



Newsletter

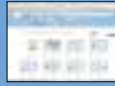


Headley Brothers Limited

● Issue 35 ● July 2005

Inside:

HeadStart:
delivering
results



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Spotlight
on the Managing
Director



What can we do for you?

From laminating to websites – we offer a wide range of services

With 124 years of printing experience, Headley Brothers Ltd has a wealth of experience in supplying the add-ons that add so much to a finished product.

○ In this newsletter, we have illustrated just some of the many different services we provide on a daily basis to our customers.

Foil blocking and embossing can provide the ultimate in decorative appeal. They are not limited to gold and silver foils but extend to an impressive range of pigmented, holographic and security foils. As an example of foil blocking, the headline 'What can we do for you?' above has been foil blocked in metallic red. As an example of embossing, the title 'Newsletter' has been embossed. These are two examples of surface finishing to add appeal to your projects (see inside for more finishes).

Hole punching and loop-stitching: Just as we have on this newsletter, our bindery has machinery that can



automatically punch holes into your documents.

Die cut: as we have done on this page, die cuts can be used to create windows within documents. We can make up a bespoke die to implement your design.

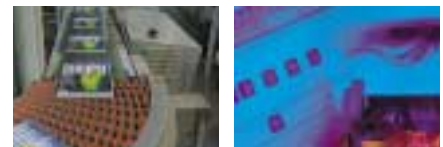
WHAT WOULD



YOU DIE-CUT?

High-end scanning: using both drum and flatbed to achieve stunning fine-art quality reproductions of images.

Binding services



We have a comprehensive service available, offering saddle-stitching, perfect binding, and a thread-sewn facility. Inserting and added-value items are also available.

These added-value items include an array of specialised inks and coatings to add interest to your publications and to sell on to your customers. We can supply traditional and popular finishes like gloss lamination, matt lamination (this cover), silk lamination and UV spot varnish (as per the horse on the left and all the photographs in this newsletter), right through to specialised bespoke finishes like fluorescent or metallic inks, window and prisma lamination.

Environmental Award



Headley's green efforts bearing fruit See page 2 for story

Photo shows L-R Geoff Clarke (TV presenter), Sue Gray (Environmental Co-ordinator Headley Brothers) and Richard King (Cabinet Member at Kent County Council)

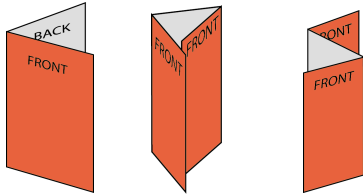
Contact details

- Switchboard: 01233 623131
- Office fax: 01233 612345
- Works fax: 01233 641471 & 01233 622704
- Headley Digital fax: 01233 648833
- ISDN: 01233 611783
- Email: printing@headley.co.uk
- Prepress email: pre-press@invicta-press.com
- Website: www.headley.co.uk

Folding options

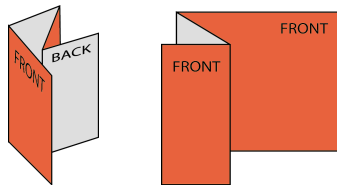
Different options available to suit your requirements

The way we use a document can be managed by the use of different formats – a straight forward single fold we know and understand how to read and access more information as necessary. A more complex fold, such as the double parallel, engages the reader by

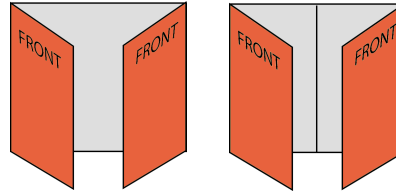


The single, letter, concertina fold

revealing information in alternating stages, and can be used to structure the reading experience. Here at the Invicta Press, we have six folding machines in our finishing department that are capable of folding printed material in many different ways. Some of the folds available: *single fold* – classic format for leaflets and other simple documents; *letter fold*: information can be laid out



The double parallel and engineering fold



The gatefold and closed gatefold

in a sequential narrative; *concertina fold*: the information elegantly unfolds before the reader's eyes; *double parallel fold*: combining the elegance of the concertina fold with the sequential power of the letter fold; *engineering fold* – great presentation combined with side information wings; *gate fold* – presents information in a formal and dramatic fashion; *closed gate fold* – great for packing lots of information away in a take-away format.

Green award

Environmental Awards for Kent Business 2004

As part of our commitment to the environment, and also as part of our goal of achieving the environmental standard ISO 14001, we have embarked on a company-wide effort to reduce waste and maximise efficiency. The efforts bore fruit late last year when businesses from across Kent gathered expectantly at the finals of the Awards Ceremony held at East Malling Research Conference Centre.

More than 50 companies entered and after a lengthy judging process 20 of those businesses were selected for recognition through an award for their excellent environmental achievements. Headley Brothers Ltd were called onto the stage to receive a framed 'highly

commended' certificate for our waste minimisation achievements.

Richard King, Cabinet Member at Kent County Council and chair of the final judging panel, said of the awards "all winners have demonstrated the significant contribution that can be made towards improving the environment at their individual place of work, in their supply chain and local community"

Well done to all employees who can feel proud that by 'doing their bit' for the environment, their endeavours gained this excellent recognition. The certificate has been framed and is now displayed on the wall in Reception.

SPOTLIGHT



Each issue we grill a member of staff at random

Roger Pitt

Who are you and what do you do?

Roger Pitt – I am Managing Director of Headley Brothers with responsibility for the operational and financial performance of our business.

When did you start at the Invicta Press?

I started full-time in October 1984. However before that I had many summer jobs here, from mowing the cricket field to cleaning the newly bought GMA and other maintenance jobs.

What did you do before starting here?

When I left school I completed a 4 year degree sandwich course at Hatfield Polytechnic which included 6 months engine research and development for Westlake engineering in Rye.

Did you always want to join the family business?

Not always. However on leaving Hatfield I saw joining the business as an opportunity. The work seemed varied and I was keen to take on the responsibility to help develop the business.

Describe a typical day.

A typical day starts at 7.30am in the office. I generally have between 2-4 arranged meetings per day, on or off-site, with either staff, customers, or suppliers. Meetings tend to be relationship building, reviewing progress and planning for the future.

What do you like most about the printing industry?

The team effort in creating beautifully designed, printed, bound, packaged and delivered products on time to customers who understand and appreciate the process and where both businesses mutually prosper as a result.

What do you like least about the printing industry?

Overcapacity and the perception that print is just a commodity by some in the industry.

Hobbies and interests?

I enjoy spending time with my wife, Sue, and playing with my two children, Milly, aged 6, and Will, aged 3.

I played trombone for the semi-quavers trad jazz band 1986-89. I enjoy travelling to exciting parts of the world, some highlights being: Annapurna base camp; canoeing the Zambezi river in Zimbabwe; trekking in northern Thailand; and a trip to Alaska which included a flight in a 4-seater float plane out of Homer to bear-infested Nak Nek Lake.

I qualified as a micro-light pilot in 1992. Also I enjoy motorcycling, with some memorable trips in Italy, the south of France, and Scandinavia. Sporting interests: running, cycling and swimming. I partook in the London and New York marathon in 1997. The London Triathlon in 1997 and 1998. Winchester to Eastbourne cycle - 100 wet miles in 2 days!

You recently set up Headley Brothers (Digital) as a separate company - why was that?

To differentiate the business with its own identity focussing on bespoke printing that offers our clients the most up-to-date marketing and business opportunities.

How do you see the future of Headley Brothers?

A growing, independent and innovative business with a varied client base, offering a complete print service to the benefit of all concerned.

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

More of our services

Headstart



The future of print – today! Your flatplan on your desktop - get more control over your project. You upload files to our server and you can monitor the progress of your publication.

In addition to the finishes discussed on the front cover, another finish to consider is **Mirri brushed aluminium** which is a smooth matt material creating an ideal finish for magazines, brochures and to enhance advertising.

Another interesting finish is the **fragrance burst**. A fragrance is released by gently rubbing the fragrance burst area. Most fragrances can be supplied on order.

Sheet-fed and web printing



Headleys has always had a 'two of everything' policy – even two methods of printing! **Sheet-fed** is typically for runs up to 10000 copies and for paper weights typically between 75-250gsm. **Web** printing is typically for 10000 copies and above for paper weights typically between 50-130gsm.

Platesetters and colour proofing



We have two Luscher platesetters as well as an Epson colour proofer which serves as calibrated high resolution guide to

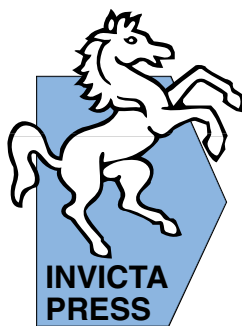
match colour on the printing press.

Labels: we can process your data and output all your mailing labels in-house.

Web design and inkjet labelling



Our **web design** team, can help you with any aspect of your website – from a redesign through to content management. Established for several years now, we have a wealth of experience in exploiting the potential



that the internet offers publishers. We also offer a website updating service, keeping your website fresh and relevant to returning visitors.

Delivery: Royal Mail lorries come by several times a day to pick up mail-sorted magazines for despatch all around the country, while magazines for despatch overseas may use our airfreight partner companies.

Our own **fleet** of delivery vehicles is constantly on the move around the country, picking up and delivering material to and from our customers.

Headley Brothers is an **independent family-owned** company with a long tradition of printing, being established in 1881. Many of our employees had parents or other relatives who worked or work for the company, and these years of experience in print are reflected in the quality of the printed material we produce.

Digital



And now we have a third method of printing – **Digital** – with our new sister company Headley Brothers (Digital) Ltd - which specialises in short runs with quick turnarounds.

Business opportunities open up with personalisation and customisation being ideal for direct marketing using variable data.

For instance on this newsletter, which we printed on a sheet-fed lithographic printing machine, we added a bellyband with personalisation serving as the carrier sheet.

When do you need digital? Consider the following scenario: you need 500 advance copies of a document for a forthcoming meeting, or you need 100 copies of a magazine to launch a new product – this is where the speed and flexibility of digital kicks in.

The possibilities of this new technology can seem endless, from personalised greeting cards to customised advertising within a magazine. How could you use digital printing? Talk to us for more information on 01233 623131.

24 hour service & delivery fleet



We print around the clock, and all our services are located under one roof so that we can offer our customers the maximum efficiency of service and quality of the printed product.

With 300+ employees, 2 platesetters, 12 printing presses, 6 folders, 4 stitching machines, 2 binding machines, and 124 years in business, Headleys really offers the total print & fulfilment solution.

**The Invicta Press offers world wide web design.
Contact your sales representative for more information.**

HeadStart

New file delivery system delivering results

HeadStart has been in operation for over six months, and is proving a real boon to clients who have embraced the full functionality of the system. HeadStart is a browser-based file delivery and approval system. The majority of pages being delivered into Headley Brothers are now being processed through HeadStart.

Users can login to the system with their secure username and password any time of day or night seven days a week. Their pages are delivered into the system on upload, entering a RIP workflow which checks their files, RIPs them and returns an online proof usually within minutes. Clients files are RIPPed and proofed back to them when they are ready to approve them. If there is a problem with a page, then the user is able to delete that page, and upload a corrected version without recourse to time-consuming telephone calls and the uncertainty of multiple versions of pages out of their control.

If a page requires to be proofed back to an advertiser, HeadStart offers the functionality of either a vectorised or rasterised post-RIP PDF file, which can be printed out and proofed, or e-mailed for approval.

A section view is available which can help determine which pages need to be worked on to complete sections.

Pre-press staff create imposition templates and upload them to HeadStart using JDF technology. This allows users, if



Headstart: open all hours

they wish, to view imposition proofs for each signature, with the facility to check for bleed and see if the positioning of colour sensitive pages could be compromised when running in line with other pages of a similar nature. With downloadable low-resolution PDF imposition proofs, which HeadStart can "rule-up" for you, we believe we have covered all the bases for our clients.

Customer Service Representatives have access to the HeadStart system, so in the unlikely event that you will need to telephone for advice they can view your pages as you speak. Each CSR is trained to a level of competence on HeadStart to create your flatplans and use the system to its customer-level functionality.

System requirements are:

Macintosh: OSX; Java; Recommended browser, Safari.
PC: Windows; Java; Recommended browser, Internet Explorer.
Port 8080 needs to be open on your firewall.

STAFF NEWS



Margaret White

We are sorry to report that Margaret White passed away in January this year. Margaret had worked at Headleys for many years and was the senior production controller and Assistant Customer Services Manager. Margaret was a much loved friend and colleague and she is greatly missed.

New Starters

A warm Headleys welcome to: Jason Oliver, who has returned to the bindery; Julia Adams and Hayley Dutfield, who have joined production control. Also new in the bindery: Mark Crudginton; Reg Belcher; Alison Jackson; Adam Letteboer; Chris Hallows; and Regina Bridge.

Births:

Since our last newsletter the following parents have added to their families; Daniel Paisley, the proud father of a baby girl - Savannah - on Christmas day; Darren White, the proud father to a baby boy - Kaden; and finally Peter Merritt, the proud father to a baby boy - William.

Retirements:

We wish the following a long and happy retirement: Janet Charlton (binding November 2004); Brian Plummeridge (Printing manager - April 2005); Beryl Dennis (June 2005)

Relocation and promotion

Adrian Gallaway is our new Health & Safety Administrator; Stuart Gibson has joined the IT dept; Geoff Mitchell has joined production control; Keith Prior from Pre-press joined the printing dept. on April 11. Craig Carter from pre-press has joined the sales department.

Bill Stockwell

It is with regret we announce the death of Mr William Stockwell who died on Tuesday 12th April 2005. Bill worked in the printing department before retiring in 1987.

New appointments

Congratulations and good luck in your new positions to:



Jim Duggan
Pre-press
Manager



Terry Cooper
Print
Manager



Hugh Couldridge
Deputy
Pre-press
Manager



Chris Noyes
Customer
Service
Manager

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Headley Brothers Ltd
Magazine, journal
and colour printers



INVESTOR IN PEOPLE