

PPA digital magazine printer of the year – See page 3

## Wake up to variable data printing!

HeadSet takes digital printing versatility and exploits it to the hilt.

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WINTER  
ISSUE

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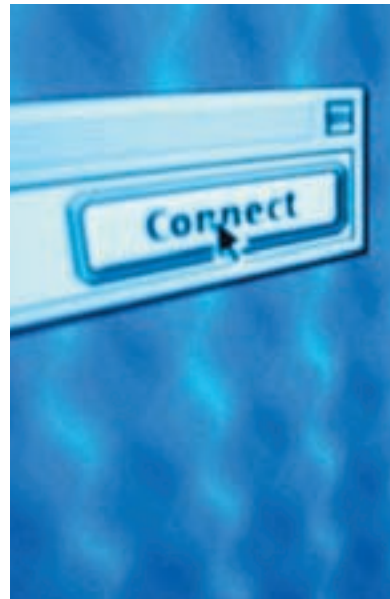
W W W . H E A D L E Y . C O . U K

## What is print? It would seem a straightforward enough question.

**Where does it start and where does it end?** Headley Brothers are looking to the future with our investment in software and examination of what is required from a modern print business today. Not that long ago it was viewed, probably unjustly, as something of a black art, shrouded in mystery. As far as the customer was concerned, he provided some form of text and pictures at one end and a cheque at the other. There may have been a proof or two thrust under his nose at some point, but essentially that was it.

How things have changed in the last decade or so and nowhere more so than at Headley Brothers. Where once upon a time the act of putting ink on paper was the main part of the process, it could be argued that this is no longer the case. Boundaries have been blown away and the customer and supplier enter a mutually beneficial partnership.

The traditional starting point of a piece of print being the brainchild of a designer is sometimes turned on its head. The extensive range of added-value services that the printer can provide can often be the catalyst for creativity, be it belly-bands, tip-ons, post-its, gatefolds, barndoors, die-cutting or different finishes. This can open up a dialogue between customer and supplier where creative flights of fancy mix with logistic solutions to settle on a final product that perhaps neither party would have come up



with alone. One of the most creative applications can be personalisation. HeadSet is Headley Brothers' package for creating image personalisation, a highly creative design device that can really make readers sit up and take notice. Individual names can be produced pictorially, such as written in sand, on a birthday cake, on a cinema billboard or even in the clouds. The options are limited only by the imagination.

No customer or supplier should, however, underestimate the mundane. How many people have found themselves at their first meeting in a new job without a business card to

hand out? It's usually the same story. The person who usually orders business cards probably had a myriad other more important jobs, or didn't realise someone new was starting. By the time the details were collated, the phone call made, the email sent, the proof returned and signed off and the cards delivered, the person has been there a fortnight.

At Headley Brothers we know how important it is to provide effective administration of print procurement. That is why we have introduced HeadWay, a web-to-print solution that simplifies the ordering of everyday, low-cost print. Templates can be created for a company's business stationery and from then on it really can be a case of filling in the details and pressing the print button.

There is no doubt that the printing capacity at Headley Brothers is impressive. With three web presses, a 24pp and two 16pp, a total of 44 sheetfed units and a Xerox iGen3 digital press, there is enough firepower and flexibility to satisfy the most demanding customer.

But it is our approach to keeping all those presses running and keeping our customers' requirements at the forefront of our minds that is really quite exciting: automation, communication and fulfilment. For some time now, publishers have been enjoying the benefits of HeadStart, our highly automated online flatplan file delivery service. HeadStart

is about to be upgraded and customers can enjoy even more functionality.

Peace of mind can also come from asset management, an extremely valuable service when handled correctly. When people think of asset management, their reaction can be one of dismissal. They think that they don't have that many assets to manage, or that the management of them may cause more work than it saves. This attitude can be likened to a refusal to invest in satellite navigation when a map does a perfectly good job. Asset management offers so much more than simply keeping pictures in one place.

How many times has a production assistant dragged out a pile of back issues of their magazine to find an ad that their advertiser wants to repeat? And then they have to make sure that the printer puts the correct one in. The management of assets can be invaluable. HeadStore has been introduced to Headley Brothers to provide customers with a digital asset management service that can be very wide ranging. Not only is everything to hand, but it can be retrieved, manipulated and edited online at any time. Assets that can be stored range from logos and pictures through advertisements and reprints to video or whole product ranges.

So where does print start and end? The simple answer is that it doesn't. The piece of printed paper, in whatever form, is part of an ever changing cycle of needs arising and requirements being met. Customer relationship management is not a meaningless phrase that is trendy to use. It is a genuine description of an integral part of the way we do business in the 21st century. At Headley Brothers we are constantly looking at our customers' needs, and indeed wish lists, and we review the latest technology accordingly, investing in the best. As a result we provide in total a seamless, cost-effective, time-sensitive solution to short to medium run publishers. And that is printing at its best. □



## HeadSet – taking it personally.

**HeadSet takes personalisation to another level.** We are all aware that digital printing allows a level of versatility at a reasonable cost. Headset takes that versatility and exploits it to the hilt.

Individual names can be added to photographs to create a type of personalisation with high visual impact. Names can be written in the sand, in the sky, in fireworks, in anything in fact.

Needless to say, the technology behind the creation of mind-blowing images is complex, but Headley Brothers make it simple. Whatever your idea, we can make it happen. Supply us with your data and your design and we make the rest easy. An ideal application for this effect is Christmas cards. Don't just have your company name on the inside. Have the recipient's name on the outside, spelled out in shooting stars against the night sky, in fairy lights, in glitter on baubles, in the snow...  
...the only limitation of HeadSet is imagination. □

## HeadWay opens the gateway into the world of automated print.

**HeadWay is a fully automated job processing system, designed to guide the user through the process of procuring print.** From logging on to delivery, each step is simple and trouble-free. For both Headley Brothers and their customers, this system means the faster and more accurate production of jobs with as little human intervention as possible.

This level of automation keeps costs down, and those savings are passed on to the customer. This method of working is by no means impersonal and intransigent. Quite the opposite is true. We work together with our customers to create custom-made templates designed around the way they want to work.

The templates can comprise many things. Perhaps a brochure that is regularly changed may have levels of log-in security: one person can change the copy and another can specify aspects such as quantity and delivery times. Another person could have the proofs sent to them and have the final sign off. The choice is down to the individual.

This elimination of toing and froing with orders, copy changes, proofs and sign-offs saves large amounts of time and therefore money. Personalisation is not just a term that refers to digital printing: it is also a philosophy of customer service. □

# Customers' files must get through first time, every time – they don't need to know how it happens just as long as it does.

**Investment in software also requires investment in infrastructure.** At Headley Brothers we are upgrading our bandwidth, with a fourfold increase in capacity in order to support our services. This is quite a commitment which involves digging up the road to enable the lines to come in from opposite ends of the site. The work is on schedule to be completed in January 2008.

The upgrade comprises two 4Mbps leased lines, which will come into the site from two individual POPs (Point of Presence, ie a physical access point to the internet) on completely independent fibre circuits. It is intended that one of the lines will serve Headset and the second will serve all other internet-based traffic.

The leased lines will each have their own firewall and router. Both lines will remain

as separate entities and there will be an automatic failover in the event of the failure of a line, a router or a firewall. Hot Standby Routing Protocol (HSRP) will be implemented to provide automatic changeover from a failed router or circuit. The failover will maintain connectivity at half the total bandwidth, which is still twice the current capacity of the existing service.

This behind-the-scenes work, although essential, is invisible to Headley Brothers' customers. "We hope our customers don't actually notice anything," smiles managing director Roger Pitt. "As far as they're concerned, their files get through first time, every time, and that's all that matters." □



## TALKING HEADS

**Simon Bingham** Finance Director:

**The years ahead are all planned out more or less.** As Finance Director, it is my responsibility to make sure that the financial control supports our objectives. **I've been around a bit.** Before I came to Headleys, I worked for a shipping company in various countries around Europe. **Never underestimate the importance of cash flow.** The first job of the day is to check the cash flow and bank position. After that I deal with any customer queries. **Everyone has deadlines.** I have various financial reporting deadlines to meet for the Board Meeting throughout the month. Each day is different and challenging. **Success or failure is all down to your own hard work or lack of it.** The printing industry is a relatively flat playing field and it's all about making the right investments at the right time. Prices are too low and margins are too tight. It's due to the overcapacity. When that changes so will the profit. **I have a strong competitive streak.** When I was younger I competed for Great Britain in triathlons and duathlons and ran the London to Brighton ultra marathon twice. **Nowadays I have work commitments.** They allow me to be an occasional social runner. **I'd like to get fit again.** I want to do another ironman triathlon. I did one in 2002 in France. **My wife and daughter are big darts fans.** We have tickets to see the World Championships in January. **I like people with a can-do attitude.** Nothing is achieved with negativity. **I wouldn't mind being a farmer.** I was brought up on a fruit farm in South Africa. If I couldn't do what I do now, I'd do that. **If I could save one thing from a fire it would be my grandfather's pipe.** He was in Burma with the Chindits in the second World War: □

The award winning Headley Brothers team. Contact us for all your magazine requirements.



## Headley Brothers Digital named PPA Digital Magazine Printing Company of the Year 2007.

Headley Brothers (Digital) Ltd has won the prestigious Digital Magazine Printing Company of the Year 2007 Award at the recent Periodical Publishers Association Magazine Production Awards. The Award was collected at a gala dinner on 15 November 2007 by Roger Pitt, Headley Brothers' Managing Director and Will Inshaw, Digital Manager.

The PPA's Magazine Production Awards, now in their eighth year, are highly coveted. Judged by a selection of senior industry figures drawn from publishing, pre-media, printing, papermaking and affiliated consultancies, the awards set important benchmarks of excellence, showcasing the best the magazine production industry has to offer.

Headley Brothers Digital was commended by the judges for being 'the outstanding entrant in the category'. The judges also praised the company for providing 'a consistent, high quality of service with a strong partnership approach... With its focus on delivering a top quality, flexible service, combined with a strong understanding of its customers' businesses, Headley Brothers Digital is a worthy winner of the award'. Headley Brothers Digital customers cited in support of the company's nomination include The World of Powerboats, Wyvex Media Ltd (Scottish Field), RILA Publications, EMAP, The Hemming Group (RDA News), Mauritian Abroad and South Kent College in Ashford. □



## STAFF NEWS

### New Recruits

A warm Headley Brothers' welcome to Joanne Hurst who has taken the position of Digital Sales Executive, and to Robert Kingsnorth who has started as a folder/guillotine operator in the Binding Department

### Movers and shakers

Congratulations to Jason Miller who has joined the Sheetfed Department from the Binding (nights) to take up the position of Assistant/Trainee Printer. Ron Philips (Binding) has moved from double day shift to nights.

### Retirements and Farewells

Headley Brothers would like to wish Ray Bishop (Webs) a long and happy retirement. Ray retired on 23 August and was in his 48th year of service.

Farewell and good luck to Shaz Bates (Office Admin), who left the company in September to study psychology at Roehampton University. □



## HEADS UP

Of the 1852 tonnes of waste Headley Brothers produced last year we recycled 94% – that's 1737 tonnes.

# Environment Awards for Kent Business 2007.

**On 4 October six judges visited the site to look at the Environmental achievements of the company.** We will be judged against other Kent companies of different sizes and sectors, to compete for the top title: 'Kent Environment Business of the Year 2007'. The Awards seek to recognise and reward Kent businesses for a wide variety of innovative environmental and community work.

We will find out in November if we are in with a chance of one of the top twenty awards, which will be presented at the awards ceremony on 7 December.

### ISO 14001

On 5 October the audit of our Environmental Management System (EMS) was carried out by SGS. The Auditor was very satisfied that our management system has been maintained in line with the requirements of the standard. The Auditor is going to recommend that we move to annual audits, as our system is so well maintained.

ISO 14001 is an international standard laying out a formal, structured management approach to controlling environmental risk and improving performance.

### Website update

The environment section of the Headley Brothers website has been updated, it is now possible to view our ISO 14001 and FSC certificates and Environmental Policy, as more and more customers are requesting environmental information. □  
([www.headley.co.uk](http://www.headley.co.uk))