



# web offset



GOSS ... INNOVATION FOR BUSINESS

# Innovation for More Business

At the 53rd Annual Conference of the U.S. Web Offset Association in May, Bob Brown delivered the supplier keynote address. Encouraging the 700 delegates to work together, he urged that collaboration, promotion and innovation could draw a greater share of advertising spending to the web offset process. Highlights of the speech follow:

“Instead of talking about the viability of printing let's shout about the vitality of web offset printing.”

BOB BROWN, CEO

GOSS INTERNATIONAL



The web offset industry faces critical challenges. The constant threats of consolidation. The lack of pricing power coupled with irrational capacity. A shrinking talent pool of skilled personnel. The continuous pressure from the electronic age and new developing forms of communication; environmental and regulatory pressures that continue to confuse and challenge us everyday. Capital required to remain competitive and the returns demanded by the capital providers.

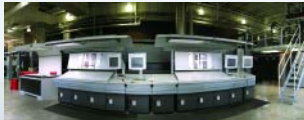
Let me call upon the Web Offset Association to consider developing a new agenda focused on promoting our industry to the world. An agenda that specifically focuses on innovation and actions to grow our market position in the world of advertising.

We all know the driver behind our business. It is advertising! We need an agenda that aggressively focuses efforts on political, regulatory and environmental issues that impact our competitiveness. It has to be based on real initiatives that directly support our collective objective, and it must be executed with a ruthless sense of urgency! Regaining and growing our share is of paramount importance.

To do this, we must first engage in a real and honest appraisal of our competitive strengths and weaknesses versus other media alternatives. What are the major barriers to claiming a greater stake of the ad spending? We need to really understand what drives the media selection process and how to capitalize on and leverage those attributes. Identify those macro environmental, political, or regulatory issues that impact us and get behind initiatives that will positively influence them in our favor.

We must reaffirm our commitment to innovation! I'm not talking about simply buying new equipment.

The web offset industry faces critical challenges. The constant threats of consolidation. The lack of pricing power coupled with irrational capacity. A shrinking talent pool of skilled personnel. The continuous pressure from the electronic age and new developing forms of communication; environmental and regulatory pressures that continue to confuse and challenge us everyday. Capital required to remain competitive and the returns demanded by the capital providers.



I'm talking about innovation throughout the entire value-add chain and the external factors that impact our business: innovation in training our people; innovative thinking in dealing with the various challenges confronting the distribution chain; innovative thinking on promoting the capability of our process and the products it can deliver.

You [members of the Web Offset Association] have a proven track record of innovation. You have been confronted with defending the viability of print since the advent of electronic communication. We know one thing for certain – we live in challenging times. But predictions about the displacement of print have accompanied every alternative from radio, to TV, to the Internet, to the exploding array of 21st century electronic options including today's latest, the BLOG! Print is here and I will argue more alive than ever. Innovation in technology, process and people has produced remarkable gains in productivity, quality and flexibility of web offset.

Following me is a discussion about “traditional iron” vs. digital printing. Do we really believe that the investments being made today by many of you are investments in traditional iron? I take great exception to the term; it is one example of how we marginalize our industry. We have worked together – continuously and collectively – to transform so-called traditional iron into sophisticated, high-technology production systems. Let me ask the question: what defines digital printing? I would argue that our so-called traditional iron has become a digital production system. We should promote our capabilities that way.



Web offset has proven as adept, or more adept than any other process at exploiting digital technology to enhance its power to address advertisers' and publishers' demands. We are using digital technology to preset, image, automate, and to customize and personalize products in the binderies. Workflow systems and connectivity moves information, and enables us to troubleshoot over the phone, slash waste, improve quality and productivity while significantly cutting the overall cycle time of the process.

Instead of focusing on defending against displacement by other media forms, we need an agenda that leverages our accomplishments to do some displacing of our own.

We all know that shorter run lengths, more customized products, and greater immediacy are the way of the future. Web offset has accepted the challenges of these requirements and provided solutions. Technology is also allowing us to push in the direction of higher capacity output presses with wider webs and pacing capacity per a single cylinder revolution.

Web offset production is currently challenging what used to be considered the exclusive domain of sheet-fed presses. While the battle with gravure continues! Those processes have innovations aimed at our market share and will continue to make strides. But we are up for the competitive challenge, pushing hard in both directions.

And we have not come close to hitting the ceiling in terms of innovation or ingenuity. We have not reached a technical plateau but a new threshold of opportunity.

As a supplier with a business plan predicated on innovation, my view on investment is inherently biased. But my motivation is not parochial. Suppliers face decisions about investment, risk and ROI that are very similar to those that printers face. Goss is one example. We realized the changing dynamics – the convergence of Newspaper and Commercial web. We deliberated about where the industry needed to go and what type of suppliers could take it there. Our conclusion was that substantial innovation is mandatory to deliver

“...we have not come close to hitting the ceiling in terms of innovation or ingenuity.”

performance enhancements that the coming decades will require. So we're structuring a business that can sustain that level of R&D within a cost structure that delivers value to our customers. You ultimately decide if we made the right move. The important thing to us is that we made a move. A proactive decision driven by a long-term vision.

“Web offset has proven as adept, or more adept than any other process at exploiting digital technology...”

Our business is web offset printing. But our success in 2005 and beyond depends on much more than printing. We need initiatives focused on promoting our product, attracting and developing human capital, aggressively working regulatory issues; every issue impacting our brand and our battle for advertising market share.

At the same time, we must sustain a culture of collaboration and innovation within our industry.

And we have the leverage within our grasp to do it. Let's reinvigorate and expand our vision to fully exploit that leverage. Innovate with technology to continuously improve the value proposition of web offset printing as an advertising tool. Innovate with ideas to eliminate any and all barriers that stand between that value proposition and the advertising we need.

Let's collectively create an aggressive and offensive-minded agenda. Instead of talking about the vitality of printing let's shout about the vitality of web offset printing.

# Goss Web Center

## – Taking Workflow to a New Level

Goss International has worked with its customers to develop an integrated press control system to deliver maximum productivity and efficiency for today's commercial web printers.



More than ever, printers know that competitiveness and profitability demand an ability to deliver high-quality products at the fastest speeds and the lowest costs possible. With production routines growing more complex, customers are demanding even better quality and more value.

The Goss® Web Center™ system takes the concept of press control to a new and comprehensive standard. Delivering a full range of advanced features that web printers require to automate their processes, the Web Center

software also maximizes efficiency and integrates all press systems within a single comprehensive digital workflow.

Antoine Chevalier, Director of Commercial Web Product Management at Goss International explains its advantages. "As well as being a modular system, the Goss Web Center software offers full workflow capability to deliver solutions tailored to each customer's unique requirements. This software was developed in conjunction with our customers around the world and answers their specific production needs."

Compatible with CIP4/JDF standards, the Goss Web Center capability is built on a Windows® NT operating system and provides the software, hardware and connectivity for complete customized control.

### Omnicon and OmniColor

Forming the foundation of the Goss Web Center system are Omnicon® press controls with the OmniColor® console. Accommodating all leading closed-loop systems, this combination provides service personnel with uninterrupted remote monitoring and trouble-shooting capability.

Chevalier continues, "Large touchscreens enable operators to retrieve digital data, monitor press

and production data, and initiate automated sequences. In addition they can also remotely control ink, water and every other motorized function throughout the press and folder – all with speed, precision and ease."

### OmniMakeready

OmniMakeready™ hardware and software functions create a link with closed-loop controls for color, register and cut-off. Unique software calculates and automatically adjusts target density, ink film thickness and other job change functions. Data travels automatically and precisely to the press ensuring fast start-ups and reduced waste.

### OmniPresetting

A powerful addition to the prepress interface, this module makes it fast and easy to preset ink keys, motorized folder functions and some auxiliaries. Operators can initiate automatic presets based on standard job formats and stored data or they can easily create new parameters.

Malek Zemra, Technical Manager, FOT Imprimeries, France, comments, "With the OmniPresetting software installed on our Sunday 2000 press, we have significantly reduced our start-up waste and make-ready time."

### OmniReporting and OmniLink

OmniReporting™ software offers complete reporting on press status and performance. Data ranging from speed, job duration, consumable consumption and waste, to events like splices, web breaks and blanket washes can be accessed on-site or remotely. OmniLink™ communicates this performance data directly to the management information network.

The Sunday 4000/32 press at SIB Imprimerie in France is equipped with Goss Web Center modules, including OmniReporting. "Paper waste reduction was a major concern for us," explains Vital Renon, Technical and Production Manager at SIB. "With the OmniReporting system offered by Goss we now have the possibility, thanks to the detailed report at the end of each job, to analyze the main causes of paper waste and act directly and efficiently to reduce paper consumption."

Goss Web Center technology is now in operation at numerous sites in North America, Europe and Asia.



# Sunday Success

**With a progressive outlook, E&D Web is seizing growth opportunities with Goss® Sunday® press technology in the United States.**

The E&D commercial web company located just outside of Chicago in Cicero, Illinois, recently installed its third Goss Sunday press in the last seven years, moving at a rapid pace towards 100 percent gapless production. CEO Chris Love and his brother, COO

Ken Love say Goss technology advantages are simply too compelling to ignore. "The Sunday presses produce two and a half times the volume of our previous-generation presses, cut make-ready times by up to 75 percent and save vast amounts of paper for our customers," he summarizes. The latest six-unit Goss Sunday 2000 press allowed E&D Web to retire two Heidelberg Harris M-1000 presses and still realize a net increase in capacity.

Bart Love founded E&D Web in 1964, printing two-color subscription cards for *Time* magazine. Sons Chris and Ken grew up learning every aspect of a business they have since expanded to 150 employees and \$60 million in annual

sales. Their specialty is running high-speed web work into folders, sheeters or other in-line finishing equipment. Clients across the United States call on the company to print direct mail jobs and various inserts and components for magazines.

"We don't have a crystal ball, but our goal is to stay competitive by having the most modern technology that is available," explains Chris Love. Along with the three Goss Sunday presses,

E&D Web was also the first printer in North America to install a Goss EcoCool® dryer with integrated chill rolls and among the first to pair a Sunday 2000 press with a Goss Contiweb® FD flying pasteur.

"We have specifically designed our workflows to maximize the advantages of the Sunday press platform," says Chris Love. He lists automated presetting, a 100 percent digital workflow, partnerships with consumable suppliers, operator experience, maintenance and training as key complementary ingredients.

### Differentiation through commonality

"After we saw the results with the first Sunday press, the decision to expand to a second and a third was natural," confirms Ken Love. "This platform is where everyone wanted us to be – our customers, our staff and our accounting department."



Ken (left) and Chris Love say investing in Harris, Heidelberg and now Goss web press innovations has helped E&D Web to continuously carve out a bigger and better market niche.

Building a common production platform around Goss Sunday presses has also allowed E&D Web to turn flexibility into a competitive advantage. "We can switch quickly from one press to another if necessary, or run a

job on two presses, and that makes us more responsive to our customers and more efficient," Ken Love explains. He also says the fact that those customers are familiar with the advantages of gapless press technology is another selling point. "Our customers know Sunday technology," he concludes. "They see a lot of top printers buying Sunday presses, so when they come to us, they're confident about the results they're going to get."



## World News

### Goss Automatic Transfer GATF Award

Goss International is to receive a 2005 GATF InterTech® Technology Award for its innovative Goss® Automatic Transfer™ capability, allowing on-the-fly commercial web press production. For more information see [www.gossinternational.com](http://www.gossinternational.com)

### Cadmus orders Sunday presses

As part of the most comprehensive upgrade ever to its print manufacturing capabilities, U.S.-based Cadmus Communications invested in a Goss Sunday® 3000/32 press and a Sunday 4000/48 press system in June. The company chose Goss technology to grow its position in target publication markets, provide customers with enhanced quality and turnaround times, and retire older less efficient equipment.

### Third Sunday press for Brazilian printer

Marcos Neves, Industrial Director and part owner of Esdeval Industria Grafica, has confirmed the order of a third Goss Sunday 2000 press with International CEO Bob Brown and Goss International Director of Commercial Web Sales, Latin America Phil Burke. The new press system was shipped in July and will join Sunday 2000 presses installed in 2002 and 2004.

### Alderson Brothers goes major league

The Alderson Brothers Group, one of the largest privately-owned commercial printers in the South of England, has placed orders with Goss for two Goss M-600® 16-page web presses to offer increased capacity for its commercial printing division. The two new presses will be housed in a brand new facility and the first press will be installed in October 2005.

# Enhancing for Peace of Mind

D C Thomson in Scotland, UK, has recently installed a series of Goss enhancements, including a folder refurbishment, spraybar upgrade and a fire suppression system. The new enhancements ensure the company maintains its high quality and gives them the peace of mind of a safer working environment.

With two print facilities running six Goss Colineers® presses between them, D C Thomson needed to maintain operational efficiency and high-quality print. After a comprehensive audit by Goss of its press equipment at Glasgow and Dundee, the company decided to implement a program of refurbishment for its six 32.5x5 jaw folders. The challenge for Goss was to ensure that the program was entirely non-intrusive and did not affect normal production at either site.

#### A window in time

Printing many in-house and national titles and a range of contract freesheets, D C Thomson's Glasgow print facility modified printing schedules to spare one of its four press-lines for remedial work from Monday to Friday. At Dundee where the company prints, among others, *The Evening Telegraph*, *The Courier & Advertiser* and *The Sunday Post*, the window was from Saturday morning until Sunday evening. For continuity and to make best use of time, Goss engineers based themselves locally, transferring from Glasgow to Dundee on Friday night and back again at the close of the weekend.

Goss Customer Service Engineer, Jon Clarke, explains the complexity of the operation: "It sounds fairly straightforward, but the fact is that every folder is unique – there is no common pattern of wear, so as each is opened up there is a new process of diagnosis and a new set of requirements. Based on the work required, we developed a strategic plan of remedial actions to make sure that the presses were running consistently again right on schedule."

According to Brian Clarkson, D C Thomson's Engineering Systems Manager with responsibility across both the Glasgow and Dundee plants, normal production was maintained throughout with all work programmed to suit production requirements.

Goss accomplished in excess of 200 individual jobs across the six folders in little over three months. Additional work highlighted is now underway. Goss also got a spraybar upgrade program underway. Brian Clarkson and his colleagues had noticed that the existing technology was starting to show its 14 years. Given the same available time window, the first press at Glasgow was fitted with 20 new Goss spraybars as well as an upgraded control system to allow finer control, all installed and commissioned within two weeks.

"Far from simply fixing an impending problem, the new Goss spraybar has been a considerable quality improvement," comments Brian. "We have much greater control of adjustment, making for a better copy."

#### Added assurance

While addressing problems that would undoubtedly surface some day, D C Thomson also decided to take steps for controlling unforeseeable circumstances. In fitting Goss Fire Suppression Systems to all six presses, the company equipped each folder with an automatic or manually activated system, each comprising four water cylinders and a nitrogen canister. This ensures that a total of 36 liters of water mist will be sprayed into the folder in the event of any activation.



## Goss Multi-Site Order for Doğan Yayın Holding (Hürriyet), Turkey

Hürriyet Gazetecilik ve Matbaacılık A.Ş., a subsidiary of Doğan Yayın Holding of Istanbul, Turkey, is making a major investment to increase color capacity and flexibility at three of its key printing sites. Equipment ordered includes 15 Goss® Universal® four-high towers totalling 64 printing units and one Goss Community® four-high tower.



Milliyet, Izmir Universal 45 press (New equipment shown in blue)



Hürriyet, Ankara Universal 45 press

Enjoying a majority market share of Turkish newspaper advertising today, Hürriyet already has over 350 Goss brand press units installed before this latest expansion project.

Hamil Alianci, General Manager of Doğan Printing Centers, comments on the order, "Color quality is one of our driving forces; the new press equipment will dramatically boost our color capabilities and significantly increase the production speed, in turn reducing delivery times.

"At our Doğan Printing Centers we produce an incredible array of newspapers and commercial titles. This means we need

versatile and reliable units to keep up with the growing business. Fast job changeovers and short make-ready times make our production schedule possible, without losing our edge on the latest news," he confirms.

This latest expansion project involves phased installations across the three facilities. In Trabzon a four-high tower will be installed to the existing Goss Community press. In Ankara an additional seven four-high towers will be installed to extend its Goss Universal 45 press and in Izmir eight four-high towers and two, two-high towers will be added.

## World News

### Tower additions in Norway and Sweden

Pagination and demand for high-quality color has driven customers across Norway and Sweden to order multiple tower additions for Goss. With projects at Mediatryck AS and Adressa Trykk in Norway, and Tabloidtryck, Sweden, already confirmed, Goss will ship a total of eight Goss Universal four-high towers to Norway and Sweden in the coming months.

### European Community success

Continued popularity of the Goss Community in Europe, Middle East and Africa is once again evident in 2005 with over 100 printing units ordered in the region in the first five months of 2005 alone. Projects include a new five tower press line for Rotopress s.r.l. in Italy, with orders for five tower press lines from Denmark and Finland also.

### Goss Universal press – the 4,000th unit

The 4,000th Goss Universal printing unit has been delivered to Corpe Presse, France. Due to its superb versatility and print quality, the Goss Universal has been one of the most popular single width products in the world for newspaper and semi-commercial printing. The family includes both a one-around at 50,000 gph. and a two-around at up to 75,000 gph.



# Goss International:

## Innovation Advantages Throughout the Commercial Web Workflow

### Splicing and Pasting

Zero-speed or flying paster options  
1524mm roll diameter capacity  
Integrated infeeds  
Automated roll handling  
99.7% or higher splicing success rates  
Remote diagnostics

Roll handling  
Automation

Multidrive  
Independent  
Shaftless drives

60"/1524mm roll  
diameter capacity

Goss Autoplate™  
system

Gapless blankets  
(Goss Sunday®  
presses only)

### Printing

Gapless Sunday® press blankets  
Convertible inking and dampening  
Advanced ink train designs  
One-minute blanket change  
Shorter cut-offs, paper saving  
Autoplate  
Semi-automatic plate changing  
Automatic Transfer on-the-run job  
changes  
Automatic web catcher

### Drying

Integrated drying and chilling  
Patented higher-air-volume/lower-  
temperature drying  
Advanced solvent concentration  
control  
Integrated web guiding  
Integrated silicone application  
Integrated remoistening and  
integrated closed-loop color controls

Goss Ecocool®  
dryer

### Goss Automatic Transfer™ technology

On-the-fly commercial web press  
product changes with minimized,  
very low waste

### Workflow

Multidrive  
OmniCon® press controls  
OmniColor™ color control  
OmniMakeready™ software  
OmniPresetting™ technology  
OmniReporting™ data  
OmniLink™ MIS system connection  
Self-learning capabilities  
Open, CIP4/DF-capable architecture

### Folding

Pinless or pin-type folders  
Double-cut positive signature control  
Dynamic Diverter  
Matched-velocity signature slowdown  
Automated presetting and  
changeovers

Pinless Folder

Enhanced  
Makeready (EMR)

Goss Web Center™ console  
OmniCon® and  
OmniColor™ controls

Servo-driven hoppers

Inkjet personalization

High-speed  
selective binding

### Finishing

Goss Pacesetter® saddlestitchers  
Goss UniversalBinder® adhesive binders  
High speeds and high nets  
Advanced product personalization  
Integrated systems

Omniflex controls

Configuration  
versatility

Typical 2006  
Goss® Commercial Press  
and Finishing Line

## World News

### Three M-600s for Graphoprint

Following a devastating fire at its Dieselole plant in the UK, Graphoprint has placed orders for two Goss® M-600® D commercial web presses and a Goss Sunday® 4000 press. Graham Ostler, Managing Director at Graphoprint relates, "I cannot speak highly enough of Goss; their response has been fantastic. In less than a week Goss provided us with a solution and the orders were processed immediately."

### Economic Daily invests in Newliner

One of the leading national newspaper publishing groups in China – The Economic Daily Newspaper Group – has placed an order for a Goss Global Newliner® press to meet the requirement for increased printing capacity at its facility in Beijing. The order represents the company's 7th press order with Goss.

### 6th Newliner press for Maeil Business Newspaper

As part of its ongoing investment, the largest circulated newspaper in South Korea, Maeil Business Newspaper (MBN), has added its 6th Goss Newliner press with advanced web offset printing technologies. Yoo-Sang Lee, Senior Executive Managing Director of Maeil Business Newspaper stated, "The Newliner 90 press is a fault-free collection of design features based on simplicity and bio-mechanics. The confidence we have in this press responds to our readers demand for higher newspaper print quality."

This new two-around Goss Magnum press model is designed to meet requirements for increased color, speed and automation in their

# Goss Magnum Success

Ordering a Goss Magnum® press in 2004 to satisfy its own printing requirements, Houston based publisher Greensheet has since been approached by the New York Times to print its regional edition in Texas.

The combination of the high-quality Goss Magnum press and the flexibility of the Greensheet team to meet the demands of the New York Times has secured the contract to print 15,000 copies of the daily edition and 20,000 copies of its Sunday edition.

#### The right solution

Ted Stiles, Director of Operations at the Greensheet facility, explains, "When the New York Times contacted me to see if I had the right press capability, the Goss team sat down with me and found a solution to enable us to offer the right capacity and win the contract."

By reconfiguring the original order and suggesting the addition of four new Goss Magnum units as well as an upper former, the New York Times requirements have been successfully met.

"The support we have had from the Goss team has been exceptional," Ted Stiles enthuses. "We know we have made the right decision in purchasing the Goss Magnum press. The Goss International team has been



with me every step of the way, ensuring that the new press fits our needs, arrives on time and that we receive the necessary training to finish the project on schedule and within our specified budget."

### Goss Magnum two-around

As part of its continuing focus on technology leadership in the world newspaper market, Goss International has launched the latest addition to its single-width product range – the Goss Magnum two-around press system.

This new two-around Goss Magnum press model is designed to meet requirements for increased color, speed and automation in their

high productivity single-width press market for straight or collect products.

With a variety of cut-offs and web widths up to 858mm/33.8" at 75,000 copies per hour (914mm/36" web width at 60,000 gph), the Magnum two-around is also equipped with a modern control system which can allow presses directly from CTP systems. Available with either the rotary Goss R2:1 folder or the higher specification Goss J2:3:3 jaw folder it can print up to 96 pages broadsheet or up to 128 pages broadsheet in straight run format.



# The Format Quandary

Whether due to historical, social or publisher preferences, newspaper formats and sizes vary massively around the world. Despite calls for a more 'industrialized' approach to newspaper production, individual newspaper formats continue to change at a different pace from one country to another. In the meantime, it leaves publishers in a quandary – which format is the best bet for future newspaper growth and success?

“The Goss FPS press means that for the first time newspaper publishers are not locked into one cut-off for the next 20 years.”

DAVID STAMP, GLOBAL MARKETING DIRECTOR

GOSS INTERNATIONAL

While newspapers worldwide divide into 'broadsheet' and 'tabloid', there is little consistency in actual centimeter or inch dimensions. Europe has probably the widest variety of newspaper formats and sizes, with press sizes commonly anywhere in the range from 600mm (23.6") down to 450mm (17.7"), and many of these,

particularly in the UK, now choosing to go tabloid. In Italy the trend for large format tabloids continues, where newspapers typically 500 x 350mm (19.7" x 13.8") are produced on presses with 2000mm (78.7") web width and 700mm (27.6") cut-off. Scandinavia, by contrast, is now almost completely full-color tabloid and also stitched, raising an additional option for publishers elsewhere wishing to win public favor. In the Americas, where web width reductions to 50" to lower paper costs have been implemented on a massive scale over the past 6-7 years, the format quandary is now a big question. The need to reduce newsprint expenditure as well as to offer readers an appealing product in terms of design, content and

convenience, is putting pressure on publishers to take the plunge one way or the other. At the same time, the scramble for each advertising dollar makes publishers reluctant to reduce the size – and, it is argued, the impact – of each page ad.

For Dario Designs Inc., the U.S. architectural design and consultancy specialist, changing formats can trigger business, and the company's President, Dario D. DiMare sympathizes with customers facing this dilemma. "Nearly everyone here is considering the Berliner and mini tabloid-format because everyone is looking to save money on newsprint. Readers also seem to be pleased with a smaller, easy to handle format, but publishers are afraid to convert to Berliner due to the lack of successful examples in the U.S., while tabloids still carry the stigma of 'tabloid journalism'. There are distinct pros and cons to each of the smaller format alternatives across a range of parameters including cost savings, production flexibility, ease of insertion, but there is no obvious long-term winner."

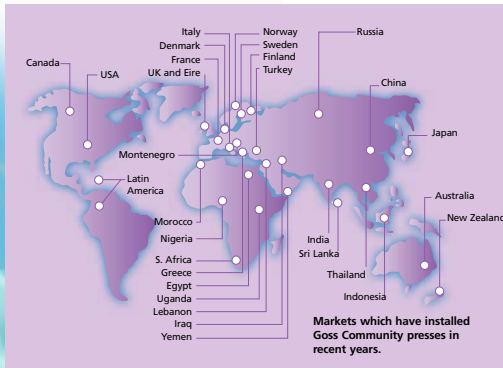
According to David Stamp, Global Marketing Director, Goss International, this uncertainty has been one of the drivers behind the development of the Goss® Flexible Printing System® press "We want to ensure that our customers thrive and so we have focused on minimizing the risks to their businesses. As well as minimizing waste and improving print quality and productivity, the Goss FPS® press means that for the first time newspaper publishers are not locked into one cut-off for the next 20 years. Whether they move to a new format now or not, with a Goss FPS printing system they can change the complete format and size of the newspaper again in three, five, however many years, when their competitors face a complete environment changes. Alternatively, they could produce both an 18.5" / 47cm Berliner broadsheet and a conventional 22" / 56cm cut-off newspaper in the same week.

"With the Goss FPS and other key technologies, we can help publishers achieve any format change."



# The Booming Asian Economy

Director of Manufacturing Russ Kliese describes it as "the most exciting place in the world". With China's economy in overdrive, there is perhaps no better place to be for a high-technology business than Shanghai, China, the industrial urban powerhouse at the center of the economic miracle in the world's most populous country.



Formed as a joint venture in 1994 by Rockwell Graphic Systems, Inc. with Shanghai Electric Group's SPM subsidiary, Shanghai Goss Graphic Systems Co Ltd (SGGS) is the largest joint venture press manufacturer in China and is an ISO 9001 certified high-technology enterprise with a plant that covers more than 76,500 square meters. Products include web offset presses for newspaper and book printing, commercial sheetfed presses and metal printing and coating equipment, some of which are sold just in the Chinese domestic market.



Russ Kliese, who has been based in Shanghai since 2003, bubbles with enthusiasm about the SGGS success story. "Between 2001 and 2004 total production has increased 90 percent. We have sold all over the world – to America, Italy, Iraq, Yemen, South Africa, Indonesia, Australia, New Zealand, Finland, the UK, Trinidad and Russia," he said. "The Goss Community press is a cost-effective solution that offers quality production, quick change and great flexibility. It is easy to add towers for more pages and color. The technical expertise at SGGS is excellent and this combination of cost, quality and speed are real customer satisfiers."

## SGGS success

Just ask the management at Lansi-Uusimaa, part of the Jantori Oy media group in Finland and a long-term Goss press user. When the company brought forward the delivery date for its latest order of two four-high Community towers, Goss suggested that SGGS could meet the short four-month deadline. "The Chinese industry and its quality are not well known, so when Goss Shanghai was suggested to us we were cautious," said Managing Director Jaakko Puomila. "The start-up of production went extremely well. Both towers have been running without any problems since installation and we are positive we made the right decision going with SGGS. We would have no hesitation in going back to them again for further upgrades."

Jim Ladage, General Manager of SGGS since 1997, has been involved from the very beginning of the joint venture. He is bullish about the future. "China's GDP is growing at around 9.5 percent a year. The printing industry in China is growing at around 12-15 percent. The demand is enormous. Around 800 Community units were shipped in 2004 alone for new presses and tower additions."

Richard J. Sutis, Goss President, has worked with SGGS since it was only a licensee and has seen the company grow into a joint venture during his 25-year involvement in the Chinese market. He commented, "SPMM was chosen as a partner for its capability in manufacturing and its high levels of customer service. A joint venture was used to bring our western design and methods to market in domestic China

as well as in the export of precision machinery around the world."

## Technological capability

SGGS is now a key regional business segment of Goss International and an important global resource for the company. CEO Bob Brown underlined that when he said recently: "We have been very successful with SGGS, and the quality of the product is well accepted around the world. We have a strong position in China and I don't think there are too many places in the world where there is much of a difference in technological capability these days. The theory that developing nations like China will skip generations of technology is probably valid."



The last word goes to industry veteran Russ Kliese. Asked about his time in Shanghai, he replied: "I've never had so much fun in my life. There's so much opportunity here. It's a thriving, productive, opportunistic market. People really have to see it to believe it. It's the most exciting place in the world."

*The joint venture stake of Rockwell Graphic Systems is now owned by Goss International Corporation.*

# Large-Diameter Dividends

**Convinced that 1524mm (60 inch) reel diameters can get web printers rolling toward enhanced productivity, Goss International has taken the lead in making the concept a reality.**

Extending intervals between splices has big advantages for web printers, and nobody appreciates that more than the Arandell Corporation.

With five Goss® Sunday® 3000 presses routinely printing at 15 meters per second at its mega plant in Menomonee Falls, Wisconsin (USA), the high-quality catalog printing specialist was among the first in the world to experiment with 1524mm (60 inch) roll diameters in the fall of 2004. Executive Vice President of Sales and Marketing, James Treis has no reservations about the results and the potential.

"We would run 100 percent of our work on the larger rolls today, if we could get the paper we need in all weights and web widths," he explains.

Treis is not alone in his enthusiasm. Goss has equipped more than ten new Sunday presses with its Goss Contiweb® FD pasters to handle the larger rolls, and several other printers are taking advantage of that capability with increasing frequency.

## 30% fewer splices

Simple math supports the trend. Chuck Irons, Sales Director for Goss splicers and dryers, points out that 1524mm rolls can yield up to 44 percent more paper than industry-standard 1270mm (50 inch) rolls. "Aggregate data from printers running Goss presses at various speeds shows that increasing the diameters to 1524mm could extend the average time between splices from 40 minutes to 58 minutes and cut the number of overall splices by 30 percent," confirms Irons.

"Each splice comes with a direct labor cost and further opportunity for web breaks and paper waste," explains Treis. "By increasing the splice interval, we also gain important flexibility advantages in how we handle roll preparation."

Like many other groundbreaking Goss initiatives, the drive towards 1524mm rolls reflects innovation rooted in practical, competitive advantages for web printers. Demand drove Irons and his colleagues to bring leading web printers and paper suppliers from Europe and the United States together for a "Paper Summit" to discuss advantages, availability and the logistics of moving, managing and splicing the larger rolls.

Treis, whose company participated in the "Summit", concurs that good things tend to happen when press manufacturers, printers and consumable suppliers work together, and that the jump to larger rolls is a mutually beneficial goal that neither party could reach on its own. "Goss needed to demonstrate the splicing technology, we needed to commit to buying the larger rolls and paper companies had to commit to producing them," he explains.

Suppliers and printers acknowledge that increasing roll diameters is not as easy as winding more paper around a core. Core diameter itself is an issue. Additional paper weight can damage 76mm (three inch) cores, especially in an emergency stop at high speeds. Therefore, Goss has designed the Contiweb FD paster to accommodate traditional cores as well as 152mm (six inch) cores for the larger-diameter rolls.

Added roll size and weight may also require modification of storage and transportation capabilities at some printing plants. Treis says the Arandell Corporation has easily overcome those hurdles. "The only difficulty we have is in getting the supply, especially in the 72 inch width for our new Sunday 3000/32 press," he explains. "We're confident that, with more of these wider 2x8 Goss presses now coming into production, the increased demand will create increased availability from the mills."

Irons looks at the benefits that accompanied the leap from 1020mm (40 inch) to 1270mm (50 inch) rolls in the early 1980s as an indication of the future. "Going to 1524mm will not be for everyone, but it makes sense for some printers, and the advantages will be even more dramatic," he predicts.



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