

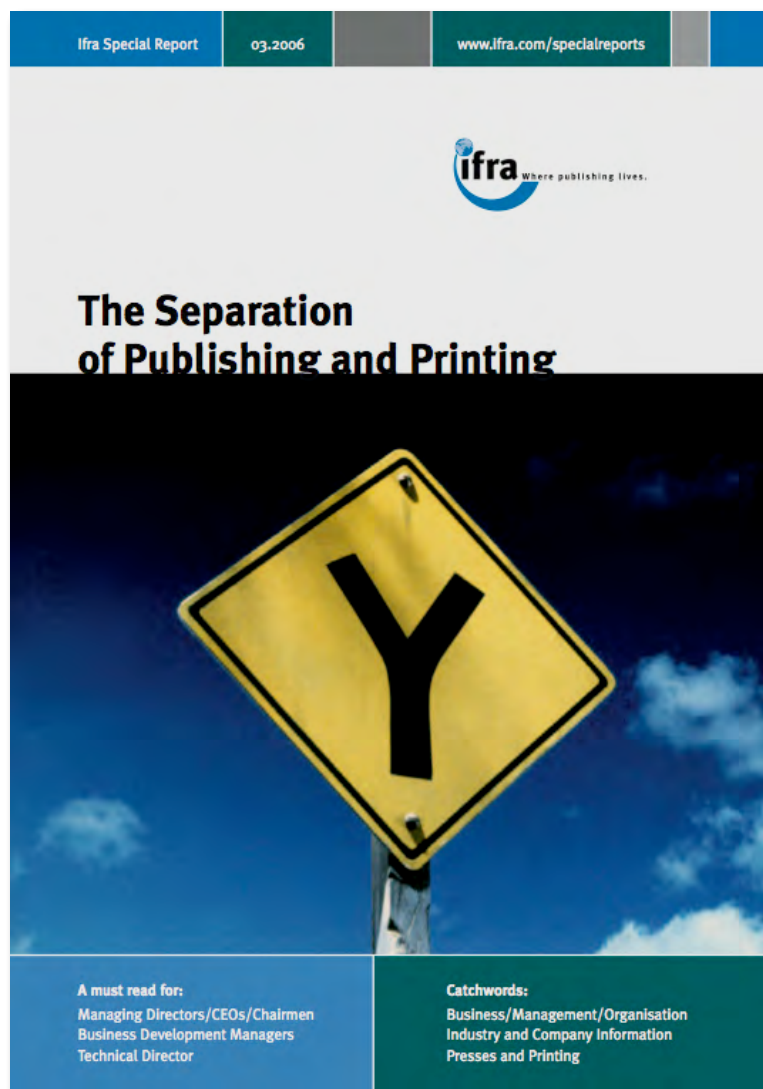
# Hybrid Printing

## Markets and Perspectives

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# Why is Semi-Commercial a hot topic now?



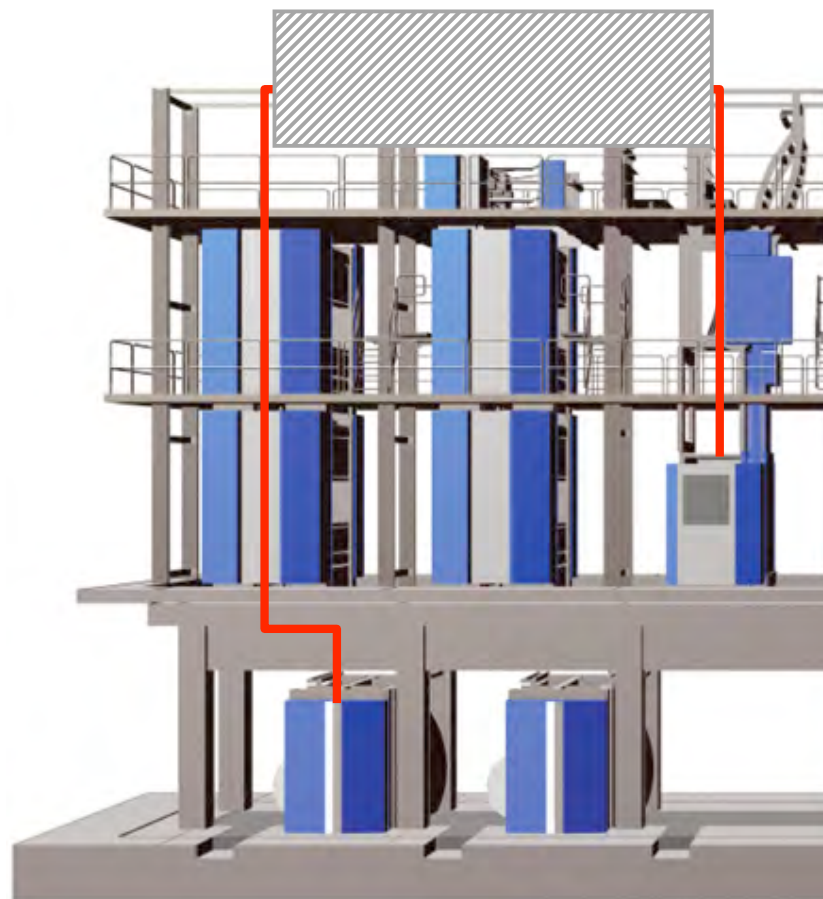
- Production profit centres
- Joint ventures
- Outsourced production
- Newspaper printers need to make profit
- Commercial printers start printing newspapers

## **What are the technical implications?**

- Dryers (heat or UV)
- Improved materials (paper, ink)
- Stitching and trimming
- Improved inking/dampening
- Improved folders
- Collating, inserting

## What are the potentials and the limitations?

- Two directions
  - Wider print market coverage
  - Upgraded newspaper product
- Low-end commercial print market
- Limited densities and limited ink coverage



- Semi-Commercial is not yet specified
- Difficult to manage expectations of print buyers
- Ifra develops new standard for Semi-Commercial
  - Three types of paper (newsprint, SC, LWC)
  - Screens between 50 and 60 lines/cm
  - 260% total ink coverage
  - Black density between 1,2 and 1,55 (Status E)
  - Colour density between 1 and 1,25 (Status E)

MW 15-feb-09, 5

## What is the status of the new standard?

- Development with an expert working group
- Start in March 2006
- Final draft now almost complete
- Lab tests for colour measurements required
- Publication planned in 2007
- Discussion in the market
- New category within INCQC 2010–2012



INTERNATIONAL NEWSPAPER  
COLOR QUALITY CLUB



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## Wifag, Eltex field test UV curing for newspaper presses in 2004

- Tests with NZZ
- Zurich, St. Gallen
- Small footprint
- Low investment
- Expensive inks
- Roller, blankets
- Handling





## Flexo prints it all

- Multiple paper grades
- Flexo for packaging
- Same process for newspaper printing





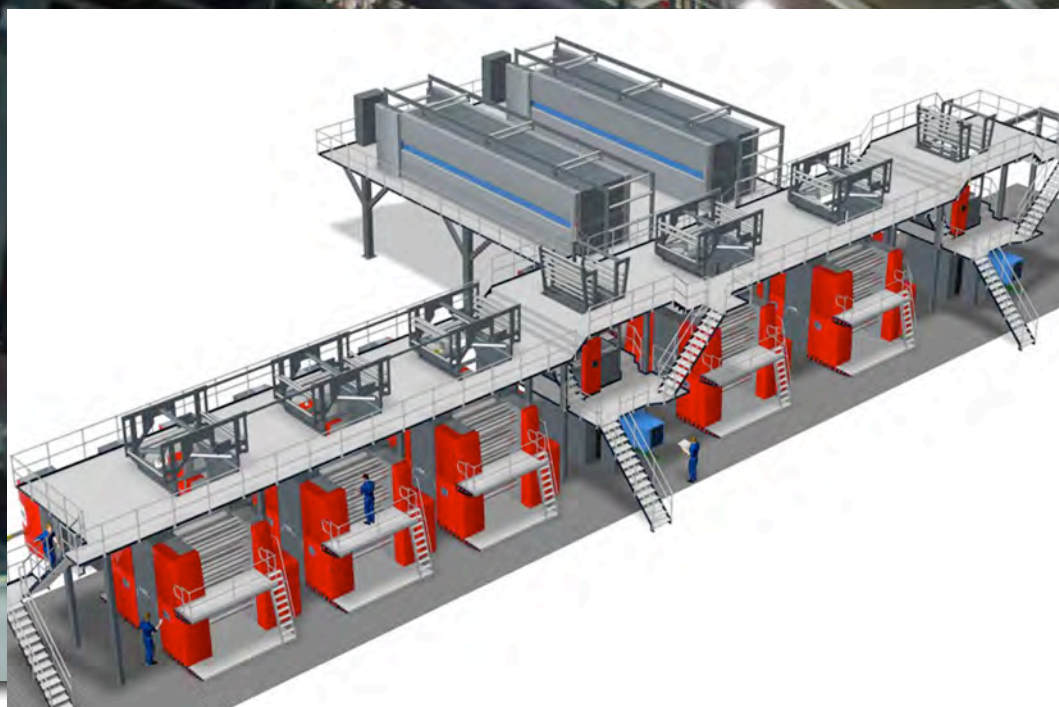
## Semi-Commercial flexo in the UK

- Phil Dimes, Quality Assurance Manager, Associated Newspapers, London, UK
- Ifra Italia 2006
- Baldwin flexo IR dryer



# Goss Flexible Printing System

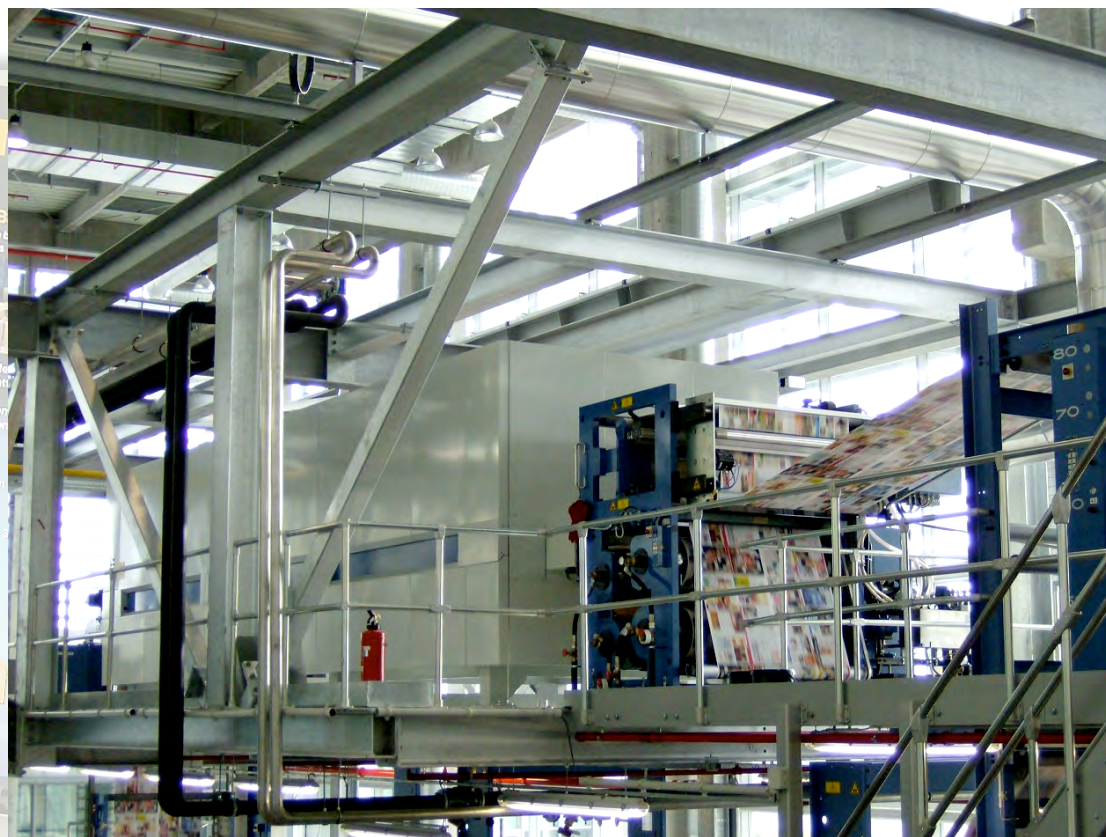
- Independent News & Media
- Belfast Telegraph
- Newry, Northern Ireland
- Compact plus Semi-Commercial





# Waterless + Heatset + Hybrid Inks

- De Persgroep, Eco Print Centre, Lokeren, Belgium

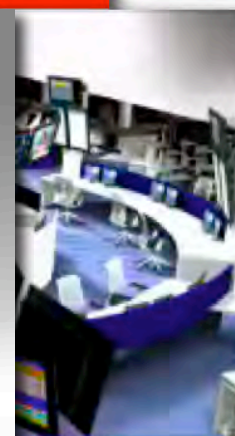
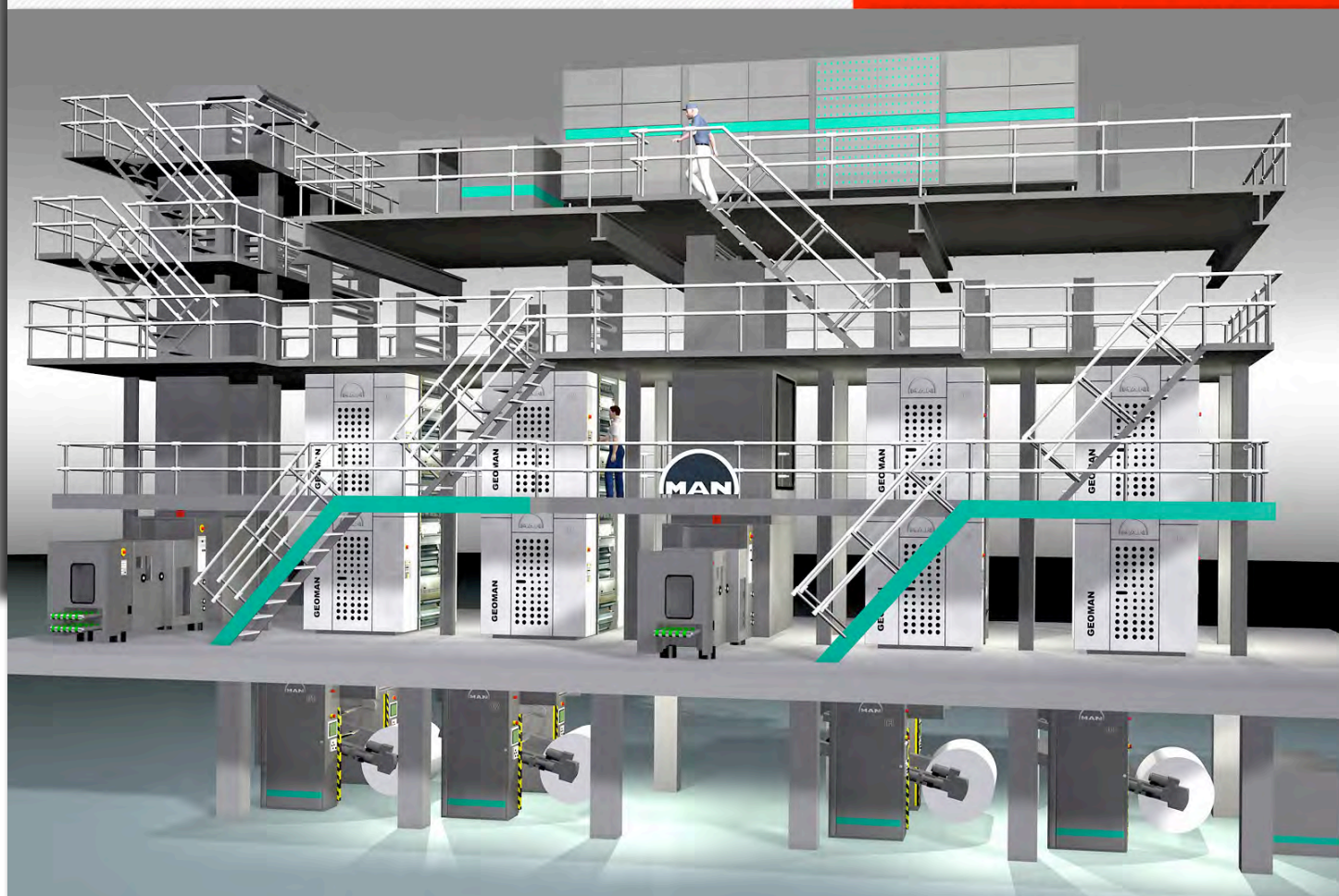




# New Austrian »Hybrid« Newspaper

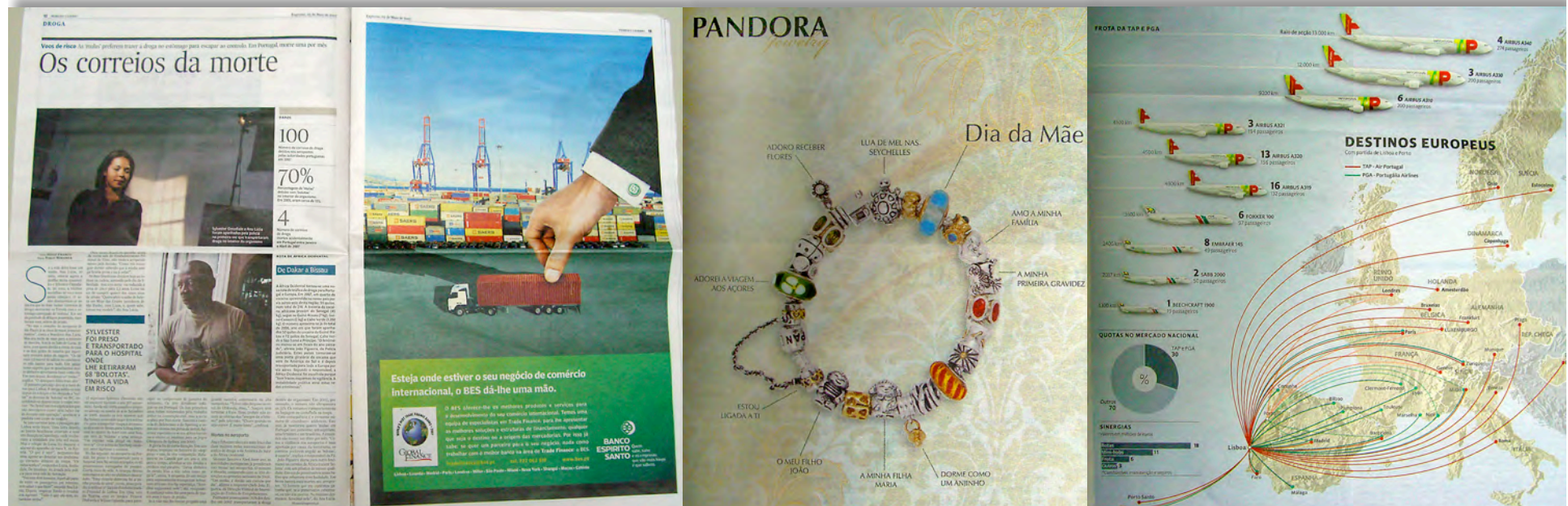
So wird Österreichs neue Tageszeitung

österreich



# Expresso, Portugal, weekly newspaper

- Problems with former coldset contract printer
- Commercial printer prints newspaper in heatset
- At same costs
- Change from Berliner to A3
- News advertisers, more infographics





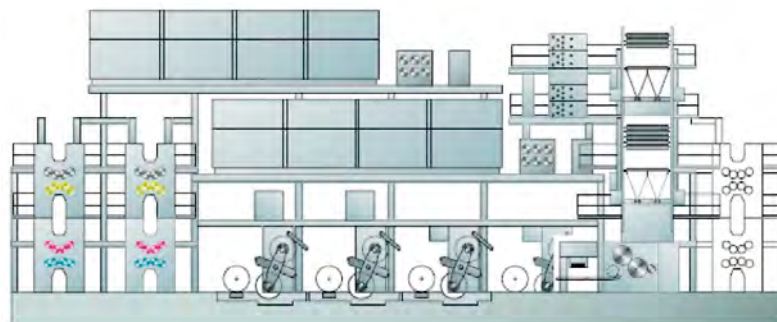
## San Francisco

- Production out sourced to Transcontinental
- Print plant with Semi-Commercial 6/2 presses
- Replaces three print plants, 40 years old presses



# San Francisco, Transcontinental

- Development of a project
- Coldset
- Heatset
- Multi-web
- Triple-wide and Semi-Commercial



## Summary

- Semi-Commercial and hybrid are based on business developments
- Publishing and printing – different businesses
- Two directions
  - Create additional business for printers
  - Enhance the newspaper product
- Who will print the newspaper in the future?
- A new print process standard is required

# Thank you very much for your attention!

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