



STAFF NEWS

**New Starters**

**Amardeep Singh Sherefill** – Financial Assistant  
**Kayli Gore** – Sales Assistant  
**Philip White** – who has started in the shifted printing department on the weekend shift  
**Jonathon Bright** – Warehouse Assistant

**Movers**

**Paul Palmer** – Sales Executive to Paper Manager  
**Karl Fulker** – Paper Buyer to Assistant Production Manager  
**Bruce Finn** – Commercial Manager, becoming more involved in Sales  
**Steve Denning** – Binding Overseer  
**Andy Owden** – Works Manager



HEADS UP

Headley Brothers holds the FSC certification. FSC is the Forest Stewardship Council's prestigious 'Chain of Custody' certification which promotes responsible forestry and implements a system that traces products back to their forest of origin. Certified companies are required to monitor supply chain conditions and integrate review procedures into their production operations.

Pioneering the Environmental Permitting Regulations

All business activities that may cause pollution or that pose another risk to the environment are regulated. There is no getting away from the fact that producing print involves processes that are hazardous to the environment.

Headley Brothers has a long history of a proactive and positive approach to environmental issues going back many years. These principles are born not out of a duty to legal requirements, but out of a sense of responsibility for the local Kent community that Headley Brothers has been a part of for more than 120 years.

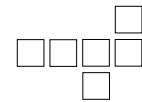
It is therefore not surprising that Ashford Borough Council has chosen Headley Brothers to undergo a review of its installation and change over to the new Environmental Permitting Regulations (EP Regulations), one of the first companies in the borough to do so. The permit sets out conditions with which Headley Brothers must comply under the regulations such as emission limits and controls, monitoring and sampling, materials handling, processing and process controls, chimney, vents and process exhausts, management, maintenance and training.

The Environmental Permitting Regulations (England and Wales) 2007 came into force on 6th April 2008. The regulations will streamline the waste management licensing and pollution control regimes by combining more than 40 separate legal instruments to create a single environmental permit with a common approach to permit applications, maintenance, surrender and enforcement. The administering authority, which in Headley Brothers' case is Ashford Borough Council, has several forms of regulation. One form of regulation is the issuing the written authorisation for the activities carried out by the business. To comply with the law, the business must ensure that it has appropriate authorisation for the activities that your business carries out. □



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headline



Headley Brothers extends the season's greetings to all its customers, suppliers and staff and hopes they will be able to add this Christmas star to their festivities

Perfect paper trail begins and ends with the printer

Paper production and supply has always been a complex subject. Lately, as demand for paper decreases, the mills have consolidated their production, concentrating on profitability rather than market share. Ultimately, less paper is being produced with the inevitable effect of rising prices. With further price increases expected in the first quarter of 2009, there has never been a better time to evaluate paper purchasing practices.

The strategic decision to combine print and paper purchasing can reap great benefits for the publisher. By having the printer organise, source and purchase paper stocks, the publisher can make savings in several areas, not least time, money and effort. With prices on the rise, a printer is in a strong negotiating position and can assure customers longer fixed pricing periods and more controlled pricing. In the case of an emergency situation, such as the Finnish paper strikes of 2007, a printer will have the widest resources available and will be able to manage his customers through the crisis.

The printer becomes a one-stop-shop for both print and paper purchasing, taking on the role of paper management. Printing companies such as Headley Brothers have considerable purchasing power, due to the volumes ordered and having well-established trading relationships with all the major paper suppliers.



To buy paper directly a publisher may have to purchase a minimum of 20 tonnes, which he will then have to store while it is used up in four-tonne intervals. By ordering through the printer, the publisher pays retrospectively for the paper he has used and there is no capital tied up in stock that is yet to be used.

Having your printer organise, source and purchase your paper stocks saves time, organisation, frees up your resources and vastly reduces the capacity for error. Headley Brothers can provide a consultative, solutions-based approach to paper supply, to deal entirely with

management of stocks, generate paper reports and source suitable stock alternatives when required. Controlling the paper and print processes in this way minimises spoilage, thus creating a product in a efficient and cost-effective way. You can be assured that with Headley Brothers your paper is in good hands. We are accredited with ISO 14001 since 2005 and have held FSC (Forest Stewardship Council) and PEFC (Programme for the Endorsement of Forest Certification) chain of custody certificates since 2007. Not only does this give our customers requiring green print a wider range of options, it demonstrates our continuing commitment to good environmental practices. Over and above the savings in costs, time and energy that the consolidation of your print production and paper purchasing will provide, it will also serve to boost those all-important 'green credentials'. With environmental concerns being of utmost importance within the publishing industry, ordering your paper through your printer will result in your carbon footprint being reduced, as the transport usage involved will reduce as deliveries will not be bespoke to your title. □

For more information on how you can consolidate your print and paper requirements, please contact Paul Palmer, Paper Manager on 01233 623131 or paul.palmer@headley.co.uk.



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Headline has been printed by Headley Brothers Digital Ltd on Symbol Freelite Silk 250gsm

HEADLEY BROTHERS – YOUR COMPLETE PRINT AND MEDIA SOLUTIONS SINCE 1881



From left: Steve Brind, Sales Manager; Roger Pitt, Managing Director; Will Inshaw, Digital Manager; Bruce Finn, Commercial Manager; Andrew Gunman, MD of M-Real (award sponsor); Trevor Bayley, Sales Executive; Dr Phil Hammond, awards host.

## Headleys adds another PPA award to list of accolades

The PPA Production Awards, held at the Millennium Mayfair in London on November 13th, saw Headley Brothers win the 'Magazine Printer of the Year – Short Run' award. Headley Brothers is delighted with this award, having won the PPA 'Digital Magazine Printing Company of the Year' last year.

The judges commented: 'Headley Brothers has made investment in valued customer service such as flatplanning, digital asset management, and personalisation services, enabling differentiation for the printer and value added services for its customers.' □



## Taking training into account

Headley Brothers has been appointed an authorised training employer by the Institute of Chartered Accountants in England and Wales (ICAEW). This accreditation enables Headley Brothers to train current and future employees as chartered accountants.

The Associate of the Institute of Chartered Accountants in England and Wales (ACA) qualification is an internationally recognised qualification that enables students to enter an industry and develop the depth and breadth of skills they require within finance and their chosen industry in tandem.

Integral to the qualification are comprehensive requirements for gaining workplace experience, structured training in ethics and development of professional skills which helps to produce highly

## Be specific about colour



Colour can be a subjective subject, with fierce arguments erupting between couples in DIY sheds over whether paint is blue or green. Perception of colour is affected by many different factors and although printers are greatly helped by spectrophotometers and sophisticated software that breaks down colour into numbers, publishers, production staff and designer are left with few aids.

Headley Brothers has therefore produced The Tint Specifier as a simple guide to help the user with the accurate identification of colour tint values in a printed product. There are many



factors that change the perception of colour on the printed page and this useful tool aims to address these, by showing the same tints presented in various forms.

When printing on coated papers with smooth surface characteristic and good optical white qualities, then maximum colour density and visual range will be achieved. Uncoated stocks have a much more open surface and the light is reflected to a greater degree giving a flatter appearance and less visual contrast to the printed result.

Dot gain is an additional factor to be considered. Every printing press has a dot gain characteristic, which affects the full tint range. Dot gain is measured by the amount that the dot grows between the printing plate and actually being printed. A dot measuring 50% at the plate stage could increase to 60% at the printing stage. A sheetfed press will show a much lower dot gain to a web offset press, so therefore a tint value printed on a sheetfed press will appear lighter in tone than when printed on a web offset press. It is important in the design process to bear in mind how the job will be printed.

The colour displayed on a screen will rarely be a true representation of the printed result. Even the most perfectly calibrated screen does not have the required optical accuracy to translate colour from screen to print. The Tint Specifier is an excellent method of checking the values on paper against those on screen, with the aim of achieving an optimum colour result. □

To purchase a copy of The Tint Specifier, please contact Julia Inshaw on 01233 623131 or [julia.inshaw@headley.co.uk](mailto:julia.inshaw@headley.co.uk)

## Bravo for an updated, efficient stitching line

Much of the focus of an excellent print job lies in the ink on the paper, but printed flat sheets are not much use to the customer. The finishing department is often overlooked for the integral role it plays in converting those sheets into the end product.

Headley Brothers is fully committed to providing its customers with a full service from design to dispatch and has emphasised this by investing in a Muller Martini BravoPlus AMRYS saddlestitcher. This complements Headley Brothers' existing finishing and fulfilment offerings, which include four other stitchers and three perfect binding lines.

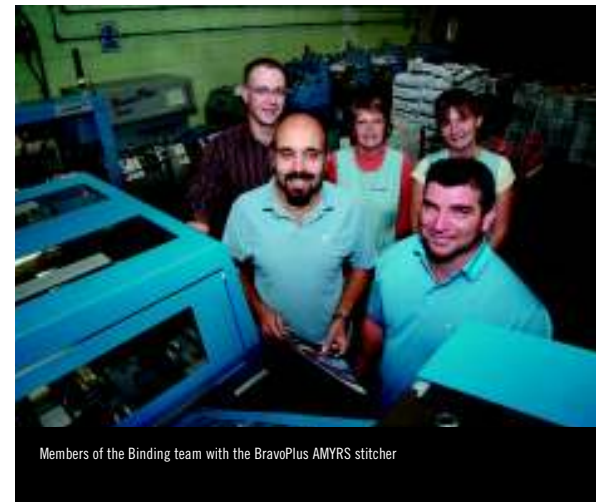
The BravoPlus AMRYS is the world's first fully automatic machine in its performance class. It has a compensating stacker for perfect stack formation, even in three-up production; a three-knife trimmer; stitching unit for standard, eyelet or child-safe stitching and a cover/card folder feeder.

AMRYS stands for automatic make-ready system and has a touch-screen display, allowing the operator to customise and alter job formats with speed and ease. The benefits of automated

size settings on feeders, the stitching unit, three-knife trimmer and compensating stacker ensure make-ready times are minimised. A data management system allows the transfer of jobs from one machine to another.

The efficient automation significantly increases productivity and efficiency, illustrated by the machine's production speed of up to 12,000 cycles per hour, making it ideal for processing products with runs in the 2,000-300,000 range.

Headley Brothers Managing Director Roger Pitt says: "We have invested in equipment renowned for producing consistently high quality results, further enhancing our ability to offer our customers a fast, efficient and flexible finishing and fulfilment service. We take pride in providing a seamless services with one point of contact. From web offset, sheetfed offset and digital printing through to finishing, fulfilment, mailing and subscription services – it all happens from the same site. This latest investment both complements and enhances our existing offerings." □



Members of the Binding team with the BravoPlus AMRYS stitcher



## TALKING HEADS

Steve Denning Binding Overseer

**My areas of responsibility include making sure that the Binding Department runs smoothly,** ensuring that all work is bound and dispatched on time, and overseeing all areas of quality control within the department. The binding department operates over three shifts so the first thing I do is have a change-over with the outgoing overseer. Then I have a look at the production board & utilise staff as required. **Quality control takes up a large part of my day.** My job is to make sure everything in the binding department runs smoothly and that all work is bound and dispatched on time.

**I used to work at Kent Paper Company.** I joined Headley Brothers because of the opportunities it could offer me in furthering my career.

**I thrive on the fast pace** of the printing industry and the fact that no two days are ever the same. Even though I can be tearing my hair out on some occasions, the printing industry has always been good to me.

**My main hobby is trying to play golf.** I had to try something new after I became too old to play football.

**Golf would figure highly in my fantasy weekend.** I would play a round, have a few drinks and then settle down in front of the television with the remote and watch Sky Sports.

**Honesty is a real asset in people.** My dislikes in people tend to speak for themselves.

**I hear that life begins at 40.** So I am looking forward to my 40th birthday next year.

**You have to realise what is important in life.** Work is obviously important to me, but what would really fulfil me and make me content is to see my children happy in their domestic lives and successful in whatever career path they choose.