

Newspaper companies and publishers across the United States have installed Screen PlateRite News 2000 computer-to-plate (CTP) platesetters as a result of a sales initiative to provide the newspaper industry with improved CTP solutions. Sales partnerships involving Screen (USA), Southern Lithoplate Inc. (SLP) and NELA were launched in 2006.

The goal of the Southern Lithoplate CTP Alliance is a total system consisting of a solid platesetter, workflow software, printing plates and punch/bend configuration. Southern Lithoplate enjoys a worldwide reputation for high-quality, value-priced lithoplates. NELA is the leading manufacturer of punch, bend and register control systems.

Watertown Daily Times

Watertown, Wisconsin
Greg Thrams, Production Manager

Platesetter: Screen PlateRite News 2000
Lithoplates: SLP Viper 830

The *Watertown Daily Times* is one of the few remaining family-owned daily newspapers in Wisconsin, reaching 30,000 readers six days a week. Times Publishing Co., its parent corporation, owns the weekly *Dodge County Independent News* in nearby Juneau and Wepco Printing, a local job printing shop. Several area publications contract printing services from the *Times*.

The *Times* has undertaken countless technology improvements over the years. For instance, it purchased Web Press Corp.'s Quad-Stack four-plus-four-color print add-on for its Goss Community press in 2003. In June 2006, the PlateRite News 2000 and Trueflow Rite News brought PDF-based workflow automation to prepress.

"We are quite pleased with the Screen system," says Greg Thrams, Production Manager.



Speed: "Making plates for the newspaper used to be more than a full-time job. It now takes one-third of the time."

Materials: "The reduction in ink and water usage is especially noticeable if we run plates imaged by the CTP right after plates made from film."

Print Quality: "The quality of our color work was already high, but the improvement with CTP really shows on color inserts printed on hi-brite grade. We like the way Trueflow handles web stretch. It changes the percentage of the image either horizontally, vertically or both."

Single Source: "We have had a 20-year relationship with Southern Lithoplate. Our entire workflow package was purchased through SLP. That includes the software, PlateRite device, printing plates, conveyor, processor and plate stacker. This arrangement worked really well. The service has been great."

Salina Journal

Salina, Kansas
Dave Atkinson, Production Director

Platesetter: Screen PlateRite News 2000
Lithoplates: SLP Viper 830
Punch/Bender: NELA Benchmark

Though founded in 1871 as a weekly newspaper serving the young city of Salina, the *Salina Journal* has published daily for most of its existence. Today, producing the morning paper seven days a week while satisfying the printing needs of commercial customers requires 3,900 plates a month. The *Salina Journal* runs two plate sizes (23 x 26 inches and 23 x 35 inches) to print the *Salina* paper, seven area weeklies, shoppers and the Kansas State University daily *Collegian*.

Accurate registration is critical for the many color pages printed on the company's Goss Urbanite press.

Dave Atkinson, Production Director, attributes the absence of register problems to the CTP workflow made up of the PlateRite News 2000, Viper 830 plates and NELA Benchmark punch/bender.

"The first thing we noticed was the improved registration, especially with the wider plate size," Atkinson says. "There is no film movement to cause problems. The punched plates fit perfectly on press. We get up to register very fast. Waste has gone way down because of the precise registration."

Speed: "The PlateRite gives us plenty of speed for the production we need on a daily basis."

Productivity: "I consider our press people an accurate barometer of equipment. They think CTP is the greatest thing to happen for the pressroom. We have been able to rededicate hours previously allocated to the plate room to preventive maintenance and other press-related tasks. If I told them we were going back to outputting film, I think I'd have a mutiny on my hands."

Print Quality: "We are seeing a much sharper dot and cleaner color."

Service: "Southern Lithoplate put the CTP package together for us. We encountered a few kinks in the system components, which is normal with any installation. The response from SLP was most impressive. They jumped to our assistance with technical support and training so we can handle future issues on our own."



Pharos Press

Logansport, Indiana
Randall Houle, Production Director

Platesetter: Screen PlateRite News 2000
Lithoplates: SLP Viper 830

Five dailies, several weeklies and myriad commercial projects move on and off press 24 hours a day, seven days a week, to meet constant deadlines. The 60-person operation, a member of Community Newspaper Holdings, Inc., operates a 19-unit Goss Community color press with two folders and seven autosplacers.

The prepress department previously employed two Panther Pro 36 imagesetters. Today, the PlateRite News 2000 produces up to 600 Viper plates a week.

"Improved quality was an immediate benefit of CTP production," says Randall Houle, Production Director. "Whenever you eliminate steps in the production process, you gain in quality. You save time in prepress as well."



Better Resolution: "Pharos Press uses Screen's Spekta hybrid screening method. The random-dot screen makes a huge difference in the sharpness of printed images."

Materials: "The CTP plate offers the advantages of less dot gain and less ink usage. We have reduced the amount of ink and water we use by as much as 12 percent. There also has been a noticeable improvement in registration on press."

Press Journal Printing Co.

Louisiana, Missouri
Jeff Guay, General Manager

Platesetter: Screen PlateRite News 2000
Lithoplates: SLP Viper 830

Press Journal Printing, a 40-employee division of Lakeview Publishers, has garnered numerous awards for high-quality publication printing. Its six-unit Goss Community press, fortified with two Quad-Stack towers from Web Press Corp., prints seven internally owned weekly newspapers with circulations of 3,000 to 18,000. Commercial projects range from tabloid and broadsheet products to coupon books, magazines and phone books, with page counts from eight to more than 900 pages.

In the past, the demand for 3,100 plates a month often pushed the prepress department into overtime during peak production hours.



Jeff Guay (left), General Manager, and Gerry Kuffer, Prepress Manager, at Press Journal Printing Co.

Once Press Journal Printing installed the PlateRite News 2000 and Trueflow PDF workflow solution, "there was no more need for overtime in prepress," comments Jeff Guay, General Manager.

Speed: "The PlateRite system and Trueflow workflow are extremely fast. Virtually every task is performed automatically. Automated imposition saves an immense amount of time. There also is less plate remaking due to human error."

Print Quality: "We typically ran 110-line screens when we made plates from film. Thermal plates hold halftone dots at 120-line screens. The images are very sharp. Our products are better than ever. Registration is more precise on press. We have increased control on color-critical projects. CTP allows us to adjust for dot gain."

Reliability: "We were already familiar with the quality and reliability of Screen equipment from operating two Screen imagesetters in prepress."

Bear River Publishing

Preston, Idaho
Pat Nealy, General Manager

Platesetter: Screen PlateRite News 2000
Lithoplates: SLP Viper 830

A division of Pioneer Newspapers, Inc., Bear River Publishing prints three daily newspapers and one weekly in the Pioneer family. These include the *Idaho State Journal*, *Logan (Utah) Herald Journal* and *Rexburg (Idaho) Standard Journal*. Commercial printing of magazines, tabloids and broadsheets contributes an additional \$1.6 million to the company's annual sales.

The main coldset web press line consists of 16 printing units with an inline folder. Bear River Publishing achieves enhanced-quality hybrid printing using ultraviolet (UV) inks and curing. A UV four-high tower with folder produces vibrant four-color work on 45-pound and 60-pound text gloss stock. Before installing a fully automated PlateRite News 2000 in May 2006, the company relied on a UV-setter (along with a filmsetter for backup) to keep the pressroom supplied with 7,500 plates per month.

Pat Nealy, General Manager, had several years' experience with Screen's PlateRite platesetters for commercial applications at another printing company. "That company enjoyed great success using Screen equipment," Nealy says. "The PlateRite News 2000 has been running well for our company, too."

Automation: "The automation technology performs flawlessly. Once the plates are loaded into the autoloader, everything else is totally automated. The plates move through the platesetter for imaging and are then transported directly to the plate processor."



Productivity: "The speed of the PlateRite is of a high enough number that we could run all 7,500 plates through the device during the month. The PlateRite autoloader is extremely helpful in improving productivity. It gives us true throughput time. We can produce plates at the platesetter's maximum rated speed."

Print Quality: "We have increased from standard 85-line screens to 100-line screens on our coldweb line and 133-line screens for our UV tower. One of the main reasons Bear River Publishing chose direct-laser imaging was to produce plates for the UV tower. The Screen system creates a crisp, straight up and down dot that prints very clean images. The reproduction quality on UV projects is quite noticeable compared to the previous system."

Owyhee Publishing Co., Inc.

Homedale, Idaho
Mark Aman, Vice President

Platesetter: Screen PlateRite News 2000
Lithoplates: SLP Viper 830

Owyhee Publishing Co., Inc. delivers page counts and a level of quality rivaling that of larger companies. The 15-person operation owns the weekly newspaper *Owyhee Avalanche*, as well as printing area weeklies and shoppers for commercial customers. Its pressroom houses Goss Community and Web Leader presses.

Owyhee Publishing Co. Inc.

The prepress department previously made plates from imposed film. Mark Aman, Vice President, explains that the plate burner had reached the end of its life.

"The plate burner was producing hot spots on the plates, and the drawdown time was ridiculously high," Aman says. "The choice came down to replacing it or upgrading to CTP. Buying the PlateRite News made more sense."

Print Quality: "Quality was a major reason we made the move to CTP. Our quality is much improved with the PlateRite system."

Reliability: "Screen equipment has good word of mouth from other printers. Based on what we heard, we felt the PlateRite was the reliable choice."

Productivity: "We average 1,500 plates a month. After one month of operation, we freed up a full-time person who had been burning plates using the old system."

Bradford Publishing Inc.

Bradford, Pennsylvania
Linda Cardamone, Production Manager

Platesetter: Screen PlateRite News 2000
Lithoplates: SLP Viper 830

Thursday and Friday are the busiest days of the week for Bradford Publishing Inc. Supplying plates the conventional way to the eight-unit Harris V15D web press often meant overtime and bottlenecks in production.

The Bradford Era

Since implementing the PlateRite News 2000 in August 2006, Bradford Publishing has been able to quickly output plates used to produce the *Bradford Era* daily newspaper and all of the company's commercial work.

"The PlateRite has sped up the process to the point where we can go almost from receiving the job file right onto the press," says Linda Cardamone, Production Manager.

Bradford Publishing owns three daily newspapers — *Bradford Era*, *Olean Times Herald* and *Salamanca Press* — and also prints grocery inserts, weekly newspapers and other commercial pieces on newsprint. The PlateRite News 2000 and Trueflow PDF workflow system for newspaper CTP have streamlined the delivery of approximately 1,500 plates a month.

Productivity: "We have not only resolved the overtime issue and are still able to keep up with the volume of plates, but also have eliminated a position in prepress."

Efficiency: "Maintaining a steady flow of plates to the pressroom has freed up staff to perform other tasks."

Error Reduction: "Removing the manual steps from platemaking has helped reduce errors."

Print Quality: "The Screen system rates very high. It produces a good dot for printing on newsprint. Southern Lithoplate's Viper 830 plates are the best product at the best price."

Wyoming Tribune-Eagle

Cheyenne, Wyoming
Jim Thompson, Production Director

Platesetter: Screen PlateRite News 2000
Lithoplates: SLP Viper 830
Punch/Bender: NELA H-VCP

In mid-2006, the *Tribune-Eagle* began printing the *Laramie Daily Boomerang*, one of five Wyoming dailies (including the *Tribune-Eagle*) owned by the Wyoming Newspaper Group. The changeover from one press run to the other "could put us in a bind if a crew were short-staffed," says Jim Thompson, Production Director.

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That was before Wyoming's second-largest daily newspaper installed a fully automated PlateRite News 2000.

"The pressroom uses 3,000 plates a month," Thompson says. "The PlateRite dramatically increases our prepress readiness. It can run unattended, so someone doesn't have to be making plates all night to meet the later press deadline."

The McCracken family of Cheyenne has been the primary owner of the *Tribune-Eagle* since 1926. Some 16,500 copies of the newspaper are distributed daily throughout southeast Wyoming and into western Nebraska. The Sunday circulation rises to about 18,500.

The Cheyenne operation, including a sheetfed division for commercial work, provides livelihoods for approximately 100 full-time and 30 part-time employees.

Each year, the *Tribune-Eagle* invests a great deal of time and money keeping its facility on the front lines of technology. To complement the PlateRite News 2000, for example, the company purchased the NELA H-VCP, an automatic optical punch/bender for punching and bending the exposed plates. The H-VCP is vision-registering the plates with two CCD cameras to punch and bend each plate according to its image for perfect register on press.

"A lot of newspaper companies out here are running NELA products with good, trouble-free performance," Thompson says. "Our old Urbanite-style manual bender was dependent upon the skill and accuracy of the press operator. The NELA punch/bender eliminates those variables. It also streamlines plate handling by automatically punching and bending plates in one step in the same position. Coupled with the Screen CTP device, it saves time in prepress and in the pressroom."

The company also is making plans to acquire a new newspaper press and expand its manufacturing plant, possibly within the next 18 months.

Thompson says the CTP workflow offers the efficiency the *Tribune-Eagle* was seeking.

Quicker Registration: "Plates are more consistent, so press startups are quicker, with less waste."

Multichannel Laser Design: "We were impressed by the PlateRite's 64-channel laser diode exposure head. If we lose a laser, the entire machine doesn't go down. We currently have one CTP system, and redundancy within the device is of major importance."

Proven Technology: "We were looking for a mature system. Even though Screen is relatively new to newspaper CTP, the underlying technology has been proven in commercial applications."

Print Quality: "The improvement going from analog plates to CTP is unbelievable. We boosted the screen resolution from 85-line to 100-line screens on a 40-year-old Goss Urbanite press. A new press could hold at least 120-line screens."

Idaho Press-Tribune, Inc.

Nampa, Idaho

Joe Hansen, Production/IT Director

Platesetter: Screen PlateRite News 2000

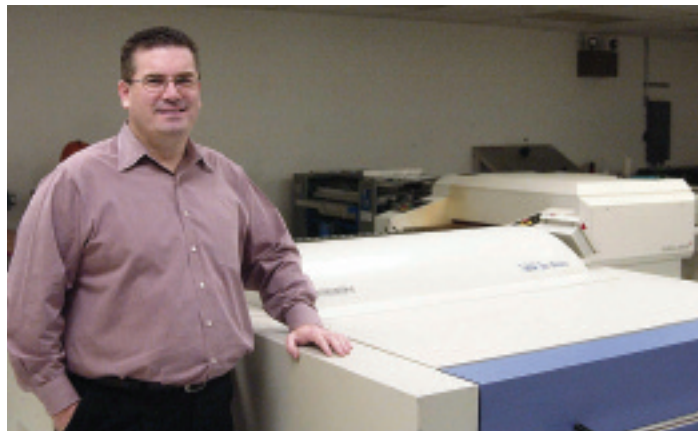
Lithoplates: SLP Viper 830

The history of the *Idaho Press-Tribune*, like that of many of its brethren in the newspaper industry, is long and winding, but always forward moving. The paper began in late 1883 in Caldwell, Ida. Name changes, mergers and relocations culminated in the present seven-day morning newspaper owned by Pioneer Newspapers, Inc. and based in Nampa.

During an average month, the prepress department images 5,000 34 x 22 1/4-inch plates for the newspaper company's Dauphin Graphic Machines (DGM) 440 press. The daily paper accounts for 40

percent of the plate output, while special sections and a thriving commercial component account for the remainder. Local weeklies, real estate publications and stitch-and-trim booklets are printed for commercial customers on newsprint, book stock and hi-brite grades.

Joe Hansen, Production/IT Director, says higher quality and lower production costs were the main factors in the decision to implement CTP. The company also recognized that digital technology is the future of newspaper prepress. "At some point, conventional newspaper offset plates will be harder to get," Hansen says.



Print Quality: "The PlateRite device creates a hard dot that reproduces very well. The dot gain on press is minimal. Register is greatly improved over the film workflow. Our overall quality is definitely better."

Reliability: "Mechanically, the PlateRite is a dependable production machine. That was evident right from the time of installation. The platesetter was up and running within a matter of days. Since then, we have experienced no downtime or any other problems."

Service: "The service has been excellent. Screen and Southern Lithoplate worked closely together to troubleshoot and resolve minor issues we had."

Southern Lithoplate **CTP Alliance**

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