

Automation in XXL

Herold Druck, Austria



Facts and figures

Since it was founded in 1893, Herold Druck has specialized in newspaper printing. Gradually its range of products expanded to include insert and book printing. Today, this traditional company produces a wide range of daily, weekly and monthly newspapers which include *Die Presse*, *Wiener Zeitung* and *Heute*. During the last few years, Herold Druck has, together with its subsidiaries, become one of the largest sheetfed offset printers and book binders in Austria.

It's late, and the newspaper production is running at full throttle – over 500 plates are produced every day in the production halls in Vienna for different dailies and inserts. Very rarely do things get hectic. This workflow – from prepress to printing – is so highly automated that you may even feel tempted to have a double mocha and a slice of Sacher cake. Impossible? Not if you combine a COLORMAN, XXL autoprime with Automatic Plate Loading (APL) and OM.

Pioneers in newspaper printing

Let's start from the beginning. Herold Druck is well-known for being innovative. In 2007, for instance, it caused a sensa-

tion as a pilot user of UV technology for newspaper and insert printing. Just three years later, the company once again opted for groundbreaking technology. The first COLORMAN, XXL in the autoprime series and the first 6-page wide newspaper web press in Austria, started printing daily newspapers and commercial jobs at Herold Druck in December 2010. This was remarkable, since only three months earlier, at the IFRA Expo 2010, the company had commissioned ppi Media to supply the output management system for the APL workflow. "We switched to APL within a very short space of time. The software and hardware are optimally coordinated, and operation of the press has been optimized significantly," says Leopold Kurz, CEO of Herold Druck.

At Herold Druck, the output management system ensures a smooth, end-to-end workflow from prepress to printing. The plate logistics system is assisted by an intelligent rack scheme. The clear text info bar is only imaged in the bevel edge that points upwards when inserted correctly in the rack. The plates are forwarded to the platesetters in the order in which they are placed in the cassette. OM controls the imaging of dummy plates, color coherence and the automatic production of double-truck forms. The system uses planning data from the press manager (PECOM) to calculate a production plan for the respective printing forms. This production plan contains both the printing plan and a definition of



“Our trust in the reliability, quality and standards that ppi Media has proven in countless projects worldwide is confirmed daily. There was only a period of a few weeks between the order, the first test print run and daily production, during which all those involved showed how well ppi Media and manroland work together. For us, OM is optimal for complementing the APL workflow and a solution that we would thoroughly recommend.”

Thomas Unterberger, technical manager at Herold Druck

common pages and forms. On the basis of this plan, imaging is performed according to the principle of *First needed – First out*, which ensures that only those plates that are required are actually produced.

Viennese Modernism and German technology

More automation is hardly possible. The question is whether Herold Druck always has to be first when it comes to technological innovations. “If being first means having a competitive edge, especially in terms of cost-efficient newspaper production, then yes, that’s our goal. More important, however, is to make our company fit for the future and to choose the right technology to that end. And this is what we’ve found with autoprime and ppi’s prepress solution,” explains Leopold Kurz.

Herold prints the daily newspapers *Die Presse*, *Wiener Zeitung* and the free paper *Heute*. As a contract printer, Herold is

doing well printing commercial jobs. With the APL workflow, it will be able to offer an even wider range of products in the future. “Herold Druck needed solutions for a more flexible production of commercial jobs, especially for short runs,” says Norbert Ohl, COO of ppi Media. “Short runs and the big COLORMAN, XXL are not a contradiction. A fully automated production changeover ensures a cost per copy that is extremely economical.” Thomas Unterberger confirms this with impressive figures: “With OM and APL, we have managed to reduce changeover times from 30 to 3 ½ minutes, so we are able to print more jobs in the same amount of time.”

Fit for the future

The complex software is easy to use, which saves time and ensures intelligent process control. APL provides a press or magazine view which is integrated in the OM GUI and which shows the individual racks or APL robot positions. The display

is geared to the structure of the printing press. OM uses the printing units, printing couples, cylinder fields and copies to identify the robot positions and racks with.

OM: intuitive operation

Yet this does not mean the end of automation by any means. Herold Druck knows this and is preparing itself for the future. It is keeping all options for expansion open, e.g. end-to-end automation of the production workflow from the time the customer data enters the system, through loading and transporting printing forms to the transport boxes to when printing starts.

If automation continues to progress at this speed, it’s a good thing that there’s a pastry shop right next to the central station in Vienna that sells excellent Sacher cakes.

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