



Newsletter



Headley Brothers Limited

● Issue 33 ● Spring 2004

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Headley Brothers proves its green credentials



Telecommunication enhancements bring benefits for all



Exchange cements a long lasting friendship



Pre-Press Developments

Expansion in the computer to plate technology

There have been quite a few additions to the Pre-press line up since the last Newsletter, not least a second Platesetter.

A Luscher Xpose 160 has been installed, a VLF platesetter, primarily to increase ctp productivity to the Sunday 2000 Heidelberg Web. The Luscher Xpose is a thermal ctp device which compliments our existing Lotem 800V B1 platesetter. As well as producing the larger format plate it has been configured to image two B1 plates simultaneously, further increasing productivity.



The DFE (Digital Front End) has not changed. The Luscher is imaging data from the extremely reliable Creo Brisque workflow as is the Lotem 800V, thus allowing standardisation of throughput.

An Epson 10000 wide-format inkjet printer has been installed alongside the existing Iris 43 to increase proofing capacity.

The Epson 10000 can produce low-resolution inkjet proofs of imposed signatures as well as high-resolution contract colour proofs.

News about Proofing

To further improve efficiency of digital workflows, the Headley Brothers Advanced Proofing System (HBAPS) has been

introduced. A secure, on-line proofing system that allows remote on-screen proofing of post-RIPped data on the client's desktop. Once issued with a Username and Password, proofs can be viewed from anywhere that has an internet connection. Powered by Real Time Proof, HBAPS offers "pixels on demand" technology, rendering to screen the page at its full RIPped resolution.

Tools within the interface include a densitometer to check colour percentages; a ruler to measure elements of the page; the capability to zoom in to the page and magnify only the pixels selected offering efficient performance at low connection speeds; the ability to view separations; the option of outputting a low-resolution proof to a printer on the remote network; and more.

Best of all it has the capability to proof Brisque jobs, the same data that will image the plate. A further enhancement to Headley Brothers RIP Once, Output Many (ROOM) philosophy.

Contact your Sales Representative for further details.

New PrimaPlus increases flexibility

In November 2003, Headley Brothers added a fourth stitching line in its finishing area to further increase the flexibility and the reliability of the department.



The new PrimaPlus is the most efficient total solution for processing of magazines, catalogues, leaflets and brochures, boasting a binding speed of 14,000 books per hour with up to six sections and cover.

This latest edition enables Headley Brothers to offer loop-stitched products competitively.

Its highly developed design uses an up-to-date control system allowing many configurations. Touch screen operation ensures optimum production control and supervision.

Furthermore, with a wide range of product sizes, the PrimaPlus provides versatility and outstanding product quality.

Other Features

- Quality assurance... it matters!
- Spotlight on Sue Gray, Environmental Administrator
- Web Watch sees the launch of a new art website
- Changes in the working week improves customer service
- New calendar 2004
- Latest staff news
- Telephone: 01233 623131
- Website: www.headley.co.uk

Paper and the Environment

Headley Brothers proves its "green credentials"

As paper is mainly manufactured from wood fibres, there has been much concern about the care of forests throughout the world, key areas of concern being the destruction of old growth, particularly rainforests and the loss of ecosystems and bio-diversity.

Most of the world's pulp producers are themselves forest owners who have responded to the environmental challenge by undertaking sound forestry practices. Sustainable forestry refers to forestry that is environmentally sustainable and

gives consideration to all factors such as ecosystem protection, forest health, bio-diversity and socio-economic factors.

Managed forestry refers to a situation where economic sustainability is practiced, such as two trees planted for every one harvested, to allow for regrowth and natural wastage.

Headley Brothers Ltd recognises that responsible environmental management is a positive response to the growing pressure on organisations to prove their "green credentials".

The paper that the company purchases for its printing process is from suppliers who buy from mills whose fibre comes from either managed or sustainable forests. Headley Brothers Ltd has also moved over to recy-



clered office paper, which is not only better for the environment but also cheaper.

The company has a waste minimisation scheme and implements procedure to stop unnecessary wastage. Waste streams are separated as much as possible and, in the case of paper waste, this is collected for recycling not only throughout the factory but also in the offices before being sent to nearby Aylesford newsprint.

The amount of paper we sent for recycling in 2002 was just over 2000 tonnes.



New Telecommunications system for Headley Brothers

A second 2MBit leased line has been installed along with the Vio suite of software and services. Along with the existing Wam!Net 2MBit service, the Vio line doubles the previous bandwidth.

The added benefit is that as each line is independent of the other they offer a backup service. Headley Brothers is currently working closely with Vio with a view to offering further

enhancements to the telecommunications infrastructure. Any clients currently using point-to-point ISDN who also have a broadband connection to the internet might like to consider trying one or other service as considerable savings can be made in cost of transmitting high volumes of data

Contact your Sales Representative to arrange for further advice.

Introduction of a new Mail Server

Introduction of the second 2Mbit leased line allowed Headley Brothers the opportunity to introduce a much enhanced e-mail service.

This is now fully installed and running. Although not entirely a Pre-press service it is built on the back of the extra bandwidth recently introduced, and was implemented by the Pre-press Department. It is, of course, a company-wide system.

E-mail addresses have also been standardised throughout the company and are now in the following format: *firstname.lastname@headley.co.uk*



SPOTLIGHT



Each issue we grill a member of staff at random

Sue Gray

Job Title?

Environmental Administrator.

When did you start at the Invicta Press?

I started at Headleys in December 1996 in the Binding department, then I moved to the Film Store, then to Pre-Press and here I am now very happy in a new role dealing with environmental issues.

What did you do before starting here?

I have spent most of my pre-Headleys working life as a Laboratory Technician within the food industry, firstly at Allied Frozen Foods, then Brake Brothers and lastly at Unigate Dairies.

Describe a typical day.

This role is varied and very interesting. Amongst other duties it involves keeping up to date with new and existing legislation and ensuring we are complying, maintaining appropriate records, dealing with waste minimisation and recycling moving the company towards the ISO 14001 standard and educating staff.

What do you like most about the printing industry?

The process from someone's idea through to the end product. It is amazing how much work goes into a magazine that most people would never think about.

What do you like least about the printing industry?

Although the industry is becoming more environmentally friendly there is still a lot of waste and emissions involved.

Ambitions?

At work - to keep learning about the environment and to stop unnecessary wastage and to pass my NEBOSH part 1 diploma. At play - I would love to compete in a 3-day event (this includes dressage, cross-country and show jumping). But would need a new horse as mine is getting a bit long in the tooth - any sponsorship welcome!

Hobbies?

Horse riding and I recently started running.

Looking forward to?

My husband selling his First World War Military collection (unlikely) and his Chelsea memorabilia (even less likely) to fund the previously mentioned new horse purchase.

Favourite quote?

"Dust doesn't get any worse after 4 years - it's just a matter of holding one's nerve" (Quentin Crisp)

**Your whole year advertising in front of your customers' eyes!
Plan and print your calendars with the Invicta Press**

Quality Assurance?

..... **it matters!**

Helpful hints on the effective supply of inserts and mailing data

An increasingly important, and sometimes overlooked part of the production process is the need to ensure that the data supplied to enable the magazine to be mailed directly from our factory is formatted correctly.

The key to ensuring that the magazine is delivered efficiently, and to avoiding any last minute hitches at the end of the production schedule, is checking that the mailing data is supplied in the correct format and is accompanied by all relevant insert information.

Here below is some essential information that, if followed, will help avoid any problems occurring during distribution through the Royal Mail system:

The following represents the ideal layout for data files used for inkjetting and mailing of magazines:

Unfortunately extra charges may be incurred if deviating from this layout.

- Customers should always send all data files for a job in the same layout and not mix layouts or file types. For example if ASCII text file 1 has 10 fields with a number of copies in field 10 then all other files for the job should be ASCII text files and have 10 fields with a number of copies in field 10. If we are required to carry out any reformatting of data files to make them match the master file then an extra charge will be incurred.

- If any customer arranges for data to be sent to us from one or more external sources then it is the responsibility of the customer to ensure that the data is in the same format for all issues. If we have to carry out re-formatting to any data files sent from external sources then an extra charge will also be incurred.

- Data files can be sent in any delimited format i.e. CSV (Character Separated Value), CDT (Comma Delimited Text), or separated by any other character such as a backslash (\) or pipe (|) or by TAB. We are also able to accept data files in Access, Excel, Lotus 123 or Approach format.

- It would be helpful if a print order or print run figure showing the quantity expected to post is included with the mailing data. (This will enable us to make the necessary comparison and contact customers should any anomalies occur.)

- Date Files/E-Mails are required to be in the computer room 3 working days prior to the due date of delivery of the publication. If a customer requests changes to the data after the due date this may well effect the posting process and extra charges could be incurred. Please remember all insert information needs to accompany the data files as the weight of inserts are crucial to the press-stream sortation.

- Customers, sending the data by E-Mail must contact the production controller to advise them that they have sent the data. If the customer fails to advise the Production Controller then the job could be delayed.

Further information on the effective supply of inserts and mailing data for the efficient despatch of magazines can be obtained by contacting our production or sales departments.

WEB WATCH




One of the most recent websites to be launched onto the internet gives users the opportunity to win a prize for their work of art.

Designed by the Headley Brothers web design team, painters-online.com offers users the chance to submit their paintings to a gallery. Entries are judged by their fellow readers, with the highest marked entry receiving an arts product prize.

Users also have the opportunity to post questions about the art world onto the site, answer other readers' queries, and submit notices about forthcoming events which are about to hit the art world.

So if you are a budding artist why not take a look at the site at www.painters-online.com. And if your company is looking for an interactive website with content management facilities, contact your Sales Representative for further information on these, and other services the web design team offers.

Column	description
A	Reference number
B	Person's name
C	Company name
D	Address line 1
E	Address line 2
F	Address line 3
G	Address line 4
H	Post code
I	Copies



- The address columns B to G are fairly flexible and any information can be inserted in to these. If there is a post code this should ideally appear in column H. If the address is overseas then the country can appear in column G if necessary. If there are more than 8 lines in the address then some fields may need concatenating to stay within the constraints of the file format.

- Post code, country and postal town, each of these must appear in a field on its own. If this criteria is not met then it will have an impact on the press-stream sortation of the data resulting in a greater number of unsorted addresses.

- Customers are requested to send the same layout for all issues and not deviate from the layout unless previously arranged with ourselves.

The working week

Shift patterns have been modified resulting in a seven-day week service. Pre-press staff are on-site until 6pm on Fridays, 6am to 6pm on Saturdays and 6am onwards on Sundays.

Additionally, in our quest to continually improve customer service, Headley Brothers have now installed a permanent weekend shift to run in the busy sheetfed printing area, giving greater flexibility and reliability.

The utilisation of our three Heidelberg 8 unit presses extends our existing weekday treble shift working and enables Headley Brothers to offer customers an increased level of service and improved turn-a-round times, whilst maintaining our high quality ISO 9001 standards.

Long lasting friendship

Continuous exchange between Headley Brothers and the University of Applied Sciences in Stuttgart

A long and strong partnership continues between Headley Brothers and the German University of Applied Sciences in Stuttgart, the Hochschule der Medien (HdM). Since 1992 exchange students from Germany come to Headley Brothers to do an internship for six months. Most of them are studying Print Media Management or Print Media Technologies, two of the traditional print subjects, which this university offers.

The Hochschule der Medien was traditionally a school for print and media technology. Since 2001 it has evolved into a full-service university for media industry, combining printing, internet, design, advertising, packaging technology, library science and business administration.

Internships and practical experience are obligatory at the school, and every student has to stay two terms of half year



Students from Germany staying at Headley Brothers this summer

duration in a company related to their studies.

In 1992 the first German student came to Headley Brothers, and since then the contact between each has remained close. Every half a year another student arrives from Stuttgart to experience the printing industry. Headley Brothers can show them the whole process of print through to production. The students can concentrate the main emphasis of their study on that part of the company in which they are interested.

For both Headley Brothers and the Hochschule der Medien, this friendship represents a big chance to exchange ideas and to get new input. It's also a contribution to a better and effective education of the young people, who will be the print managers of tomorrow.

We hope this friendship will last for a long time to come.

STAFF NEWS

Deaths



John Greenstreet (far right) with fellow colleagues in the summer of 2003

September 2003 saw the sad death of John Greenstreet who had worked with Headley Brothers since January 1990. John most recently worked as a production controller although his career with the company saw him work in many roles throughout the business. John was a well respected member of staff and universally liked by all. Our sympathies continue to be with his family.

Retirements

We wish long and happy retirements to David Huntley, Pat Bent, Brian Clark, Vivienne Charlton, Bryan and Carol Moore, Roger Froud, John Prebble, Roy Entwistle, Brian Mitchell, Ted Roffey and Albert Coleman, all of whom retired during the course of 2003.

Births

Also in 2003, a number of staff have become proud new parents. Nigel Taylor, Shaun Wright, Kirk Sheryer, Brian Mumford, Moray Mackenzie and Simon Oliver have all become parents to baby daughters whilst Darren Chappell, Mark Shilling, Mark Macey and Heidi DeWinter have become mothers or fathers to baby boys. Congratulations to all of you!

Marriages

Last year also saw a number of staff taking their wedding vows. So our congratulations go to Mark Macey, Karl Fulker, Steve Denning, Jason Payne and Ron Phillips all of whom married during the course of the year.

Race for Life

And finally hearty congratulations to Kelly Browning and Sue Gray who completed the Ashford and District 10km Road Race in times of 64.04 and 64.05 respectively in preparation for July's Race for Life. Well done to you both!

... and from Professor Dr Steiner, The Hochschule der Medien



Prof. Dr. Steiner

Personal and professional profile shaping by doing an internship at Headley Brothers Ltd.

The Hochschule der Medien (HdM) insists on their students working in companies of the graphic field for 2 terms of half a year duration each. The aim is to convert the theories into practical experiences. The school recommends that one internship is done abroad, because this really enables students to broaden their horizons.

We thank Jon Pitt and all the employees of Headley Brothers for allowing our students to come to Ashford and experience the technical and commercial sides of a highly interesting company. By doing this, they obtain international experiences which will be beneficial in further job applications.

New calendars 2004

Every year Headley Brothers sends out a new calendar to all customers, suppliers, friends, workers and colleagues, and invites them to stay in touch through the coming year.

But who is the man behind all these nice pictures? It's Stephen Pitt, a former manager at Headley Brothers, who now works as an artist near Ashford. He has been painting his whole life, a talent which all the family members have. Mostly he chooses nature themes, castles or interesting views and insights of his native Kent.

Every year he paints a new collection of 12 especially chosen pictures for the Headley Brothers calendar. The themes of the latest edition are well known places in Ashford and its surroundings. So if you have not received your calendar for 2004, please contact us.



Paintings by Stephen Pitt

If you have any comments on this newsletter please contact the editor, Andrew Owen, on 01233 623131 or email him at andrew.owen@headley.co.uk

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Headley Brothers Ltd
Magazine, journal and colour printers



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