



NewsLetter

Headley Brothers Limited

Issue 41 | Spring 2007

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Where does our waste go?



Headley paper services



Spotlight on Dennis Lilley



2007 Developments

As a leading magazine and journal printer in the UK, Headley Brothers and subsidiaries continue to develop the range of services we offer to you.

At the beginning of March we were pleased to initiate a double shift pattern at Invicta Direct, the finishing and fulfilment business developed throughout 2006.

Invicta Direct Ltd offers a highly productive perfect binding facility along with inserting, cover mounting, packaging, handwork, through to final bag labelling to Post Office requirements.

Headley Brothers Digital continues to develop and allow us to offer services in regard to the personalisation of magazines and related products, such as subscription renewal letters and direct mail, building on the experience we have gained in handling databases through our circulation management service we offer.

As explained overleaf our internet team continue to develop websites and services for customers and are currently working on web to print sites to improve efficiencies within the ordering process.

These services so complimentary to our sheetfed and web print capacity, ensure a seamless and efficient service to allow you to get on and run your business.

For a truly complete magazine and journal service, we would be delighted to talk to you about how we can add value to your product and business.

GO CRAZY ... for new Crazy packaging



Brand new to Headley Brothers Digital this month is the Crazy range of pre-creased, die-cut products designed specifically for short run and personalised printing on a digital press.

If you are looking for ways to add value to your products and magazines, by way of a personalised cover mount for example, or to enhance your marketing campaign this year you might consider one of the products from our Crazy product range.

The initial range incorporates packaging, marketing material and point of sale and includes CD wallets, tall and short tent cards, tall boxes and sleeves (ideal for wine bottles), A5 and A4 media folders, pillow packs, upright A4 display stands and cube cartons.

Headley Brothers Digital can supply the entire range of Crazy packaging, along with specially designed Crazy artwork templates for you to add your company branding, promotional messages and design flair to. This range is only suitable for digital printing in short run quantities, with or without personalisation.

For more information on this innovative new product range, or on the digital colour printing services available, call Headley Brothers Digital on 01233 623131 and speak to Will Inshaw, manager.

Headley Brothers — customer focused, innovative print solutions

Since achieving ISO14001 environmental certification we have been inspired to look for even more new ways to reduce our environmental impact.

A fantastic example of this is our landfill waste achievement down from 34 skips in 2002 to just 10 in 2006. In real terms that means of the 1852 tonnes of waste we produced last year, we recycled 94% (or 1737 tonnes!).

One of our aims for the future is to minimise landfill waste further still by finding new recycling markets, but for now we thought the environmentally minded among you might like to know . . .

Waste electrical and electronic equipment

Computers, monitors, printers, cables and plugs, keyboards, heaters, fans and phones are collected by an expert contractor for processing. Redundant IT equipment if reusable is refurbished for reuse in the community. Equipment that cannot be reused is stripped back to its base components and each material type is recycled separately. Gold and other precious metals from circuit boards as well as copper, aluminium and steel from casings are reclaimed and reused, monitor glass is processed into aggregate for the construction industry and plastic casings/mouldings are granulated ready to be reused. Hazardous components such as batteries and leaded glass are sent to specialist sites for safe disposal.

WHERE DOES

Wood

Broken but repairable pallets are refurbished for reuse. Un-repairable pallets and other 'clean wood' is chipped and used for fuel, animal bedding and in the horticultural industry, and also made into chipboard and MDF.

Oil

Used oil is taken by a contractor to an Environment Agency registered unit where it is processed into an alternative fuel for industry e.g. power stations, foundries, cement works.

Blanket wash and plate processor waste

After the blanket wash has been collected it is sent to a treatment plant where the solvent is separated. The solvent (around 30%) is then used as fuel at cement kilns. The hazardous components in the remaining 70% are converted using a biological treatment into an inert sludge and non-hazardous liquid. The liquid is then further processed before being discharged to a waterworks and reused for industrial water. A similar process is applied to plate processor waste.

Aluminium

Aluminium is light, durable and can be recycled again without loss of quality. Used aluminium is removed by a specialist waste contractor and then reused in the manufacturing of various products, blocks, car parts. Our drinks cans are bought by recycling charity, Alupro (we donate the money to hospice). The cans are cleaned, remelted and re-used as drinks cans.

Tissue paper

We donate the protective tissue paper that our customers arrive in to a local removals business who use it to wrap valuable and breakable items.

Stamps

Used stamps are donated to Guide Dogs for the Blind who then sells the stamps on, mainly to dealers and collectors to raise funds.

Aerosols and metals

Used aerosols are crushed to remove surplus liquid. The residue is sent for further processing and flammables are used to fuel industrial incinerators. The steel casings are sent to a metal recycling plant and remelted for reuse, as are the casings collected from our site.

If you have any questions please contact Sue Green

Get on the Web ... w

Headley Brothers not only provide print and fulfilment services, we can also help customers get on the web!

Our internet team offer a comprehensive design, development and maintenance service, and can help you achieve your web goals, no matter what the budget.

So whether it's a static web page, a small business site, an e-commerce solution, or a full blown web application, our skilled team will be with you every step of the way.

When creating a website, we ensure that it not only looks stylish and professional, but will also download quickly, perform consistently across a range of browsers, and be accessible to all, including people with disabilities.

Simple content management

We provide content management systems (CMS), which enable clients with no HTML experience to update their

websites through an ordinary web browser in a secure interface. This allows clients to update their sites when they like, without the need to call on outside expertise.

We'll create a custom CMS for your site giving you full control over what can and cannot be changed, and provide a unique solution to solve any problems specific to your organisation. And if you do not wish to use a CMS, we offer a competitively priced maintenance service.

E-commerce

We build e-commerce systems that will drive traffic to your business, helping you achieve sales targets and giving total flexibility for your business to expand as and when required. Stock lists, customer details and orders will all be held in a secure database, easily controllable through a CMS. We can incorporate customer logins, shopping baskets, wish-lists, auto-suggestion and customisable searches, order history, stock control and

Headley Brothers Ltd — innovative print solutions for publishers and businesses

DOES OUR WASTE GO?

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printing plates are
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Plastics

Plastic is taken to a processing unit where it is sorted, cleaned, chipped and melted down. Depending on the type of plastic, it will be formed into 'pellets' or woven into a fine candy floss like fibre, before being remanufactured into products such as drainage pipes, outdoor furniture, roadside kerbs, carpets and stuffing for quilts, soft toys and jackets.

Ink

Waste flammable inks are removed from our site and used as fuel in blast furnaces and industrial incinerators. Water based inks are treated and made ready for safe disposal to landfill as they cannot be reused or recycled.

Fluorescent tubes

A specialist contractor recovers the glass, metal and mercury from used fluorescent tubes for reprocessing and reuse. The glass is often used in the manufacture of loft insulation.

our printing plates
it to pack and wrap

CD's and cases

CD's and cases are taken to a recycling unit and separated before being granulated and washed in a caustic solution to remove aluminium foil and inks. The clean plastic is then sold to injection moulding for reuse.

Toner/ink cartridges

Used toner and ink cartridges are donated to ActionAid Recycling, who remanufacture the cartridges and sell them to raise funds for the charity.

Mobile phones

Old mobile phones are donated to the National Blind Children's Society who then sell them to a green phone recycling company to raise funds for the charity.

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ollectors abroad, to

Paper and cardboard

Paper and cardboard are taken to a specialist recycling plant. The paper is soaked in water, agitated to release the wood fibres, metal and ink contaminants are also removed.

Sometimes the resulting pulp is bleached before finishing, chemicals are added, and it is pressed into sheets and dried, or mixed with virgin pulp (varying proportions, depending on the quality required). Cardboard is recycled using the same process, excluding bleaching.

Paper and cardboard cannot be recycled indefinitely as wood fibres get shorter with every pulping, however, paper fibres can be recycled between 4 to 6 times and cardboard 4 to 5 times.

Recycled paper fibres are not only used to make new paper but also other products from confetti to furniture. Recycled cardboard is primarily used to make boxes and packaging, but is also used for stationery, animal bedding and coffins.

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If you have any questions about our environmental policies and procedures,

Sue Gray, Environmental Co-ordinator on 01233 623131 or email sue.gray@headley.co.uk

Work with Headley Brothers

discounts as well as secure payment facilities (e.g. PayPal). We prepare your stock list in a ready-to-upload XML format for Froogle (Google's shopping service) to ensure your products can be found quickly.

Website promotion

When we create your website, we will incorporate techniques to ensure your search engine page ranking is as high as possible. We will ensure that your site contains correct page titles, meta tags and alternate text for images and that all HTML pages are valid. Plus, we can also advise on the best web marketing strategy for you, from paid search and email marketing to online branding and banner/skyscraper adverts, and advise on affiliate marketing programs that can increase the number of links to your site.

Arrange your free consultation with our web team, call 01233 623131.



Journal of Horticultural Science & Biotechnology Website

**Call 01233 623131 • Email printing@headley.co.uk
Visit www.headley.co.uk**

Paper services

As part of our comprehensive service, we are pleased to offer a paper sourcing, supply and stock service to customers.

Wide range of paper

We hold a wide range of wood-free coated gloss from 90gsm to 250gsm in SRA1 size sheets, ideal for A5, A4 and A3 titles. Our most popular grades are in the 100gsm to 150gsm range (gloss), and an increasingly popular grade is 90gsm wood-free silk (in



Karl Fulker, Paper Manager

SRA1). We also have available mechanical grades 70gsm, 80gsm and 90gsm, which many of our customers find ideal for their monthly magazines.

Try before you buy

To help customers understand how their title will look, we offer a dummy service. Dummies are made up in the grade of paper, trim size and finish you require, so we can ensure you are 100% happy with the paper you have selected prior to ordering the full quantity for your print run.



Ashley Blandford, moving a reel

Customer supplied paper

For customers who choose to supply their own paper, we also offer a stock record service. After each title has been printed a stock record statement is supplied to you (or direct to your paper supplier) via email. This keeps you completely up-to-date with the stock we hold on your behalf, and makes re-ordering for your next print run easy.

Competitive prices

We supply paper at very competitive prices, so why not give us a try? If we do not have the grade in our warehouse that you require, or you wish to use a more unusual paper, we have a wide range of contacts from whom we can source excellent stock for you. **If you have any questions regarding paper, call 01233 623131 and speak to your sales representative, production controller or Karl Fulker, Paper Manager. We will be more than happy to help!**

SPOTLIGHT



Each issue we grill a member of staff at random:
Dennis Lilley

Job title:

Estimator. I provide prices for our print services to customers and offer the Sales team back up when required.

When did you start at the Invicta Press?
July 2001.

What did you do before starting here?

I was Chief Estimator at Duncan Web (and also a fast bowler!).

Describe a typical day?

The first thing I do is check my emails, then decide on priorities. Things tend to be quite hectic in the department so I usually find I am checking paper prices and availability whilst at the same time obtaining outwork and delivery costs.

What do you like most about the printing industry?

The pace of technology. It's an exciting (and challenging) time to be in the print industry.

What do you like least about the printing industry?

Unclear and misleading terminology i.e. woodfree paper, perfect binding. This confuses customers who are unfamiliar with the print industry.

Hobbies and interests:

Music, photography and cinema.

Likes:

Planning an efficient method of production when it leads to an order, reading stories to my grandson, and seeing a really good concert.

Dislikes:

People who don't accept responsibility for their own action (or inaction).

Ambition:

To see Watford win the Premiership (OK so I'm a bit of a dreamer!) we have a 6 year plan you know.

Looking forward to:

My Italian holiday and the Cambridge Folk Festival.

Favourite saying:

I told you there was nothing to worry about (usually said when a minor disaster is occurring).

Favourite food:

Jacket potato (skin must be crispy) with tuna mayonnaise. I'm also partial to Aunt Bessie's dumplings(!)

Favourite drink:

Gales HSB Bitter.

Most prized possession:

My CD and record collection (not transferred to my iPod) and my Uncle's gold watch and chain.

How would you make a living / spend your time if you were not in the printing industry?

Working in a hi-fi shop or (in my dreams) as a record producer.



<Press Stream Coding>

Title Name Surname
Job Title
Company Name
Address 1
Address 2
Town
County
Post Code



headleybrothers
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