

A thick yellow diagonal line runs from the top-left corner to the bottom-right corner of the page. There are also two thinner yellow lines forming a corner shape in the top-left and bottom-left corners.

Success Story Booklet
Graphics: Newspaper Printing

Kodak



Brazil's Diário do Pará increases its market share with smart investments in technology

Business Demand

Diário do Pará, Northern Brazil's most respected daily newspaper has kept ahead of its peers by making smart investments in technology. Looking to increase productivity and drive down costs across its print operations, the company identified an opportunity to improve its plate making process.

Solution

Diário do Pará chose to integrate a **Kodak Trendsetter Q400 Platesetter** with **Sonora News** plates into its operations to bring significant gains in productivity, speed and overall print quality.

Benefits

- No plate processing and faster plate-remakes drives higher productivity.
- Excellent quality and stability by eliminating variability of processing and chemistry.
- Reductions in operational cost and environmental impact.

Diário do Pará, is one of Brazil's most respected daily newspapers, holding a dominant share of the Northern Brazil market with a daily print run of 45,000 copies. It has kept a loyal following of readers by delivering compelling content and by investing in new innovations to make the paper more visually appealing. However, in 1998, Diário do Pará was in a much different position. As the newspaper industry began to face the challenges of declining readership, it had to set a new strategy in order to grow and thrive into the future. In 1998, when the newspaper began the process of investment and changes in its editorial content, Diário had a 4% market share.

"This was a pivotal time for our business, but as an organization we always had a culture of innovation. From an early stage, we became a pioneer in many

technological changes in the newspaper sector. We were the first newspaper in Northern and Northeastern Brazil to acquire and operate a CTP, and the first in Brazil to install and operate a system to print in ultraviolet ink. The results of these investments in technology helped to improve the print quality of the newspaper for our readers, which ultimately had a positive impact on our ability to attract

Diário's Camilo Centeno, the General Director of the RBA Group, holder of Diário's do Pará commented: "In addition to productivity gains by reducing the production time of the plates, we've also seen great reductions in overall ink consumption. These are real gains that have allowed us to invest in even more in technology to print a high quality newspaper."

investments in technology and a keen eye for innovation has helped propel Diário do Pará into a leadership position - growing its market share from 4% in 1998 to 60% today.

Camilo concludes by analyzing the current publishing and newspapers markets; "The national print media market needs to reinvent itself and cut waste at all times. As **Sonora**

Diário do Pará - growing its market share from 4% in 1998 to 60% today.

more advertisers" explains Camilo.

As the company grew more experienced and comfortable with digital thermal plates, it looked to continuously improve how the plate making process could have a bigger impact on its overall operations. Evaluating available technology in the market place, the newspaper decided to invest in the **Kodak Trendsetter Q400 Platesetter** with **Sonora News Process Free Plates**, process free thermal plates that are designed specifically for newspaper applications.

The addition of Kodak's plate making solution soon became the foundation of its prepress process and a major driver of productivity, efficiency and quality gains across its entire operations. The numbers tell the story. When **Kodak PF-N Non Process Plates**, Kodak's previous generation of process free plates, were used, the recording speed was one minute and 45 seconds. Today, the recording speed has decreased to only 55 seconds.

Today, reader's of Diário do Pará, enjoy over 280 color pages on Sundays, printed in high quality using UV ink on LWC paper on the cover and inserts. In fact, Diário do Pará, was the first newspaper in Brazil to incorporate UV ink curing and credits its application as a major driver of the publications quality improvements. With UV ink playing such an important role, the company chose to use Kodak plates because of their reliability.

Remarking on the stability of **Sonora News Process Free Plates**, Diário's Camilo Centeno said: "We have tested several plates and CTP technologies for use with UV ink. Most of the available technology has the characteristic of 'attacking' the plate, causing it to 'die' (fading of parts of the image) very early. Kodak plates were undoubtedly the ones that best addressed this problem. With **Sonora News Plates**, we have printed runs of 50,000 copies with no need for replacing the plate."

Over the past decade, a combination of smart

brings gains in time and print quality, the result is very positive. Besides, the plate durability is another thing that represents savings in time and supplies. With this technology, we print the newspaper in sections that use different types of paper (offset, LWC, couché and newsprint) and ink, giving to the customer and the readers options for product and prices that are suitable to your needs", he says.



Hanook Daily and Segye Times

Newspaper Printing
South Korea
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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 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 overall 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 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 μ 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 μ 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."

Kodak

Print Town Group helps Philippine's newspapers break news faster

Business Demand

Print Town Group, the printer of the Philippine's largest newspaper – "Philippine Daily Inquirer". In order to help its newspaper customers gain an edge in getting news to market faster and with better quality print, the company looked to revamp its prepress operations.

Solution

Print Town Group integrated nine **Kodak Trendsetter** News Platesetters with **Kodak Prinergy** Workflow software, leading to at least 20 % reduction in printing times for its newspaper customers.

Benefits

- Increased productivity with throughput of up to 150 plates per CTP.
- Improved stability with **Kodak SQUAREspot** Imaging Technology that delivers repeatable imaging with fewer plate remakes and adjustments in prepress.
- Excellent image quality with 120-130 lpi screening; Optional 36 Micron **KODAK Staccato**

Screening creates photorealistic images

The name of the game in the newspaper industry is speed, whether it's being first to break news online or making the deadline for the morning's print edition. Titles like The Wall Street Journal Asia, International Herald Tribune and the Philippines Daily Inquirer, stake their reputation on being first to market. Print Town Group in the Philippines has become the commercial printer of choice for these prestigious local and international newspaper titles. Over its 20 year history, it has established a reputation for delivering high volume demand with exceptionally quick delivery and outstanding quality.

Print Town's main printing facility is located in a 10-hectare complex in Biñan, Laguna. The other press sites are strategically located in the cities of Makati, Metro Manila, Cebu and Davao, which enables its customers to ensure timely delivery across the Philippines expansive archipelago.

An entrenched part of the company's corporate culture is a commitment to sustainability. For Print Town Group, sustainability is a philosophy that permeates throughout the organization, meaning

that each business decision is aligned with the goal of improving productivity, profitability and impact on the environment. It's proud of its record, which includes:

effective, streamlined, flexible and most importantly for our customers, FAST."

Kodak began its partnership with Print Town Group 13 years ago,

Thermal Plates, prints are clear, colors are vibrant, and alive. This is an essential part of our service commitment for our newspaper customers, who rely on our quality assurance and quick

More efficient, reliable, image accurate plate making means faster go-to-market times

As a country with predominantly Catholic population awaited the news on the selection of the new Pope, the Philippine Daily Inquirer (PDI) scored a big hit for being the only local newspaper to publish news on the identity of the new Pope within the same morning. The newspaper bearing the good news was printed within 30 minutes of announcement and reached readers in the same morning as the announcement.

PDI also holds the record of being the only local newspaper to publish story on 9/11 US terrorist attack within 12 hours of the event, a major feat at a time when access to the internet and world news was still limited.

Needless to say, these achievements were made possible with Kodak technology in the Kodak workflow and graphics solutions that allowed for quick and efficient turn around.

At the heart of this commitment is the company's distribute and print model, which is powered by the integration of CTP.

"In the Philippines, a complicated geography makes it very challenging to transport newspapers from Manila to the country's dispersed regions. We integrated computer to plate to eliminate this issue and make the whole process of printing cost

when the company was looking to drive even greater efficiencies into its printing operations. After a series of discussions, Print Town opted to target big improvements in its plate making process across all its printing sites.

To achieve this goal, the company installed **Kodak Trendsetter** News Thermal Platesetters at its sites in Manila, Cebu, and Davao and Biñan, Laguna. They coupled this with **Kodak Prinergy** Workflow software.

"The combination of **Kodak Trendsetter** Platesetter with **Prinergy** Workflow has helped Print Town to deliver quality output at faster speeds, while enjoying cost savings from improved workflow efficiencies and lower operational costs and waste reduction."

The advantages of the new Kodak solution are vividly apparent in the pressroom, as thousands of newspapers come streaming off the press with exceptional color and image quality, which is made possible by the reliability of **Kodak SQUAREspot** Imaging Technology. It allows press operators to register and get to first color faster than ever before, which means huge savings in time.

"With the help of **Kodak Trendsetter** and **Kodak Trillian** SP

turnaround times as an integral part of their business model to reach their readers earlier than the competition."

The Kodak solution for Print Town also plays an important role in the company's drive to be a responsible steward of the environment. With **Trillian** SP Plates, Print Town is consuming less energy by eliminating the use of pre-heat ovens and has decreased chemical waste with the reduction in wet processing. Combined with the company's distribute and print model, Print Town estimates that it saves the Asia Wall Street Journal nearly 340 KW of electricity every year and Cebu News Daily save about 78 million gallons of oil a year by working with Print Town

For Print Town, its partnership with Kodak is paying out on multiple fronts. More efficient, reliable, image-accurate plate making means faster go-to-market times for its customers, while improving the company's goal to be truly sustainable.



To learn more about Kodak Solutions, please visit
www.kodakasia.com/winning-applications

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