



ROTOdate

ROTO SMEETS FOUR-MONTHLY NEWSLETTER

NO. 9 - SEPTEMBER 2006

Let yourself
be inspired

Let yourself be inspired!

Each issue of this Rotodate newsletter is produced in a different format in order to provide you with inspiration and to illustrate its advantages.

This time, we are simply sending you a sample along with the newsletter so that you can learn about the new folding options for the jumbo format.

Eye-catching publications

Printed matter must catch the eye. In Etten-Leur, Roto Smeets has installed a former folder on a press with which it is possible to fold in-line papers with a page size of up to 480 x 640 mm in a triple-fold into an approximately A4 format.

Technicians at Etten-Leur have built a former folder at the end of a 196 cm press that makes it possible to create an extra fold at the press. Due to this it is now possible to fold newspaper-like products of A2 plus format in a triple-fold into approximately A4 format.



Hans Falk, SPS employee from Roto Smeets, explains: "The large format is distinctive and thus attracts more attention. This is expected to make it more appealing to the consumers. In Europe you see increasingly wide gravure presses which also operate at very high speeds. Widths greater than three metres producing 55,000 copies an hour are no longer

the exception. The other side of the coin is that at those widths, almost no press exists that can produce a triple-fold because that would cause too much delay. We have now achieved that by installing this former folder on a press. While producing the tri-fold, the press with a width of 196 centimetres still achieves a respectable speed of 30,000 revolutions. By working intelligently with the existing technology, we offer our customers new possibilities for eye-catching communication."

Trouble-free Jumbo folding format up to A2 plus

The former folder in Etten-Leur on the 196 cm press can handle page sizes from a minimum of 150 x 210 mm up to a maximum of 480 x 640 mm (the jumbo format). This last format comes folded off the press in the maximum format of 240 x 320 mm.



is a publication of **Roto Smeets**, a division of **RSDB**

Editor in chief: Marketing and Business Development, Zevenijnstraat 6, 1216 GK Hilversum, the Netherlands

Concept and realisation: Media Partners Belgium

A newspaper of stature

Think big. As an entrepreneur, you probably recognise this slogan. Never limit your ideas, because doing so curbs a healthy sense of entrepreneurship. Think big however does not mean that we think exclusively in large volumes. But that Roto Smeets is happy to think big together with its customers.

An example of that kind of thinking is apparent for example in the special retail newspaper that you find in this Rotodate issue. An eye-catching newspaper that actually symbolises the flexibility of Roto Smeets, because it exists in various sizes, from small to super large. With the result that you can respond appropriately and flexibly to every current situation and change in the market.

It is a versatile promotional brochure with which you stand an excellent chance of attracting consumer attention and increasing shop traffic and rate of turnover. With this newspaper of stature, you are actually saying: I dare to opt for a different approach. It is a product with which Roto Smeets once again proves that we like to think along with you, as an entrepreneur. That we, more than anybody else, are flexible. And not only in the form of this newspaper. We are also happy to be your flexible adviser in the area of efficient and error-free work processes (WorkWizz) and the keen and timely (!) buying of the best paper. Think big, think Roto Smeets.



René van Werkhoven
Managing Director
of Roto Smeets

Ilva wants the right atmosphere in print



Mikael Bo: "To us a robust colour management system is essential for a production without hassle."

Ilva: high-class furniture

Ilva is a fast growing retailer, with its roots in the fifties in Denmark. The company sells high-class furniture for fair prices. All stores are known for their luxurious, modern atmosphere. A successful concept, given that alongside its three stores in Denmark and one in Sweden, Ilva recently opened three new outlets in the United Kingdom. Ilva wants to grow fast, especially in the UK.

"BEFORE CUSTOMERS COME TO ONE OF OUR FIVE ILVA SHOPS, THEY MUST BE PERSUADED. OUR CATALOGUES ARE AN IMPORTANT MARKETING TOOL TO INFORM OUR CLIENTS AND SHOW THEM OUR LATEST COLLECTION."



Mikael Bo is more than a photographer who makes beautiful pictures of the furniture Ilva wants to sell. Together with a very small team of only six people, he manages to produce ten small and two large catalogues a year. The team does all the work itself: photography, layout and prepress.

The Ilva catalogues are published in three languages. The total number of copies of each catalogue is approximately 2.7 million. The number of pages differs, but the size is always 23/28 centimetres with a glued back.

For the two large catalogues in spring and autumn, a small team travels to appealing locations to do the photo shoots. "Sometimes customers asks us where we have taken the pictures, because they want to spend their honeymoon on the same dream location with the intense blue sky," says Pernille Stokholm. She is also a member of the small task force, responsible for the production of the catalogues.

We go for perfect

The production of each issue starts with the chief designer who presents trend sheets. The first products are brought in. A layout is made, pack shots are about to be delivered, prices are set and texts are to be written. The whole process for the large catalogues from start to finish takes half a year.

Mikael Bo: "As a photographer I know how important colours are to create the right atmosphere. To us a robust colour management system is essential for a production without hassle. We want to focus on the products and the layout. We must be sure that the colours in print match the colours we had

in our heads when we started. It has to be perfect." For each page, the Ilva team uses eight to twelve proofs. Their own Epson proofer uses the colour profiles that are to be found on the website of Roto Smeets. They also work with WorkWizz, to keep maximum insight in the planning of the production process. Ilva works with a RGB workflow. The final documents are transformed into CMYK PDFs. Roto Smeets, in the Dutch towns of Weert or Etten Leur, proofs these files again.

Outstanding print quality

Because of the large number of copies, Ilva prints its catalogues in gravure. "In the old days, a part was printed in offset. We are happy with the results in gravure. The print quality must be outstanding. We work with a team that is very demanding and

critical. We want paper with a high opacity that will not curl and is strong. At the same time the catalogues must not be too heavy because of the high costs of house-to-house delivery."

"We are critical, because our customers are critical. If they decide at home they want to buy a chair and the colour in the shop differs from the catalogue we are in trouble. I must say the cooperation between our team and Roto Smeets is excellent. All techniques, like the colour profiles, are in place. We are working with a small team, so we cannot waste time. Our catalogues are key to our business. Our printing partner knows this and acts accordingly."

Looking for a perfect fit

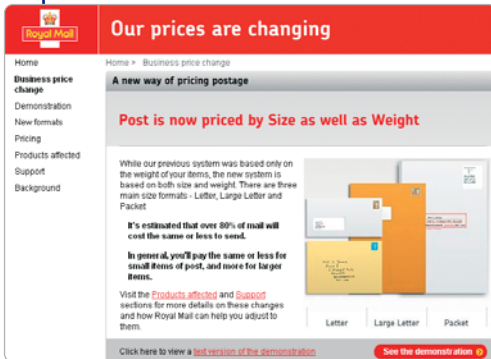
The only way to produce complex, high quality catalogues with a small team like Ilva is in close cooperation with the printer. A printer must know exactly what the customer wants, be flexible and always looking for better solutions to work smarter. Another issue: postal costs or other logistic problems can be solved by the printer. A perfect fit between a small task force and an experienced and skilled printer will bring out the best.



(CASE)

New postal system in the UK: Size does matter

PRICING IN PROPORTION IS A NEW PRICING SYSTEM THAT TAKES INTO ACCOUNT BOTH THE WEIGHT AND THE SIZE OF THE ITEM COMPANIES ARE POSTING. THIS IS BECAUSE SIZE IS A KEY FACTOR IN THE COST OF HANDLING AND DELIVERING YOUR MAIL, SAYS ROYAL MAIL IN THE UNITED KINGDOM.



'Pricing in Proportion' commenced 21st August. John Petty, managing director of print management company JPS Ltd. explains. "Customers who are buying printed material don't always realize what effect size as well as weight has on the costs of postal distribution. Now a new element is

introduced in the UK and size matters very much. If you are printing, let's say, a letter size brochure of 240 by 165 mm it must not weigh more than 100 grams. Going one gram over the borderline it will cost you an additional 70 pounds (103 euros) per thousand and 1 millimeter over size in either dimension 28 pounds per 1,000 (41 euros / 1,000)."

Royal Mail is forced to compete in its home market, says Petty. Therefore the former monopolist is investing heavily in automation. Machines that can handle bulk mail, like the direct mail or brochures less than 100 grams and smaller than the size mentioned, are part of that relatively cheap bulk. **Also a opportunity**

"The good thing is that once you pass this line, you can go a long way by making your printing material heavier up to 250 grams and bigger with no extra postal cost. So this is also a opportunity for retailers and publishers."

According to John Petty, the United Kingdom was by no means one of the first countries to take size and weight as a measure for the postal costs. "Over 20 countries did it before the UK. Our customers know how important it is to calculate in a very early stage of the production process the total costs of a project. And if they don't know it, we are happy to tell them."

Shifting break even point

An interesting side effect of the new Royal Mail rules is that printing of the less expensive 240 x 165 mm is a very inefficient process on a web press. On the other hand rotogravure will become more interesting. Due to - among other things - the shifting postal costs the break even point between offset and rotogravure will shift from 500,000 copies to 200,000 copies, says John Petty.

(PAPER)

Price of paper searching for new equilibrium

IN EUROPE, THE DEMAND FOR PAPER ROSE SLIGHTLY THIS YEAR. AT THE SAME TIME, PAPER MILLS ARE ATTEMPTING TO BRING ABOUT A REDUCTION IN THE PRODUCTION CAPACITY OF THE MARKET. THE OUTCOME, ACCORDING TO PAPER SPECIALIST BERT VAN DRIE, IS PREDICTABLE: AN UPWARD PRESSURE ON THE PRICE.

It is primarily the retailers who are still substantially investing in more folder production, says Bert van Drie. "That is why, all over Europe, there is a large demand for newsprint. If you were to plan an additional promotion now, it would be more difficult to buy large quantities of extra paper. The same situation is above all applicable for enhanced newsprint. The large demand of retailers for newsprint leads paper mills to seek innovations in newsprint as well as in gravure printing."

LWC and SC paper is quite easily available in the European market despite the fact that several factories have already cut down the market's production capacity of coated paper by about 780,000 tonnes this year. However, with the improvement and modernisation of the machinery, a capacity of about 180,000 tonnes was recovered. "That nevertheless still means that a net capacity of 600,000 tonnes has been pulled out from the market, and that adds up eventually."

Pulp considerably more expensive

In the United States and Canada, a similar rationalisation of the production capacity is well under way. For the reorganised production capacity for



newsprint, the counter stands at as much as two million tonnes.

Bert van Drie explains: "Traditionally, the contracts with the paper suppliers continue through to the end of the third quarter. We are therefore on the eve of new contract negotiations. Personally, I strongly suspect that the producers will try to get compensation for the greatly increased energy prices. And then in addition, the

price of pulp has shot up."

It is primarily the retailers who make the presses work extra hard. Publishers of magazines demand less in terms of volume but more in terms of the restyling of their magazines and upgrading of their paper quality from, for example, SC to LWC. A better quality paper is good news for subscribers and advertisers alike.

Praxis produces folders without errors and quickly

PRAXIS IS A HOME IMPROVEMENT CHAIN WITH SOME 130 OUTLETS ALL OVER THE NETHERLANDS. THE COMPANY OFFERS A WIDE ASSORTMENT FOR EXPERIENCED HANDYMEN AND FOR THE BEGINNING DO-IT-YOURSELF. THIS RETAILER ORGANISES ITS WORKFLOW WITH WORKWIZZ, THE RESULT BEING AN ERROR-FREE AND FAST PRODUCTION CYCLE.

Praxis is a trendsetter in the do-it-yourself branch. Planning, preparing and producing the various advertising folders and papers is a complex process demanding a great deal of time.

What is actually happening?

The planning of the folders is done on the basis of an annual advertising plan. Each main group of the assortment gets its space in the folder and basic grids are made. Samples need to be requested and the visuals are ordered. After the photographs have been taken, the pictures are checked and up until recently, these were archived in an external image database. Suppliers also provide pictures.

For each article, it must always be ensured that the textual information is correct and current. Folders are composed and the final grid is laid out. After the layout is finalised, the ready-to-print PDFs are created which after verification and approval are sent to the printer. All in all a complex process, made

WorkWizz decreases the chance of errors greatly

more so by the fact that various different systems are being used that are not linked to one another. This is also a time-consuming process with many possibilities of errors and of deadlines being missed.

The solution

A solution for these problems is the on-line WorkWizz application. This application shortens the processing time considerably and gives an overview of the status and progress of the publication processes. Moreover, the chance of errors decreases greatly.

How does it work?

Logic Use, a subsidiary of RSDB, has designed and created an online solution for Praxis through which the entire production process, from starting on a folder until the delivery of the final PDF to the printer, is managed and steered by Praxis.

The existing image database and all article and folder data have been categorised within WorkWizz. Now, Praxis itself manages all the visual material. The production of the folder has been automated right up to the proof, including the export of pictures and texts to the layout program InDesign.

What are the results?

Double work and communication errors are avoided. The process has become transparent. It is more flexible and the processing times have been considerably shortened.

Managing images with WorkWizzImager

WorkWizzImager manages the visuals for the various folder productions. What are the advantages for Praxis?

- Direct, online access to all visuals, in own management;
- Control of the entire image workflow;
- Greatly improved management of images, more logical overview, less searching required.

Checking and speed gain

WorkWizzPublisher manages the production of the folders for Praxis from starting on a folder to the delivery of the ready-to-print PDF. What are the characteristics of this workflow?

- Online overview of the status of the workflow;
- Automated folder production process;
- Flawless checking options (soft proofing);
- No investment necessary in hardware and software;
- Significant time gain.

Database in the hands of specialists

PIETER DAALMAN IS HEAD OF COMMUNICATIONS AT PRAXIS. THIS RETAILER USES WORKWIZZ TO PRODUCE 6.2 MILLION BROCHURES FOR DOOR-TO-DOOR DELIVERY. WHAT ARE PRAXIS'S EXPERIENCES?

The communications division of Praxis has a staff of eleven people. They are responsible for all publicity and marketing in the print media, on radio, television and over the Internet. Several times a year, Praxis distributes 6.2 million copies of a promotional brochure across the Netherlands by door-to-door delivery. Praxis uses WorkWizz for producing these brochures.

Pieter Daalman tells us more: "We've worked with LogicUse for over a year on the project. I'd decided we had become too dependent on our advertising agency who stored the pictures for us in a data-

Pieter Daalman: "Our aim is a situation where we can make changes up to the very last minute."

base. Besides the fact that doing that wasn't their core business, images and text weren't linked to each other - not very convenient, especially when you're dealing with tens of thousands of images."

Sample list

What Pieter Daalman and his team wanted went beyond what was technically feasible at that time. Eventually the technicians did however succeed in finding a solution. "We've built up a completely new database. Text and images are now linked to each other. A 'sample list' is also automatically generated, for when we have texts but no images yet. On average, we publish about 140 articles in an issue, so keeping an overall perspective is essential. Our aim is a situation where we can make changes up to the very last minute."

Shortening the processing time was one of the major driving forces behind the project. "You want to be able to respond swiftly to market demand. On top of that, we also want to keep the costs under control." The terms agreed between Praxis and LogicUse were set out in a Service Level Agreement. "All parties know exactly what their own rights and duties are and those of the others. We've now reached the fine-tuning stage. Work requiring coordination between the various suppliers, such as advertising agencies, photographers and the printer, has got much easier. Our database is now managed by specialists who work with the latest techniques. That's something I find reassuring."

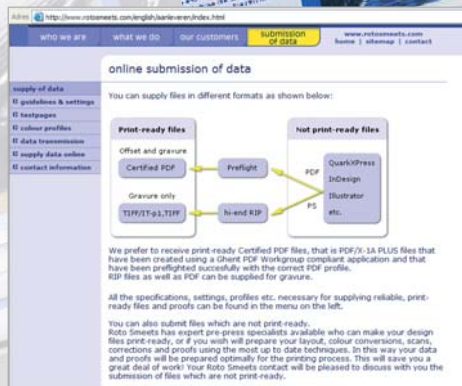
Online delivery improved

FOR MANY YEARS NOW, CUSTOMERS HAVE BEEN DELIVERING PDF FILES VIA THE ROTO SMEETS WEBSITE. NEW DEVELOPMENTS MAKE IT POSSIBLE TO FURTHER IMPROVE THIS SERVICE.

Work is currently being done on developing an update which will make the online delivery system more user-friendly. Also, an extra round of monitoring (or "pre-flight") will be automatically carried out on all the PDF files delivered within 24 hours of receiving them. The final testing will take place in September and the new application will come into operation in October.

Most important advantages

- Customers can select several pages for checking and print them all at one go;
- When delivered via the FTP server, the sender receives an e-mail with confirmation of receipt;
- The printers can put data ready on the website which can subsequently be downloaded by the customer;
- Every PDF which is not valid or complete ("certified"), is automatically pre-flighted immediately after it has been received;
- Any errors are automatically communicated via e-mail to the Order Manager who can get in touch with the supplier. As a result of this, errors are discovered and corrected much more quickly.



COLUMN

This latest issue of Rotodate underlines the huge variety of folded formats and page sizes which can be cost-effectively produced by Roto Smeets' gravure presses. Recent modifications to Press Number 7 in our Etten plant enable production of the "broadsheet" format with up to 16 pages of a maximum page size of 640 x 480mm, endorse folded on press to give a folded size of 320 x 240 mm suitable for either mailing or door to door distribution.

The variable-format capability of our gravure presses means that we can offer a virtually seamless range of page sizes ranging from below A5 right up to oversized A2. Naturally this includes formats which fit the Royal Mail's new "pricing in proportion" document size of 240 x 165mm, with maximum economy of paper consumption. Over the last few months we have noticed a strong increase in demand for brochures, catalogues and magazines in this size, and this is a trend which we expect will continue. Many customers are discovering the advantages of gravure printing as they adjust their products to this new size, and we can help our customers to develop innovative printed products which stand out from the competition whilst maximising their page area within the permitted postal weight.

Talk to Roto Smeets now about resizing your catalogues or magazines to take full advantage of the new postal tariffs.



Alex Scott
Managing Director
Roto Smeets Ltd.



Roto Smeets Ltd
Suite 11 - The Courtyards
Croxley Business Park, Hatters Lane
Watford Herts WD18 8NH, UK
Tel. +44 (0)1923 254546,
www.rotosmeets.com