



# Newsletter

Headley Brothers Limited

Issue 38 • Summer 2006

Inside:

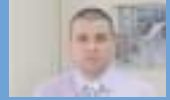
Headstart:  
Easy to use  
as 1, 2, 3



Get your  
publication  
on the web



Spotlight on  
Sales Rep  
Craig Carter



## Litho and digital print - a match made in heaven at Headley Brothers

If you're looking for a printer that can combine all the economies of lithographic print with the technological advantages of digital print - look no further than Headley Brothers and sister company Headley Brothers (Digital).

Having both companies' litho and digital presses on the same site (alongside a comprehensive binding and despatch department), offers a number of benefits:

- *Just one point of contact for ALL your print and mailing.* No more worries about getting your personalised pages printed digitally and then shipped to another site for binding with your litho printed pages - we can take care of everything.
- *Consistent colour matching.* It's a short walk from our digital press to the machine room housing our litho presses - so it's quick and easy to carry out colour and quality comparisons between the litho and digitally printed pages.
- *Flexibility.* The variable data software used with our digital press allows you to personalise text, images and colour, and can handle databases with up to 30,000 contacts.
- *Peace of mind* that your personalised



Magazines printed lithographically at Headley Brothers

content will match up with presstreaming requirements. Our digital team and despatch staff maintain tight control to ensure your publication mails out without a hitch.

- *Cost effective reproduction of short runs,* giving you the option to trial the format of test publications with minimal financial outlay. Just think, your new title could grow from being a limited number of digital media test copies, to full blown litho printed, mailed out title as interest in the magazine and circulation/subscription increases over time.



A wide range of products can be printed digitally

### Why personalise?

Your databases hold valuable information about your readership. Why not use this to build 'one-to-one', more valued relationships with each of your readers? By personalising your magazine with content and messages that are highly relevant to each reader, you demonstrate that you understand what they 'need' from your publication, and that you can provide a product that meets those requirements.

Of course, personalisation also adds impact to your print - just think of the 'wow' factor your readers could

experience if they saw their name on the front cover! And if you want to grow your circulation or subscriptions, personalisation could make all the difference to your promotional campaign, as it is proven to increase response rates up to 500%.

### What could Headley Brothers (Digital) print for your publication?

- Personalised front cover
- Personalised editorial content, targeted for certain sectors e.g. pull-outs (which could be reproduced as a standalone product if desired)
- Personalised bound-on subs cards
- Personalised false cover/cover wrap
- Personalised belly bands
- Personalised outserts
- Personalised carrier sheets

If you'd like to personalise your publication, call 01233 623131 today and find out what Headley Brothers and Headley Brothers (Digital) could do for you.

## 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](mailto:printing@headley.co.uk)
- Prepress email: [prepress@invicta-press.com](mailto:prepress@invicta-press.com)
- Website: [www.headley.co.uk](http://www.headley.co.uk)

## Take control of your publication from PDF to plate with Headstart

Fancy finalising your flatplan and approving your publication for print whilst lounging on a sun-soaked beach in Hawaii?

Well, with Headstart, our web-based file delivery and approval system – you can! Being able to upload and approve your files directly with Headley Brothers from anywhere in the world (as long as you have access to a broadband internet connection), no matter what time of the day or night, 365 days a year, is just one benefit that customers using Headstart are already enjoying.

Single and multi page PDFs can be uploaded directly to Headley Brothers via the web interface, so any concerns that files have/have not been received are immediately eliminated. Plus, you have complete peace of mind that Headstart is a secure online environment, as the only people who can access your files are your staff (using their assigned login and password), and our pre-press and production control staff.

### Headstart – easy as 1, 2, 3

#### 1 – log in & upload

- After logging in you will be presented with the Headstart homepage, with various tools/options (full training is provided for all new users).
- Click on flatplan for the current issue, then click on the page you would like to upload to.
- Using a JAVA Applet, navigate to the correct PDF and click 'upload'. After a short time 'File received thank you' message appears. The file is now with Headley Brothers, and a thumbnail of the PDF will appear on the flatplan.
- The uploaded file is automatically checked (by Headstart) for potential errors including RGB colour, picture resolution and fonts embedding. Should it fail these checks a report is available, along with a PDF of the page, bookmarked with all the errors.

#### 2 – file status & page positioning

- Each thumbnail is surrounded by a yellow border when it first appears. This indicates 'awaiting approval' (proof away) to both you and our pre-press. If the page has a grey border and flashing '!' icon, it has failed the check (you can then view the report, rectify any file errors and re-upload).
- The thumbnail shown is a post-RIP low-res representation of the submitted file.

From this you can access a larger low-res preview and a hi-res file which you can separate to view CMYK and check colour density/quality.

- Within the flatplan view you can also easily move PDF files around using the 'Drag and Drop' facility (before approval) and you can also use the 'Clipboard' facility to hold pages which may not have been allocated a page position yet, i.e. adverts.



From this Headstart screen you can view CMYK separations

#### 3 – approval, imposition, final checks

- Click on the Acrobat icon below each page to download a PDF, you can then approve individual pages or whole sections at the click of a mouse. This is all in real time and can be accessed by you, Headley Brothers' pre-press staff and third party users should you wish.
- As the flatplan is completed and approved in printed sections as agreed with your Production Controller, our pre-press staff apply an imposition to the publication (this controls where the pages appear on the paper so that when the printed sheets are folded, pages are in the correct order for binding). When sections are complete a brief check is done by pre-press imposition staff and a further detailed check is carried out before the files are committed to plate.
- You are able to view the impositions through the Headstart system, enabling you to track your job's progress right up to the plate stage.

#### Additional Headstart features

- Headstart has a useful 'History' facility, enabling you to view the complete history of each job including tracking page movements, approval, and switched pages (moved with 'dragging and dropping').
- You have the flexibility to download RIPped files at the resolution (72dpi/300dpi) which best suits your needs.

If you'd like to find out more about our free Headstart service, call 01233 623131.

## SPOTLIGHT



Each issue we grill a member of staff at random  
**Craig Carter**

#### Job title and responsibilities:

Sales Representative. My responsibilities are to generate and obtain new business, both litho and digital, and retain existing business. Customer care is part of the role, and I also provide IT support for clients with regards to file supply.

#### When did you start at the Invicta Press?

I joined Headleys' pre-press department on 17th February 1997.

#### What did you do before starting here?

I worked in the family repro business after leaving school until 1994, and then worked at a small offset printer as a platemaker, no. 2 machine minder and guillotine operator (and they say men can't multi-task!).

#### Describe a typical day:

If I'm in the office, the first thing I'll do is check my emails and any phone messages, then I'll probably spend time sorting quotes and paperwork for my various customers (which usually relate to the emails and phone messages), and occasionally I'll have to troubleshoot problems, co-ordinating with the Production Controller, pre-press and the machine room to ensure everything gets sorted out. And when I'm not in the office, I'm out on the road visiting existing and potential customers.

#### What do you like most about the printing industry?

How much it's evolved since I've worked in print, especially with everything going digital in the relatively short timeframe of 5 years.

#### What do you like least about the printing industry?

The pressure to 'keep up' with investments in new technology and equipment in order to maintain the company's position in the marketplace, even in the current financially tough environment.

#### Hobbies and interests:

Photography, motoring and the outdoor life!

#### Ambition:

To keep on learning and never fall behind (in all aspects of life), to get more gadgets and gizmos and to buy a BMW Isetta bubblecar (so if anyone out there knows where I can get one, let me know!).

#### Looking forward to:

Travelling to Le Mans (hopefully one day!), and the Goodwood Festival of Speed.

#### Favourite saying:

"You're only supposed to blow the bloody doors off!"

#### Favourite food:

I can't choose a favourite food, I'll pretty much eat anything – I've only got 2 rules when it comes to food – no corned beef, and I don't eat anything bigger than my head!

#### Most prized possessions:

My family (of course!), my watches and watch box, and my collection of gadgets and cameras!

#### How would you make a living/spend your time if you were not in the printing industry?

Either as a photographer or gadget tester!

**A whole year of advertising in front of your customers' eyes! Plan and print your company's 2007 wallplanner and calendar with Headley Brothers**

# Why 'web' doesn't just mean printing at Headley Brothers!

Headley Brothers is known first and foremost as a magazine and journal printer, but with more and more publications going 'online', how many of you know that we also offer a website design and development service that could help you benefit from the synergies between print and the internet?

Our dedicated internet team have the skills and technology to build a wide range of websites, from simple 'static' websites to fully dynamic sites which can include secure e-commerce facilities, easy-to-use content management tools and online directories.

## Total website service

We can take all the complexities of getting onto the internet off your shoulders. In addition to building websites from scratch, our team are also able to update and maintain existing sites, organise website hosting and provide advice and support on anything from domain name registration and database construction to search engine optimisation. Our internet team also understand that websites are an important marketing tool and work closely with clients throughout the development process to ensure that the final look and feel of the site reflects the publication or company brand.

## Content management in your hands!

To stay competitive in this day and age, websites need to be far more than a static brochure and we can offer a content management system (CMS) that can convert your site into a dynamic source of information.

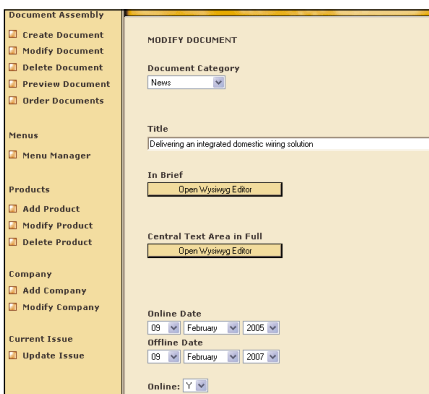
The CMS we integrate into websites enables clients with no experience of HTML to update their own website through an ordinary web browser in a secure and confidential fashion through username/password combinations, allowing you to update the text and images on your site as often as you like, without the need to call upon outside experts for the changes each time. Additional benefits of having a CMS built into your site include:

- No worries about knowing or understanding coding – all you need to do is concentrate on adding and editing text and images. The CMS we use has an extremely simple formatting toolbar (similar to Microsoft Word) that allows you to see instantly what your 'live' content will look like.



An example of the easy-to-use content management toolbar

- The 'Online/Offline Date' commands allow you to specify the time period that you want the article to appear for and automatically removes it once it reaches the expiry date.
- Ability to remove content instantly – this is useful if you need to edit a document offline and then re-upload it, rather than updating it while it is still 'live' on the web.
- Total control over the order in which your menus and documents appear – articles can be moved around from one section of the site to another at the click of a button!
- The ability to restrict access to certain articles so that only (paying) subscribers are able to read them.
- Access to the CMS from anywhere in the world – as long as you can access an internet connection and remember your login and password you can update or add content to your website anytime, anywhere!



'Online/Offline Date' commands section in the CMS

Plus, for total peace of mind, if anything goes drastically wrong while you are updating your website, we offer a support service (within office hours) and aim to resolve any problems within a couple of hours of being notified.

## E-commerce

If your site needs to trade online, for example, managing subscription renewals or taking product orders, we can create and build a complete e-commerce solution according to your specifications. Our e-commerce systems utilise secure software and servers which verify credit/debit card details (checking whether the account is live and the required funds are available) reassuring you and your customers that online transactions are completely safe and secure.

## Online directories

Our team also build fully searchable online directories for integration into your website, and provide full online statistics (with details of dates, time, product interest etc.) allowing you to monitor and track every 'click through' to any listed company in the directory. This information we provide gives you greater control over how you manage lead generation and assists in the accuracy of any related revenue collection when invoicing advertisers.

## Technology, skills and experience

Our internet team have over 10 years of experience and have the leading industry tools at their fingertips, ensuring that the websites we produce are at the forefront of the new media industry (our span of expertise includes HTML, DHTML, Flash, Actionscript, Javascript, PHP and XML).

Along with designing quality front-end work, our internet team understand the importance of having robust back-end technology. We develop e-commerce sites and web applications in PHP and provide database integration with leading database platform MySQL on Linux servers.

To find out how we can put you in control of your website, call 01233 623131 and speak to our Internet Team. or email sales@headley.co.uk

*Please note: The 'editor' in the content management system used by Headley Brothers is an 'open source' editor which is freely available under general public license. Customers should also be aware that the 'editor' is suitable for use on PC's only.*

**Let Headley Brothers (Digital) personalise your marketing material or magazine front cover and you could increase response rates up to 500%**

## More on Royal Mail, mixed weights and data processing

In the Spring issue of our newsletter, we alerted customers to a number of policies that Royal Mail are enforcing, including changes to the Presstream report which now needs to include the average mixed weight details.

We have found that the additional time required to process mixed weights data for UK and overseas has extended the time it takes to process mailing data by up to 50% in some cases, so now more than ever it is crucial that we receive the correct information about each of the magazines we mail as early as possible (especially as the additional time it takes to process each batch of data allows less time for dealing with queries should they occur).

To assist us in making the data processing as smooth and seamless as possible, and to minimise any errors or delays, we would ask that you provide

your Production Controller with all the information about each edition of your publication as early as possible in the production schedule e.g. issue number, pagination, publication weight, details of any additional supplements, inserts or cover mounts etc. along with anything else that could affect the weight of the posted magazines.

The most important data to receive is the split run information, as this governs the weights of the different batches, and ultimately the average weight for the whole job that the Post Office requires us to produce, and it is vital that this is included in the information you supply to your Production Controller.

If you have any questions on the supply of data to Headley Brothers, please contact your Sales Representative or Production Controller on 01233 623131.



L-R Tim Turney (Casella), Tim Else (Health & Safety Matters magazine), Adrian Galloway (Headley Bros.)

**Congratulations** to our Health & Safety Administrator Adrian Galloway, who earlier this month won a noise meter and calibrator worth £1000 after entering a competition in Health & Safety Matters magazine. Adrian collected the prize from Tim Turney of Casella (who donated the equipment) and Tim Else of Health & Safety Matters at the NEC Safety & Health Expo.



Headley Brothers' Sue Gray at Warwick University collecting her Environmental Diploma

**Congratulations** to our Environmental Administrator Sue Gray, who earlier this month completed her Environmental Diploma.

Sue collected the diploma at her graduation ceremony at Warwick University on 9th May. The qualification means that Sue can now display the letters Sp Dip Em after her name.

## Charity fundraising update

### ActionAid

Just by Headley Brothers' staff collecting and recycling their used printer cartridges and unwanted mobile phones via the ActionAid Recycling scheme, the company managed to raise £280 for charity over the past year.

By taking part in the scheme, we are helping to reduce local waste as well as contributing vital funds to ActionAid's campaign to reduce global poverty. For more information, or to get involved, visit [www.actionaidrecycling.org.uk](http://www.actionaidrecycling.org.uk)

### Recycling aluminium drinks cans

For the past few years Headley Brothers' staff have been recycling their aluminium drink cans. For each sack collected we receive a small payment. This has gradually added up to £160.40 which has been sent to the Pilgrims Hospice in Ashford.

Staff are being encouraged to keep up the good work, as the more cans that are collected, the more money can be donated to the Pilgrims Hospice.

## STAFF NEWS

### Births

Since our last newsletter the following parents have added to their families: Adam Letteboer (Binding) – proud father to son Harry.

### Marriages

Congratulations and best wishes go to Paul Roughton (Machine Room) on his marriage to partner Tina in March 2006.

### New starters

A warm Headley Brothers welcome to: Kezzy Arthur, who has started as the new Office Junior and Charlotte Mayhew, who has started as Paper Controller.

### Movers and shakers

Congratulations to Richard Restell who has been selected to be a Number 3 in the Web department, Shaun Wright, who has been promoted to Mailing Co-ordinator and Lee Relf, who has joined the IT Department from the Inserts Store to take up the new position of IT Assistant.

### Long service

Headley Brothers would like to say 'well done' to the staff below in recognition of long service achieved in the first 6 months of 2006:

Trevor Bayley, Sales – 40 years  
Mick Handley, Binding – 28 years  
Ann Castle, Office – 27 years  
Dave Godfrey, Binding – 17 years  
Ken Abdey, Warehouse – 17 years  
Dave Young, Pre-press – 16 years  
Kelvin Hitchcock, Production – 16 years  
Julian Filip, Binding – 16 years  
Frank Rogers, Binding – 14 years  
Laurence Barrow, Production – 13 years  
Michael Lindsay, Pre-press – 12 years  
Roy Coppard, Bindery – 11 years  
Mark Shilling, Printing – 10 years



Trevor Bayley  
40 years service



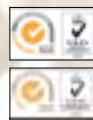
Dave Godfrey  
17 years service

### Ernie Beeching

It is with regret that we announce the death of a retired employee Mr Ernie Beeching who died on 14th April 2006. Ernie worked at Headley Brothers for 42 years before retiring in 1990 from his position as Warehouse Manager.



**Headley Brothers Ltd**  
Magazine, journal and colour printers



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