



ROTOdate

ROTO SMEETS FOUR-MONTHLY NEWSLETTER

No. 10 - JANUARY 2007

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- 4 ERA awards for gravure provided to customers
- Advice for improving print quality
- Environmentally-friendly FSC paper on the rise
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SPECIAL FORMATS & FOLDS

In each issue of this "ROTOdate" newsletter, we bring you examples of various formats or folding options - examples that can be used by your design staff or marketing people. This will allow you to take into account the benefits of these various formats or folding options while designing your publication, in order to generate maximum interest, shop traffic and sales.

Insert stands out!

A section of four to eight pages in a non-standard format in a brochure certainly catches the eye. Not produced as an insert, but directly in-line.

The production of an attachment in a magazine for publishers or retailers is usually done through separately produced inserts. Gravure printing with its many paper webs

offers the option of producing pages of a different height or width in a single run depending on the total size. Now it is also possible to produce such "tabs" in offset.

To make this technically feasible, the printer uses paper webs of different widths. The minimum non-standard format is of course one web, or 4 pages. The maximum non-standard format is dependent on the total size and consists of five webs.

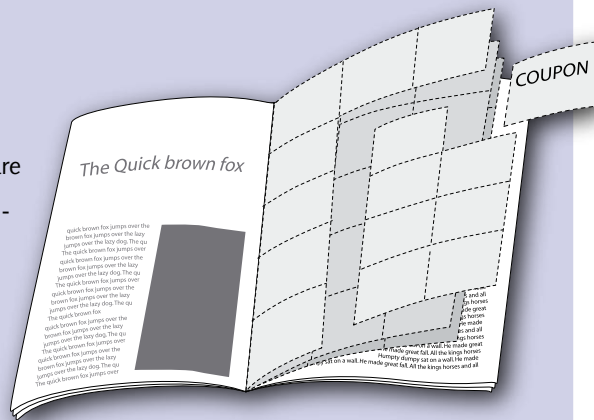
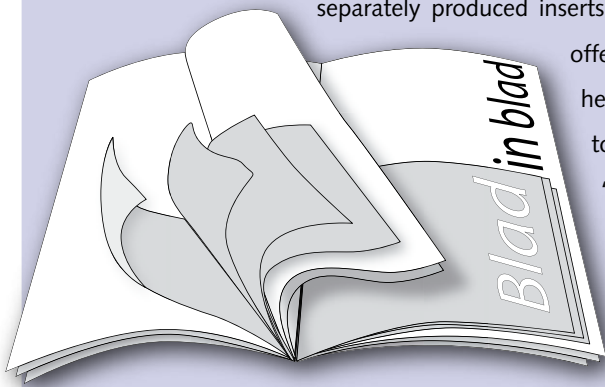
This makes it relatively easy to produce inserts with striking communicative power on the same paper. Retailers and publishers can use these inserts to really highlight certain brands or themes during promotional campaigns.

Coupons for optimal response

Coupons with tempting offers or discounts are hard for the consumer to resist. The virtually invisible perforation even makes a pair of scissors unnecessary.

A number of offset presses at Roto Smeets Weert and Utrecht are able to perform "cross" perforation. This makes it possible to produce in-line coupons or vouchers. You can barely see the perforation yet the vouchers are very easy to tear out. The size and number of vouchers per page may differ. In fact, there are publications where all the pages contain vouchers.

There is a separate perforation unit built into the presses which makes it possible to perforate pages of sizes up to a maximum format of 23.2 by 29.7 cm.



Freezing or melting

I heard recently that in about 35 years' time, all the ice at the North Pole will have melted. Certainly in the Netherlands we are breaking record after record, as the weather gets warmer and warmer, and at the beginning of December the skiing fanatics were still nervously waiting for the green slopes of the winter ski resorts to be covered by snow. I am afraid that it could not be more obvious: the environment has become a top priority.

I am happy to say that at Roto Smeets we have been making it a priority for many years now. Just check this out: since as early as 1994 we have been using the Ecobalance that shows all material flows (plus energy and water) in meticulous detail, since 2000 we have been publishing an annual Environment Report, and our policy is geared towards using raw materials more effectively. The latest reward for our policy of commitment to the environment has been the "Chain of Custody" certificate from FSC. This certificate indicates that we are capable of producing orders in accordance with the FSC guidelines.

Proactive involvement with environmental and energy issues is something that we are delighted to have as a feature of our activities because we consider it nothing less than our moral duty to conduct our business in a socially responsible way. The fact that you, our customer, have chosen Roto Smeets - partly perhaps because of this policy - speaks volumes.



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René van Werkhoven
Managing Director
of Roto Smeets

Submission even more user-friendly through WorkWizz

THE MOST SIGNIFICANT IMPROVEMENTS FOR THE USER: DELIVERED PDFS ARE CHECKED IMMEDIATELY FOLLOWING SUBMISSION AND THE INTERFACE IS TIDIER.

The updated "online submission" system has been available since the end of October.

Working with inputs from the various printing plants, Logic Use has brought about a number of substantial improvements in the process.

Jo Brunenberg, Senior Consultant from Logic Use, explains: "Apart from a significant improvement of the web interface, the biggest change is that all PDF files delivered by customers are automatically checked immediately (within a few minutes) following submission. For that we use the internationally accepted PDF verification profile of the Ghent PDF Workgroup – a workgroup in which Roto Smeets is also involved. Immediately after the PDFs have been uploaded on our website, the customer sees the pages again and a green checkmark indicates that the PDF is valid. If the PDF is invalid, the customer sees a red cross on the page together with what is wrong



with the file. Errors are automatically communicated by e-mail to the Order Manager who can get in touch with the customer who has submitted the file. Previously, a lot of errors were only discovered very late in the process but now they can be detected immediately after delivery and can then be repaired." ROTodate spoke to a customer who uses the online submission system and to one of the system managers of the printing plants to find out what they think of the improved system.

Erik Kollee is System Manager at Roto Smeets Weert and every day it is he who is busy trying to properly process the files delivered by customers. This is what he says about the improved version of the online submission system: "The user logs in through the website www.rotosmeets.com. After filling in his or her login name and password, the user now sees fewer buttons and a clearer structure than before and the PDF file is also automatically checked. That is clearly an improvement. What makes our work easier is that there is no difference between customers who log in through the FTP server or directly through the website. That makes it easier to manage the

data." According to Erik Kollee, more than a hundred international customers of Roto Smeets Weert make use of the digital submission option with WorkWizz. (For Roto Smeets as a whole, there are in fact more than a hundred delivery points, formed by customers or prepress companies.) In addition, the interface is available in five different languages: Dutch, English, French, German and Swedish. "A huge plus point for the user" was what Erik Kollee had to say about it.

Paul van der Vliet is responsible for design at AgriMedia, a publisher of magazines for the agricultural sector. Senefelder Misset prints some titles for AgriMedia. AgriMedia has been using the online submission system for some time now and this is what Paul has to say about the improved application: "I regularly upload pages to Senefelder Misset using WorkWizz and recently I came across the new layout and functionality of the improved online submission process. The automatic PDF check is a real gain for me. Within a few minutes of sending my PDFs, I can already see if they are valid or not. If there is still an invalid PDF, I can immediately see on the "error report" what is wrong with it and whether it is necessary to send a new PDF. It all looks very tidy and the control pre-flight is also a great improvement. Good work - congratulations!"

All Roto Smeets printing plants FSC-certified

AT THE END OF NOVEMBER, ALL THE ROTO SMEETS PRINTING PLANTS RECEIVED THE CHAIN OF CUSTODY CERTIFICATE FROM FSC. THIS MEANS THAT, FOR PRODUCTIONS IN SHEET, ROTARY AND GRAVURE PRINTING, CUSTOMERS CAN GET THEIR ORDERS PRODUCED BY ROTO SMEETS IN ACCORDANCE WITH FSC GUIDELINES.

Good reputation in the area of environmental issues

Roto Smeets has a long-standing reputation for being highly committed to the environment. Since 1994 it has maintained an annual Ecobalance which gives a clear picture of all incoming and outgoing material flows, plus energy and water.

As Roto Smeets states in its Environmental Policy Declaration, the "environmental history" of the paper purchased is something that is closely monitored by Roto Smeets. Sustainable wood harvesting and registration of the origin of the fibrous material are important aspects to be considered when selecting paper suppliers. This pro-

vides an assurance that the wood comes from sustainably managed forests.

To further enforce this policy, Roto Smeets has decided to have all its printing plants certified by the Forest Stewardship Council (FSC). Since Roto Smeets itself does not process the wood but is a part of the wood-to-consumer chain, it has been awarded a Chain of Custody certificate.

The FSC Chain of Custody system (CoC) is the link connecting responsible forest management and the consumer. The main objective of the CoC certification is to ensure that FSC-certified raw material is monitored in the production chain. This means that (end-)consumers can choose FSC-certified products in the knowledge that the origin of the material has been checked.



First European FSC print job in gravure

Susanne Benz, Marketing Manager for ILVA: ILVA wants to make a positive difference in the environments in which we are represented and we acknowledge that social commitment and responsibility are vital for the growth of the company and that this applies to all environmental and social challenges in connection with the business and the management thereof.

ILVA has begun a process which will promote the understanding and management of the environmental and social impact associated with the products that ILVA sells. Much of our garden furniture is for example made from wood from FSC-certified forests. It is also as an extension of this that we will choose printing companies and FSC-certified paper whenever possible. This is what we have done with our 100-page spring catalogue, which has been printed in three languages by Roto Smeets.



(Distribution)

Cervera covers the whole of Sweden with appealing brochures

HOW DO YOU DISTRIBUTE YOUR CATALOGUES IN A COUNTRY THAT, FROM KIRUNA IN THE NORTH TO MALMÖ IN THE SOUTH, COVERS MORE THAN 1,700 KILOMETRES? JUST THINK ABOUT IT - MAKE USE OF ALL THE LOGISTICAL POSSIBILITIES AND END UP WITH A HAPPY CUSTOMER LIKE CERVERA.

Cervera is a strong brand in Sweden. The company runs 54 stores with first-class glass and household items, as well as furniture and homestyling products. Cervera started up in 1987 with one shop in Täby and hasn't stopped growing ever since.

To reach Swedish customers, Cervera produces a brochure twice a year - in spring and winter - showing their wide-ranging collection. Responsible for the production of the brochures - with an average of 44 pages - is Claes Lange, who has been taking care of the printed material for Cervera since 1987.

Claes decided to switch to Roto Smeets in the Netherlands to print and distribute the 2.4 million copies house-to-house in Sweden. Ewa Better from Roto Smeets Sweden is his counterpart in this challenging task.

Thirty different covers

According to Ewa, the printing of the Cervera brochures is pretty straightforward. But that is when the headache starts. Ewa explains: "As you know Sweden is a "long country". Some regions, especially in the north, are sparsely populated. Since Cervera wants to cover the whole country in an efficient way, it has been decided to use several distribution partners: the Swedish Post, the company SDR and publishers of national and local newspapers."

That is only half the story. Not all Cervera shops sell the same articles. There are more than thirty editions of the cover, which are combined with two different versions for the different ranges. All these different catalogues have to be delivered through the three channels mentioned, at the right moment and to the right addresses.

"It's a challenging logistical puzzle, but we worked it out," says Ewa. "It was very important to bring the catalogues from the Netherlands to the right hub in Sweden. We picked out a small number of well-chosen addresses, each one covering a certain geographical region, always keeping in mind that our trucks must be fully loaded and follow the shortest route. With our efficient system we keep transportation costs low and avoid unnecessary pollution."

After two productions, there is already a routine. But Ewa says that every time Roto Smeets

strives to fine-tune distribution: "New Cervera shops are opened, and shops grow and change their products. Can we distribute faster and cheaper? That's the challenge we face today."

With our efficient system we keep transportation costs low and avoid unnecessary pollution

On an annual basis, we deliver about 15,000 truckloads of finished products to customers right across north-west Europe

Good timing is crucial!

Roto Smeets takes care of the logistical coordination and distribution of its printed material, for most of its customers, to the customer's delivery address. Its activities are primarily concentrated in north-west Europe.

We look after the distribution of Philips product catalogues. These are connected to marketing campaigns and so need to be distributed over very short time spans, as all the Philips sales offices must be able to start selling the new models at the same time. Often there is also a European marketing promotion linked with this, meaning that getting the timing right is crucial.

But our logistical efforts are not only geared to the transportation of cargo. We also undertake the direct delivery of products for customers. For example, each month we distribute tariff handbooks all over the world for our customer IATA. These handbooks contain, for example, the air transport tariffs for a specific period. This involves sending 2 books to Cape Town, 3 to Buenos Aires, 10 to Melbourne, and 6 to Beijing. In collaboration with our customer and through the use of effective mail and express solutions we ensure that each month, every time, the tariffs are always up to date across the world.

Roto Smeets has a wealth of experience in the coordination and provision of various kinds of logistical solutions. Air and sea transportation, road transportation, global express services, post: each separate case calls for a tailor-made solution in order to achieve the best result. Roto Smeets takes care of it for you.



Volkskrant Magazine overall winner

Four ERA Awards for gravure go to Roto Smeets customers



THE ROTO SMEETS PRINTING PLANTS AT ETTEN-LEUR AND DEVENTER BAGGED FOUR PRIZES AT THE EUROPEAN PUBLICATION GRAVURE AWARD CEREMONY 2006, ORGANISED BY THE EUROPEAN ROTOGRAVURE ASSOCIATION (ERA). THE PRIZEWINNERS WERE VOLKSKRANT MAGAZINE, MARGRIET, NECKERMAN SOLDENGIDS AND GAMMAKRANT.

An international jury deliberated over the entries, paying special attention to factors such as the colour density, colour register, folding quality and finish. The customers for the prize-winning Roto Smeets products encompassed both publishers and retailers.

The ceremony is an international showcase for gravure printing. To be able to make a fair comparison, the categories are spread across various paper types. Registration of products within these categories is open to both members and non-members of the ERA.

Excellent print work

Paper supplier Norske Skog awarded the "overall" prize to Volkskrant Magazine, which is produced at Roto Smeets Etten. According to the panel, this production represented "the best of the best". Volkskrant Magazine scored highly in all categories such as printing quality, material used, industrial processing and expertise.

Barbara van Beukering, Editor-in-Chief of Volkskrant Magazine: "400,000 copies of our Magazine are published every Saturday with the daily newspaper. The editorial staff invests a great deal of energy in making the Magazine as attractive as possible for the readers. For example, we focus a lot of attention on photography. Each week we publish an eight-page photo feature. Naturally you want those pictures to be perfectly reproduced and printed. That is why we are so delighted with this prize. It is an acknowledge-

ment for the printer who ensures that from a graphic perspective our Magazine is a top class act."

This special Award comes with a monetary prize of EUR 5,000. The intention is for the money to be donated to an activity aimed at showing young readers how good it can be to use paper as a medium of communication.

European gravure printers and related industries and the Eurographic Press are members of the ERA. The Eurographic Press is a collaboration between leading European graphic specialist journals from fourteen countries.

You can find more news and information about the ERA on their website www.era.eu.org

The winners from Roto Smeets

- In the category SC - uncoated/SC paper - Roto Smeets Etten emerged as a winner with Volkskrant Magazine published by PCM.
- In the category LWC - light weight coated - Roto Smeets Deventer was the winner for the production of the magazine Margriet published by Sanoma Uitgevers. Roto Smeets Etten received a special commendation in this category for Neckermann Soldengids published by Neckermann.
- In the category MF - improved newsprint, machine finished - Roto Smeets Deventer received a special commendation for Gammakrant published by Intergamma.

Advice

THE RIGHT RELATIONSHIP BETWEEN PAPER TYPES AND ICC PROFILES IS CRUCIAL TO OBTAIN A GOOD PRINTING RESULT.

Often, for various reasons (costs, quality, look, etc.), you choose different types of paper for your printing jobs.

When we print those same images on different types of paper, you do not get the same qualitative print result. This is because the printing properties of the different paper types are quite simply different.

The printing properties of a particular paper type (colour range, tone reproduction, grey scale, maximum ink) are specified in a so-called "ICC colour profile".

In order to produce the best possible print quality for each type of paper, the ICC colour management system must be used in the prepress process. That is why Roto Smeets publishes the ICC colour profile - by technique (offset/gravure) and by paper type - on its website www.rotosmeets.com.

During the prepress process, it is important that the correct ICC profile (suitable for the printing paper to be used) is used for:

- colour conversion from RGB to CMYK
- testing the final print-ready files

Only then can the best possible quality be achieved for the paper type concerned.

You can get individual advice on this from your Roto Smeets sales office or from your Roto Smeets Order Manager.

They will also be able to show you, using visual examples, what the best possible quality on different paper types looks like.



Demand for FSC paper rises

CORPORATE ORGANISATIONS, SUCH AS BANKS AND INSURANCE COMPANIES, ARE ATTACHING INCREASING IMPORTANCE TO SOCIALLY RESPONSIBLE PURCHASING PRACTICES - AND THAT INCLUDES THE PURCHASE OF PRINT MATERIAL. THIS HAS LED TO AN INCREASING DEMAND FOR FSC-CERTIFIED PAPER.

The Forest Stewardship Council (FSC) manages approximately 67 million hectares of forest, paying attention to the protection of the indigenous trees, the natural surroundings and the animals.

Due to irresponsible logging practices, large areas of forest continue to disappear in order to make way for livestock farming, agriculture or mining. Each year approximately 9 million ha, or an area equal to 3 times the size of the Netherlands, is disappearing. If you choose paper with the FSC quality mark, you are making a contribution to the preservation of forests worldwide.

Companies which support the use of FSC paper often ask for the FSC quality mark to be printed on all published communication material. This enhances their image. In terms of quality, FSC paper clearly stands out from other environmentally-friendly types of paper. These generally contain poor quality fibres coming from recycled paper, and are often cream or ash-grey in colour.

Companies which support the use of FSC paper often ask for the FSC quality mark to be printed on all published communication material.

FSC paper, on the other hand, is of excellent quality and available in clear white as well as in a range of colour variants. FSC paper can be subdivided into three types: 100% FSC, FSC Mixed Sources and FSC Recycled.

There are already various paper manufacturers who are FSC-certified and have FSC paper of different qualities available in various grammages. However, the supply depends on whether or not there is sufficient FSC pulp available, as so far only 6% of the forests have been certified. Ordering paper on time is certainly advisable because of the sometimes lengthy delivery times. A point to note, however, is that between the time of issuing the tender and the actual order, the availability status may change. Your printing partner can help you to choose a suitable FSC paper type that is available when you need it. A good alternative is paper with a PEFC certificate from an organisation with the same objectives as FSC.

AGENDA 2007

- Graphic Industry Trade Fair Benelux** • 13-15 February
Event Hall Gorinchem, the Netherlands
www.evenementenhalgorinchem.nl
- Paper World** • 24-28 January • Frankfurt, Germany
paperworld.messefrankfurt.com/frankfurt/en/home.html
- Graphispag** • 19-25 February • Fira Barcelona, Spain
www.graphispag.com
- Symphonie Visuelle et Graphique** • 21-23 February
Paris Expo, Paris, France • www.semp-france.fr
- Flexo 2007** • 6-8 March • NEC Birmingham, UK
www.flexoexpo.co.uk
- Sign UK** • 1-3 May • NEC, Birmingham, UK • www.signuk.com
- Printing on Demand Awards** • 19 April • Antwerp, Belgium
www.podawards.nl
- Northprint 2007** • 24-26 April
Harrogate International Centre, UK • www.northprintexpo.co.uk
- Grafivak** • 8-10 May • RAI, Amsterdam, the Netherlands
www.grafivak.nl
- Viscom** • 20-22 September • Messe Düsseldorf, Germany
www.viscom-messe.com
- Labelexpo Europe** • 26-29 September • Brussels Expo (Heizel/Heysel), Brussels • www.labelexpo-europe.com
- IfraExpo 2007** • 8-11 October • Vienna, Austria
www.ifraexpo.com

(Questions & answers)

Do you have a specific question?

Then please get in touch with your contact person.

If you have any suggestions for the layout or contents of ROTodate, please send these via e-mail to rotodate@rotosmeets.com

Or please send them by post to:
Marketing and Business Development,
Zeverijnstraat 6, 1216 GK Hilversum,
the Netherlands

If you would like more information, visit the website:
www.rotosmeets.com

(Services & products) Successful print work

With the help of specialised full service companies, Roto Smeets produces, in an ultra-efficient manner, rotary printed material. Our service companies play the role of consultant, operator or director in the full graphic production chain. All the steps in that process - pre-media, printing, finishing, pre-distribution and distribution - are done in-house by Roto Smeets.

Our customers are primarily publishers, retailers, service-providers, mail order companies and non-profit organisations. For them Roto Smeets provides: promotional printed material, catalogues, directories, magazines (including radio and television magazines) and newspaper supplements. And of course we provide these for the national market as well as the north-west European one.

We take pride in working with you to take care of your printed material - with personal attention, well thought-out solutions and, above all, with enthusiasm. You have come to expect nothing less from us, as a partner who is Strong, Safe, Sharp & Fast.

Column

Elsewhere in this issue of ROTodate, we highlight the fact that all Roto Smeets's printing plants have now received FSC accreditation. This is an important development underlining our long-term commitment to environmentally-friendly production methods. It is also very much in line with the Roto Smeets tradition of investing to ensure that the high quality printing demanded by our customers is achieved without producing unacceptable levels of waste and pollution.

Our clients can take comfort not only from the fact that we use paper produced from sustainable and carefully managed forests, but also in knowing that our wide range of presses and cylinder sizes guarantees that paper waste is kept to a minimum. And where high-gloss finish is required, we offer the option of on-press acrylic varnishing for covers, a process which has none of the environmental drawbacks of the more commonly-used UV coating process.

The benefits of this good housekeeping are not only environmental but also translate into highly cost-effective printed products which maximise the page area and visual impact of our clients' magazines, catalogues and brochures.

Here's wishing you a happy and prosperous New Year from all of us at Roto Smeets.



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