

Inside:

Investors
in People
news



Specialist
finishing &
fulfilment



Spotlight on
Binding's
Jenny Winder



Make a BIG IMPACT with special finishes & die-cutting

Headley Brothers are not just about print and fulfilment. We have a wealth of experience in advising on, and supplying, the creative finishing touches that can enhance your final printed product and give it the 'x-factor' that will really wow your customers.

Die-cuts to die for

Why not try die-cutting to complement the design, colours and even the messages in your publication? Die-cuts can be made to virtually any shape and design you can think of, and can be the actual shape of the finished item or appear as 'cut-outs' within a page, making a window to see through to the text or image on the section behind.

For example, the design, die-cut and folding arrangement of this seasonal newsletter has been created to mimic the opening of a Christmas gift box. Why? To engage the reader, getting them to interact with the printed product by opening and 'undoing' the present (and also to take advantage of the festive theme of the moment!).

Finishing with a flourish

We also offer an extensive range of special print finishes that offer the ultimate in decorative appeal. These can be used to embellish your product and amplify design elements of your choosing. They are ideal 'tools' for drawing the reader's attention to a particular feature, advertorial or promotional message, and when used as part of the front cover design, can help your product stand out from the crowd.

Two of the most popular finishes that many of our customers request are matt and gloss lamination (gloss lamination has been used on this newsletter). Lamination provides both decorative appeal and protective qualities, and is designed to increase the shelf life of your printed materials and help retain the pristine look of freshly printed work for longer.

UV varnishing is commonly used finish, and can be applied over an entire page or just as a 'spot' on a certain area of the product's design.

We offer UV varnish in clear and coloured options as well as glitter UV varnish and high-build.

Ultimate in decorative appeal

A brand new print finish that we can now offer is 'foamblast'. Available in five colours (red, blue, black, yellow and white) it gives a raised, textured 'suede-like' feel to the touch wherever it is applied. Other options for finishing include embossing/debossing, metallic foil blocking, pigmented holographic and security foils, Mirri 'brushed aluminium' and holographic laminates, fragrance burst (scratch and sniff effect), phosphorescent ink that glows in the dark as well as silver latex scratch off (as used on lottery scratch cards).

These all offer the benefits of varying visual and tactile effects, giving you the opportunity to intensify the printed messages in your product and add extra 'shelf appeal'. For more information on our range of special finishes or to obtain price details, contact Headley Brothers' sales team on 01233 623131.



Seasons Greetings from Headley Brothers

On behalf of the directors and staff at Headley Brothers I would like to wish all our customers, suppliers, associates and retired staff a very merry Christmas and a happy New Year.

Warmest wishes for the festive season,
Roger Pitt, Managing Director

Contact details

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- Office fax: 01233 612345
- Works fax: 01233 641471 & 01233 622704
- Headley Digital fax: 01233 648833
- Email: printing@headley.co.uk
- Prepress email: prepress@invicta-press.com
- Website: www.headley.co.uk

New FTP file upload service

Headley Brothers' I.T. department is proud to announce the arrival of its much-awaited FTP file upload service.

This brand new service will allow customers to upload mailing data files easily and efficiently directly to Headley Brothers, helping to eliminate problems such as lost emails, broken attachments and missing data files that can affect the data processing schedules.

Operating through any web browser, the FTP service works off a master account for the customer and allows for unlimited contacts and jobs to be set up. Contacts for each customer just log in, set up the job (if it does not already exist) and then upload their data files.

As soon as the file upload is complete, an email containing all the customer/product details related to the file is automatically generated, notifying Headley Brothers' I.T. Department that the data is available for processing.

We would strongly recommend that all of our existing (and future) customers utilise this service when sending address data to Headley Brothers – work with us to use the FTP system and help ensure the smooth running of your mailing.

To set up your Headley Brothers FTP account or to find out more about this service, contact Peter Dennis, Senior I.T. Administrator on 01233 648848 or email peter.dennis@headley.co.uk.

Headley Brothers retains Investor in People certificate

We are pleased to report that after a stringent assessment from an external auditor, Headley Brothers has retained its Investor in People (IIP) certification.

About 30 staff from across the company were interviewed by the IIP assessor, who spent two days on site looking at the company, its structures and behaviour towards staff.

The assessment investigated various aspects of the company's operations, such as the strategy for improving performance, learning and development opportunities for staff, managing strategies and the capabilities of the management team.



INVESTOR IN PEOPLE

Headley Brothers – proud to be an Investor in People

The assessor was pleased to discover that since the last IIP audit, the standard of internal communication had improved greatly, and that Team Briefings and regular meetings with staff and management had been integrated into everyday work in order to keep all employees up to date with accurate information.

The assessor praised the level of reciprocal support between management and staff, and was encouraged to hear many of the interviewees state they felt valued as an individual and encouraged to contribute ideas.

The assessor also found that the company's sympathetic approach to handling personal needs was also appreciated by many of the staff who were involved in the IIP assessment. The company's commitment to providing ongoing internal/external training to give staff the opportunity to gain new skills and abilities, was also highlighted as one of the company's strengths.

Important changes to inserts deliveries

Due to the level of insert related administration and queries that need to be dealt with during office hours from 1st January 2007 Headley Brothers's insert store will be open from **8am-4pm** to accept deliveries of inserts.

Any deliveries outside of these times will need to be specially arranged with Headley Brothers prior to their arrival,

customers should also be aware that there will be an additional charge for insert deliveries outside these hours.

Please contact your sales representative or production controller at Headley Brothers on 01233 623131 for more information.

SPOTLIGHT



Each issue we grill a member of staff at random
Jenny Winder

Job Title:

Binding Posting Administrator.

Describe a typical day:

I arrange any outwork mailing that is required by fax so that I can make clear any special customer instructions in writing. I'll then check which customer mailings need to be paid for and arrange payment via E*Pro. This is the Royal Mail system that allows you to complete mailing dockets online. I also have to manage any customer mailing queries and questions, and solve any mailing related problems if they occur.

When did you start at Headley Brothers?

November 1996, so I've been here 10 years now.

What did you do before starting here?

I joined Headley Brothers straight away after leaving school.

What do you like least about the printing industry?

Dust and paper mites.

Hobbies and interests:

Keeping fit and salsa dancing.

Likes:

Dancing, music and travel.

Dislikes:

Football and spicy food.

Ambition:

To travel the world.

Looking forward to:

The salsa congress weekend being held at Butlins in Bognor Regis.

Favourite saying:

"Cool".

Favourite food:

Cheese.

Favourite drink:

Red Bull (gives me energy for salsa dancing).

Most prized possession:

My friends and family.

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

I'd work in the travel industry, preferably abroad in a hot and sunny location!

Specialist finishing and fulfilment service opens for business

In the Autumn of 2006, Invicta Direct, a new Headley Brothers division specialising in finishing and fulfilment, opened its doors for business for the first time.

The company, located in a new 18,000 square foot unit on one of Ashford's up and coming business estates, has been kitted out with state of the art perfect binding and mailing equipment.

The machinery selected to be at the heart of Invicta Direct's finishing and fulfilment operations features the reliability and consistent results provided by the Sitma mailing machine



Loading sections onto the perfect binder

(which can insert, poly-wrap, inkjet, cover mount and produce final bag labels for Royal Mail collections), and the precision Swiss engineering of the Muller Martini C18 Perfect Binder.

The perfect binder's 43m long frame includes 16 stations for section gathering, 3 static insert (static nailing) stations and 3 mechanical insert stations. But the real benefit of the machine lies in its highly automated operating system which gathers sections, inserts, perfect binds, accurately trims, stacks, straps, shrink-wraps and palletises in a single pass. The efficient automation hugely increases productivity and efficiency, illustrated by the machine's mechanical speed of up to 18,000 per hour, making it ideal for processing products with runs in the 2,000 – 300,000 range.

But it's not all about the machinery. Invicta Direct has recruited a dynamic team of highly experienced print finishers in order to provide a finishing and fulfilment service to the trade that is fast, efficient and flexible. Plus, the



Preparing the perfect binder for action

increased resource within the Headley group will also assist in improving overall performance and delivery reliability, and provide greater 'back up' to existing equipment at Headley Brothers, allowing peak periods to be managed more efficiently and effectively.

To find out more about the specialist finishing and fulfilment services available at Invicta Direct call Mick Owen, General Manager or contact Headley Brothers' sales team on 01233 623131.

Diverse digital print at Headleys

It's been a busy year for Headley Brothers (Digital), and the wide variety of products that have been produced over the last 12 months demonstrates just how versatile the digital printing service is.

Will Inshaw, Digital Manager, explains "We've worked on some really interesting jobs this year, including die-cut display stand POS, short run perfect bound and wiro bound books, graduate prospectuses, promotional postcards, limited edition prints for local artists and estate agent flyers and door-drop mailers. We've also experienced increasing demand for co-ordinated corporate event 'packs' for conferences, awards evenings and training events, which can include a number of different printed materials such as delegate lists, invitations, programmes, table place cards and award certificates as well as personalised post-event follow up material".

"Business stationery, corporate reports, flyers and posters are regular 'bread and butter' work for us, and we are also



A selection of Headley Brothers (Digital) work: reports, short run books, flyers, invitations, conference programmes getting more and more enquiries from Headley Brothers litho customers with regards to personalised magazine-related products such as customised front covers and personalised subscription cards and carrier sheets".

Will continues, "The most unusual items that pass through Headley Brothers (Digital) are probably the orders of service cards that we produce on a to order basis for a local firm of funeral directors. We've also worked on a bit of an off the wall project with a local

college to help some of the design students produce their very own children's books. It was really exciting to see how the quality results of our digital press brought their stories and artwork to life – and the students were delighted with the finished books that they presented as part of their final exam".

To find out what Headley Brothers (Digital) could do for your business, call 01233 623131 and speak to Will Inshaw, email digitalprint@headley.co.uk or visit www.headley-digital.co.uk.

Let Headley Brothers (Digital) personalise your marketing material or magazine front cover and you could increase response rates up to 500%

125 Years Plaque Presentation



The plaque presentation: l-r Brian Plummeridge, John Watson, Doug Noakes, David Smail, Chairman Christopher Pitt, Bill Charlton, Works Director Tony Smith and Managing Director Roger Pitt

In September 2006 Headley Brothers were delighted to receive a plaque from a number of retired managers celebrating the company's momentous achievement of 125 years in print and publishing.

Roger Pitt, Managing Director commented, "We really appreciate this kind thought, and it is wonderful that Headley Brothers is able to maintain such close relationships with retired staff". The plaque is now proudly on display in reception.

Headleys (almost) new recruit

The personnel department at Headley Brothers might have to review its recruitment procedures after an applicant obviously underage and lacking in the basic skills to operate machinery managed to secure a position in the Bindery department.

Boss the ferret, although very cute and furry, didn't quite have the experience required to work for us, and as we were unable to successfully locate his owner, Chloe Webb, one of our Production Controllers, offered to give him a home. Customers will be pleased to know that Boss is very happy in his new abode!



Boss at his 'interview' with Andy Mutter, Shift Overseer (Binding department)

Ho Ho Ho!

Christmas crackers just for fun from Headley Brothers' sales team!

What happened to the man who stole a calendar at Christmas?
He got 12 months!

Why did the elf put his bed into the fireplace?
He wanted to sleep like a log!

Why is it always cold at Christmas?
Because it's in Decemberrrr!

Why does Father Christmas go down the chimney?
Because it soots him!

Why did the elves ask the turkey to join the band?
Because he had the drumsticks!

What do you call people who are afraid of Santa Claus?
Claus-trophobic

Who's working at M15 on Christmas Day?
Mince spies!

What kind of music does Santa like best?
'Wrap' music!

How do sheep greet each other at Christmas?
A merry Christmas to ewe!

Top 10 book titles for your Christmas stocking

The Art of Kissing by Miss L Toe
Bad Gifts by M T Box
Winning at Charades by Vic Tree
Guessing Your Presents by P King
How to Get a Great Present by B Good
101 Cures for Indigestion by Ivor Pain
What to do After Christmas Dinner by Clare Inup
Sledging for Beginners by I C Bottom
Christmas Questions by I Dunnoe & Noah Little
Make Your Parents Get You What You Want by Ruth Lesschild

What did the bald man say when he got a comb for Christmas?
Thanks, I'll never part with it!

Have a very merry Christmas and a happy new year!

STAFF NEWS

Births

Since our last newsletter the following parents have added to their families: Ian Damerun (Printing Department) – proud father to daughter Natasha, Daniel Paisley (Binding) – proud father to daughter Macy, Karl Fulker (Paper Buyer) – proud father to son Jack, Kelvin Hitchcock (Production Management) – proud father to son Harry.

Marriages

Congratulations go to Karen Rigden (Accounts) who got married on 19th August.

New Recruits

A warm Headley Brothers' welcome to Paul Berry, who has joined the Maintenance Department, and Darren Andrews and Nikki Clark, who have both joined the Finishing Department.

Movers & shakers

Congratulations to Alan Forest, who is moving from the Finishing Department to take up the position of Gardener/Handy Person in Maintenance. Congratulations also to Mike Oyston, formerly Prepress, who has taken up the new position of Hagen MIS/ Crystal Reports Developer.

Long Service

Headley Brothers would like to say 'well done' to the staff below in recognition of long service achieved in August, September and October 2006:

10 YEARS SERVICE: Steve Ambrose, Colin Gunton. 11 YEARS SERVICE: Andy Charlton, Martin Munson, Richard Munday. 12 YEARS SERVICE: Jeff Jarvis, Tony Murphy, Mark Rackham. 13 YEARS SERVICE: Alan Law. 16 YEARS SERVICE: Dave Fraser, Peter Bagshaw, Alan Brown. 17 YEARS SERVICE: Kevin Terry. 18 YEARS SERVICE: Peter Empett, Dave Fedder, Kevin Crook. 20 YEARS SERVICE: Steve Ellen. 21 YEARS SERVICE: Roger Lindfield, Andy McDonald. 22 YEARS SERVICE: Ann Hills, Christine Croal. 26 YEARS SERVICE: Roger Pitt. 27 YEARS SERVICE: Paul Aitken. 29 YEARS SERVICE: Gill Wood, Jackie Rance, Martin Kingsnorth. 30+ YEARS SERVICE: John Dunn (30), Geoff Stockwell (31), Jan Green (32), Graham Ellender (32), Richard Cornes (35), Marian Thompson (36), Derek Wells (36), Adrian Gallaway (37). 40+ YEARS SERVICE: Fred Wade (40), Ted Haynes (44), Derek Smail (49).

Retirements/Farewells

Farewell to Richard Davis-Monk, Alan Francis and Terry Smart who have left the company to take up new positions outside the printing industry. Best wishes to Kelly Browning, (Customer Paper) who will not return at the end of her maternity leave, after deciding to be a full-time mum. Good luck to Jason Oliver (Binding Department) who has left Headley Brothers to start his own business.



headleybrothers
LIMITED
TOTAL PRINT SOLUTIONS

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