper properties before the web goes into finishing processes.

Achieving and maintaining control is the most crucial element in ensuring that each finished print product meets expectations, and it is in this respect that long-term industry-leading web drying expertise comes to the fore.

Goss Contiwab™ dryers have long been the benchmark in



the heatset web offset industry, with Goss Ecocool® and its next generation Goss Ecoset™ dryers leading the field in quality, efficiency and ecological design. As well as providing print quality enhancements through elimination of condensate build-up, Goss Ecocool technology maintains a uniform tension in the web. This minimizes the risk of web breaks throughout the speed range, irrespective of paper characteristics, ink coverage or web width. The entire length of the dryer is used to guide the web via web edge sensors integrated in a closed-loop configuration with the control system. Positioned on the first chill roller, these eliminate the need for a separate web guide, and allow the web to better stabilize, incrementally throughout production. Concave chill rollers stretch the web, making it more stable and less likely to be damaged.

Award-winning Ecocool web remoistening technology is a further safeguard to assert control over the behavior of paper. During the drying process, water from the paper evaporates, which causes the paper to shrink. The advantage of remoistening the web immediately after drying is that the size of the web is brought back to its original dimensions. No further dimensional change of the signature related to moisture uptake from the environment will occur after binding or cutting the finished product.

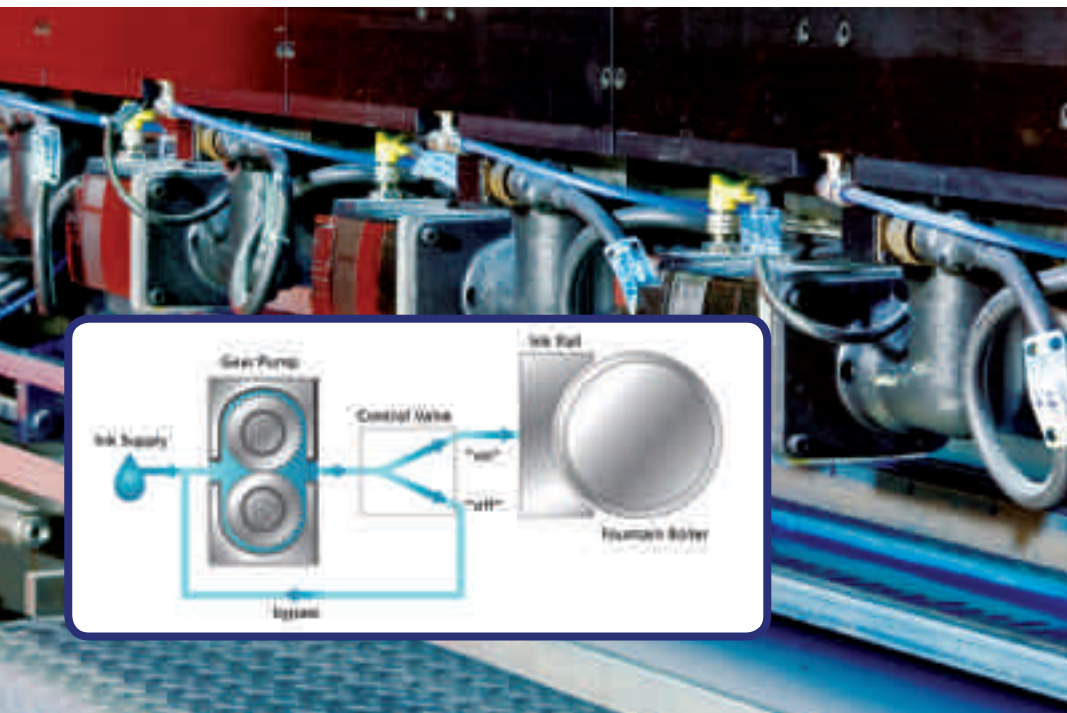
Bringing technologies together

With approximately 40 operatives, working in three shifts, the Independent News & Media site at

Newry has its combined heatset/coldset production fine-tuned. Running a Goss FPS™ press consisting of four 4x2 towers, three 5x2 towers with dryers and two folders, the facility produces around 3 million copies per week, more than 700,000 of which are full heatset.

Like its coldset production, heatset is a highly automated process, successfully relying on DigiRail inking, automatic blanket and ink train washing, automatic reel-loading, semi-automated plate loading and automated unloading, along with automated color and cut-off register control. Such is the finesse of the DigiRail inking system, its ink-key presetting and closed-loop register controls provide all the color control required for the national dailies and heatset magazines. Three pure heatset titles are printed on improved newsprint or lightweight coated paper, stitched inline and trimmed on three sides.

“INM Newry has mastered production with this press, through its combination of state-of-the-art core technologies and their own vision and imagination,” comments Shane Lancaster, Goss International senior vice president & general manager - UK. “It is one of a kind in being capable of producing a heatset tabloid magazine of up to 120 pages in one pass of the press, taking around 30 seconds for a magazine to go from white paper in the reel to a printed, folded, stitched, trimmed and stacked magazine. In 40 seconds they have a strapped bundle ready for dispatch.”



When using Goss DigiRail inking for hybrid production, the changeover between heatset and coldset inks is entirely automated, making it as close to an industrial process as is possible.

Goss Magnum Gets to Work in Uganda

Following last year's order for an eight-tower Magnum® 4 press, an inaugural launch event took place in May 2010, marking the successful start-up by the Ugandan media group NVPPCL (the Vision Group) that produces the national daily newspaper *The New Vision*. The event was attended by leading business people, political figures and the guest of honor, Finance Minister Syda Bbumba, representing the Ugandan president, His Excellency, Yoweri Museveni.

Configured as eight four-high towers with eight zero-speed splicers and an N40 folder with quarterfold and tabloid stitcher, the new Magnum 4 press with 578 mm cut-off increases page and color capacity and production flexibility for the Vision Group. The investment enables the publisher to print the 64-page publication in full-color in a single pass.

According to Robert Kabushenga, CEO of the Vision Group, the newspaper title has maintained a strong position in the market throughout its history. From its start in 1986 as a wholly state-owned venture, it became a public limited liability company in 2002 and then achieved a listing on the Uganda Securities Exchange Ltd (USE) in 2004. Today, he says, the title enjoys a 60-percent share of total daily newspaper sales, "We're the leading daily in Uganda and we continue to improve our competitive advantage in print quality with this latest investment. The new Magnum 4 press supports our commitment to both readers and advertisers to provide them with a top-quality publication."

Kabushenga continues, "Newspaper circulation figures in Uganda continue to rise, so our business must grow with them in order to maintain our position as number one. The higher pagination capability of the Magnum 4 press enables us to print *The New Vision* in just one run. This, in conjunction with the improved speeds of 40,000 cph, dramatically reduces the production window required, which is great news for our production team."

The Magnum 4 press is installed in a new building at the company's site at Kampala. The order for the press was completed with Spicers East Africa, Goss International's agent for newspaper presses in East Africa.

"We have been a Community® press user for many years and have successfully completed several press extensions. These projects have delivered excellent results. It was

A Message from the President

Through his emissary at the launch event, President Museveni commended the Vision Group for its rapid expansion that has made it a dominant and profitable multimedia company. As reported in the flagship title, the president noted that from a single daily paper, *The New Vision* has expanded into a multimedia house with countrywide readers, listeners and viewers: "The New Vision has demonstrated the versatility expected of a modern media house. It's gratifying that the company, starting from scratch, has grown into Uganda's leading, dominant and profitable media house." Museveni praised the past company managers for laying a firm base and the current managers for their foresightedness.

President Museveni's remarks were contained in a speech read by Finance Minister Syda Bbumba at the event, through which the president observed that, while the role of the media is to gather and disseminate information, business acumen is vital in ensuring self-sustainability. He urged the media to broadcast educative programmes, research and publish information that will help in the transformation of the country.

"You are an important vehicle which can be used either to build or break a nation," he said, urging journalists to have a balance of judgment in what they disseminate. "The sense of responsibility must override other pursuits in the field. Be honest, incorruptible, objective and simple and identify with your audiences," he advised.

Extracts courtesy of New Vision





Robert Kabushenga, CEO of the Vision Group, gives Ugandan finance minister, Syda Bbumba, a tour of the new press.

a natural decision to work with Goss International and Spicers for this considerable investment," Kabushenga concludes.

As well as *The New Vision*, the Vision Group also publishes weekend titles *Saturday* and *Sunday Vision*, Luganda language daily *Bukedde* and three regional newspapers: *Orumuri*, *Rupiny* and *Etop* serving the West, North and East of the country respectively. Magazine titles include quarterly *Bride and Groom*, monthly entertainment title *City Beat*, Uganda's only monthly publication on soccer, *Premiership*, and leading women's title *Flair For Her*. The Vision Group also has interests in internet publishing and radio. The government of Uganda owns 53-percent of the Vision Group's shares whilst the remaining 47-percent is owned by the public.



The new Goss Magnum press enables the Vision Group to print 64 full-color pages in one pass.

"This has been a wonderful project to be involved in," says Paul Feeney, Goss International Sales Manager Middle East and Africa. "From the outset, the Vision Group was clear about its objectives and confident that we and Spicers were the partners they wanted to work with. The local terrain, environment and social mores have made it challenging and rewarding in equal measure. Now the customer has a state-of-the-art installation to show for its vision and for its faith in Goss International."

Swiss Upgrade for New Controls

Leading Swiss high-quality printer Zehnder Print AG, based in St. Gallen, has ordered a major press controls upgrade to deliver latest capabilities from an existing 2x1 shaftless Goss Universal™ press. Completion of the project will see automation of all press auxiliary systems, including reel-stands, color, cut-off and web tension controls, integrated into one system.

Comprising six four-high towers, one folder, one dryer and eight reelstands, the press is currently used for both heat-set and coldset production, with demand for the former growing steadily in recent years. Working in cooperation with Harland Simon, Goss International will install three new combined consoles to replace existing desks and separate quality control hardware. Electronic modules in each printing unit and boards for the control of inking and dampening will also be replaced with modern JDF-compliant systems.

The entire press will also be supported by a remote diagnostics service, enabling Goss International technicians to provide Zehnder with round-the-clock assistance in the case of technical difficulties.

"The Goss team has come up with a solution that allows us to eliminate components as they become obsolete



while providing a growth path for any necessary future additions," commented Alexander Honsel, production director at Zehnder. "We're very confident of having chosen precisely the right package to modernize and enhance our capabilities to see us through the next ten years of production with our existing Universal press."

Unique Uniliner for Italian Daily

Looking for greater productivity with product versatility and operational simplicity, independent publisher SEV (Società Editoriale Varesina) of Varese, northern Italy, has chosen a first-of-its-kind 3x2 Goss® Uniliner® press.

Scheduled for installation into a new plant in Borsano, close to Milan, later this year, the new 3x2 Uniliner press will be used principally to print the company's flagship title *La Prealpina*, a tabloid daily with several editions circulated in the region of Lombardy.

"*La Prealpina* was founded in 1888 and has continued to grow and adapt over that time to remain relevant and important to the people of this region," states Daniela Bramati, SEV publisher. "This latest investment is part of that continuing commitment to maintain a strong voice for Lombardy, and from next year it will have more color, more vibrancy and more opportunities for our advertisers."

Thinking outside the box

"Despite the recent recession, our advertisers are demanding more and more color," continues Bramati. "We need to meet their demands, but with a solution that is both economical and practical. We are very pleased with the 'out-of-the-box' thinking provided by Goss International and their attention to detail in analyzing our requirements."

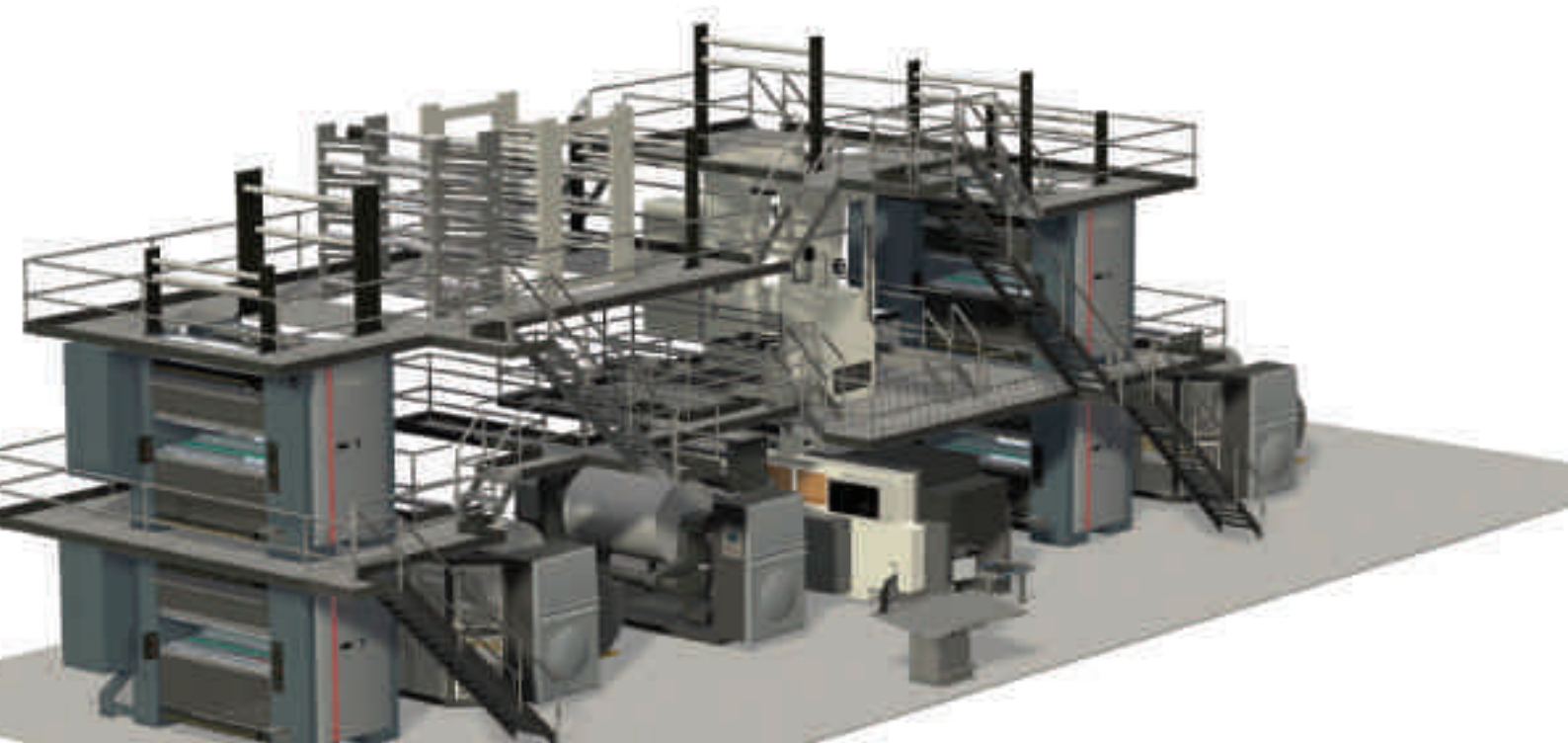
La Prealpina also has a requirement to run up to 72 pages, with 24 in full color for special editions. According to Bramati, the modularity and versatility of the Uniliner model and the characteristics of this unique configuration provide a greater range of production options, while ensuring simplicity of operation.

The Goss Uniliner press will replace an older Goss press Super Gazette® that currently delivers a maximum of 48 pages, with only six in color. Jennifer N'Guyen, Goss International sales manager for Italy and Portugal, explains that the new configuration has a number of significant advantages for *La Prealpina*.

"Conventional configurations are not ideal for this pagination and the 450 x 310 mm (17.7 x 12.2 inches) product size," according to N'Guyen. "To get 72 pages, a single-width, one-around press would require nine webs, creating a large footprint and pressure to increase the size of the existing press crew. A double-width, two-around solution would need five webs, each with a width of 1800mm. In addition to the wasted capacity of an 80-page press, this scenario would mean a whole new learning curve for production staff."

To avoid these challenges, Goss International worked closely with the production team at SEV to develop the unique 3x2 Uniliner solution. This cylinder configuration creates a 50 percent increase in pagination from a single web, enabling a two-tower press with three splicers to deliver the required 72 tabloid pages with the option to run up to 24 pages in full color. The result is an extremely compact solution, which is easy to operate and has the flexibility to cope with any number of pagination requirements.

"The versatility was crucial for SEV," continues N'Guyen. "As well as the daily paper, the press will print semi-commercial jobs and will be equipped with a special folder arrangement that enables production of 310 x 310 mm (12.2 inch) square products from 32 to 96 pages. It will also allow SEV to produce a tabloid of up to 48 pages with a height varying from 300 to 450 mm (11.8 x 17.7 inches). In other words, this will be a very versatile press that will go much beyond what a standard newspaper press can offer."



96 Pages, and Counting...

The Goss® Sunday™ 5000 is widely known for its groundbreaking status as the world's first single-web 96-page offset press but the title may fail to do justice to the full capacity and versatility of the model. Teamed with the appropriate pinless folder, the Sunday 5000 press system can actually print as many as 104 DIN A4 pages in a single pass, as well as offering an enormous flexibility in product format capability.

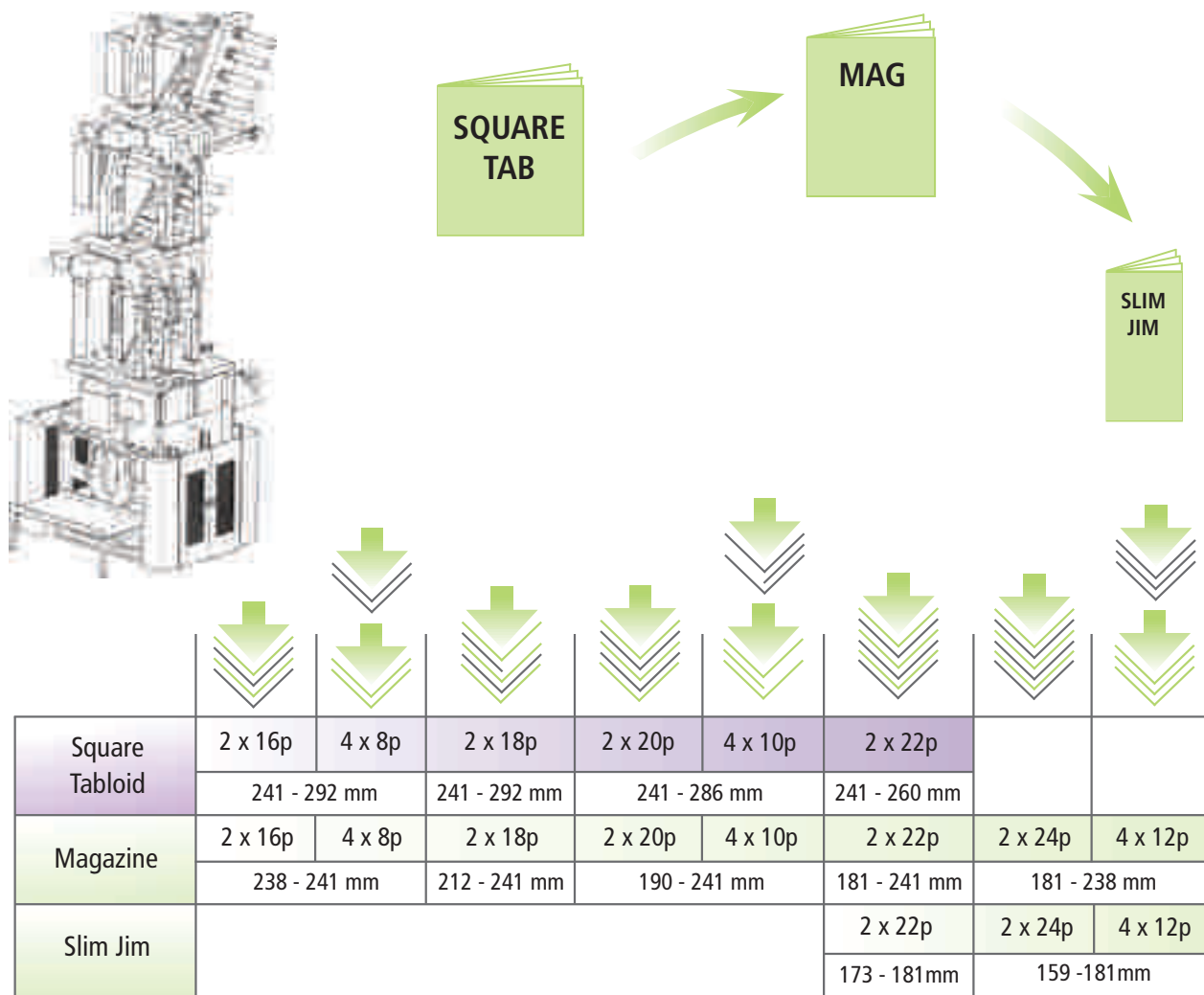
Tabloid, square tabloid, magazine, slim jim and digest are just some of the options available from the Sunday 5000 press, at a productivity level unmatched by any other single-web offset press installed to date. Pinless folding is the perfect complement to the capabilities and paper-saving advantages of the Sunday 5000 press, and paper savings can be maximized when teamed with Goss Ecocool® and EcoSet™ dryers.

PFF-3 pinless former folder

The PFF-3 pinless former folder produces a signature with three open sides and a full range of magazine, delta fold, digest, tabloid and slim jim products at up to 15 meters per second (3,000 feet/min). Automated presetting, push-button changeovers and on-the-run adjustments speed up the makeready process and prevent unnecessary stops.

Several folder models incorporate two decades of design experience to maximize speed, versatility and reliability.

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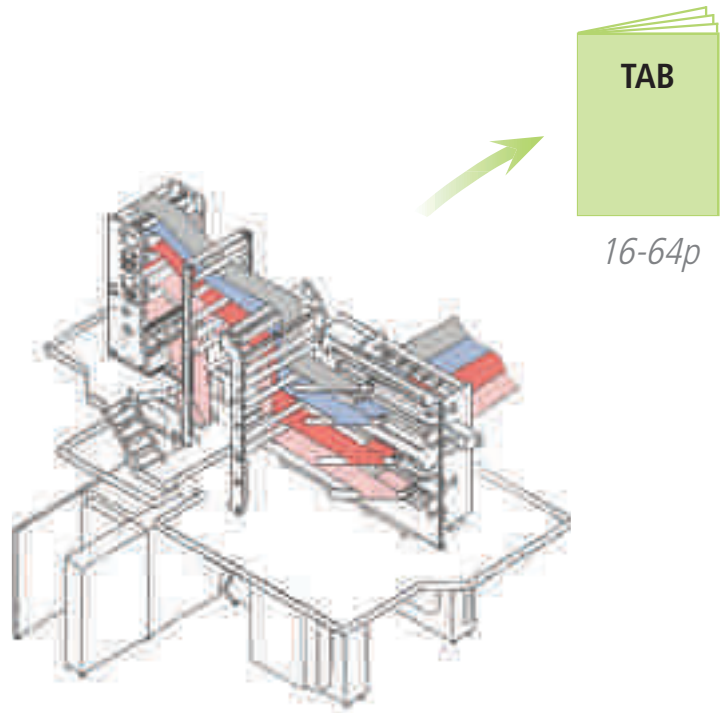
Product portfolio from one 2860 mm web through a PFF-3 folder (3 side open signature) - 610mm cut-off



96 pages, and counting... Continued from previous page

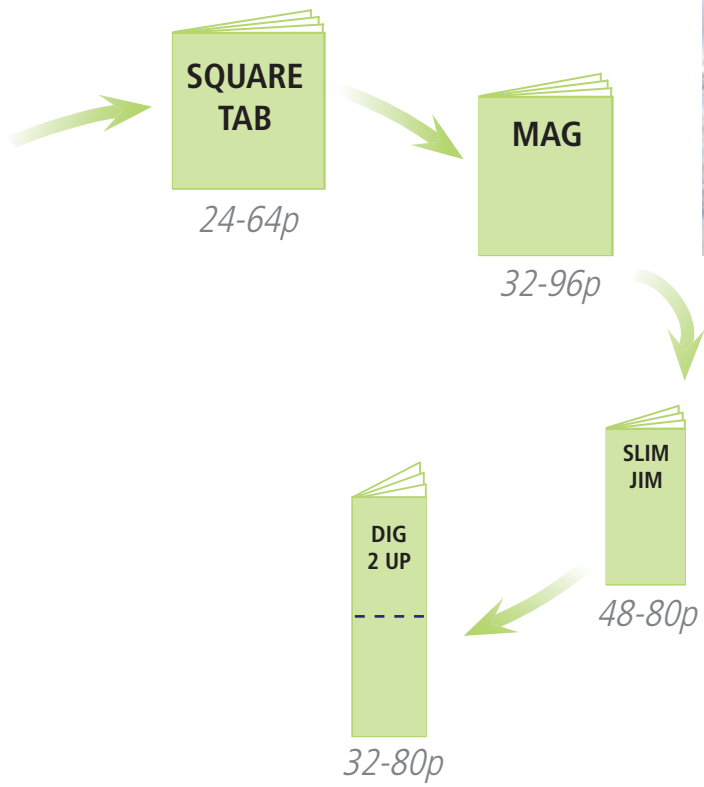
PCF-3 pinless combination folder

Long-grain Sunday™ 5000 presses can be matched with pinless combination folders such as the PCF-3 to produce a wide range of magazine, tabloid, slim jim and digest formats, including a 104-page DIN A4-format (8.3 x 11.7 inches) magazine. The folder features several innovative technologies for high-speed signature handling full presetting, semi-automatic changeovers.



	↓	↓	↓	↓	↓	↓	
Tabloid	32p		40p		48p		
	2 x 16p 1 x 32p 476 - 508mm		2 x 20p 1 x 40p 381 - 508mm		2 x 24p 1 x 48p 317 - 476mm		
Square Tabloid							
Magazine	64p	72p	80p	88p	96p	104p	
	2 x 32p 1 x 64p 238 - 241mm	2 x 36p 1 x 72p 212 - 241mm	2 x 40p 1 x 80p 190 - 241mm	2 x 44p 181 - 241mm	2 x 48p 1 x 96p 181 - 238mm	2 x 52p 181 - 220mm	
Slim jim							
Digest	64p		80p		96p		
	2 x 32p 1 x 64p 238 - 241mm		2 x 40p 1 x 80p 190 - 241mm		2 x 48p 1 x 96p 158 - 238mm		

Product portfolio from one 2860 mm web through a Goss combination folder



	56p		64p		72p		80p
	2 x 28p 1 x 56p		2 x 32p 1 x 64p		2 x 36p		2 x 40p
	272 - 362mm		241 - 357mm		241 - 317mm		241 - 286mm
	112p	120p	128p	136p	144p	152p	160p
	2 x 56p	2 x 60p	2 x 64p	2 x 68p	2 x 72p	2 x 76p	2 x 80p
	136 - 181mm	127 - 181mm	120 - 178mm	112 - 168mm	110 - 158mm	110 - 150mm	110 - 143mm
	112p		128p		144p		160p
	2 x 56p		2 x 64p		2 x 72p		2 x 80p
	136 - 204mm		120 - 178mm		120 - 158mm		120 - 143mm

Nurturing the Passion for Print

Student print production manager Nick Gawreluk and his award-winning college magazine epitomize why a Goss® Sunday™ 2000 press was consigned to The Rochester Institute of Technology.



At just 19 years old, Nick Gawreluk already has a wealth of experience in print production, having completed several internships with commercial printers and production roles for a number of publications.



A recent front cover of Reporter magazine featured a special scented ink to create a "rub and smell" french fry aroma.

Every Friday morning, when students at the university in upstate New York pick up a new copy of *Reporter* magazine, they get more than compelling information and entertainment. The publication exemplifies the school's goal of being a leader in professional and career-oriented education.

A winner of numerous state and national awards, *Reporter* is highly-regarded as one of the USA's most innovative college publications, respected for its high-quality writing, photography, illustration, and design. Notably, the magazine is wholly student-run. All editorial, photographic, business, design and production work is done on campus with support from RIT's well-equipped Printing Application Lab and its Sunday 2000™ press.

With its impressive stable of scanning, proofing and CTP equipment, five digital printers, a sheetfed press and the Sunday

web press, the Printing Applications Lab provides hands-on training for budding print professionals like Nick Gawreluk. A student of New Media Publishing, Gawreluk recently secured the position of print production manager for *Reporter*, a role he has coveted for over two years.

Spreading the 'wow' factor via print

"My ultimate goal within this position is to make the entire student body at RIT aware of print and appreciate it in ways they never thought were possible," states Gawreluk, adding that it is through the creative use of industry-leading technology that he plans to achieve his aim.

The 32-page full-color *Reporter* magazine has a circulation of 6,000 and is printed weekly on the gapless six-unit Sunday 2000 press which was consigned to the school in 2003. The press has a 57 inch (144.8 cm) web width, a pinless folder, closed-loop

color control, an Ecocool® dryer and is housed in the purpose-built Goss Web Press Laboratory.

"We use four units of the press for CMYK, and often the additional two units are used for some 'wow' factor with PMS spot colors or specialist inks like metallics – or we look to our digital presses for dimensional clear coating to add texture," Gawreluk explains. "We strive to make each issue of *Reporter* distinctive. There's usually an editorial theme and where possible, we try to support and enhance the theme through print." The recent food issue is a great example of using technology to boost the impact of the message. Gawreluk and his team used a scented ink on the front cover. The rub and smell french fry aroma went down really well across campus.

Technical gains

While printing *Reporter* and other RIT publications is a key occupation of the Sunday press, the majority of its capacity is used for industry research. Suppliers work with RIT's Printing Applications Lab for accurate and confidential evaluations of paper, ink, plates, fountain solutions, blankets and other printing consumables. The work has benefits for the *Reporter* too – un-used rolls of paper are donated to print the news publication each week.

(Technical Association of the Graphic Arts) *Journal*. With all this experience, does he think the print industry is innovative enough for today's fast pace of life? "Absolutely," he confirms. "Something that I love about this industry is the constant progression of technology. Every day I find myself reading about new digital and offset presses that are setting higher standards than were previously available on the market."

With duties including strategic print production planning, attending press runs, coordination of special projects, communication between art staff, editorial staff and outside vendors and planning and development for distribution and circulation, the role is indeed very close to that of a commercial production manager.

Gawreluk adds, "Coming into this job, what excited me most was the prospect of managing print on the Goss Sunday



According to Nick Gawreluk, the Goss Sunday 2000 press at RIT is a "phenomenal educational resource".

Gawreluk asserts that the continually changing substrate does not cause any production issues; it merely assists him in his ambition to make people more conscious of print. "The paper is always of a high quality, and with the sophisticated equipment and software we use, there's never any compromise in print quality. One of our projects for the future will be to set up color profiles for the papers we use frequently. Also, it makes it harder for readers to be oblivious to the paper stock *Reporter* is printed on when it changes regularly, so it definitely encourages people to be more aware of the print around them," he says.

Gawreluk already has a wealth of experience in print production. He has completed several internships with commercial printers and previously had production roles for other RIT publications including its *TAGA*

Catching the bug

How to attract new blood is a question often asked in the world of graphic arts. Gawreluk caught the printing bug early at his high school graphic arts department, after trying out basic screen printing and one-color offset, and has been passionate about print ever since. He developed his enthusiasm along the way through proactively seeking out internships – wherever possible targeting companies that have invested in technologies to provide a competitive edge by facilitating innovative and cutting-edge printing services for customers.

The next step in his career was to secure a place at RIT. "I think RIT is the number one college in the U.S. for print," Gawreluk states, "It offers a very practical degree and a lot of hands-on experience – the position as *Reporter's* print production manager is certainly a good example."

2000 web press – it's hands-down the best quality web offset press I've worked with and a phenomenal educational resource."

Out of an initial encounter at high-school, Gawreluk is clearly cultivating a long-term commitment to the print medium. It is proof that making print and print technology accessible to young people certainly helps to nurture the passion. So where is the graphic arts industry going to find the next generation of passionate, skilled printers? Perhaps elementary school would be a good start.

The Packaging Proposition

Offset lithography is a versatile process with benefits well known to all Goss® equipment users, but the benefits of that versatility extend beyond publishing and commercial printing applications. Capable of printing with high speed, efficiency and quality on a variety of substrates including metal, paper and board, film and laminates, it is a process that begs to be considered for an increasing range of packaging jobs.

A recent study by the research body Pira International, entitled *The Future of Package Printing to 2013*, identified the key trends at work in the industry today and the unassailable argument for further offset innovations for packaging requirements. The study confirms offset lithography (web and sheet) as one of the most common methods for package printing today, while highlighting increasing potential for the future. As it continues to gain share in folding cartons, metal packaging and labels, conventional offset lithography is forecast a compound annual growth rate (CAGR) that should see it, by a narrow margin, take the largest share of the package printing market by 2013.

While the global package printing market is estimated at \$275.2 billion in 2007 and predicted to reach \$356.6 billion in 2013, there is still plenty of competition driving packaging printers in all categories to strive for higher productivity, lower costs and added flexibility through judicious investment. That competitive pressure along with the changing demands on the packaging industry as a whole are increasing the attention on new developments in flexography, gravure, offset and digital printing platforms.

Market drivers

The Pira study highlights some of the market demands and key drivers currently playing out in the packing printing and converting industries. They include:

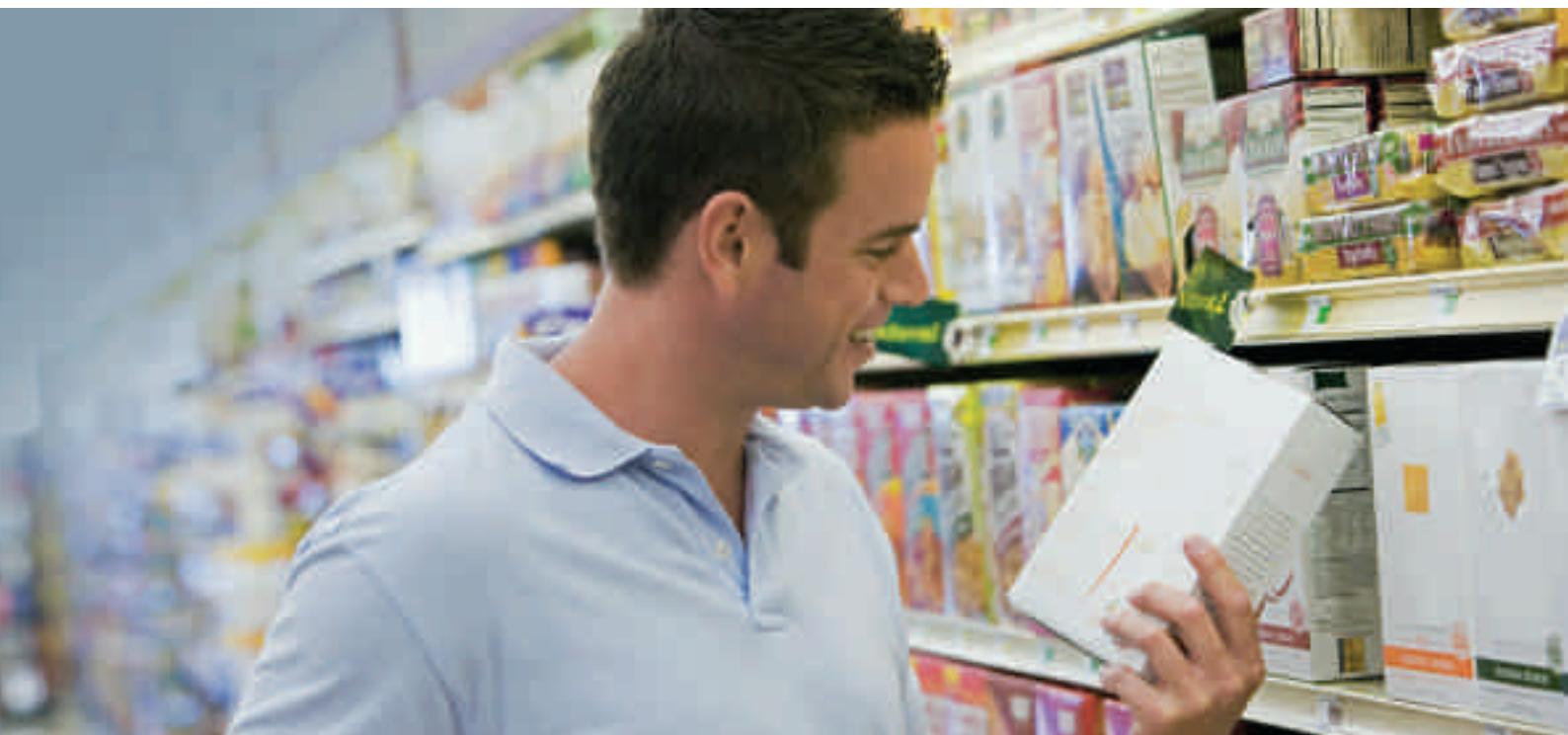
- Brand differentiation – brand owners and retailers continually demanding new features and new designs.

- Personalisation as a means for one-to-one marketing and customer relationship management (CRM)
- The shift to innovative personalised package printing in short runs.
- Substrate changes to create new packaging markets and new printing opportunities.
- Smart and secure packaging for brand protection and anti-counterfeiting.
- Environmental and recycling factors: less packaging, more recycling and reduction in use of materials that are not biodegradable.
- Raw material sources – rarely stable and few long-term price guarantees.

“Today’s packages not only have to be printed, but also die-cut, foil embossed, folded and glued (converted or assembled) in a factory. High raw material prices decrease gross margins, and package printers face hard lobbying by environmentalists and tough packaging waste legislation,” states the report. “Given these pressures, innovations in product and graphic designs, better material use and more efficient printing and manufacturing systems are becoming the key differentiators for printing and packaging manufacturers.”

The packaging advantages of Goss technology

Despite the complexities, with little danger of being displaced by electronic media anytime soon, packaging currently occupies an enviable position among printing



sectors. As such, not only are the Pira growth projections easily credible, but many suppliers and printers are now considering how to capitalize on these opportunities. According to Jacques Navarre, senior vice president of sales and marketing, Goss International is forgoing a "me too" approach and instead bringing something new to the market.

"We're developing new press technology specifically for packaging that exploits the strengths of web offset to give packaging producers competitive advantages," comments Navarre. "As in all print sectors, there is an increased pressure to cut costs without compromising quality and speed, and this is where advanced web offset advantages really come through."

Web offset lithography is an inherently stable process ideally suited for the challenges of high-quality packaging applications, including precise color tones, intricate reverses and screens in excess of 200 lines per inch or 80 lines per cm. Web presses also run fast and deliver that quality consistently – across the web, throughout the run and from job to job. Advances in automated presetting, process integration and closed-loop control have given web offset competitive advantages at a full range of run lengths, including short runs once considered to be in the exclusive domain of the sheetfed process. In developing the Goss® Sunday Vpak™ press, Goss International has combined these proven characteristics with new specialized design features that allow variable repeat settings and accommodate a wide range of substrates and calipers. The combined technologies make it easier and more cost-effective to excel in short- and long-run applications and to exceed the increasingly high quality demands of the packaging sector.

Assessing the alternatives

Gravure - With a wide selection of substrates available, and the ability to print long runs at high speeds with consistently high quality, gravure presses are used for a wide variety of applications such as printing films, foils, wall coverings, gift wrapping, and labels. However, they are best suited to long runs with regular reprints as gravure's engraved printing cylinders are time consuming and very expensive to prepare.

Sunday Vpak press versus gravure:

- Far less expensive plates vs. cylinders
- Faster, lower-cost makereadies
- No complex cylinder imaging and handling

Flexo - Offset and flexo printing are neck-and-neck for packaging market share, currently accounting for almost 75 percent of all package printing, according to Pira International figures. Flexography is strong in key areas such as corrugated board and flexible packaging, and has a significant share of carton printing. Technological developments have made flexography a cost-effective printing and converting platform well suited for today's packaging market.

Sunday Vpak press versus flexo:

- Faster plate making
- Significantly lower plate costs
- No anilox rolls required
- Solids and screens with same print unit
- Higher print quality potential

Sheetfed offset - Within the offset process, sheetfed offset is widely used to print shorter runs of paper packaging, and recent technology developments have opened up opportunities for coating and varnishing. Nevertheless, in terms of costs, substrates and turnaround times, Goss variable sleeve web offset offers powerful performance benefits.

Sunday Vpak press versus sheetfed:

- 50 - 200% higher productivity
- Reduced substrate costs
- In-line converting
- No wait for drying
- Substrate savings with smaller non-print gap
- Print on substrates not suited to sheeting

Global opportunity

In The Future of Package Printing to 2013, Pira International claims that "the developing world is increasingly using packaging as per capita income rises and so does the number of consumers". Many of India's commercial printers have now diversified into packaging, it says, while China's package printing sector is one of the most dynamic print markets in the world. The extraordinary sector growth in China, according to the report, is "mainly due to imported up-to-date technology and sophisticated equipment".

Clearly, the changing global market creates a packaging sector in flux and exerts considerable pressures on printers and suppliers, but these conditions are also creating vast potential for technology developments.

While the worldwide packaging printing sector can choose from many processes based on a variety of considerations, the PIRA data reveals that offset's proposition is increasingly compelling.

"The challenges in every print sector are cutting costs, increasing overall productivity and sustaining quality, and all processes have applications for which they are the best choice," comments Navarre. "However, today's modern web offset presses within automated, digital workflows are emerging as the best option for an expanding range of applications."

Views of Brazil

The success of the recent Expoprint trade show in São Paulo, Brazil placed the South American graphic arts industry once again in the spotlight as a hub of technical advancement and continuing growth. One year on from the start-up of the São Paulo based Goss Brazil facility, feedback has been more than encouraging, coming from some of the key players on the Brazilian scene.



Gráfica Pallotti – captivating customers

“With technology evolving at an unparalleled speed, today’s competitive market dictates that it is not enough to be efficient, to offer good prices, good turnarounds and quality – although they are attributes that must be intrinsic to the service,” asserts Romeu Ullrich, director of Gráfica Pallotti. “You have to go beyond, to surprise and to captivate the customer.”

According to Ullrich, this is the motivation behind all of its recent investments, including the installation of a new web press, its second Goss® M-600™ press. Eighty-seven years after the company was founded, Gráfica Pallotti is taking a huge leap with renewed stimulus, finalizing the transfer of its plant from Porto Alegre to São Leopoldo. The investment also includes a range of finishing equipment and a sheetfed press.

“There’s never been such a dramatic evolution in such a short period of time so it’s essential to know how to invest and what to invest in to maximize the results,” says Ullrich. “With the M-600, printing quality comparable to sheetfed was a key factor in our choice, as well as its ease of operation – the simplicity of making adjustments via CIP4 for example.” For Pallotti, these advantages plus the reliability of the brand and the product are a pre-requisite in an investment decision.

The acquisition of the new press, coincided with the inauguration of the new Goss International sales and

support office in Brazil. “The office in Brazil has certainly facilitated the relationship between client and provider,” concludes Ullrich. “Ongoing support is essential to any good business relationship,” confirms Ullrich.

Editora COC – High-speed production for the next generation

Editora COC is a company with a strong and successful history in educational publications. It was founded in 1986, the year in which the COC teaching model was taken from a regional operation to be incorporated into Brazil’s national education system. Producing its own material, the COC institution revolutionized the educational sector and today presides over 18 teaching institutions all over the country as well as five publishing companies, among them Editora COC in Ribeirão Preto, São Paulo.

Rapid growth has created increased demand for student texts and materials. Requiring more speed of production and large-scale productivity without a quality compromise, the company has acquired a four-high Goss SSC™ Community® tower.

The new press is configured with a zero speed splicer for uninterrupted production, remote ink-key setting, a UV dryer and a folder with quarterfold, capable of handling up to six ribbons and operating at speeds up to 35,000 copies per hour.

"We chose the Goss SSC Community press for its high production velocity and optimum cost-benefit ratio," explains Rafael David, graphic manager of SEB and Editora COC. "Even though we haven't needed to run it at maximum capacity yet, we have noticed the difference. The speed is amazing."



Plural: A leader in production technology

With a printing capacity of 1.3 million 16-page books per hour, Plural, a joint venture between the group Folha and the US company Quad/Graphics, is the biggest web offset printer in South

America. This leadership position

is supported by an association with Goss presses and its affiliates that dates back to 1996 when Plural was founded, operating a M-1000™ web press. In the interim the company has remained loyal to Goss® technology while blazing a trail in the South American market. "Goss technology has offered us growth security", says Carlos Jacomine, general manager of Plural. "Goss equipment is robust and high-performance and its productivity ensures we retain a competitive edge." At present, the company occupies an area of 33,500 m², in Santana do Parnaíba (SP), where there are nine web machines installed, six of them M-1000 presses, one Goss Sunday™ 4000 press and two Sunday 3000 presses. "The Sunday series is evolving powerfully, compared to other web offset machines on the market," comments Jacomine.

Future-focused, Plural is committed to its environmental responsibility program. As well as achieving forestry certifications such as the FSC (Forest Stewardship Council) and the Cerflor/PEFC, the company has pioneered the use of BRC (Bio-Derived Renewable Resource Content) ink in Brazil.

This future focus also relates to technology, of course, and a continuing commitment to invest is in Plural's DNA, even in the face of truly adverse circumstances. It is a claim that was tested in the case of its last major equipment investment when the company ordered four Goss Sunday 3000 presses and four Pacesetter® 2200 saddlestitchers just months before the global economic crisis in 2008, but Plural never looked back. This year the company is consolidating its expansion plans, as part of "a new and innovative project in the Brazilian market", according to Jacomine. Not giving anything away, he will only reveal that Plural is "devoting a great deal of resources to developing the efficiency of our plants" and that the company believes passionately in its clients and in the development of the Brazilian market.



Ibp Gráfica shares the secret to its success

In just five years Ibp Gráfica, part of the Editora Ibp group, became one of the leading web offset printers in Brazil. The first step in its rapid rise came with the

purchase of a 16-page M-600

web press at drupa 2004. According to

Jorge Yunes, director at Ibp Gráfica, the Goss M-600 web press satisfied all expectations in terms of performance and maintenance. "The machine's installation was fast and the start-up quite simple. The M-600 web press allowed us to overcome previous limitations and to reproduce images with much better definition and fidelity." After that initial purchase, Ibp Gráfica invested in two more M-600 systems and a Goss M-500™ press. "In five years, we went from being a division of Ibp Publishing, dedicated exclusively to the production of educational books for the group itself, to become a first line supplier to the wider publishing market," said Yunes.

As well as its web offset division, Ibp Gráfica has sheetfed offset, digital printing and several finishing systems. The entire workflow is digital and includes a remote proofing system.

Flexibility is what best describes Ibp Gráfica, according to Yunes, because the presses are at the core of a harmonious operation which enables the company to tackle complex requirements without friction or discord. Yunes describes a tangible unity across the entire team, from the press operators to sales, company directors and administrators. They all have a common objective: to provide what the client wants. And within that framework, the selection of the most appropriate technology for each production phase, takes an important role. A key element of the Ibp philosophy is investment in modernization, and the pursuit of new business opportunities never ceases. Yunes is tightlipped about the company's plans for the immediate future but is clear that Ibp knows very well where it wants to go, "Our decisions are based on comprehensive and precise information and closely analyzed by a highly skilled group of people. Intuition also plays its part - we are very connected to the fluctuations of our market and we rethink our business daily."

According to Yunes, the opening of Goss International Brazil was important in strengthening the relationship between the supplier and Ibp, as it has helped ensure that the company achieves maximum performance from its equipment. "Occasionally, the complexity of certain products makes the local support very welcome. When facing these situations, Goss International helps us to achieve the best possible results to fulfill our most demanding objectives," he confirms.

Quality Time in Asia

Better print quality, expanded capabilities, and outperforming competitors are just some of the objectives of printers across Asia who have recently invested in Goss® technology.

Rapid Growth at People's Daily

People's Daily of Beijing, China has ordered a two-around Goss Universal® press. With six four-high towers and a speed of 75,000 copies per hour, the new press will provide extra capacity to handle a rapid growth in the publisher's subsidiary titles, such as the *Global Times* and *International Financial Daily*. A new printing facility is also being planned to accommodate more new presses in the future.

People's Daily was the first newspaper publisher to buy Goss brand presses in China in the 1980s. The new Goss Universal which will be installed at the end of 2010 will replace a Goss Metroliner®. According to Mr. Wang Jinhui, director of People's Daily printing center, "The Goss press quality and reliability has been proven by our 30-year-old Goss Metroliner presses that are still running. As today's readers and advertisers call for more flexibility, efficiency and better color quality, we know that the Goss Universal press will deliver."

The two-around printing cylinder and two folders combination provides a range of webbing options, with full color on every page for 24-page broadsheet or 48-page tabloid products. The two folders allow the full capacity of the press to be applied to a

single product or to be split to deliver two products simultaneously. Fast makeready and automated job-change features of the new Universal press will allow for efficient switching from one newspaper title to another.

Since its inception in 1948, People's Daily, headquartered in Beijing, has expanded through satellite printing centers to serve the many regions of China with localized editions of *People's Daily* and other titles. Many of these satellite sites are running Goss presses, including single-width Community® SSC and Magnum™ 4 presses. With a current circulation of 3 million copies, *People's Daily* is among the most influential and authoritative newspapers in China. Within the full portfolio of titles published by People's Daily are key newspaper titles including *People's Daily Overseas Edition*, *China Energy Daily*, *International Financial Daily*, *Jiangnan Times*, *Global Times*, *Securities Times*, *Health Times* and *Satire and Humor*. In addition, the company prints several monthly magazines including *The Earth*, *News Front*, *Auto Club* and *People's Forum*.

"This array of products not only requires printing flexibility, but also high quality and reliability from the reelstand right through

the printing units to the folder," confirms Mr Wang Jinhui. "Goss International offers us the best value for all the features we require. Additionally, the strength of the Goss International sales and service organization in China gives us confidence and assurance. We believe working with a solid organization with trustworthy local resources supports our long-term growth and expansion."



Mr. Wang Jinhui, director of the People's Daily printing center. The company's flagship title has a daily circulation of 3 million copies.



Goss Community: de facto press of choice

Express Newspapers in Sri Lanka, which celebrated its 75th anniversary in 2005 by installing its third Goss Community press, has recently added a further four units. At the time of the original order, managing director Kumar Nadesan described the Community presses as part of past successes and a vision for the future. "Their expandable capabilities are also important to our business," he says. Express produces newspapers for the Tamil speaking population in Sri Lanka, including the daily *Virakesari*, the country's oldest Tamil publication.

A new Goss Community SSC press went into production in March at **UBP Malaysia** in Kuching City, printing Chinese daily title *United Daily News* and copies of the *Star Sarawak* East Malaysia edition. The five-tower press with six splicers has been installed at a new site near an existing plant where a Goss Mercury® press had been in use for some years. Managing director Sim Yong Liang says the new plant is a response to pressure for more color pages and better print quality. "Despite the world economy, local advertising demands are still increasing here and so too is the potential to gain contract printing work. For both of these requirements, we needed

a press with a heritage of quality and flexibility," he says. "Goss International has a solid reputation in the region, and the heritage of the Community SSC press is very important to us. We also needed the back up of a supplier with good servicing capabilities and a fast response."

The new press will print a 20-page all-color broadsheet, or a 24-page edition with four pages in two colors. UBP is part of the United Borneo Press Group with plants in Kuching, Miri and Sibu employing 300 people.

In Brunei too, the modular Community SSC and its derivatives are a de facto standard for printers and publishers. Latest of these is the **Brunei Press**, which has ordered a four-tower Community SSC with full automation. Recently the Sultanate's Government Printing House commissioned a three-tower Magnum 4 press with a dryer and pollution control equipment, to print government reports and newsletters, while a three-tower Community was installed at the **Brunei Times** last year.

Other recent Community installations in the area have been at **Sabah Publishing House** – an SSC flexibly configured with two towers, one two-high and four reelstands – and the **Asia Times** in Sabah, Malaysia where one four-high tower and

three two-highs have upgraded an older Goss Community model.

Having moved into web offset printing at the start of this year with a 16-page Goss M-600™ heatset press, one of Indonesia's largest printing companies, **PT. Indonesia Printer** in Jakarta, has followed up with an order for a four-unit Community SSC in April. "It's all about outperforming competitors and improving customer relationships," president Welly Bolung says: "This type of cutting-edge technology has been the driver throughout our 25-year history and it will continue to lead us forward as a supplier for an expansive market at home and abroad."

Established in 1983, PT. Indonesia Printer produces a range of products including magazines, annual reports, brochures, coffee-table books, greeting cards, general books and posters.

And in the Philippines, book printer **Rex Printing** is another fast-growing company looking to Goss International and Community technology to help sustain its growth. A four-high press with two zero-speed splicers and an SSC folder with quarterfold is being installed in Quezon City in metropolitan Manila. It will print eight pages in full color or 16 pages in spot color at up to 35,000 cph. The philosophy is the same:

"Technology is the backbone of our growth, and we appreciate the reputation and value of the Goss brand," says executive vice president Dominador D. Buhain. "Over the years, we have invested in the best and most reliable printing equipment to print high-quality books and magazines that satisfy both domestic and international demands."

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North American News

FPS press inaugurated in Fredericksburg

With a new name highlighting advanced capabilities and a commercial printer's outlook, Print Innovators officially inaugurated its production facility on September 17. A four-tower Goss® FPS™ press with heatset capabilities has been in production for several months at the Fredericksburg, Virginia (USA) site, along with a Goss Magnapak® inserter and Ferag storage, conveyor and stacking components. Goss Omniview™ software manages and integrates the production process.

Operations director John Jenkins and his team are ready to pursue new jobs to supplement their own *Free Lance-Star* newspaper, existing semi-commercial projects, and the *Washington Examiner* daily newspaper that they now print on a contract basis. "The efficiency and automation of our advanced system will allow us to out-bid competitors," explains Jenkins. "The ability to produce and deliver excellent products at a lower cost is our advantage."



Pic: Courtesy of G. Bergmann

Vancouver publisher adds Goss press

Impressions Worldwide, a distributor and service provider, ordered 40 Community® SSC™ printing units from Goss International to supply a complete press system for Glacier Media headquartered in Canada. Glacier Media will utilize the new press to print the national *Globe and Mail* newspaper for distribution in Saskatchewan and Manitoba.

Goss International has supplied multiple Sunday presses and finishing systems to Plural in Brazil (see page 17) over the past two years. This Universalbinder being assembled and tested at the Goss International facility in Durham, New Hampshire (USA) will be shipped to the printer in São Paulo later this year.



The Cyril-Scott Company chooses Goss heatset web press

One of the first printers in the United States to specialize in web offset production with inline finishing, The Cyril-Scott Company a Consolidated Graphics company, will add a new six-unit Goss M-500™ system to a line-up of thirteen heatset web presses at its at its Lancaster, Ohio facility. "We have always invested in technology that gives our customers the most unique and effective production options," according to Matt Coltharp, president of The Cyril-Scott Company.



Executives from The Cyril-Scott Company (from left to right): Sal Campanaro, vice president of sales; Matt Coltharp, president; Chad Stephenson, vice president; Dave Skwirut, plant manager.

Vertis Communications selects Goss Sunday press for direct mail

Vertis Communications is adding a Goss Sunday™ 2000 press to be installed at Vertis' facility in Chalfont, Pennsylvania, towards the end of this year. "Our clients are being challenged with more condensed in-home dates and stringent regulatory requirements," commented Scott Berry, senior vice president of sales for Vertis Communications. "We will deliver innovative formats with fashion colors to help clients stand out from their competition and engage customers."

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