

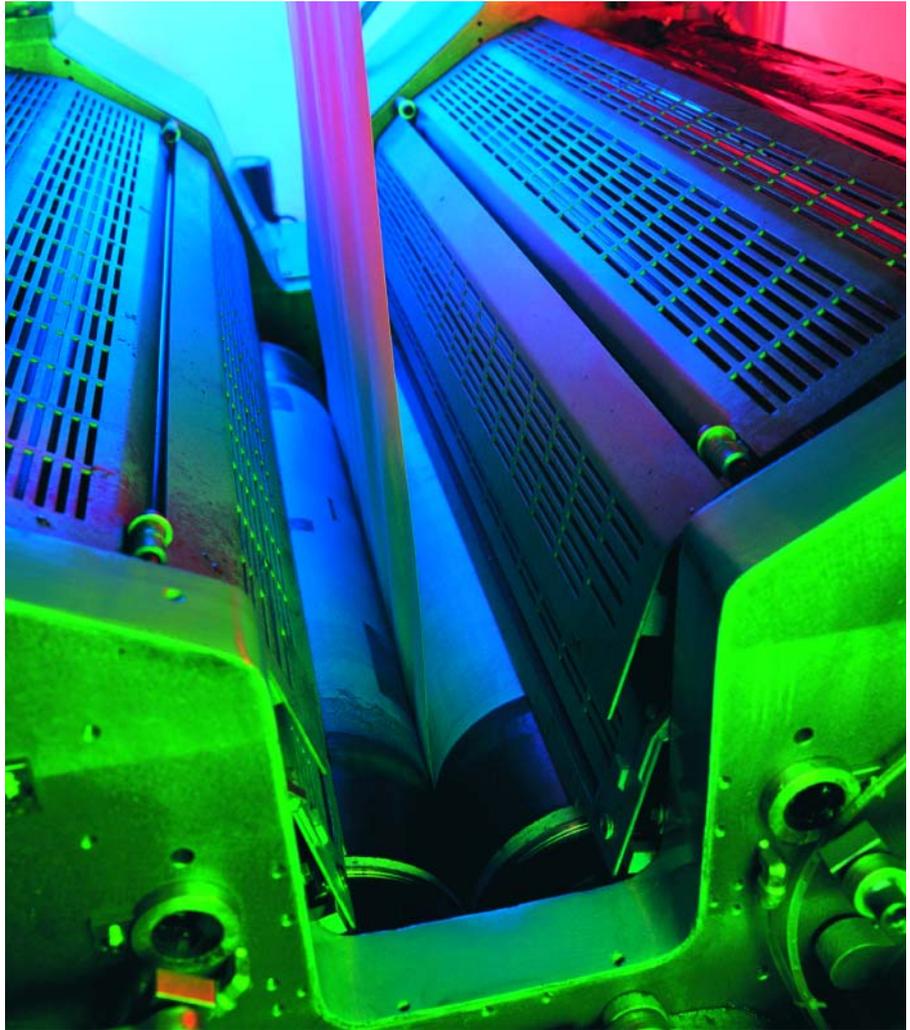


Case Study

NEW PRESS
INSTALLATION

BLUE ISLAND NEWSPAPER PRINTING, USA

Opportunity: **To keep up with the increasing demand for advertising inserts and other promotional items**



Conclusion: **To expand with Goss® Community® tower additions**

BLUE ISLAND NEWSPAPER PRINTING, USA

For Blue Island Newspaper Printing (BINP) of Blue Island, IL., a few acronyms like PDF, FTP and CtP represent tremendous changes that have allowed it to successfully compete for national and international work. Throughout these changes, the company has found no better partner than the Goss® Community® press.

The right equipment in the right hands

According to Vice President Gary Rice, Jr., BINP's loyalty to the Community is a result of the long-term dependability of the press. "This company was founded in 1971 with three Goss Community units and a Suburban folder and, as it grew incrementally, we have installed more units and extended the walls of our plant to accommodate them. Throughout this time, we have consistently found the Community to be reliable and easy to maintain."

With its most recent acquisition of a new four-high tower, Blue Island Newspaper Printing (BINP) has taken to 60 the company's total number of Goss Community units. This latest investment was driven by increasing demand for advertising inserts and other promotional pieces for insertion into existing publications.

"With our 60 units, including 11 four-high stacks, BINP probably has more color capacity than any cold-web printer in the Midwest," comments Gary. "In one line we can run five webs of back-to-back color and hold registration tighter than most. As a testament to this quality and reliability, our international client list includes three daily newspapers and a variety of well-read weekly and monthly publications. Our 22" cut-



off has also been a big plus for publishers looking to trim newsprint costs."

Exclusively a commercial contract printer with no publications of its own, BINP is dedicated to anticipating and satisfying customer requirements. As such, the company is focused on emerging technologies and has been a consistent early adopter of new print methods and systems.

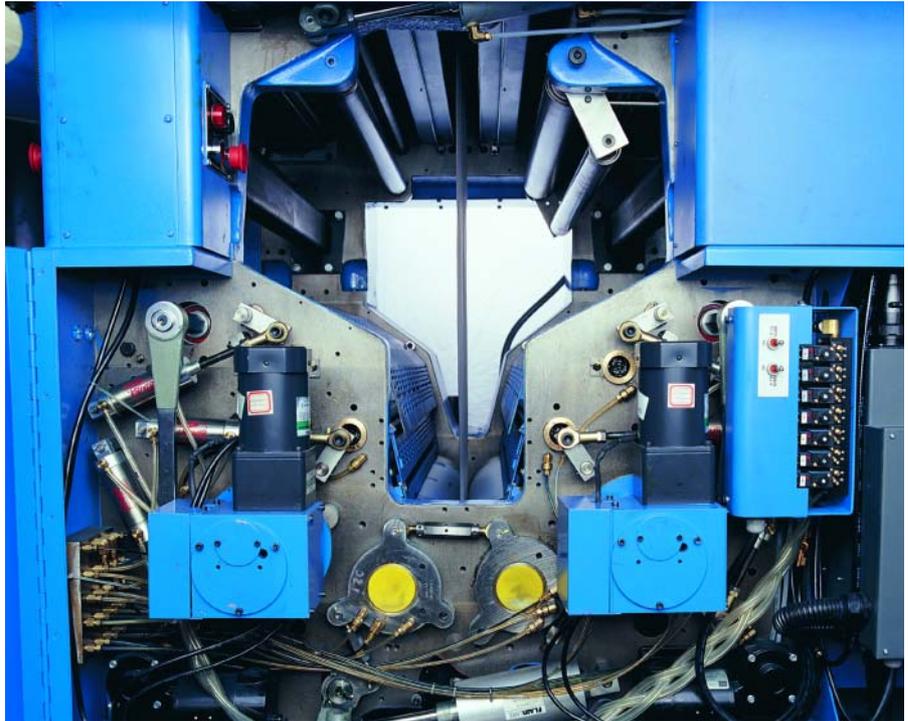
Operating Agfa/Autologic green laser CtP equipment and IntelliNet and Prolmage workflow systems, BINP receives a considerable proportion of work direct from its clients' national and international locations via T1 connections and FTP. The company is also at the forefront of remote digital proofing technology, running contract proofs on newsprint via calibrated printers for leading international daily titles.

"As many printers are realizing, our industry is changing technologically faster than at any point in our past," Gary explains. "BINP has been very successful in keeping up with these changes. Recent technology has made us extremely competitive and has given us the knowledge to help publishers move forward with us."

According to Gary Rice, Jr., the company culture of focusing on the latest printing technology paradoxically supports its re-investment in the most



BLUE ISLAND NEWSPAPER PRINTING, USA



longstanding and widely established single width press in the newspaper printing industry:

"I have occasionally encountered the misconception that the Goss® Community® is static technology," comments Gary. "This couldn't be further from the truth. With each investment in new Community units, we have benefited from the latest improvements and modifications, from speed increases to motorized registration; and all the time we have the additional flexibility of its single-width design.

Production versatility at BINP, plus the efficiency and flexibility of its prepress workflow means that three out of four Blue Island press lines are running 24 hours a day, at least six days a week. With a reputation for dependable quality service, the variety of contract jobs at BINP results in complete plate changes on each press every two to three hours and a monthly consumption of around 5,000 plates.

But investment in technology is not the only factor in BINP's success, says Gary –

the winning formula is in matching the equipment with the right team.

"My father and founder of Blue Island Newspaper Printing, Gary Rice Sr, has always been adamant that even with the best equipment and technology he could not succeed without the hard work of his employees. Many of the company's employees have been here 15-20 years and longer.

"Overall, Blue Island Newspaper Printing combines reliability, quality, color capability, flexibility, technological savvy and an understanding that it all means nothing if we fail to provide exceptional customer service at every turn."

"Goss continues to develop the Community product line with exciting new features such as our digital control system, but we also increase the continued compatibility of this product for our loyal customer base," said Don Pallotto, Goss International Director of North American single width and commercial sales.



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