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ROTOdate

ROTO SMEETS FOUR-MONTHLY NEWSLETTER



Personal information,
straight to the heart

Paper: higher price,
shorter supply

Positive signals on
Drupa 2008

Carbon Footprint,
according to
Roto Smeets

A **fifth** colour can make your
printed matter **Sparkle!**

Ever considered a fifth colour?

Why wait till Christmas for some extra colour?



Dave Gybels: "The impact of your cover increases dramatically."

"THANKS TO THE FIFTH PRINTING UNIT OF OUR M600, WE CAN OFFER OUR CLIENTS MORE COLOUR OPTIONS. THIS CAN BE A SPECIAL PMS COLOUR, OR A METALLIC – SILVER OR GOLD ARE PERFECT FOR STRENGTHENING THE ATTRACTION OF A CHRISTMAS EDITION."

Dave Gybels, the head of customer services at Roto Smeets Weert, is very thrilled about the possibilities the M600 offers the existing and new clients. The press has been tested and has now been in use for over two months.

"There is a lot of interest in using metallic and fluorescent inks. That shouldn't come as a surprise. The impact of the cover is dramatically increased, be it for magazines or for catalogues."

SPECTACULAR RESULTS

The fifth printing unit opens the way for eye-catching results. "What we need in order to work with our fifth printing unit is of course a pdf that is made out of five separate layers. The trapping needs to be correct and double-checked, because every tiny little border is extra visible, especially when fluorescent inks are used", explains Gybels.

The press is perfect to add a striking spot colour, but using a fifth PMS also offers extra possibilities to be noticed on the shelf.

Dave Gybels: "Most printed material consists of the four basic colours. When you do something special with a noticeable PMS, the result is instant. No need to wait till the festive season..."

Technique meets creation

Technical profiles and creative profiles can learn a lot from each other. Questions from creative people in the market lead to further investments in innovative printing and finishing techniques at Roto Smeets, as has now been demonstrated with the M600 in Weert. And it also works the other way around. Because new techniques are available, creative people can use them to strengthen their campaigns. Of course, that means they need to be kept in the loop and informed of all novelties and possibilities.



“Paper market is on the move.”

AT THE BEGINNING OF THIS YEAR, THE PRICES OF MAGAZINE PAPER ROSE CONSIDERABLY. THIS OCCURRED AFTER THE CONCLUSIVE DISAPPEARANCE OF A GREAT PRODUCTION CAPACITY IN THE MARKET IN THE PAST YEARS. FIVE QUESTIONS TO PAPER SPECIALIST BERT VAN DRIE.

OVER THE PAST YEARS, MANUFACTURERS OF PAPER HAVE WITHDRAWN A GREAT DEAL OF PRODUCTION CAPACITY. ARE THE CURRENT HIGHER PRICES A DIRECT RESULT OF THIS DECISION?

“Things are more complicated than that. The manufacturers of paper have no choice but to take into consideration the ever increasing energy cost and the increasing cost of raw materials when calculating their prices. Take for instance UPM and StoraEnso. The results they presented to the shareholders were insufficient. The paper industry really is in a bind.”

*Bert van Drie:
“The paper industry is in a bind.”*

BUT APPARENTLY THE PRICE INCREASES DON'T HELP TO SOLVE THE PROBLEM, OR AREN'T THE PRICES ON THE INCREASE?

“They are indeed on the increase, and I don't see that changing in the short term. As from the beginning of this year, we see more paper is being consumed. The improved SC kinds – such as Sc-cat – are increasingly used as an alternative to LWC.

At the end of May, the big paper manufacturers have once again announced a price increase of approximately fifty euros, both for SC and LWC. These increases were met by other producers. The increases have taken place. And not one manufacturer decided not to do it...”

WHAT ABOUT THE REST OF THE YEAR?

“Prices have changed, not just in Germany, the UK, France, Belgium and the Netherlands, but in the whole of Europe. Some suppliers are now already talking

about a next price increase in October. A next wave of price increases in January 2009 is not an unlikely scenario.”

LESS FLEXIBILITY

DO THESE HIGHER PRICES ALSO MEAN I HAVE MORE CHOICE?

“The price increase is one thing, the availability another. Traditionally, more paper is printed in the second half of the year. This means more paper will be sold. That's why, at this moment, I forecast an increase in the shortfall on the paper market. That's why it's so important to book volume as soon as possible, and to place print orders in plenty of time.”

LET'S SAY I WANT TO PLAN AN EXTRAORDINARY ACTION THAT INCLUDES PRINT IN THE AUTUMN. WHAT SHOULD I DO?

“Suppliers book their paper machines very early on, in order to produce as efficiently as possible. This greatly reduces the flexibility and requires printers and other paper buyers to anticipate. If you wait too long, you run the risk that the type of paper you wanted is not or no longer available. It could even happen that there is no paper whatsoever left...”



Drupa, the biggest fair in the world, is once again behind us

DRUPA 2008, THE WORLD'S GREATEST AND MOST IMPORTANT FAIR FOR THE PRINTING AND COMMUNICATION INDUSTRY, IS ONCE AGAIN BEHIND US. THE ATMOSPHERE COULDN'T HAVE BEEN BETTER, THANKS TO THE POSITIVE INVESTMENT CLIMATE, WHICH GREATLY EXCEEDED EXPECTATIONS. AT THE END OF THE FAIR, WHICH LASTED FOR TWO WEEKS, THE 1.971 PARTICIPANTS FROM 52 COUNTRIES ALL TALKED OF 'A VERY HIGH NUMBER OF PROMISING CONTACTS AND SUCCESSFUL ORDERS'.

A CLEAR SIGNAL

"Drupa 2008 is a clear signal. Thanks to the many innovations and the new markets, the printing industry is now more than ever on the move." These are the words of Albrecht Bolza-Schünemann, Drupa's president and chairman of KBA. The participants booked sales that exceeded over seven billion euro, a number the specialists suspect to be much higher in reality. About 391.000 visitors from 138 countries and about 3.000 journalists from 84 countries all travelled to Düsseldorf to gather information

on innovations, future developments and new markets. 59 percent of the visitors were international, which is four percent more than the Drupa edition four years ago.

Werner Matthias Dornscheidt, the CEO of Drupa Messe Düsseldorf, comments: "This means Drupa has succeeded in further increasing its impact on the international market and in boosting its international character. Considering the difficult international economics, this is quite a remarkable achievement."

He continues: "We were expecting a slight downfall as a result of the strong euro, among others, but this has not been the case. The figures speak for themselves: Drupa is an international top event."

There was a remarkable great attention for relatively new printing techniques, such as the high-speed inkjet techniques. The further automation of the entire workflow, which could be discovered on many stands, could also count on a lot of interest.

DRUPA



print media messe
drupa

world market print
media, publishing &
converting

düsseldorf, germany
29.5. - 11.6.2008

Highlights drupa 2008

- Focus on workflow
- Attention to inkjet
- Automation of the client's desktop
- Further improvements finishing techniques
- Customization ever closer

Senefelder Misset invests in a 72-page press

FOR THE VERY FIRST TIME, THE DRUPACUBE AT DRUPA IN DÜSSELDORF ORGANISED A SPECIAL PROGRAMME FOR PRINT BUYERS. THE SESSIONS, WHICH COVERED NINE THEMES, WERE VISITED BY OVER EIGHT HUNDRED PRINT BUYERS.

Jaap van de Vosse, general manager of Senefelder Misset, part of RSDB, has formally signed the contract for a 72-page Lithoman web offset press. Senefelder, which already has two Polyman and three Rotoman presses, has now bought its first 72-page press. Press builder manroland (the new name of MAN Roland is now manroland, as was announced at Drupa, editor's note) will probably install the new press in February 2009. Glossy magazines and catalogues are the main products that will roll off this new press.

ENOUGH SUPPLIERS OF FINISHING MACHINES

"I am pleased to see there is no shake-out among the suppliers of graphic finishing systems. To us, it is important the competition among the builders of finishing systems remains in place. Besides, I don't see any spectacular innovations in this domain. I see more minor modifications or improvements of existing concepts. These developments need more time than you would want them to. Take for instance stitching lines. They play an important role in our efforts to decrease the cost price, but I see but very little movement in this area.

I was at Drupa for just one day, together with a client. So our programme was pretty full. What I liked most was the game between the Netherlands and Italy that we watched together on a terrace in Düsseldorf. The Germans supported the Netherlands and thankfully my client wasn't Italian, so we had a splendid time!"

*Henning Pluym,
general manager
Roto Smeets, Deventer*

Drupa 2012

Also wondering when you can visit the next Drupa? You can already block the dates: from 3 to 16 May 2012, you are expected in Düsseldorf.

ICT FOR SALES

"In general management, you have a large terrain to cover. You want to be oriented on as many things as possible. All things that could interest your clients, interest me: from the input to the finished product. That's why I needed to visit all the different halls in this immense complex. The two days I spent at Drupa, were more than necessary to get things done.

I noticed that the front-end software in our production process is ever more advanced. Calculations and planning in real-time, when we are sitting together with the client, should now already be possible, since the developments are much quicker than one might expect. Furthermore, many players in automation already offer specific solutions for our industry. That's why their development budgets are under a lot of pressure, which will lead to cooperative partnerships in their branch. We were also on the lookout for ways in which to increase the quality of packing in bundles or on pallets. The market increasingly asks for loose packaging or packaging in bundles of variable thickness. And we want to meet our clients' requests. Suppliers offer a wide range of solutions, some of which excel in simplicity. Another nice surprise indeed.

What wasn't to be seen at drupa, however, was publication gravure presses. This increases the feeling of fear about the lack of innovation after the establishment of the Cerutti monopoly. The manufacturers of sheetfed and web-offset presses didn't spare any costs. Apparently, they have detected an enormous amount of market potential. And they clearly wanted everyone to know about it by using an enormous amount of space on the fair."

*Gerald Petersen,
general manager,
Roto Smeets Etten-Leur*

HIGH-SPEED INKJET

Drupa is massive, so let me try and talk only about the best of the best. Twelve years ago, we were already looking for inkjet heads that we could for instance use for changing monochrome logos. At that time, the technique didn't seem sufficiently advanced to be able to follow the our press speed of fifteen meters a second. But I expect it will be possible in two years time. An interesting evolution.

Secondly, there is the attention for digital printing. With our label printNmail we have now taken our first steps in that area as well (also see page 12).

But what was really spectacular, was the demonstration by Müller Martini and Océ: they made a book in just one production run, from the roll to the finished product. Of course, now, there were only a limited number of copies, but considering the speed of developments, I expect to see much more of it at the next Drupa in four years time."

*Ronald van Rossum,
general manager,
Roto Smeets Utrecht*

NOTHING WAS OVERLOOKED"

"When visiting our suppliers, I noticed that we had been informed correctly beforehand. There were no surprises. The manroland 96-page press was impressive. This is a machine that for instance Goss didn't show... When I see such a machine, I try to understand the logic of the design and to forecast the impact this type of press will have on our company and on the market in general. That gives us plenty to think about.

Sheet-fed presses and especially digital printing techniques are booking progress. Now, you have printers who work from roll to roll. This technique is pressing forward, so somewhere in the future, we will surely get to know it better. I suspect the solution will be a hybrid one: a mix of our current printing techniques and digital ones. But we're not there yet...

And we were of course also specifically interested in the M600 (see page X). Another interesting topic is the automation of production, thanks to better workflow software.

What's nice about Drupa is that you meet a lot of people you know. That's not only handy. It's also nice to see them back. Düsseldorf is just around the corner so I could just head back home at night. So, to me, the two days I spent at Drupa, have been more than worthwhile."

*Diederik Fetter,
general manager,
Roto Smeets Weert*

Arnoud van Dommele, Veronica Publishing: “Perfect teamwork”

AT THE EVE OF THE WORLD CUP, VERONICA MAGAZINE DID A MAJOR STUNT WITH A SPECIAL IN A MEGA PRINTING RUN. THIS SPECIAL EDITION REACHED ALL 5,1 MILLION HOUSEHOLDS IN THE NETHERLANDS. VERONICA, TNT POST AND ROTO SMEETS WERE THE PROUD ACTORS OF THIS FEAT.

At first sight, not much is happening. The editors want to have a reach of 100 percent for their advertisers, make a special and throw it in every mailbox in the country. But Arnoud van Dommele, Veronica Publishing's manager, considered this approach to be outdated and wanted to take things one step further.

“Every week, Veronica Magazine reaches 900.000 subscribers. By adding newsstand sales, we are at a run of about one million. At the beginning of this year, we had plans to do something around the European football championship. TNT Post had Combimail, a service thanks to which the mailman makes the difference at the mailbox of the addressees themselves. He

or she can see who has a subscription and who doesn't. Only the people who don't have a subscription, received our free special, as a one-off”.

WANTED: MORE PRINTERS

This also sounds amazingly easy but could well turn out to be a logistical nightmare. Because how many copies should be sent to all different postal code areas?

Van Dommele: “TNT Post knows all the addresses in the Netherlands and can forecast the required number of copies per postal code area. And their forecasts were remarkably accurate.

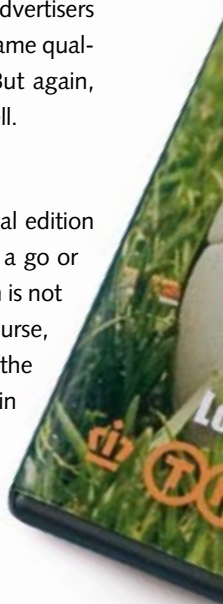
Going back in the production chain, Roto

Smeets was also asked to do an enormous amount of work. On top of the regular one million copies, it now had to print over four million extras and guarantee an accurate segmented distribution. That was too much work for just one printing plant, which is why Roto Smeets spread the production over several printing locations. Consequently, the different printers had to have enough paper on stock, and had to plan a rigorous prepress. I want to guarantee my advertisers have the same image and the same quality in all the different copies. But again, we pulled it off wonderfully well.

AS LATE AS POSSIBLE

“The investments for the special edition were high. We wanted to give a go or no go as late as possible. Which is not very nice for our partners of course, but we really had no choice. In the end, we gave the green light in May, and the special was dis-

Arnoud van Dommele: “On top of the regular one million copies, Roto Smeets now had to print over four million extras and guarantee an accurate segmented distribution.”



“The addressed printed matter had to be woven through the unaddressed printed matter.”

tributed on 4 June. A logistical feat as I've never witnessed before”, says Van Dommele.

TO THE LIMIT

Everything about this operation was big, big, big: the number of team members, the tons of paper, the inserts, the 5.1 million copies that had to be ready in the different locations.

Arnoud van Dommele: “This type of project starts with a good editing team and a right concept. Veronica Publishing

wanted to prove they could handle this. The action has had a positive effect on the number of subscribers. But I have to admit we have stretched the possibili-

ties of our people and the organisation to the very limits. So, when this type of operation is a success, the satisfaction is all the greater!”

European Championship 2008 “Our boys”

What numbers are we talking about in this type of mega operation? It was an edition of 160 pages, 1.250.000 kilo of paper, 1.700 pallet places, 71 truck drives, 302 postal locations and 30.000 mail deliverers who all distributed the Veronica Magazine at the same time. Watch the special YouTube film, called “Our boys” on: <http://nl.youtube.com/watch?v=CyWozClfRRI>





The price of printed matter has to rise

“THE PRICE OF PRINTED MATTER WILL HAVE TO RISE. THAT’S A GIVEN. IT WILL BE ALL ABOUT GETTING TOGETHER WITH THE CUSTOMER AND FINDING CREATIVE WAYS TO SOFTEN THE BLOW,” SAYS ROTO SMEETS CEO, JOHN CARIS

Over the last few years, energy costs have skyrocketed, and paper looks sure to follow. Without energy and raw materials, so oil and chemicals, there is no ink. Without raw materials, there are no aluminium printing plates. Without transport, there are no magazines or leaflets for readers and consumers. Someone has to cover these ever-escalating costs.

Roto Smeets CEO John Caris feels that rising printing costs are both a necessary and inevitable evil. Caris: “Every day, our customers are getting a real sense of how life is becoming more expensive”.

RIISING PAPER COSTS ARE PROBABLY THE MAIN CULPRIT?

“Given the trend in supply and demand, and the returns that go with this, paper manufacturers have been letting production capacity out of the market in recent

years. With the demand for paper stagnating in Europe, it has become necessary to scale down capacity. This, combined with rising energy costs, has led to a sharp rise in paper prices”.

CAN YOU DEFINE SHARP?

“Obviously, there is a difference between the various types and qualities of paper. Yet if we look at the average, it seems that the paper industry is looking at a double-digit increase compared with 2007”.

IS IT JUST PAPER THAT’S AFFECTED?

“Our business relations know that paper is more expensive today, but it goes beyond that. We are no longer able to escape price rises on other components of the graphic production process, simply because energy and material costs have shot up. For example, we have seen ink rise in price, for offset as well as engraving work. This weighs heavily on our print runs. Electricity and gas prices are sure to rise sharply in the year to come. Transport is getting dearer. Wage costs are rising too, due to inflation. Not all components are rising at the same rate, nor are they all as critical. Yet when we link costs and their relative share in production to the expected price rises, we arrive at a rise of no less than five percent in our technical costs, paper excluded. We are doing our utmost to prevent

our printing costs, excluding paper, from rising by more than five percent, but this requires inventiveness and creativity.”

AREN’T OIL PRICES CURRENTLY FALLING?

“This only emphasises the major shifts in the market. As printers, we cannot buy in the short term and most of our purchases are under contract. This is true for energy, and of course paper. You don’t want to say “no” to your customers because there is no paper or because the price of oil has just spiked.”

IS PRINTING STILL AFFORDABLE?

“Looking back over the last 10 years, customers have done good business with us as an industry. We’ve always been lowering prices. The point has now arrived when, as an industry, if we want to survive for our customers this downward spiral has to stop. If it doesn’t, the industry will collapse and what will our customers do then? We are doing everything we can to buy at the right prices, and this helps. But there’s more to it. In the period that has just passed, we invested in automated processes, both technical and administrative, so that can provide quality and attain output targets with relatively few workers. We have sorted out our logistics. Our prepress, with its digital delivery, is among the most advanced. Our overall production process is extremely efficient.”

WHAT DO YOU MEAN BY USING “INVENTIVENESS AND CREATIVITY” TO COUNTER PRICE RISES

“We have to work with our customers to find alternatives, other types of pa-

John Caris: “We are doing our utmost to prevent our printing costs, excluding paper, from rising by more than five percent, but this requires inventiveness and creativity.”

per and/or sizes, etc., and come up with other price structures that make us all winners - with no losers.

Look at our presses, for instance. We have extremely advanced machinery for engraving and offset. Up to 368 centimetres wide for engraving and up to 72 pages for offset. At one of our offset businesses, Roto Smeets Weert, customers can even have American A4. Compared with European Din A4 this means significant savings in paper. So, you can cast a very critical eye over your format, the paper quality, and your gram weight for example. Are you really making optimal use of our production output? Our specialists are happy to find the answer to this."

WHEN WE TALK ABOUT ENERGY, WE DON'T JUST MEAN COSTS, BUT ALSO THE ENVIRONMENT AND A CARBON FOOTPRINT.

"Our printing shops are in the middle of Western Europe. The Netherlands is a small domestic market, but relatively speaking we are Europe's biggest exporter of printed matter. To achieve this, we have built a finely-woven network of local branches that have a vast knowledge of local transport and postal options. Our logistics are streamlined, because we are right there in the distribution capillaries of individual countries. Not only does this mean attractive prices and fast deliveries for our customers, it also means that we don't cover any more mileage than necessary."

WILL THE INEVITABLE PRICE RISES IMPLY A REDUCTION IN PRINTING?

"Publishers and retailers have a broad range of communication options, of which print is an essential part. And not without good reason, as the power of print is indisputable. Leaflets, brochures and magazines are seductive; they make people want to buy. And that's exactly what we need in these turbulent times."



Carbon Footprint according to Roto Smeets

AT THE MOMENT, GLOBAL WARMING IS A HOT TOPIC. THERE IS A BROAD, GLOBAL CONSENSUS IT IS NECESSARY TO TAKE ACTION. ONE WAY OF DOING THAT IS PROVIDING INFORMATION ON THE AMOUNT OF CO₂ THAT IS RELEASED PER PRODUCT OR SERVICE THAT IS ON OFFER.

Shortly, our clients will also raise questions about the Carbon Footprint of our products, in order to include it into their own calculations of the impact of their magazines, catalogues or other products.

That's why Roto Smeets has set up a taskforce that will closely monitor the recent developments in measuring the Carbon Footprint of companies and products. Thanks to its participation in European umbrella trade associations for the printing industry, this taskforce is closely involved in the development of a common standard that will allow product comparisons and the determination of concrete objectives.

This standard is one of the main issues in Europe. How will we establish a uniform methodology and guarantee the required transparency? A product or service is indeed a composition of several parts. A comparable CO₂ registration requires first of all a standard calculation per component. The resulting fundamentals need to

be widely accepted and used by all companies in the calculation of the CO₂ emission of their product.

Energy consumption plays for instance a significant role in the CO₂ emission. At this moment in time, every country has its own conversion factor to calculate the amount of CO₂ (expressed in kg) emitted per kWh. This gives different results: in the UK, 1 kWh corresponds to 0,523 kg CO₂, whereas in the Netherlands, the ratio amounts to 0,622 kg per 1 kWh. We need clear guidelines in this area.

Another important element: we need to agree on the fundamentals to include in the calculation. Does a paper manufacturer include the CO₂ that is emitted during the transport to our company or do they calculate the emission ex factory? In the latter case, should we include the transportation in our CO₂ calculation or not?

Despite these discussions, Roto Smeets Deventer will continue to decrease energy consumption. This can be achieved by improvements to the engraving process and the use of concentration-controlled vapour extraction above the printed web on the wide-body presses, to name but two initiatives. Thanks to this initiative, there was no longer a need for an installation to recover the toluene. Compared to 2006, this has resulted in a saving of 1.689.492 kWh, which corresponds to a decrease of 1.050 ton of CO₂.

Raymond te Riele,
Environmental coordinator
Roto Smeets Deventer

Address the reader personally

DIGITAL PRINTING OFFERS NEW OPPORTUNITIES TO EDITORS AND RETAILERS, SUCH AS A VERY PERSONAL CONTACT OR A LIMITED NUMBER OF COPIES FOR A MAGAZINE TARGETED AT A NICHE MARKET. PRINTNMAIL IS THE REFERENCE IN THIS AREA.

Editors are always looking for new ways of reaching their audience, such as adding 'plus propositions' (e.g. a reply card) to their magazines or sealing gadgets (e.g. DVDs or CDs), in order to attract attention, retain subscribers or acquire new ones. Retailers, supermarkets, distributors of office supplies all face

"At Reed Business and ANWB, there is a clear need to approach their audience in a new way."

the same issue: how should I address my (potential) clients in order to keep them as a client, and if possible, to make them spend more?

EVERY COPY IS UNIQUE

A personal approach plays an important role in this dedicated customer approach. The customer must get the feeling a mailing is personally addressed to him or her. Digital printing can make a significant difference. Every copy can be unique by changing the copy and/or the images.

Last year, printNmail, part of Roto Smeets Utrecht, has started full-colour digital printing for clients such as Reed Business or ANWB, two companies who feel the need to approach their audience personally.

Reed Business welcomes new subscribers with a personal letter. Thanks to digital printing, we can include upcoming editions in the communication. An editor can show the next cover in the letter, in full colour of course. And obviously the ongoing reader actions can be explained. The objective? To make the new subscriber feel welcomed and to stimulate him or her to use other services offered by the editor.

Do you want to know more about personal printing or other printNmail services such as segmented distribution or database processing? Call John van der Ven, tel. +31 (0) 30 282 03 10 or surf to www.printnmail.nl.

Perfect for limited print runs

Digital printing not only allows for personalization, it also offers the possibility of producing a limited number of magazine copies at an interesting price. A print run of one hundred copies is possible, and the quality of the result is surprisingly high.

PrintNmail printed and finished the magazine No Limit for the IMC Weekendschool, a clear example of a magazine with a small target group and a specific message. The content of the magazine was entirely provided by the school's students.

Do you have a specific question?

Please get in touch with your contact person. If you have suggestions for the layout or content of ROTODate, send them via e-mail to rotodate@rotosmeets.com

Or send them via mail to: Marketing en Business Development, Hunneperkade 17004, 7418 BT Deventer, Nederland.

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