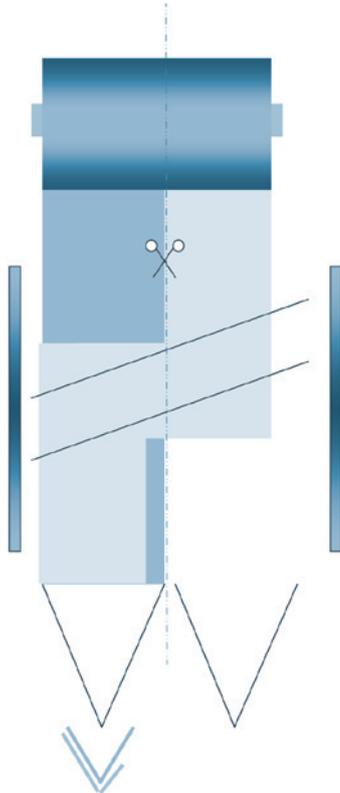


UPGRADES

New Production Possibilities for Newspapers

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For striking advertisements

A spedia web lead or plow fold unit provides the possibility to place eye-catching information and striking ads on the cover.

Spedia production possibility

The possibility to produce a 3/8- or 7/8-wide paper web as a section cover opens up additional potential for advertising customers. The Spedia 1/4-production possibility (half cover) can be regarded as an alternative to the 3/8- or 7/8-Spedia web leads. Retrofitting a Spedia 1/4 (half cover) is much less expensive since the 1/4-ribbon turned at the centre of the former can be generated from a 3/4-wide standard paper reel.

Plow fold production possibility

Production variety can be increased by retrofitting a plow fold. Integrating a plow fold module in a newspaper press opens up almost unlimited possibilities for designing the cover of a product. And the many design possibilities for the cover of a section provides daily newspapers with many options for locating ads. Retrofitting a plow fold module can basically be done anywhere there is sufficient space. Retrofit possibilities must be checked by manroland Project Planning in each case. ■■

Advantages

Spedia production

- Attractive ad locations
- Low investment
- Practically no press downtime during the retrofit

Plow fold production

- Added value through attractive ad locations
- Regular use of this type of production gives the product a unique identity



Installation and instruction time

Spedia production

- Approximately 2 x 8 hours for setting up and testing a web lead, depending on press configuration
- Retrofitting a half-cover production possibility (without Spedia 3/8 or 7/8) requires much less time

Plow fold production

- one to two weeks depending on press availability and press equipment, whereby there are no constraints on night production but there may be some constraints on production during the day

Prices

Spedia production

- Approximately € 28,000 per 3/8, 7/8 or 1/4 Spedia web lead; the price may be higher depending on press situation and equipment
- When several Spedia web leads are retrofitted, the price per web lead is much lower

Plow fold production

- A plow fold retrofit (for one web plow up/plow down) can be done for € 280,000 or more depending on the installation situation

References

Spedia production

- Pforzheimer Zeitung, Pforzheim, Germany

Plow fold production

- Detroit Newspaper, Detroit, USA