



# ROTOdate

ROTO SMEETS FOUR-MONTHLY NEWSLETTER

N°. 6 - SEPTEMBER 2005

## Did you know that...

- *A gravure press with a width of 368 cm can print around 40 million kilos of paper!*
- *A roll of gravure paper weighs 8,000 kilos*

Every issue of this 'Rotodate' newsletter is printed in a different size, thereby offering an example of one or more advantages of the format. Keep these newsletters or give them to your creative colleagues. In this way, you will be able to appreciate the advantages of a specific paper size in the design stage of your publication.

## Square is a real eye-catcher

**GOOD PRINTING COMMUNICATES. IMAGE AND TEXT ARE OF COURSE IMPORTANT, AS ARE COLOUR AND CHOICE OF PAPER. BUT THE CREATIVE CHOICE OF AN EYE-CATCHING SIZE ALSO HELPS.**

Many publishers and marketers opt for the A4 format. This is logical as this standard size is well entrenched on the European market and holds no secrets for both consumer and printer. The disadvantage of this choice is that it is barely noticeable from all other printed matter.

This is different with a square format. Jef Peeters of Roto Smeets Belgium explains. "The art is to get the maximum yield from a page or roll of paper with a similar paper surface and at the same time to produce a real eye-catcher. This can be done, for example, by producing extra wide sizes. However, this might cause problems with postal or house-to-house distribution. Because many letterboxes are rather small, the product has to be folded several times and may end up being damaged, which is hardly conducive to its attractiveness.

The regulations used by the postal services in the various European countries differ as well. A wider, differing format for international distribution may thus end up being more expensive than originally thought".

### Fabulous catalogues

"Square shapes are easy to produce on a gravure press since there is no strike and the cylinders can be adjusted to the finished format. A format of 26 x 26 is attractive, but 32 x 32 is also a size we print for one of our customers. 24 x 24 is also possible and is used for the furniture and decoration catalogues of Casa in France. These are fabulous

catalogues, which due to the choice of format are subject to a cheaper distribution rate.

Or take this issue of Rotodate. It measures 28 x 28 cm. We can manage to glue in-line up to 16 pages per section on our 24-page presses in Weert. This format is especially suited to furniture or fashion catalogues.

Offset and gravure printing have their own requirements when it comes to the choice of format. However, in spite of this, by taking a creative approach Roto Smeets can adjust nearly every type of printing to suit customers' specific needs. In this way, independently of the printing process, the look and feel of the printed matter is maintained. There is a lot more possible than one would think. For example, a square format can be a money saver for a well thought out product and considerably strengthen overall communicative value".

### Still waiting for a folder?

Ask one of your contacts.  
Information on the last page.



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**Concept and realisation:** Media Partners Belgium

## Growth

Dear Readers,

*THRIFTINESS. The Dutch are known for it all over the world. You just have to think of the expression "Dutch treat". There's actually nothing wrong with it if it doesn't affect quality. We know all about this at Roto Smeets. We produce quality printing but also ensure that costs are kept to a reasonable level. So every day, we see if the whole process can be quicker, more efficient and better. Another type of paper, another format, online prepress, more effective finishing techniques or changing distribution. The possibilities are practically endless! In a number of articles in this issue of Rotodate, you will find several articles with information on cost savings; valuable tips to keep costs to a minimum.*



**René van Werkhoven**  
(Managing Director  
of Roto Smeets)

## Roto Smeets setting up new presses

The decision to invest in new presses was announced by the Board of Directors in August 2004. These machines will replace technically and economically outdated units. The new presses are necessary for realising RSDB's growth ambitions.

At Roto Smeets Deventer, work on installing a second 386-cm Cerutti gravure press started in earnest in October. Two smaller 308-cm presses are already in operation in Deventer. According to project manager Paul de Jong, several preparatory activities have already been completed. For instance, cylinder transport in the printing hall has been modified and a new chrome and copper bath has been put into service. The new Cerutti will operate at a speed of 56,000 rotations per hour, or more than seven million pages per hour. Paul de Jong: 'We're running on schedule. If we keep going this way, the first products will roll off the press in the spring of 2006.'

According to General Director Ton Poos, Roto Smeets Weert is also on schedule for putting a new MAN Rotoman S dual 24 heatset rotary press into production. This involves two 24-page presses integrated together with eight units, two drying ovens, one folding unit and two deliveries.

Modification of the building and technical plant started in September 2004, and the first components of the press arrived from Germany in April. 'We've been in production since the first week of July, and the press is running magnificently', said Poos. The Rotoman press has a capacity of 85,000 prints per hour with the maximum format of 235 mm wide by 285 mm high. 'Our customers will primarily be satisfied with the very high delivery performance we can achieve with this machine,' said Poos with visible enthusiasm.

At Senefelder Misset in Doetinchem, assembly of a new 16-page Polyman started in early August. The press has a capacity of 45,000 copies per hour with a maximum width of 96.5 cm. According to Marketing Manager Jan-Maarten Plomp, the press will be fully operational in late September.

## Art in Philips advertising

**THE DUTCH COMPANY PHILIPS IS A BRAND RECOGNISED THROUGHOUT THE WORLD. THIS FAME IS PARTLY DUE TO CONTINUING INTENSIVE, WORLDWIDE ADVERTISING CAMPAIGNS IN THE PRINT MEDIA. THE COLLABORATION WITH RSDB HAS LASTED FOR NEARLY A CENTURY. IN 1913, FOR EXAMPLE, ROTO SMEETS WEERT WAS GIVEN THE ASSIGNMENT TO PRINT 20 MILLION STICKERS TO PROMOTE A NEW LAMP.**

In 2004, RSDB decided to support the publication of "Art in Philips advertising". This was not only due to its relationship with Philips, but also to show that RSDB is more than capable of managing high-quality, small-scale projects.

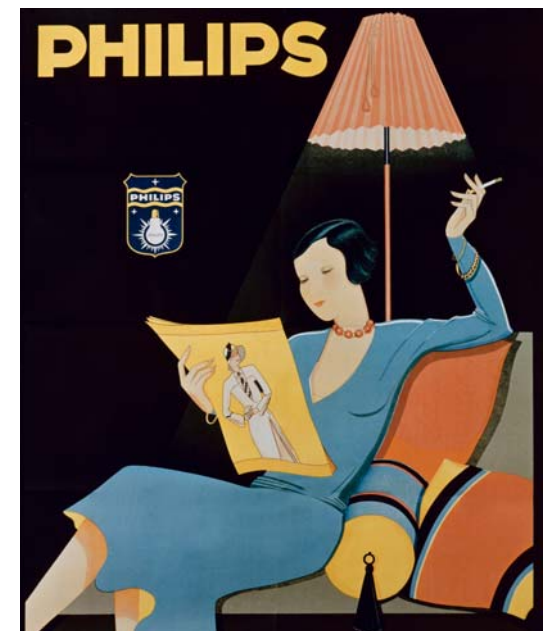
The book Art in Philips advertising (1891 - 1941) by Frans Wilbrink appeared in April this year. The publication was also to mark the departure of the now 100-year-old Frits Philips, an important supporter of eye-catching advertising. The book shows and describes art in advertising from the first fifty years of Philip's existence. The company recognised the importance of advertising early on and with the arrival of the tungsten filament lamp in 1908, a great deal of advertising was created by and for Philips.

In 1923, Philips hired the first advertising designer, Hans Oertle, a German national. Two years later, under the inspiring leadership of Louis Kalff, an advertising studio was set up which drew designers from various countries. The advertising studio, which was known as "Artistic Propaganda" from 1928 onwards, reached its peak at the end of the twenties when 11 designers were employed there.

Although the book emphasises the work of graphic designers, it also mentions a few photographers and filmmakers. The 400 images illustrate the period beautifully. The book ends with a concise biography of every one of the around 50 artists mentioned.

**Interested in buying a copy?**

It costs EUR 22 and can be ordered by sending an e-mail to: [info@rotosmeets.com](mailto:info@rotosmeets.com)



did you know that...

### The seven lives of paper fibre

Paper fibre can be reused about seven times before its mechanical and chemical properties are lost. Fresh pulp will therefore always be needed for the production of paper. In addition, there is a future for old fibres as, among others, high quality thermal recyclable material which can be used as fuel.

## Testing paper: in search of a perfect coating

**ONE OF RSDB'S PRINTERS TRIED WOOD-FREE PAPER AND NEWSPRINT ON A GRAVURE PRESS. PAPER SPECIALIST BERT VAN DRIE: "TO SATISFY OUR CUSTOMERS, WE ARE ALWAYS IN SEARCH OF PAPER WITH THE BEST PRICE/APPEARANCE RATIO OR MORE UNUSUAL POSSIBILITIES WHICH MAY BE OF BENEFIT TO OUR CUSTOMERS".**

Newsprint is very suitable for heatset, but what happens with the print if you put the paper on a gravure press? Bert van Drie examined the possibilities for a customer who holds a large-scale promotional campaign twice a year.

Van Drie: "This retailer is known for quality. During the sales, they want to emphasise that customers can get hold of real bargains. For this reason, their brochure has to be printed on improved newsprint. We tested the newsprint on a gravure press with a width of three metres, and that went very well. The customer is also pleased with the appearance of the product and in this way can save around 5% on the cost of paper".

### Good colour strength

A similar question with regard to paper type came from the UK. "We tested 90 grams of wood-free paper on a narrow, one and half metre wide gravure press. This test was also very successful. The colour strength was good, and with 90 grams the opacity of the paper was also very satisfactory. The printers did not encounter any problems. As wide gravure presses have a greater output than heatset presses, it could mean saving money on printing. However, for this to happen more tests are needed, including on the wider sort of gravure presses", says Van Drie.

### Seeing is believing

It is important to note that there are two paper suppliers who can offer newsprint in a width of three metres. However, seeing is believing, so whoever wants to see samples of the test should contact their local sales office.

# New type of paper means savings on dispatch costs

**IN THIS AND IN THE FOLLOWING ROTODATE, WE WILL BE DISCUSSING THE PAPER QUALITIES OF VARIOUS SUPPLIERS. IN THIS ISSUE, WE WILL BE MAINLY EXAMINING ONE OF RSDB'S REGULAR PAPER SUPPLIERS, STORAENSO. THE COMPANY RECENTLY RENOVATED PRESSELECTION, ITS ROTARY PRINTING OFFER, WILL THIS BE A GREAT BENEFIT FOR THE CUSTOMER? DUE TO ITS LOWER WEIGHT PER GRAM, A GREAT DEAL OF MONEY CAN NOW BE SAVED ON THE COST OF DISPATCH.**

StoraEnso markets paper for rotary presses under the InnoPress label. This is a 'light weight uncoated' paper that has the characteristics of 'light weight coated' paper. Technically, this is a super-white SC quality paper with the appearance and characteristics of LWC. InnoPress is a more economical alternative for LWC and whiter than standard LWC. InnoPress is especially suited for publishers who want to downgrade from LWC to save money or who want to upgrade from SC-A+ types. Other suppliers such as UPM are coming up with similar improvements.

## New types of paper

It is a general tendency for paper mills to develop new paper qualities in improved newsprint.

For instance, at the beginning of the year StoraEnso launched SilvaPress, an entirely new, quality magazine paper. This improved newsprint features increased whiteness and a smooth surface which is suitable for

both gravure printing and heatset. MagniPress Bulky, a high quality SC-A+ magazine paper with, as the name implies, increased bulk, was introduced at the beginning of the summer.

Bert van Drie: "One of the benefits of switching is that the paper weighs less. This means cutting the cost of dispatching magazines with large circulations".

What's more, readers often do not see any difference between the various types of paper.

The West European market for SC paper is estimated to be about 3.3 million tons annually. SC stands for 'super-calandered' or uncoated magazine paper. There are three different types of SC: SC-B, SC-A and SC-A+. The difference between SC-B and SC-A concerns the gloss and whiteness of the paper. SC-A+ is even whiter than SC-A. SC paper is mainly used for magazines with a large circulation. Other customers are producers of luxury retail brochures, such as catalogues.

## Paper warehouses running on empty

The buying of paper is a long-term matter and it becomes problematic when nothing is produced for long periods. In Finland, labour conflicts led to strikes. These have now been resolved, but Canada also experienced turbulence on its labour market.

Harry Eken, Head of Paper Purchasing: "By the end of June, stocks of paper were nearly depleted. Yet we managed to avoid problems by strict stock management and proactive action and by relying on alternative suppliers. The price of paper has risen considerably in the USA and the Far East. This has led to increased demand and the European paper market became even tighter. Delivery time for new paper orders can be as much as four months".

Currently, paper mills are working flat out and find it difficult to satisfy demand. Harry Eken expects that this situation will not improve until the spring of 2006. Paper mills are considering allowing the price of paper to rise over the whole range at the end of this year.

## The Economist: two years on the presses at Roto Smeets Weert

**EVERY WEEK, ROTO SMEETS WEERT PRODUCES A QUARTER OF A MILLION COPIES OF THE ECONOMIST. NEARLY ONE MILLION COPIES OF THIS HIGHLY REGARDED MAGAZINE ARE DISTRIBUTED WEEKLY ALL OVER THE WORLD. A NEW CONTRACT WAS SIGNED THIS YEAR TO ENABLE THE PRINTING OF THE ECONOMIST ON ROTO SMEETS PRESSES FOR THE NEXT TWO YEARS.**

Issues for continental Europe, the Middle East and Africa are printed in Weert. Apart from the highly professional and independent examination of world economic news, The Economist is especially known for its analysis of current events. The final pages are delivered on Thursday afternoon at 2 pm, and by 6 pm the first 8,000 copies must be ready for delivery. By Friday morning, all major sales outlets must have been supplied with the latest issue.

The continuous satisfactory service provided by Roto Smeets Weert, especially in the field of reliability, flexibility and logistic experience, resulted in the extension this spring of the ongoing contract by two years. On 19 May, the new contract was signed in



Weert by Sharon Simpson, Director of Production at The Economist and John Caris, a member of the RSDB's Board of Directors.

Also present were

Alan Dunachie, Director of Operations at The Economist, Alec Bergsma, Sales Director International Publishing and Ton Poos, Managing Director of Roto Smeets Weert.

## Quote Media launches new titles with unique formula

**MANY MAGAZINES PUBLISHED BY QUOTE MEDIA HAVE FOR SOME TIME NOW BEEN PRODUCED BY VARIOUS ROTO SMEETS PRINTERS. THIS CLIENT IS NOT ONLY A MASTER IN KEEPING SUPPLIERS ON THEIR TOES BUT ALSO UNDERSTANDS THE ART OF LAUNCHING NEW AND REMARKABLE PUBLICATIONS.**

Recently, the collaboration between Quote Media and Roto Smeets has been concentrated on the printers Senefelder Misset in Doetinchem and Roto Smeets Weert.

The magazines Elle and Santé (Deventer) and Elle Girl, Shop, Safe and Fiscalert (Weert) are prepared to the entire satisfaction of Quote Media - often in cooperation with De Wit Grafische Afwerking.

### Publisher sees new possibilities in magazine land

A new weekly magazine was recently launched entitled In-Magazine, with an initial circulation of 150,000 copies, with each copy counting 96 pages plus the cover. The publisher is expecting this

publication to be a success in the so-called "gossip" segment. For the Dutch market, a complete magazine combined with a radio and television guide is absolutely unique.

After an intensive preparatory phase with three blank numbers, Roto Smeets Weert managed to win the printing assignment for this magazine. Apart from the market-friendly price, the superb printing and finish, the short production time and the high level of supply reliability were what persuaded the publishers to opt for Roto Smeets Weert. Given the successful launching of previous new magazines by Quote Media, it is more than likely that this title will also do well on the market.



## High quality coating for large circulation publications

**PRINTING COVERS IN ROTOGRAVURE AT A HIGH GRAM WEIGHT WITH A LUXURIOUS APPEARANCE? IT CAN BE DONE AND WITHOUT COSTS GETTING COMPLETELY OUT OF HAND!**

Ecofinish looks practically the same as a UV coating, but is much more attractively priced. Tests have shown that the appearance of Ecofinish - expressed in hunter - is practically the same as the much more expensive UV coating.

Roto Smeets applies Ecofinish in-line to the press. Spot coatings are also possible. The speed of cover production is not affected at all, and a production of 180,000 copies per hour is feasible when printing four covers per rotation on offset presses. These are production levels that can never be achieved with UV in page print.

### Quickstep chooses Ecofinish

At least as important is that Ecofinish can be applied to heavy paper. Normally speaking, it stops at 170 grams in rotary printing. However, high quality paper up to 300 grams rolled off the press.

Quickstep, manufacturer of laminate flooring and sponsor of a very successful cycling team, opted for this solution for its European catalogues, which are distributed in fifteen countries. Quickstep was naturally very particular about the glossy appearance of the catalogues. The company switched from UV to Ecofinish and was thus able to make considerable cost savings. Extra money can now be invested, for instance, in heavier paper for the cover or the inside text.

# BLOKKER DURFT!

**128 MB**  
**TOPKwaliteit!**  
**ZEER COMPLEET!**



### Nova Friteuse type FR-22

De friteuse heeft een multifunctioneel systeem. Het afneembare filterdeksel bevat een koolstoffilter, een groot kijkvenster en is vaatwasmachinebestendig. De binnenpan is van gegoten aluminium en heeft een anti-aanbaklaag.

- Inhoud 2,5 liter.
- Koude wand.
- Opbergbaar snoer.
- Automatische dekselopener.

# 39.95

Incl. recuperelbijdrage 1.00

### Germatic stofzuiger

- Elektronische zuigkrachtregeling.
- Met telescoopbuizen.
- Stofzak-vol-indicator.
- Zuigvermogen 2000 watt!

## Retailer saves on distribution costs

**THE BLOKKER RETAIL CHAIN IN THE NETHERLANDS AND BELGIUM SELLS HOUSEHOLD ARTICLES. SOME OF ITS OUTLETS ALSO STOCK TOYS. WHAT IS THE BEST AND CHEAPEST WAY OF ADVERTISING?**

Account Manager André Smit looked for and found a solution to this problem. Until recently, Blokker printed two separate catalogues: one with household items and one with toys. "As not all our outlets carry toys, the circulation of the toy catalogue was lower. That is of course not a problem but it does mean that Blokker has to distribute these catalogues house-to-house twice, which is very costly".

Roto Smeets came up with a solution. With every new issue, nearly two million copies detailing household articles first come off the press in A3 format completely finished. The run is then stopped and the printers change the paper for a wider run. The four million toy catalogues are then printed as a separate insert in the middle of the household catalogues. Smit: "The low distribution costs mean considerable savings for the company".

Other retailers also have this problem that not all shops carry the same range of goods. "For these retailers, we can calculate beforehand what savings can be made to limit distribution costs", says Smit.

## COLUMN

September 2005

*The theme running through this issue of Rotodate is that of cost savings. In the current era of very low inflation, most companies seeking to increase their margins do so through cost savings, and our clients – magazine publishers, multiple retailers, catalogue companies - are no exception to this.*

*There are a number of ways in which we can help. For any given specification, the chances are that Roto Smeets can offer exactly the right production method to ensure that the job is printed efficiently, with paper consumption kept to an absolute minimum. With the choice of both short-grain and long-grain web-offset or gravure presses, we have the press with optimum cylinder circumference and reel width to cover an extremely wide range of page sizes. There's no need for the client to feel constrained to stay within the confines of standard A4 or A5 sizes, and the increasingly popular "mail media" sizes can be produced very economically, allowing our customers to take advantage of the reduced mailing costs available through Royal Mail's forthcoming "size-based" tariffs.*

*Every one of Roto Smeets' web offset and gravure presses is equipped with either spine glueing or on-press stitching. This translates into an impressive range of press-finished paginations, from 8 pages up to 96 pages in steps of no more than 8 pages, all produced without costly off-line binding while reducing paper costs still further. The saving in paper consumption and binding costs achieved by moving to a self-cover, press-finished product is sometimes more than enough to cover the cost of increasing the weight of paper used for the main body of a catalogue or brochure, thus increasing perceived quality while reducing overall cost.*

*Involve us at an early stage of the design process, and we can help you ensure that your magazine or catalogue is both truly distinctive and highly cost-effective.*



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