



# Newsletter

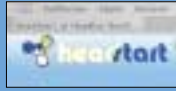


Headley Brothers Limited

● Issue 34 ● November 2004

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Headstart using the net to deliver results



Go for a perfect finish



Working towards ISO 14001



## Dawn for digital print unit

NEW VENTURE OFFERS REVOLUTIONARY CUSTOMISABLE PRINTING



Headley Brothers (Digital) Ltd is a new company launched by Headley Brothers Ltd dedicated to digital printing. This provides you with the opportunity of a breakthrough in how you do business today.

Utilising Xerox's DocuColor iGen3, Headley Brothers (Digital) now offers revolutionary digital production printing with automatic make-ready and collation.

The iGen3 also has the ability to mix stocks within a run with automatic built-in intelligence maintaining colour fidelity and registration.

Headley Brothers (Digital) will make your

fast turnaround even faster whilst offering unique page customisation and personalisation. Colour can be combined with black and white and we can print 'on demand' books, catalogues, brochures, direct mail, inserts, and flyers to an excellent standard of quality.

The company will also be able to add more value to every page whilst using customer data captured from CRM databases, Web sites, and call centres to drive variable text, images, and graphics to bring to life your

marketing materials.

The iGen has been designed with productivity, profitability and quality at its core and takes advantage of every working moment of the day.

So if you want to upgrade your company's product catalogues from two-colour to four-colour but wish to keep the costs down, or are planning a 10,000 run brochure but you need 500 for your executive board meeting tomorrow, or need to reduce your storage costs for brochures that always seem to be out of date, then contact your Sales Representative to see how Headley Brothers (Digital) can meet your needs.



Putting data to page: the iGen3

## Cow Bell Award

The Invicta Press has been awarded the prestigious Cow Bell Award by Swiss company Muller Martini. This award is awarded to companies who produce outstanding production output figures using Muller Martini's series of bookbinding Systems.

In two separate 8 hour shift and one 7.5 hour shift, the Bindery Department were able to produce an accumulative total of 270,000 magazines using the company's new 6 station Prima Plus Saddle Stitcher.

Roger Pitt, Managing Director, said of the award, "This is quite an outstanding achievement and the recognition of this from Muller Martini is held in very high regard by Muller Martini as well as the industry as a whole".



Productivity award for bindery

## Other Features

- Spotlight on Will Inshaw, Digital Manager
- New inserts specification
- Web Watch: relaunch of [www.headley.co.uk](http://www.headley.co.uk)
- Running update
- Football news
- Latest staff news
- Telephone: 01233 623131
- Website: [www.headley.co.uk](http://www.headley.co.uk)

## Environmental policy



### On target for ISO 14001

For a number of years, Headley Brothers Ltd has been mirroring the standards set out in the International standard 14001. The company is now seeking formal accreditation to the standard and, as part of this process, has issued a policy statement which commits the company to reduce the impacts of our operations on the environment.

Sue Gray, Environmental Co-ordinator for Headley Brothers, said of the statement, "This underlines the work that the company has already achieved in reducing waste through recycling."

ISO 14001 is a system of environmental standards which puts in place methods of controlling environmental impacts and it is universally seen as a positive

response to the growing pressure on organisations to prove their green credentials.

Sue also said "The legislation is already getting tougher and will continue to do so but we have made a very positive step by seeking to achieve accreditation to the standard and everyone at the company have shown considerable commitment to achieving this objective."

### Our new policy statement

HEADLEY BROTHERS LTD hereby makes the following commitment to reduce our effect on the environment:

"In all of our activities we will continuously work towards reducing our impacts on the environment"

In order to work towards this commitment, we will:

- Meet all the regulatory and consent requirements relevant to our business.
- Conserve natural resources used in our manufacturing and service operations, particularly in the use and development of packaging.
- Reduce noise levels below statutory requirements to cause the least practicable inconvenience to our neighbours.

- Reduce harmful gases and odours into the atmosphere.

- Reduce our energy consumption through measures such as increased energy efficiency.

- Create less waste through the adoption of waste reduction and recycling.

- Provide safe, hygienic and attractive working environments having regard to the nature of the activities undertaken.

This will be achieved by raising employee awareness, and incorporating environmental issues into the day-to-day running of our business, and continual reviewing of environmental objectives and targets.

## Inserts update

### Heavy inserts require more handling

Customers should be aware that due to increased weight of individual inserts supplied for insertion into publications and journals, an incremental scale of charge now applies to cover the extra costs incurred for handling and feeding.

Individual inserts above 30grams will now incur extra charges. The following sliding scale will apply:

- up to 30gms (12pp A4 80gsm)
- up to 80gms (32pp A4 80gsm)
- up to 160gms (64pp A4 80gsm)
- over 160gms

All inserts must be clearly identified with the name of the publication and issue date. Inserts supplied from overseas subject to import duties must have the duty paid by the Importer.

The correct delivery address for all

inserts is via the Mace Lane entrance and not the Queens Road entrance which is no longer suitable for heavy vehicles or large vans.

Further information on insert specification and supply is obtainable via your Production controller or Sales Representative.

INSERTS FOR	
TITLE OF MAGAZINE	
DESCRIPTION OF INSERT	
DATE OF INSERTION	
PUBLISHER	
TOTAL QTY	TOTAL No. ISSUES

**Avoid delays: use an inserts form**

## SPOTLIGHT



Each issue we grill a member of staff at random

**Will Inshaw**

### Job Title?

Digital Manager.

### When did you start at the Invicta Press?

I started at Headleys in January 2000, in the binding department, then moved to the I.T. room, and then into production as Assistant Production Manager, and finally into the role as Digital Manager.

### What did you do before starting here?

I spent my pre-Headleys days having a gap year after doing my A-levels, and to earn a bit of money I worked in a warehouse in New Romney, at a company called Almay.

### Describe a typical day.

Very hectic at the moment while the digital department is being set up. Too many things going on to mention, very interesting though!

### What do you like most about the printing industry?

All the different people you meet, and printing technology is evolving so quickly.

### What do you like least about the printing industry?

Things move so fast that it feels like there are not enough hours in the day!

### Ambitions?

To play for Manchester United by the age of 30. So Alex if you are reading give me a call!

### Hobbies?

Playing football for Aldington Sunday team, and the Captain Howey five-a-side. I am also into fishing.

### Looking forward to?

Manchester United winning the treble once again, and Rooney scoring 40 goals!

### Favourite quote?

"There are some people on the pitch, they think it's all over, it is now."

**A whole year of advertising in front of your customers' eyes!  
Plan and print your calendars with the Invicta Press**

## Headstart

### An exciting new development in workflow

HeadStart is a file-delivery system based on the latest internet technology. Users connect to the HeadStart system with their unique username and password and their publications are displayed in a flatplan format. PDF files are uploaded to the flatplan via any internet connection. As the files are uploaded they enter the workflow and are RIPped and checked and presented back into the flatplan as a post-RIPped soft proof. Any non-conformities are reported and the opportunity is given to accept or reject them.



Double-clicking the thumbnail view of the pages in the flatplan gives a full-screen, low-resolution view of the RIPped page. The page can be approved from here. If more detail is required a high-resolution proof is available at the click of the mouse. From this view a densitometer is available to check percentages of colour, the separa-

tions can be viewed showing overprints and trapping etc. A highly-compressed, high-resolution file can be downloaded for off-line viewing.

If the page passes these on-screen checks then the user approves it for press by clicking on a button on screen. If the page is not correct, they can simply delete it from the flatplan (which deletes it from the server simultaneously) and re-upload a corrected version of the page.

The flatplan can be viewed in a section view, and as a ruled-up imposition view. Indeed a ruled-up, low-resolution PDF can be downloaded to the remote computer to view or print out on a local printer on the user's network.

Once all the pages in a section are approved pre-press staff at Headley Brothers take over and the imposed section is output to the existing CTP facility.

HeadStart is shortly to be upgraded to HeadStart+Plus - a full-production flatplan to which elements of pages can be uploaded. Advertisements and editorial elements can be uploaded to pages independently of one another. Users will log-on to their flatplans and assign pages as editorial, advertising or combinations of both. The page elements can then be uploaded from satellite users via the internet, allowing for parts of pages to be proofed post-RIP. Once approved the HeadStart+Plus system will merge the elements together, negating the need for combination on the desktop.

## Smelling of Roses?

### New finishing studio handbook

Did you know that Headley Brothers Ltd is able to print our publications with an ink that provides a 'burst of fragrance' when applied to selected areas of printed sheets. The fragrance is released by gently rubbing the fragrance burst area and most fragrances can be supplied to order.

Or alternatively, if you are looking for something to make your publication stand out in the dark, consider using Green Phosphorescent Ink which produces a high intensity glow-in-the-dark effect or why not choose a Holographic Silver Dotty Peril effect which carries a micro-embossed holographic pattern.

These, together with a number of other Lamination and Print Decorative effects can all be seen in the company's Print Finishing



Studio Handbook. To obtain a copy of the Handbook and to discuss the options available to you, please contact your sales representative.

#### DECORATIVE EFFECTS IN THE HANDBOOK

- Window & Prisma Lamination
- Gloss & Mat Lamination
- Silk & Semi-tone Lamination
- Foil Blocking, Embossing & Debossing
- Mirri brushed aluminium
- Holographic Silver Dotty Peril
- Pigmented Foil Blocking & Embossing
- Gold Pearlescent on White Board
- Silver Latex 'Scratch-off' & Phosphorescent Ink
- Radiant Opal Blue/Magenta & Yellow Magenta
- Matt White & Matt Black Solid Films
- Fragrance Burst & Thermovarnish
- Mirri Silk

## WEB WATCH



Headley Brothers Ltd has revamped and relaunched its website [www.headley.co.uk](http://www.headley.co.uk). The new site has an improved and cleaner feel to reflect the corporate branding of the company. Much of the website's previous structure remains intact, but regular updating will bring you the latest news from the company. Andrew Owen, Web Designer for Headley Brothers, said of the new site, "The relaunch of the website is the first of a number of initiatives the Company is taking to reinforce its internet presence". "The site continues to remain the gateway to its online services such as Headstart and VIO, and future enhancements will bring job vacancies as well as an archive of Printing Help features designed as the first point of call for customer's printing queries."

Headley Brothers (Digital) Ltd's website, [www.headley-digital.co.uk](http://www.headley-digital.co.uk), is to be launched imminently, and will have an option for users to customise the look of the site which reflects the bespoke printing solutions offered by the company.

The Company's Web Design Department has also been undertaking a considerable amount of work on creating interactive online directories for customers in support of printed products. For further details on how Headley Brothers can provide you with a cost-effective online presence visit [www.headley-design.co.uk](http://www.headley-design.co.uk) or call Andrew Owen.

Digital print with a personal touch!



Cost effective, bespoke printing solutions using the latest digital print technology. For all your digital print media solutions, call the Sales team on 01233 623 131



*The Invicta Press offers world wide web design.  
Contact your sales representative for more information.*

## Charity run

### Raising funds for Cancer Research

**Sunday 18th July 9.30am:** we met in Headley Brothers car park - it was at this point I asked if I was the only one with the letter 'r' missing from the word 'Journal' on my professionally designed and printed running top. Not to be singled out, they were all the same!!

From Folkestone car park it basically rained walking to the start of the race, rained more during, a little bit more at the finish and poured down on the walk back to our cars. I was looking forward to a hot shower and a cold alcoholic drink.

Despite the weather and our excuses we all completed the race in good times, Sue and Kelly 26 minutes, Emma, Mel, Terri 37 minutes. Although we didn't run that far and



#### Runners-R-us: Kelly, Emma, Melissa and Sue

there were no prizes to be won, we all felt great doing our little bit for Cancer Research and thanks to all those of you who sponsored us.

Lastly, we all looked like drowned rats at the end but I think we looked the best in our matching running tops and we didn't even have to show our 'r's.

*Report by Terri Connolly [Production Controller]*

## Football

### Headley Brothers provide winning formula

Earlier this year, Headley Brothers entered the Robert Horne football tournament, held at Gillingham sports hall. They returned victorious having playing four and won four. The tournament consisted of two groups of four with each team playing each other once, and the top two of each group playing each other in the final. The pattern of the games went as follows: Game 1 Headleys 2 - 0 Sterling ; Game 2 Headleys 5 - 0 Agra UK A; Game 3 Headleys 2 - 0 CMCS; Final Headleys 6 - 1 Agra UK 'B'.



**Headleys A team:** The team included: - front row from right to left Nick Cooper, Will Inshaw. Back row from right to left, Paul Palmer, Mike Muller, Kelvin Hitchcock, also not pictured Karl Fulker.

If you have any comments on this newsletter please contact the editor, Richard Rice, on 01233 623131 or email him at [richard.rice@headley.co.uk](mailto:richard.rice@headley.co.uk)

## STAFF NEWS

### New Starters.

A warm Headleys welcome to: David Axon, Richard Davies-Monk, Allan Forrest, Charlotte Gower, Angela Hancock, Neil Harper, Denise Hughes, Leanne Kilbey, Steve Lacey, Teresa Perks, David Pilcher, Clive Randall, Colin Stedman, Violet Wagstaffe, and Karen Winder.

### Retirements

Pictured below are some recent retirees. We wish them all long and happy retirements.



Jeff Terry, maintenance, worked at the Invicta Press for 14 years.



Alan Baldock, pictured on the right, web nightshift, started work at Headleys in 1954.



Ray Ashman, machine room manager, started at Headleys in 1958.



Anne Wilson, from the office, after 19 years with the company.



Dennis Tippett, bindery, worked at the Invicta Press for 26 years.



Rodney and Carole Adams, binding night-shift, after 44 and 15 years of service respectively.

### Births

Congratulations to the following proud new parents: Jamie Morrison, Paul Smith, Bill Murphy, Karl Fulker, Moray Mackenzie, and Stuart Fuller have all become parents to baby daughters whilst Conrad Ioakim, Jason Payne, Jamie Gates, Chris Crowfoot, Ashleigh Blandford, Richard Davis-Monk, and Andy Owden have become fathers to baby boys.

### Marriages

Congratulations go to Michael Bryant, Phil Caton, and Ben Sharp all of whom married earlier this year.



**Headley Brothers Ltd** Magazine, journal and colour printers

