

# *CENTRO STAMPA QUOTIDIANI SpA*

Offset and digital print in the same center

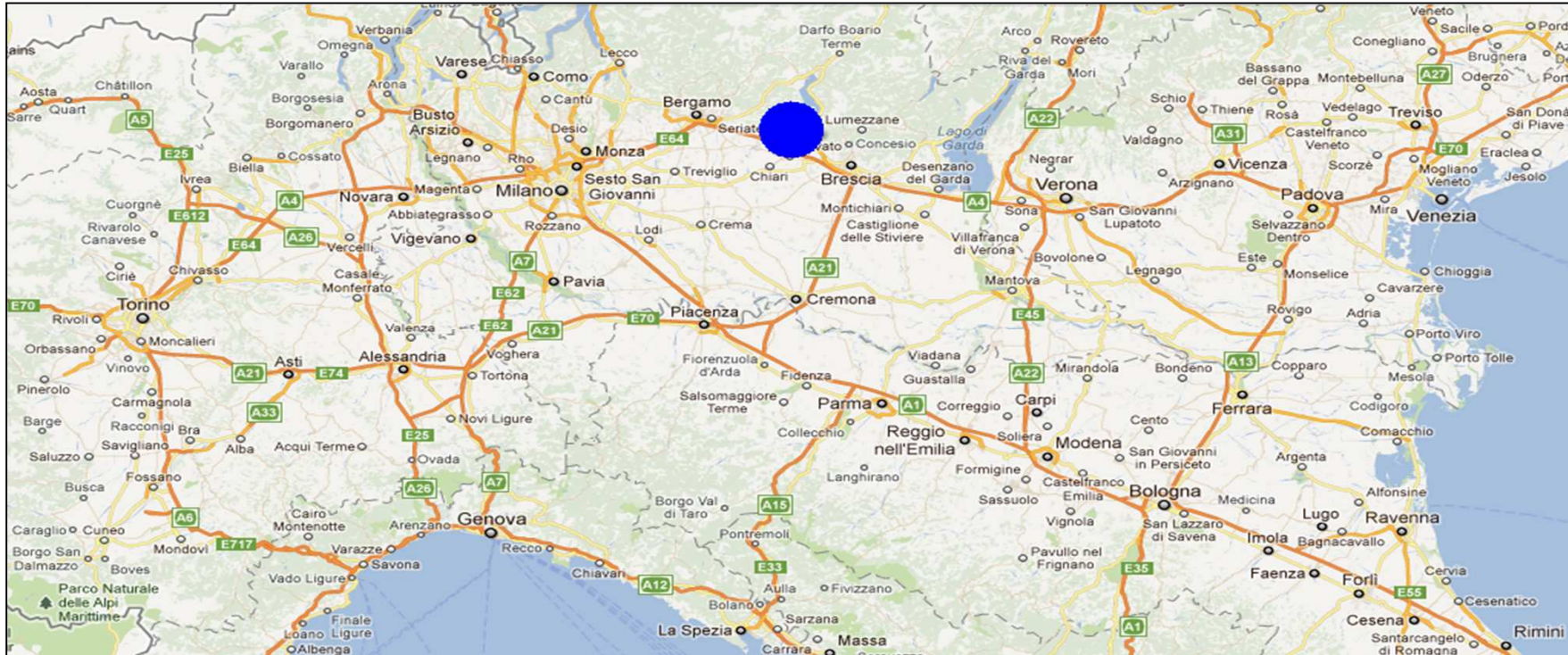
*Speaker: Dario De Cian - General Manager*



## GENERAL INFORMATION

- Joint Venture between the local publishers of L'Eco di Bergamo and Giornale di Brescia
- First offset production April 2000
- Four offset production lines
- One digital production line
- 124 Million Euros invested in twelve years
- 86 employees
- Production 359 days per year

# LOCATION AND DISTANCES



- Garda Lake 60 km
- Milan 80 km
- Como Lake 120 km
- Venice 200 km
- Bologna 220 km
- Rimini 320 km
- Slovenija 350 km
- Nice 400 km

## OFFSET PRODUCTION LINE 1 AND 2



2 WIFAG OF 370 installed in April 2000  
and upgraded in 2003 and 2005

### Broadsheet production

- Size: 38 x 53 cm
- Pagination: max 64 pages full color in 2 or 4 books

### Tabloid production

- Size: 26,5 x 38 cm
- Pagination: max 128 pages full color
- Stitching and trimming

### Inserting options

- 2 preprints
- 1 card / leaflet

## OFFSET PRODUCTION LINE 3 AND 4



- 1 WIFAG OF 373 installed in May 2008
- 1 WIFAG OF 373 installed in October 2010

### Broadsheet production

- Size: 31 x 45 cm
- Pagination: max 96 pages full color in 2, 4 or 6 books

### Tabloid production

- Size: 22,5 x 31 cm
- Pagination: max 192 pages full color
- Stitching and trimming

### Inserting options

- 2 preprints
- 1 card / leaflet

# NEWSPAPER OFFSET PRODUCTION

## Italian Daily Newspapers

- L'Eco di Bergamo
- Giornale di Brescia
- La Provincia (in 4 editions)
- Avvenire
- Il Cittadino di Lodi
- Il Giorno (3 editions)



# NEWSPAPER OFFSET PRODUCTION

## Foreign newspapers for local distribution

- DE TELEGRAAF daily from June to September
- BILD am SONNTAG weekly from Easter to October



## WHY HAVE WE INVESTED IN DIGITAL PRINTING ?

To expand the range of products offered to our publishers.

To leverage the four pre-existing production lines (offset presses, inserting, stitching and trimming).



# THE POTENTIAL MARKETS

		CSQ COMPETITIVE ADVANTAGES	
		LOGISTICS	INSERTING
POTENTIAL MARKETS	FOREIGN TITLES FOR LOCAL DISTRIBUTION	YES	YES
	ITALIAN TITLES FROM SOUTHERN ITALY / ISLANDS FOR LOCAL DISTRIBUTION	YES	----
	LOCAL EDITORIAL INSERTS OF OFFSET PRODUCTS	----	YES
	LOCAL ADVERTISING INSERTS OF OFFSET PRODUCTS	----	YES

# DIGITAL PRODUCTION PLAN

Date	Activity
January - March 2012	Technical and market analysis and investment evaluation
April – July 2012	<ul style="list-style-type: none"> <li>➤ Formulation of a working hypothesis</li> <li>➤ Business plan</li> </ul>
September 2012	Investment approval and launch of the project
October–December 2012	<ul style="list-style-type: none"> <li>➤ Suppliers selection and orders emission</li> <li>➤ Preparation of the installation site</li> <li>➤ Operators training</li> <li>➤ Organization of the sales team</li> <li>➤ Production tests</li> </ul>
2 January 2013	First sold production
Jan 2013 – Mar 2014	Fourteen months experience

# OUR DIGITAL PRINTING INDUSTRIAL STRUCTURE

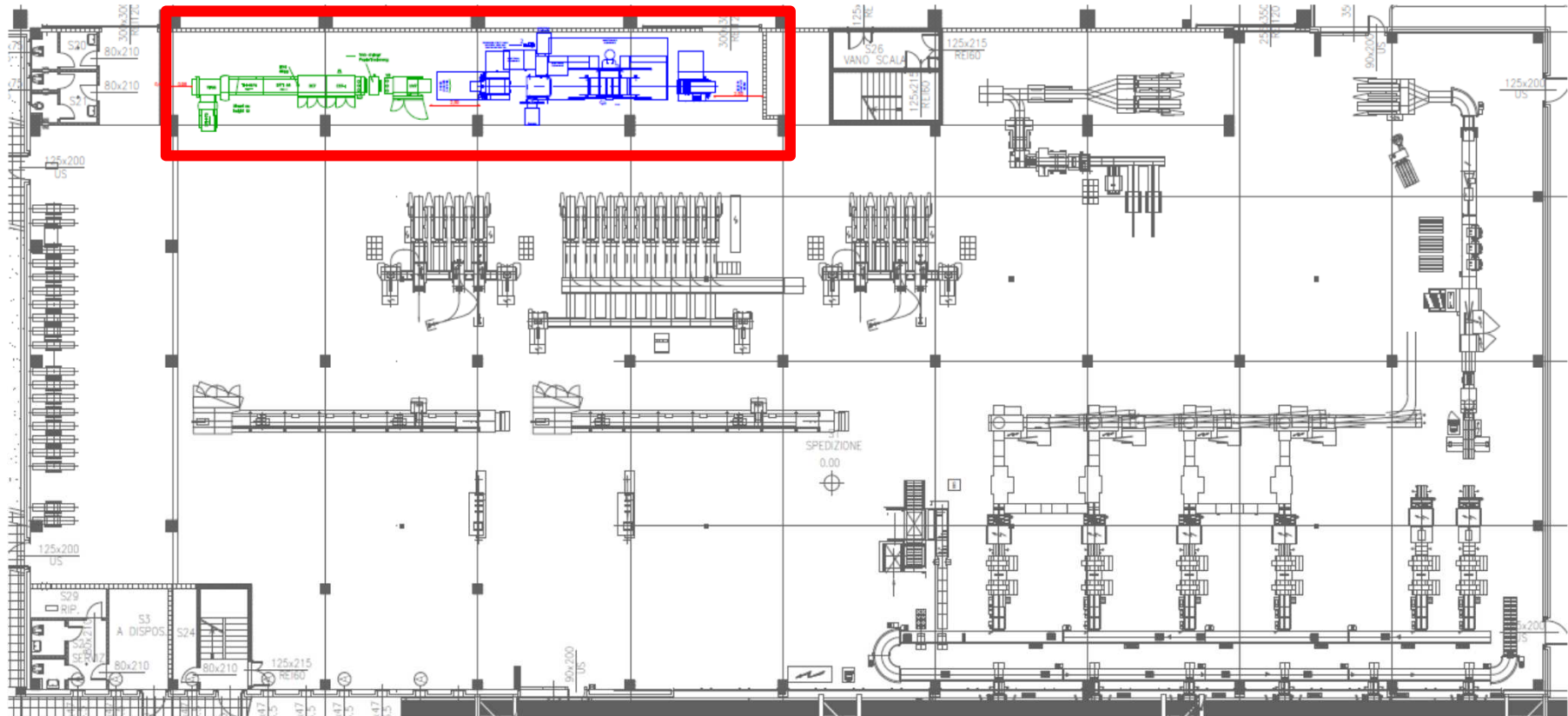


HP T 230



HUNKELER DIGITAL  
NEWSPAPER  
SOLUTION

## THE INSTALLATION LAYOUT IN THE MAILROOM



This configuration allows the use of the pre-existing manpower and finishing equipment, in order to produce offset, digital and hybrid products (offset + digital).

## OUR DIGITAL PRINTING OFFER

- Full color printing,
- Printing of the same size of the offset presses (38x53 cm and 31x45 cm) both in paper dimension and printing area,
- Printing roll to roll,
- Printing on standard newsprint, glossy and wood free paper,
- Printing on standard 45 gsm newsprint paper with a quality comparable to the offset presses output,
- Wide range of quality levels and costs,
- Full integration of the pdf workflow for digital and offset production .

## OUR FINISHING OFFER

- Finishing of the same size of the offset presses: Broadsheet 38x53 cm and 31x45 cm / Tabloid 26,5x38 cm e 22,5x31 cm),
- Second fold for the Broadsheet products,
- Roll feeding,
- Use of standard newsprint (from 45 gsm), glossy and wood free paper,
- On line trimming,
- On line glueing.

## **The products portfolio as of today**

# DAILY NEWSPAPERS

Broadsheet: 38 x 52 cm / Tabloid: 26 x 38 cm





# DAILY NEWSPAPERS

Broadsheet: 31 x 45 cm / Tabloid: 22,5 x 31 cm



# WEEKLIES PRINTED ON STANDARD NEWSPRINT



# MAGAZINES PRINTED ON GLOSSY PAPER



# SPECIAL EDITIONS



# SPECIAL EDITIONS

## Eventi

il Cittadino

FESTIVAL  
Lodi Città  
in Danza

Per otto giorni protagonista è il ballo

**TRATTORIA PUEGNELLI**  
 SPECIALITÀ CRUDITÀ DI MARE  
 Lodi via Castelfidardo 12 - Tel. 0371 424777

**La TAVOLACCIA**  
 Ristorante • Osteria • Pizzeria  
 Cucina tipica pugliese  
 Lodi, viale Milano 18 - Tel. 0371 817233

### IL PROGRAMMA

#### SABATO 04 MAGGIO 2013

**MODERN DANCESCHOOL BABYDANCE ACADEMY PROGETTO SCOLASTICI LABORATORI EDUCATIVI OFFERTA SPETTACOLARE**

Facebook.com/moderndance - www.moderndance.it

**BIO tutti in Onda**

Scuola Nido 2-12 mesi  
Acquedotti 0-3 anni  
Ritmi, storie e feste storiche  
Storie, creche e funzioni  
Stello Nido 0-3 anni

Il Centro Bio: ti aspetta  
Vieni a trovarci

#### SABATO 04 MAGGIO 2013

**LAUS ETHNIC 2013**  
4 MAGGIO LODI

**SOLO DANZA NESSUNA ETICHETTA**

Laus Ethnics 2013, 4to ed. 20-30 prezzi Bravetti e Laus "Tutto danza, nessuno escluso" Laus Amante e Accademia Gerundia si unisce a LAUS ETHNIC 2013, l'iniziativa dedicata alle danze etniche, per offrire un'occasione di incontro e di scambio culturale. L'evento si svolgerà il sabato 4 maggio, dalle 10 alle 18, presso il teatro "Vittorio Veneto" di Lodi.

Programma:  
10.00 - Danza etnica  
11.00 - Danza afro  
12.00 - Balli italiani  
13.00 - Danze medievali del Nord  
14.00 - Danze popolari italiane

#### DOMENICA 05 MAGGIO 2013

**STAGE DI DANZA**  
Domenica 5 MAGGIO 2013

Stage in Guffaria a passi di danza, dalla danza classica al contemporary dance, con la partecipazione di artisti e professionisti di fama internazionale. Con la presenza di: Maurizio Bolognini, Pamela Baroni, Carlo Agostini, Vittorio Di Stefano, Emanuele Rossi, Riccardo Mariani, Carlo Bolognini, Claudia Calabrese e Marina Giordano.

Programma:  
10.00 - LAUS ETHNIC 2013  
11.00 - LAUS ETHNIC 2013  
12.00 - LAUS ETHNIC 2013  
13.00 - LAUS ETHNIC 2013  
14.00 - LAUS ETHNIC 2013  
15.00 - LAUS ETHNIC 2013  
16.00 - LAUS ETHNIC 2013  
17.00 - LAUS ETHNIC 2013  
18.00 - LAUS ETHNIC 2013

#### DOMENICA 5 MAGGIO 2013

**TROFEO BALLETTA 2013**

Trofeo Balletta 2013, iniziativa della Scuola di Balletto "Lodi Città in Danza" e della Scuola di Balletto "Lodi Città in Danza".

Programma:  
10.00 - Trofeo Balletta 2013  
11.00 - Trofeo Balletta 2013  
12.00 - Trofeo Balletta 2013  
13.00 - Trofeo Balletta 2013  
14.00 - Trofeo Balletta 2013  
15.00 - Trofeo Balletta 2013  
16.00 - Trofeo Balletta 2013  
17.00 - Trofeo Balletta 2013  
18.00 - Trofeo Balletta 2013

il Cittadino **Eventi** V

**ACCADEMIA GERUNDIA**  
Scuola delle discipline Artistiche

LODI • via Carlo Besana, 8  
Tel. e fax 0371 31840  
Assistenza studentesca 329 7897890

**AIRONE**  
Scuola di ballo a.s.d. del Maestro Claudio Ferrari

**CORSI DI BALLO**  
collettivi ed individuali di:

**LISCIO UNIFICATO**  
Maurizio, Valter Menness, Paolo  
**BALLO DA SALA**  
Danzare, Tango, Foxtrot  
**DANZE STANDARD**  
Slow Waltz, Tango, Valter Menness,  
Tango Argentino, Guaraní

Balle e A.D. via Carlo Besana, 8  
**BALLI DI GRUPPO e CORSI DEL MATTINO**

**Studio di Fisioterapia**  
dot. Ft. Francesco Izzo

CORSI PERSONALIZZATI

Tecarterapia  
Onda d'urto  
Elettroterapia  
Manipolazioni  
Ginnastica posturale

# SPECIAL EDITIONS



# HYPER LOCAL INSERTS



# HYBRID MAGAZINES





# HYBRID MAGAZINES WITH PERSONALIZED COVERS



# POSTERS



## POSTERS FOR KIOSKS



## FOOD FOR THOUGHT

- Limited value per contract on average,
- Need for several contracts to sustain a proper turnover,
- Fragmentation of customers requires strong organizational competencies,
- The challenge is to spread out and share awareness with our customers, both in the editorial and marketing or advertising perspective,
- This is our contribution as printers to strongly innovative publishing: to support publishers to cope with the pace of the market evolutions.

**THANKS FOR YOUR ATTENTION**



**Centro Stampa Quotidiani**

Mr. Dario De Cian  
E-mail: [d.decian@csqspa.it](mailto:d.decian@csqspa.it)