



Newsletter

Headley Brothers Limited

Issue 39 • Autumn 2006

Inside:

More QA
for your
money



125 years
Open Day
report



Spotlight on
marketing's
Sarah Martin



Take the Headley Brothers 'tear it up' challenge!

Inside this newsletter is a sample of a brand new paper to the UK market. We want you to rip it up. Go on. Tear it in half. Tear into lots of little pieces. We want you to. Have you managed it yet? We thought not! Welcome to your first experience of 'polyester paper'!

Everything-proof paper!

As well as being tear resistant, polyester paper is waterproof, greaseproof, fade resistant and chemical resistant, so it won't rip, crumple, smear or smudge. And because it is a 'plastic' paper, there is no need for additional encapsulation or lamination. This innovative substrate can be used on litho and digital presses, and has a wide range of applications due to its quality, strength and durability.

Headley polyester paper trials

We challenged our sales team to put polyester paper through its paces, to see if it could stand up to tough treatment. They tried to tear it, stretch it, scratch it, screw it up, bend it, they spilled water on it, and in a desperate attempt to damage it, even put it through a dishwasher. And the result – minimal

damage, no colour loss, no tearing... the sales team had to agree the polyester paper was virtually indestructible!

Polyester paper profile

The polyester paper comes in a selection of thicknesses, from 95 microns up to 350 microns and is available in A4, A3, SRA3, and Igen3 (521x364mm) sizes. A choice of colours are available, including pastel pink, blue, yellow and green (which are ideal for high quality interleaving and document dividers), smokey grey (semi opaque), clear and brilliant white, which has a high opacity and gives intense colour reproduction. The clear and brilliant white finishes are also available with a self-adhesive finish.

Polyester paper vs. traditional paper

Although made from plastic, polyester paper behaves in exactly the same way as traditional paper when it comes to the production process. It can be printed single and double sided on a digital press, and can be finished (creased, folded, trimmed and bound) in exactly the same way as you would standard paper.

You can even write on it with a pencil or marker pen.

What can you use 'plastic' paper for?

Anything you can think of is the answer! Below are just a few examples, but in terms of practical applications, the list is endless.

95 microns – maps, catalogue pages, children's books, airline tray inserts.

120 microns – workshop manuals, outdoor notices, maps, cookery books.

145 microns – luggage tags, menus, wine lists, supermarket shelf labels, invitations.

195 microns – swing tags for, clothing, business cards, plant tags, wall charts.

270 & 350 microns – plant pot spikes, deli food spikes, heavier weight outdoor signage, airline safety on board sheets, ID cards, membership cards, credit cards, table placemats, counter mats, key fobs.

Polyester paper is available through Headley Brothers (Digital). To find out more, call our sales team on 01233 623131.



Spilled water just pools on plastic paper



One of our sales team tries to tear plastic paper

Contact details

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

Headley Brothers – the complete print and media solution since 1881

Twice the QA at Headley Brothers

Customers will be delighted to know that the Headley Brothers department dedicated to enforcing ISO 9001 quality assurance (QA) standards and procedures doubled in size in July, with Terry Cooper (QA Manager) being joined by Derek Smail, the company's longest serving employee.



Derek Smail, Headley Brothers' longest serving employee

Derek brings over 49 years of experience to Headley Brothers' QA department, and has extensive knowledge and skills across a broad spectrum of print and pre-press, including hot metal, linotype, litho paste up, photosetting, artwork design/layout and proof reading, and most recently achieved 10 years experience as a pre-press checker inspecting customer supplied files, imposition proofs and plates.

Working alongside Terry, Derek's role is to ensure ISO 9001 quality procedures are adhered to in the factory at all stages of production, in all departments.

It is a belt and braces approach to quality assurance – the checks Derek carries out for colour and typographic errors (along with colour matching assessments), are carried during the run of each job on press, and are in addition to rigorous quality procedures already followed by the highly skilled machine minders as part of the 'make ready' process.

Derek commented, "My role is to champion quality and attention to detail in the factory, and to work as a team with the machine minders in order to achieve the best possible results every time we print a customer's job."



Terry Cooper and Derek Smail in the QA office

In welcoming Derek to his role, Terry said "By expanding the QA team, Headley Brothers is sending customers the message that the company's dedication to improving quality standards is ongoing."



Derek Smail and Graham Sutton (Machine Minder) checking the colour densities of a job running on press

SPOTLIGHT



Each issue we grill a member of staff at random
Sarah Martin

Job title and responsibilities:

I'm the Marketing Coordinator for Headley Brothers Ltd & Headley Brothers Digital, and my responsibilities include corporate literature, internal and external communications (including this newsletter!), arranging advertising/directory listings, organising and attending exhibitions/events, promotional activity (e.g. DM), market research and PR.

When did you start at Headley Brothers?

August 2005.

What did you do before starting here?

I worked in the marketing department for one of the UK's leading foodservice companies, looking after point of sale and promotions and then product training and exhibitions, before co-ordinating the marketing for a company that helps postmasters maximise the income they generate from their retail businesses.

Describe a typical day:

I can't, each day varies depending on where I am in the marketing activity schedule.

What do you like most about the printing industry?

How traditional litho printing techniques can be combined with state of the art digital technology to make print an extremely impactful and sophisticated form of communication.

What do you like least about the printing industry?

The tough financial conditions the UK print industry is currently operating under.

Hobbies and interests:

I've got a bit of a split personality – my calm, serene side enjoys gardening, cricket (watching not playing!) and looking after my animals (3 cats, 2 guinea pigs and a rabbit) and my 'dark' side enjoys murder thriller novels and working out any stress and aggression at combat and boxing training.

Likes:

Exotic holidays, shopping, cats, flip-flops and pop music!

Dislikes:

Being in my overdraft (no exotic holidays or shopping!).

Ambition:

To travel all around the world and go shopping in all the major cities!

Looking forward to:

Touring China in the autumn with my boyfriend and seeing the sights (and going shopping in Hong Kong!).

Favourite food:

All food is a joy (as long as it's not cabbage, sprouts or offal!).

Favourite drink:

If I'm being good – strawberry and raspberry fruit tea, if I'm not – a large glass of white wine (the larger the better!).

Most prized possession:

My animals and my collection of pop music CD's.

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

Working for an animal charity (or auditioning for 'Pop Idol'!).

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

Fun, fundraising and football at Headley Brothers 2006 Open Day

On 10th June, Headley Brothers celebrated 125 years in the printing business with a party for staff and their families at the company's Queen's Road site in Ashford – and managed to raise over £2000 for charity at the same time! Guests were invited to take a tour around the factory and try their luck with fairground games including a coconut shy, pitch and putt, spinning wheel and bowling.



Kids were fascinated by the traditional puppet show

Fun for all the family

Punch and Judy, face painting and a bouncy castle kept the children happy, while the crowds enjoyed a performance from the local Air Cadet band before watching England's first World Cup group match against Paraguay on the big screen in the marquee. The hot, sunny weather meant that the ice cream van (and bar!) did a roaring trade, and there was a free afternoon tea for all who attended.



Rousing tunes courtesy of the Ashford Air Cadet band

Evening entertainment

The evening 'do' was very enjoyable and great fun, thanks to the highly entertaining and very talented musical comedy tribute act 'Frank 'n' Stein', who imitated a wide range of well known pop acts from Elvis and the Beatles to Tom Jones and Oasis.



Football fans gathered to watch England vs Paraguay
Picture supplied by Kentish Express

There were some great prizes up for grabs in the raffle (all generously donated by Headley Brothers' suppliers), including cases of wine, Charlton FC football tickets, a sandwich toaster, chocolates, whiskey, golfer's goody bags, champagne and the star prize – a tv/dvd. The sale of raffle tickets contributed over £500 to the fundraising effort.



Celebratory cake presented to the board of directors

Fundraising success

In total the event raised £2,300 for the Ashford Pilgrim's Hospice, a local cancer

care and respite centre. Operations Manager Andy Owden said "It was a fantastic day. We are one of the oldest established companies in Ashford and to still be going and kept in the same family is quite an achievement which needs celebrating."



Archery was just one of the attractions at the Open Day

Managing Director Roger Pitt said, "I would like to say well done to everyone who contributed to the fundraising, and thank you staff who helped with the running of the event and the suppliers who provided raffle prizes."



Hot weather meant ice cream was on everyone's wishlist



Some of Headley Brother's youngest guests at the Open Day having 'bouncing' good fun! Picture supplied by Kentish Express

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

Colour guides lead the way to consistent quality

We're always looking for ways to improve our print quality and levels of customer service. As part of an in-house 'colour management' project, we have been closely examining our processes for colour matching, and it has come to our attention that we need to expand our records of customer colour guides in order to improve colour consistency across issues.

Many of the titles we currently print have very tight deadlines, and files arrive (digitally) to pre-press very close to their production slot, without accompanying colour guides. In order to adhere to the production schedule, we have found that this can result in plates reaching the pressroom without any colour reference material.



Colour guides for each publication aid in meeting and exceeding colour expectations on a consistent basis

Of course, if there are no guides we will always print to the recommended ink densities*, however, if there are colour guides, Cromalins or tear-sheets

available prior to the issue going to press, it is an enormous aid to our machine minders in meeting your colour expectations.

It is also important for you to notify your production controller of any special advertisement requirements (and supply tear-sheets or copies of previous editions where the advertisement has appeared), when a repeat advertisement has certain colour specifications which must be matched on an ongoing basis.

Any colour guides, Cromalins or tear-sheets for your publication(s) should be forwarded to your production controller, with standard colour section headings, panels etc. and any corporate colours that are to be press matched for future issues marked and labelled. If you have no colour guides but have a previously printed copy that you would like us to use as a benchmark for printing your future issues, please supply this to your production controller marked up in the same way.

If you have any questions concerning colour quality please ask for advice from your production controller, alternatively contact Chris Noyes, Customer Service Manager on 01233 648879 or email chris.noyes@headley.co.uk

**Please note, this in itself may not ensure consistency from one issue to the next due to change of content within a section.*

STAFF NEWS

Births

Since our last newsletter the following parents have added to their families: Kelly Browning and Alan Smith (Customer Paper and Bindery Nights) - proud parents to daughter Madison.

Marriages

Congratulations go to: Mick Handley and Sarah Sandy (Bindery Nights) who got married on 24th May, Will Inshaw (Headley Brothers Digital) and Julia Adams (Production Control) who got married on 29th June and Courtney Jackson (Accounts), who got married on 8th July.

Special congratulations

Many happy returns and best wishes to Tony Smith (Works Director) who celebrated his 60th birthday in July.

Movers and shakers

Congratulations to Derek Smail, who has moved from Pre-press to the Printing Department to take up a new QA role.

Long service

Headley Brothers would like to say 'well done' to the staff below in recognition of long service achievements reached during May, June and July 2006:

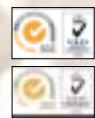
10 YEARS SERVICE: Brian Mumford, John Wood, Dave Trott, Paul Oram, Steve Palmer, Nigel Taylor. 11 YEARS SERVICE: Simon Golding, Moray Mackenzie, Lee Sage, Simon Oliver, Martin White, Chris Gray. 12 YEARS SERVICE: Ben Filip, Ken Beattie, Phil Hill. 13 YEARS SERVICE: Peter Bobbett, Colin Campbell. 14 YEARS SERVICE: Jon Pitt, Geoff Mitchell, Phil Caton. 15 YEARS SERVICE: Martin Jones, Terry Boyling, Dave Sinclair, Judith Ratcliffe, Sarah Sandy. 16 YEARS SERVICE: Jeff Lynn, Mark Macey, Andy Mutter. 17 YEARS SERVICE: Kevin Redden, Michael Prett. 18 YEARS SERVICE: Rose Revell, Denise Taylor, Paul Hawkins. 20 YEARS SERVICE: Andrew Hill. 22 YEARS SERVICE: Dave Revell, Peter Merritt, Andy Owden. 25 YEARS SERVICE: Malcolm Morrison, Colin Smith. 27 YEARS SERVICE: Clive Rance, Thelma Pitt, Paul Carpenter. 28 YEARS SERVICE: Michael Bryant, Dean Burden, Christine Larton, Martin Ditcher, Chris Henderson. 29 YEARS SERVICE: Jim Duggan, Michael Reeve. 30+ YEARS SERVICE: Anita Sergeant (30), Tim Gooding (31), Bruce Finn (32), Graham Skinner (33), Dave Young (33), Nigel Batho (33), Terry Woodcock (34).

Retirements

Headley Brothers would like to wish Ann Castle (Purchasing) a long and happy retirement. Ann left on 28th July after 27 1/2 years service.



Headley Brothers Ltd
Magazine, journal and colour printers



Out and about

Look out for Headley Brothers and Headley Brothers (Digital) at these forthcoming exhibitions and events:

14th September 2006

Channel Chamber of Commerce B2B Exhibition, Leas Cliff Hall, Folkestone (stand 22).

16th November 2006

PPA Production Conference, Millenium Mayfair, Grosvenor Square, London. Headley Brothers are one of the key sponsors of this event.

30th November 2006

PPA (Scotland) Scottish Magazine Awards, Radisson Hotel, Glasgow. Headley Brothers are sponsoring the Member Magazine of the Year award.

20 seconds on... ...special finishes

Don't forget, Headley Brothers offer a wide range of special finishes that can add real impact to your publication. Some of the most popular include:

- Spot colour e.g. gold/silver
- Spot UV varnish (also available as glitter and high-build effects)
- Matt/gloss lamination
- Mirri 'brushed aluminium' laminate
- Holographic patterned laminate
- Foil blocking
- Embossing/debossing
- Fragrance burst (scratch 'n' sniff)
- Silver latex 'scratch off'
- Phosphorescent ink (glow in the dark)

For more details on special finishes, contact your sales representative.

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