

New Goss press goes live at Centro Stampa Friuli, Pordenone, Italy

- *Investment made to drive expansion plans*
- *New single-width press differentiates Loghicon as high-quality publisher*

April 18, 2012 – Italian publisher Loghicon srl of Pordenone, North-East Italy, has gone on-edition with a new 16-unit *Goss Community SSC* press at its new print facility, Centro Stampa Friuli. The press was procured to improve quality, shorten production timescales and reduce costs, according to Simone Saletti, owner, who adds that the company also expects to expand its business with the additional print capacity, potentially into new geographical areas.

“Our two key titles, *Città Nostra* and *La Gazzetta Immobiliare*, are high-quality advertising newspapers for the north eastern region of Italy. Although the market is extremely competitive – even overcrowded – there is still room for good quality publications. It’s very important to invest, particularly when times are tough, to differentiate your product.

“We expect the new *Community SSC* press to help us claim a leadership position for our titles, differentiated by quality in a market that has become flooded with low-grade products. We plan to increase production by up to 30 - 50 percent in the coming months, extending our readership further afield and possibly even looking beyond national borders, to Slovenia, Croatia and Austria,” Saletti explains.

The new *Goss Community SSC* press, comprising four four-high towers, has an SSC 1:2 jaw folder with quarterfold capability, a 578 mm cut-off and runs at speeds up to 35,000 iph. Capable of outputting 32 tabloid pages in full-color, the press went on-edition as the first phase of a two-part project for Loghicon. For phase two, Goss International will add three mono units and a folder to the press line, all existing equipment from another facility, delivering another 24 pages of capacity. The second phase is scheduled for completion in the spring.

“It’s not only important to invest in hard times, but also to find able and committed partners,” says Saletti. “We’re working hand-in-hand with Goss International to

produce the most productive press site in the region. From the first drawing to every milestone along the journey, we feel Goss is helping us move towards a very positive future.”

Established in 1992 with the purchase of free newspaper *Città Nostra*, Loghicon is a family-run publisher with headquarters in Pordenone and its printing facility, Centro Stampa Friuli, in nearby Zoppola. Total production and distribution of its main titles *La Gazzeta Immobiliare*, printed in magazine format, and the tabloid publication *Città Nostra* reaches 8,000,000 copies per year.

(ENDS)

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Simone Saletti, owner of Loghicon srl, based in Pordenone, North-East Italy.



The new *Goss Community SSC* press for Loghicon srl was procured to improve quality, shorten production timescales and reduce costs.

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