



Newsletter

Headley Brothers Limited

● Issue 37 ● Spring 2006

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new mailing
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racing man
Dave McNair



125 years in print for Headleys

2006 is a landmark year for Headley Brothers, as this year we have achieved an amazing 125 years in print and publishing. The company has come a long way since it was established in 1881 by Herbert and Burgess Headley in a small room above their father's grocery store in Ashford, printing paper bags, bill heads and circulars. Zoom forward to 2006, and Headley Brothers now offers a complete print and fulfilment service, with sheet-fed, web and digital presses, pre-press, bindery and despatch facilities all on one site, with the capability and flexibility to print and distribute everything from magazines, brochures and directories to reports, leaflets and business stationery, plus much more!



Headleys print a wide range of magazines and journals

Ethos of evolution

Our ethos since the very beginning has been to embrace the newest technology of the time. Over the years, every decade has seen the company make substantial investments in new machinery, building expansion (factory and office) as well as staff training and development, in order to ensure that we always have the most up to date skills, knowledge and equipment to guarantee our customers exceptional quality print and the highest level of customer service. Today this is underlined by our ISO 9001 accreditation and Investors in People certification.

Market leader

Throughout our history, we've proven to be a market leader where new equipment is concerned – for example, the Heidelberg Speedmaster 104 4-colour sheet-fed press with CPC installed in 1994 was one of the first in the UK, and



Headley's Sunday 2000 24 page web press in action

our Heidelberg Sunday 2000 24 page web press was the only one of its kind in the UK when it arrived in 2000. Even as far back as 1900 we were 'innovators' in print – at our second factory in Ashford, the linotype setting machines installed were a brand new invention for setting and casting letters, seen only before in America.

Digital revolution

One of the biggest areas of advancement in print over 125 years has been pre-press. From letterpress to hot-metal to DTP and digital workflow, the change has been enormous – you can read all about on page 2.

Testing times

Like any other established business we've faced our share of testing times over the years – but our commitment to print has never faltered. Even after a fire completely destroyed the factory and offices in 1906, the company was up and running with all staff back to work within a fortnight, and within a year a new factory had been built on the

current Queen's Road site. The First and Second World Wars also brought problems with staffing, paper and power supply, but even so, the factory remained operational throughout.

Headley Brothers in the 21st century

Today, we continue to focus on new technologies, so that we can provide innovative print solutions for customers. The new millennium has already seen several investments including:

2004 – a state of the art digital press offering a cost effective solution for full colour print in limited quantities as well as the option to personalise.

2005 – 10 unit Heidelberg Speedmaster 102 sheet-fed press giving the the new option of 4 colours plus a special or seal in line (saving time and money).

2006 – a new Sitma C950 mailing line (see page 3 for more information).

Unique in print

Managing Director Roger Pitt commented, "We are proud to have achieved 125 years in print – we are unique in being able to offer customers extensive experience, alongside factory capabilities that utilise some of the most up to date technology in the world."

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Headley Brothers - the complete print and media solution since 1881

A potted history of Headley's pre-press

The pre-press element of the printing industry has changed beyond recognition in the last 35 – 40 years. Offset lithography has been around a lot longer than that, but the means of getting the image onto the plate is where huge changes have been made. Letterpress printing relied on movable type to get words onto paper. The same process was used in photo-typesetting in the 1960's. Hot-metal composition systems were re-designed and modified to produce an image on photographic material which was pasted-up with images and headlines to form pages.

1980's Adobe advances

In the early 1980's a page-description language, PostScripts, was developed by Adobe. This allowed for pages (text, images and objects) to be assembled on screen which eliminated much of the hand paste-up. Complete pages could be output to film through the PostScript



Headley's pre-press department
hardcopy proof checking area in the 80's

interpreters and image-setters. Propriety typesetting systems were then developed, the costs of which meant they remained in the domain of pre-press departments.

Dawn of DTP

Aldus, a software company, introduced a product called PageMaker, a PostScript page layout program for desktop computers. Apple introduced the laser printer and the Desktop Publishing (DTP) revolution was born. Macintosh computers, page layout software and the laser printer offered an affordable solution to in-house repro, and once again pre-press departments were changed forever. Adobe's development of Acrobat and PDF (portable document format) changed things further still, moving many of the DTP processes that pre-press departments were formerly responsible for, back up the supply chain.

Pre-press began to concentrate on automating the imposition process, and the introduction of ever larger image-setters and eventually platesetters (CTP – computer to plate) eliminated the

planning stage and the introduction of the latest web-based systems, such as Headley Brothers' Headstart, bring us to where we are today.



Headstart – familiar 'flatplan' layout

Get ahead with Headstart

With Headstart, customers can upload their PDF pages directly into RIP workflows via the internet and be returned a post-RIP proof within minutes. Imposition proofs are available online from the same interface, offering customer approval right up to the plate stage.

Advantages to the customer of using the Headstart system include:

- Familiar 'flatplan' layout.
- Access from anywhere in the world via the world wide web.
- PDF's can be uploaded at the client's convenience, giving them complete control over the publication.
- Multi-page PDF's can be uploaded, Headstart splits them into single pages for subsequent replacement of individual pages if required.
- Pages are checked as they are RIPped failed pages are flagged for attention.



Headley's pre-press department modern day
100% on-screen proof checking area

- Each page is colour coded to give an instant overview of it's status.
- Low resolution and/or high resolution online proofs, removing the need for expensive hardcopy proofs.
- Approval of post-RIP proofs online.
- Downloadable low-resolution proof of imposed press sheet and ruled-up PDF.
- The ability to view separations to check overprinting and trapping.
- Complete history of each job available, right up to plate generation, making monitoring progress quick and simple.

If you'd like to find out how our Headstart system could help you take control of your publication's workflow, call us on 01233 623131.

SPOTLIGHT



Each issue we grill a member of staff at random

Dave McNair

Job title and responsibilities:

My job title is Night Warehouseman. My job is to ensure that the correct paper for each magazine is taken from the stores and allocated to the press printing that magazine, both before and during the print run. I am also responsible for keeping the stores clean and tidy, this includes unloading lorries when they arrive from suppliers and ensuring that the paper is stored in the right location.

What did you do before starting here?

I've had various jobs, but before I was at Headley Brothers I was at Letraset (a company who manufacture and distribute products for the design industry) for 24 years, running die-cutting and packaging machines.

Describe a typical day:

Pretty hectic most of the time!

What do you like most about the printing industry?

The people I work with.

What do you like least about the printing industry?

The days when I'm so busy that I feel I can't take a breath let alone organise my work!

Hobbies and interests:

I'm passionate about motorsport – I'm part of McNair Racing, along with my son Lee. I started sprint racing Minis in 2001 and since then I've won my class various times, with my first championship win in the ACSMC Guilford Tyres Sprint Championship in 2005. Also at the end of last year I beat some of the fastest competitors in the South to win the King of Lydden Sprint Championship, a competition run at Lydden International Circuit near Canterbury, Kent over the course of a year. I was absolutely amazed that I was able to win this, as I'd only just come back into racing competitively after taking a year off the track to help my son get started in motorsport.

Likes:

Spending time with my family (and motor-sport!)

Dislikes:

My bugbears are those annoying 'wannabe' racing drivers that pull up to you at the lights revving their engines, and mums on the school run driving their kids to school.

Ambition:

To be happy and enjoy life.

Looking forward to:

The new racing season of course!

Favourite saying:

"Ain't got time!"

Favourite food:

My wife's Sunday roast is just the best. Chinese food is a close second though!

Favourite drink:

Can't beat a drop of Pernod!

How would you spend your time if you were not in the printing industry?

Ideally with a Formula One team!

Looking to update your company image? Design and print your business stationery with Headley Brothers (Digital)

New year, new mailing machine!

January saw Headley Brothers kick off 2006 in style, boosting the Bindery department with a £300,000 investment. The brand new Sitma C950 mailing machine, which was installed on site on 23rd January, replaces an older machine and has a number of new and improved functions (compared to existing equipment) that will help improve the speed and reliability of our mailing function.

High-speed machine

Our new Sitma has a high speed Auto Load Feeder Unit, which allows the machine to be 'fed' more quickly and easily, enabling greater, more consistent running speeds of up to 14,000 per hour.

Twist and turn

Our new Sitma also features a Pivoting Feeder. This swivels across the track of the machine allowing landscape folded inserts (creased down the short side) to be inserted onto the publication more easily. The Pivoting Feeder minimises the risk of damage that can occur to both the magazine and the insert (when landscape inserts are added using standard feeder units), ensuring that both you and advertisers using your publication will be 100% happy with the finished look of the packaged product.

The machine also features a sophisticated Pick and Place unit for adding cover mounts as well as a Movable Page Opening System – this facility gives us the option to open the magazine at different points along the packaging line, and offers you more flexibility in choosing the order in which you want additional material to appear with your magazine once wrapped.

Pretty poly

With the new Sitma we can also now offer customers the brand new option of 'side sealing' polywrapped publications (as opposed to 'centre sealing' down the middle of the magazine) where the polythene design allows. This means that you can place a wider range of different shaped/sized cover mounts on the front cover in a greater variety of positions than ever before, as with 'side sealing' polywrap, there is no risk of a badly positioned cover mount interfering with the machine's ability to match the edges of the poly and seal them together correctly, because the sealing is all done on the edge of the publication rather than down the centre.

On site at Sitma

To ensure that the new Sitma was up and running as quickly as possible, Kevin Bailey, Mark Hawkins and Frank

Rogers from the Binding department completed an intensive training course with the experts at Sitma's HQ in Italy prior to the machine's installation.

This meant that we had fully trained operators on site ready for when the Sitma arrived, eliminating any delays that could have arisen from insufficient knowledge of the machine. Kevin, Mark and Frank also shared their training with the other operators, ensuring that the entire team was completely 'up to speed' and understood how to use the functions and capabilities of the machine effectively and efficiently.



Headley's new Sitma being installed and tested

Factory fly-past shows 50 years of change



Headley Brothers Queen's Road site, 1956



Headley Brothers Queen's Road site, 1990



Headley Brothers Queen's Road site, 2006

In 50 years the Headley Brothers site at Queens Road has seen some significant changes. In 1956, you can see that the factory was in a quite compact area, with its own tennis court and cricket pitch, and surrounded by fields and allotments. Move onto 1990, and some of the allotments have made way for a car park at the front of the site, and a new reception/entrance area has been built, along with other additional warehousing and sheds. Surrounding fields and allotments have made way for other neighbouring industrial units. By 2006, the tennis court and cricket pitch have made way for a new 'ring road' around the site, as well as a building housing our Sunday 2000 24 page web press at the rear of the site (grey roofed building). A new Bindery and Despatch area has also been added at the front of the site (green roofed building). You can also see that virtually all of the fields and allotments in the first picture no longer exist, due to industrial and residential developments.

**The Invicta Press offers a complete website development and design service.
Contact your sales representative for more information.**

Royal Mail implement press stream data changes

We are all aware of policy changes that Royal Mail are implementing such as Pricing In Proportion, but we have also been informed by Royal Mail there are some changes to the way in which we are required to process our data for Press Streaming which take immediate effect – the Press Stream report must now show the average Mixed Weight details (Mixed Weight is caused by split run inserts).

Effectively this means that the data supplied by customers will have to be processed twice after arriving at Headley Brothers, once for the UK copies and again for the overseas copies.

The additional administration may add time onto each job, so it is vital that this

is allowed for in the production schedule and that address data is supplied promptly into Headley Brothers, in order to avoid any delay in processing (this could result in late delivery). We will of course be contacting affected customers to discuss the changes in more detail.

There could also be a change to the way in which we process the Multi Data copies, this is in the hands of Royal mail at the moment and we are awaiting further instructions. As soon as we have more information we will notify customers.

If you have any concerns about the Royal Mail changes, please contact your Sales Representative on 01233 623131.

Digital print survey prize draw winner

We are delighted to announce that the winner of the digital print survey prize draw featured in the Headley Brothers Winter 2005 newsletter mailing is Kathryn Dyke, of Emap. Kathryn wins £300 of digital print, courtesy of Headley Brothers' sister company Headley Brothers (Digital), a leading provider of print solutions for bespoke marketing material and short run products.

Will Inshaw, Digital Manager, explains how Headley Brothers (Digital) is already helping customers, "Our state of the art digital press enables us to produce high quality, full colour products consistently – every page has a professional finish which gives the

printed material a competitive edge and impresses the recipient, helping to boost the image of the company and the publication".

"Digital printing also offers the benefits of being 'on demand' and 'to order' (the minimum run is 1!) giving the flexibility to print what you need when you need it. This helps keep printed materials fresh and up to date, and eliminates expensive storage costs".



Headley Brothers (Digital) Ltd
Bespoke marketing and print solutions

How could you benefit from working with Headley Brothers (Digital)?

"Our customers can add even more impact to their products if they take advantage of our advanced variable data software system. We take customer information captured from databases, websites or call centres to personalise and customise text, images and graphics, to make each document produced unique. This is the kind of one-to-one marketing technique that can increase response rates up to 500%".

To find out how Headley Brothers (Digital) could help give your print more impact, call 01233 623131 and speak to Will Inshaw.



Brochures, catalogues, presentations, calendars, leaflets direct mail, business cards, special edition magazines – Headley Brothers (Digital) can print these and more!

STAFF NEWS

Births

Since our last newsletter the following parents have added to their families: John Wood (Pre-Press department) – proud father to daughter Zoe Louise; Dave Murphy (Binding department) – proud father to daughter Lucy.

New starters and promotions

A warm Headley Brothers' welcome to Jackie Woolgar who joins the Production Control department and Richard Morris who joins the Finishing department.

Congratulations to Bruce Finn (formerly Headley Brothers' Sales Manager) who has taken up the newly created position of Commercial Manager, with responsibilities for Estimating and strategic planning. Congratulations also go to Steve Brind, who steps up from the Sales Team to replace Bruce as Sales Manager. Good luck to both in their new positions.



Bruce Finn
Commercial Manager



Steve Brind
Sales Manager

Retirements

Headley Brothers would like to wish Pam Chappell (Binding department) a long and happy retirement. Pam left the company on 1st December 2005 after 18 years service.



Headley Brothers Ltd
Magazine, journal and colour printers



INVESTOR IN PEOPLE

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