

A thick yellow diagonal line runs from the top-left corner towards the bottom-right corner, crossing the center of the page. It is set against a solid black background.

# Success Story Booklet Newspaper

A yellow diagonal line starts from the bottom-left corner and extends towards the center, ending at the top-right corner of the 'Kodak' logo.

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YELLOW CHANGES EVERYTHING



## Axel Springer embraces hybrid printing to drive higher profitability and improved reader retention

### Business Demand

Axel Springer of Germany is one of Europe's largest media companies, publishing over 230 newspapers and magazines, including Bild, the highest-circulation newspaper in Europe. As its print media products continue to face pressure from the proliferation of digital media, the company looked to embrace a new newspaper model to attract and retain readers, while creating new channels for revenue.

### Solution

The company is integrating KODAK PROSPER S30 Imprinting Systems on its MANROLAND COLORMAN Newspaper Web Offset Press machines in several of its printing plants across Europe.

### Benefits

- Seamless integration into high speed off-set presses
- Addition of inline variable data capabilities to web offset machines
- Ability to create variable gaming and contests that can drive increased newsstand sales

How do you create a new newspaper model that is attractive to both readers and advertisers while providing a healthy margin for publishers? Axel Springer, one of Europe's largest media companies, which publishes over 230 newspapers and magazines, has taken that challenge head on by thinking creatively about how to preserve its heritage, while integrating the future into its operations.

As is the case with the entire publishing industry, Axel Springer is competing for the attention of its readers who are increasingly spending more time visiting digital and social media platforms. This shift has been chipping away at the advertising revenues that are now following the eyeballs online.

While they have been diversifying their media business into online platforms, Axel Springer still has a strong stable of some of Europe's most iconic titles that they are committed to for the long term. As a publisher, they need to work harder than ever to retain these hard won readers and find creative solutions to boost revenue in an extremely competitive market.

To counter these challenges, Axel Springer set in place a strategy to develop new products and services within its printed publications to drive a closer connection with readers. This involved developing new marketing strategies that integrated variable data components to better target specific audience segments. Applications include versioning or personalization of advertising campaigns, combining static advertising content with variable data and image components, as well as enabling local advertising without plate changes.

Axel Springer operates prepress, press and mailroom technology at its Ahrensburg printing site, which includes six Colorman Newspaper Web Offset Presses, with a total of 144 imaging units and prints 60,000 tons of newsprint a year, as well as 280 million supplements. The company installed the KODAK

PROSPER S30 Imprinting System, which is in the superstructure of the Colorman press. This configuration affords flexibility, as one web can be printed by two different towers, depending on the web lead. With this imprinting arrangement, variable elements can be printed on the newspaper's outer pages as well as on selected inner pages.

Holger Benthack, Axel Springer production manager, outlines the basic specification for the imprinting solution: "For us, speed is hugely important, because we can't afford for production to slow down. Obviously, we needed high imprinting quality — on par with offset, if possible. Space was a consideration too — our staff needed plenty of room to operate the press. And from the customer's point of view, availability is crucial."

of Welt Kompakt were imprinted every day with the S30 System. An exclusive prize code on the tabloid's title page held the key to electrical goods. Although the promotion was originally only supposed to last two weeks this was doubled by the publisher due to its huge success.

"Our initial campaigns with Welt Kompakt and Bild here in the Hamburg region were an unqualified success. Thanks to the vast personalization options, this technology has enormous potential and has a major role to play in our future."



Axel Springer's Bild embraced the capabilities of the KODAK PROSPER S30 Imprinting System for a large scale Cash Millions Lottery campaign aimed at its Hamburg readers. Tickets bearing a one-off, inkjet-imprinted number combination were included with the newspaper at the start of the week. Readers were then urged to compare their numbers with the daily lucky numbers for a chance to win cash and non-cash prizes. A similar prize draw was organized in which around 35,000 copies

### Updates:

2013, the Berlin-based media business plans to equip all of its newspaper presses with a total of 33 inkjet installations. Manroland web systems will integrate the majority, a total of 23 units including previous orders, in existing press equipment at nine Springer printing sites.



## Shenzhen Press Group adds inline personalization capabilities to offset press to drive new ad revenues

### Business Demand

Shenzhen Press Group Printing (SPG) Co., Ltd. is one of the largest media groups in China. Faced with increasing competition from online media, SPG was looking for new ways to engage its readers with relevant and compelling content to keep them coming back to the publisher's newspapers, while offering advertisers more targeted marketing services.

### Solution

SPG integrated PROSPER S20 Imprinting systems onto its existing GOSS Newspaper printing machine to provide inline personalization capabilities to boost ad revenues.

### Benefits

- Seamless integration into high speed off-set newspaper printing presses
- Addition of inline variable data capabilities to web offset machines
- Ability to create variable gaming and contests that

can drive increased newsstand sales

With ten newspapers, five publications, seven websites, and one publishing house, Shenzhen Press Group Printing Co., Ltd. is one of the largest media groups in China. More than 2 million readers interact with the company's newspapers each day, but keeping these readers engaged, especially as the explosion of online media platforms competes for their attention, is a challenge. Shenzhen looked to enhance the connection with these readers by introducing new creative promotions. At the same time, the company needed to provide its advertisers with a more sophisticated platform to target their desired audience demographic.

To achieve this goal Shenzhen Press Group developed a plan to offer its advertisers the ability to enhance their connection to their target audiences through geomarketing programs. The company also introduced gaming features into its newspapers to provide readers with an incentive to stay loyal and engaged.

Implementing this new strategy required Shenzhen group to put in place a system that could handle the variable data printing needs of a geo marketing program within its current offset printing environment. The company decided to install KODAK PROSPER S20 Imprinting Systems onto its existing GOSS N75 Press to add variable-data capabilities to its offset output.

This solution integrated easily into the company's existing production processes, enabling full utilization of existing equipment, while driving new advertising opportunities with highly targeted products, including: personalized, variable promotions by location, micro-promotions using geocoded maps, barcodes and coupons and variable gaming and contests that can drive increased newsstand sales.

The installation of the PROSPER S20 Imprinting Systems began with a two-month trial period that proved successful and led to the lottery marketing program that runs today. The company is planning to extend into other variable data applications in 2013, including adding circulation control numbers on each issue and eventually, publishing personalized newspaper's for readers, like for wedding and birthday ceremony etc.

In Jan. 2013, Shenzhen Press Group used PROSPER S20 to print special numbers for newspapers sold in Shenzhen and out of Shenzhen. By doing so, they well managed their distribution channels; as a result, they saved a loss of RMB 4million.

The PROSPER S20 Imprinting System features a 4.16-inch (10.6 cm) print width, speeds up to 2,000 fpm (600 mpm), and 600 x 300 dpi resolutions. Standard pigment-based inks deliver excellent permanence: rich, dark blacks; and outstanding scratch-, fade- and water-resistance on a wide variety of commercial substrates.

The newspaper industry has been under immense pressure over the past few years to develop new strategies to counter the decline in advertising revenue wrought by the proliferation of new digital media channels. The KODAK PROSPER S20 Imprinting Systems is helping Shenzhen Print Group maximize their offset investment while opening up important new channels to drive advertising revenue. The PROSPER Technology is also scalable, which means that our customers can use the technology to develop targeted solutions and to get higher return on investment for their marketing programs.

**"The KODAK Solution is performing very well, and we look forward to exploring more variable-data applications in the coming months,"** said Mr. Ji Shulong, General Manager of Shenzhen Press Group Printing Co., Ltd.

**"Our advertisers are very pleased with the effectiveness of these more targeted campaigns. Once we didn't print barcodes, the readers made calls to us asking why."** said Mr. Li Zhaoxue, Vice General Manager of Shenzhen Press Group Printing.

**Hanook Daily and Segye Times**

**Newspaper Printing**

**South Korea**

**news.hankooki.com**

**www.segye.com**



## South Korea's Hanook Daily and Segye Times reduce ink costs and deliver superior quality to advertising clients

### Business Demand

Hanook Daily and Segye Times are top of South Korea's leading daily newspapers. As they looked to drive down the cost of ink across their operations to improve the bottom line, they also looked to deliver a superior print quality to their advertising client's campaigns.

### Solution

Hanook Daily and Segye Times integrated Kodak's STACCATO Screening system into their pre-press production process, resulting in 15% savings in ink costs.

### Benefits

- STACCATO Screening is rendered, screened, and imaged at full engine speed, with no effect on RIPing or rendering time
- Suitable for a wide range of applications -- Can be used on fine paper, uncoated stock, recycled paper, newsprint, carton board, plastics and metals
- Easy, color-accurate proofing

In the newspaper industry, the cost of ink is a large contributor to operating costs. So it's no surprise that publishers are on the constant look-out for innovative ways to reduce this

expense, while still delivering great print quality to their clients. In South Korea, a number of major publishers have been working with Kodak to solve this challenge, including Hanook Daily Newspapers and Segye Times.

"Segye Times consumes nearly 25,000kg of ink per month, which is the equivalent of filling up 20,000 1.5l water bottles," said Mr. Yoo Jae Oh, Segye Times QC Manager. "It's important that we look for ways to reduce this cost, while maintaining the best quality print."

The Hanook Daily Newspaper has deployed Kodak Technology within its operations for the during past 20 years. The company currently uses thermal digital plates from Kodak across four of its newspapers--Hanook Daily Newspaper, Seoul Economic Newspaper, Sports Hanook and Korea Times—which account for 500,000 copies every day. As Hanook Daily looked to streamline costs, it worked with Kodak over two years to test and implement Kodak's STACCATO Solution. Segye Ilbo also set Kodak Staccato Technology late 2011 and has been operating from March, 2012 for Segye Ilbo and Sports World newspaper printing.

STACCATO Screening is advanced, second order FM screening technology that enables easy, consistent production of high fidelity, artifact free images that exhibit fine detail and more impactful color. Combined with the precision of Kodak's unique thermal imaging technology, STACCATO screening delivers unrivaled consistency and quality in proofing and presswork. SQUARESPOT Imaging uses a laser beam to expose tiny spots to a printing plate, proofing material, or an emulsion on the press cylinder. What sets Kodak's technology apart is not just the size of the spot, but the accuracy of its edges and how consistently it is imaged on the target material. The edge of each spot—the transition from image to non-image area—measures only 1  $\mu\text{m}$ , or about 1/50th of the width of a human hair. The edge of the spot itself can be placed on the target with accuracy of .01  $\mu\text{m}$ , or about 1/1000th of the width of a human hair at a rate of up to 100 million spots per second.

After implementing the STACCATO system, Hanook Daily was able to greatly drive down its ink consumption, resulting in a 15% savings compared to the previous year ink costs. Equally important, the company was able to deliver a superior quality product, with brilliant tone, color, details and resolution.



Mr. Yoo Jung Sang, CEO of Segye Times commented: **"This industry revolves around ink, so the most important goal is to deliver the best possible print quality for our customers and STACCATO delivers on this mission consistently. We frequently compare our customer's advertisements that are also printed in competing newspapers and we can see immediately that STACCATO delivers superior quality every time. Kodak is clearly invested in delivering great solutions that solve our most pressing challenges and we look forward to working with their team to develop new innovations into our operations."**



To learn more about Kodak Solutions, please visit  
<http://graphics.kodak.com/US/en/default.htm>

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