

Digital printed newspaper at Halewijn:

a profitable solution to produce a substantial number of editions, small print runs and regional content of great interest to its readers.

Drukkerij

Uitgeverij

Printing Summit 2014



Stefaan Vanysacker

- Project Manager for Halewijn
- 20 years in Graphic Arts
 - Managerial or consulting role
 - Developing new business models
 - Creating added value for GA and Printing industry

www.printpublishpackaging.be



Stefaan Vanysacker

- Owner of Print Publish Packaging
- Project Manager for Halewijn
- 20 years in Graphic Arts
 - Developing new business models
 - Creating added value for GA and printing industry



www.printpublishpackaging.be



- Antwerp – Belgium
- Printing & Publishing private company
- Started in 1953
- Major customer: Dutch-speaking Catholic Church of Belgium



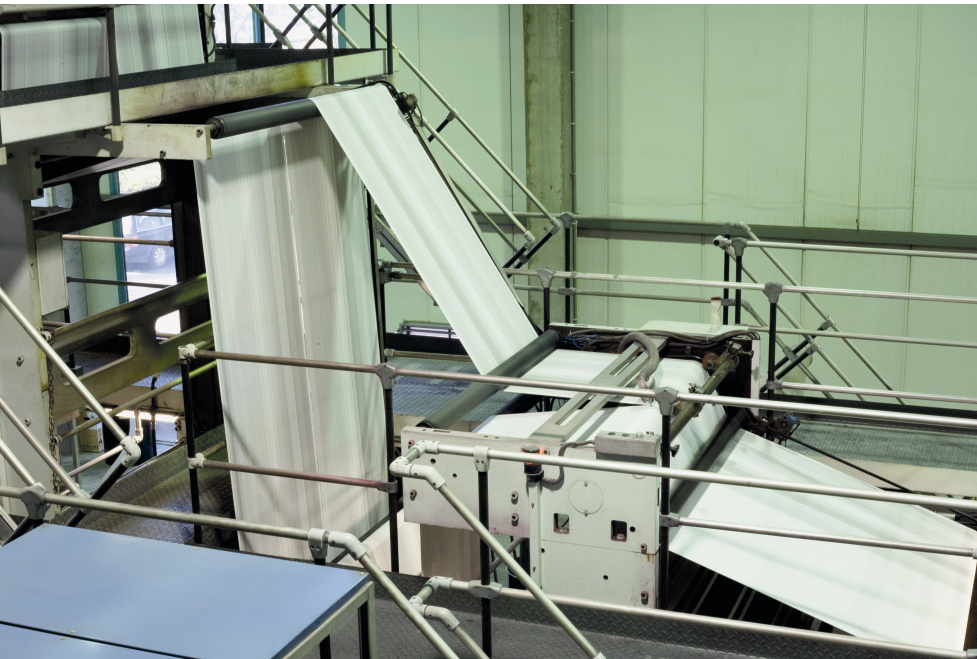
KERK & leven

- Weekly of the Catholic Church in Flanders
- Print circulation of 294.000 copies
- 100% subscription
- 481 different editions
- Reach of 855.000 readers



KERK & leven

- Two signatures
 - National/regional info (around 20 pages - 4 colour)
 - Local info (4 pages - 2 colour)

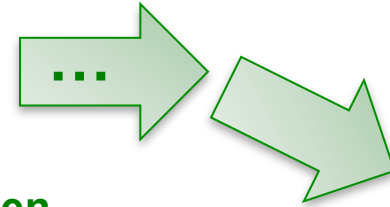


KERK & leven

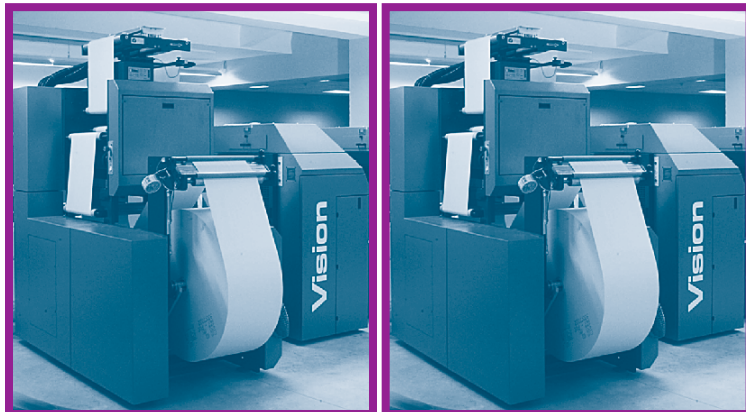
1 x MAN Roland – Mediaman



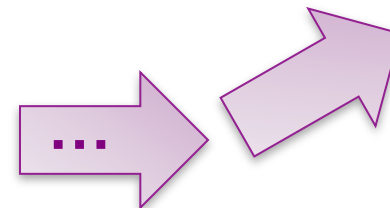
Runlengths between
2.500 and 75.000 copies



2 x Drent – Vision 2/2 inline MBO folder



runlengths
between 5 and 2.500 copies



KERK & leven



**Sorting per
POSTAL SECTOR**



**MASSPOST
Distribution Center**

Antwerpen - X



KERK & *leven*

Renown newspaper
Local anchorage
2,000 volunteering contributors
100% subscribers
855,000 readers
No competition

Declining # of subscribers
2 separated signatures
handwork intensive and complex
Limited flexibility

Augment local anchorage
Provide local news
'Closer to the reader'
Local adverts or publicity
Combine with other media (web, radio,...)

Financially non viable
Too expensive for offset production



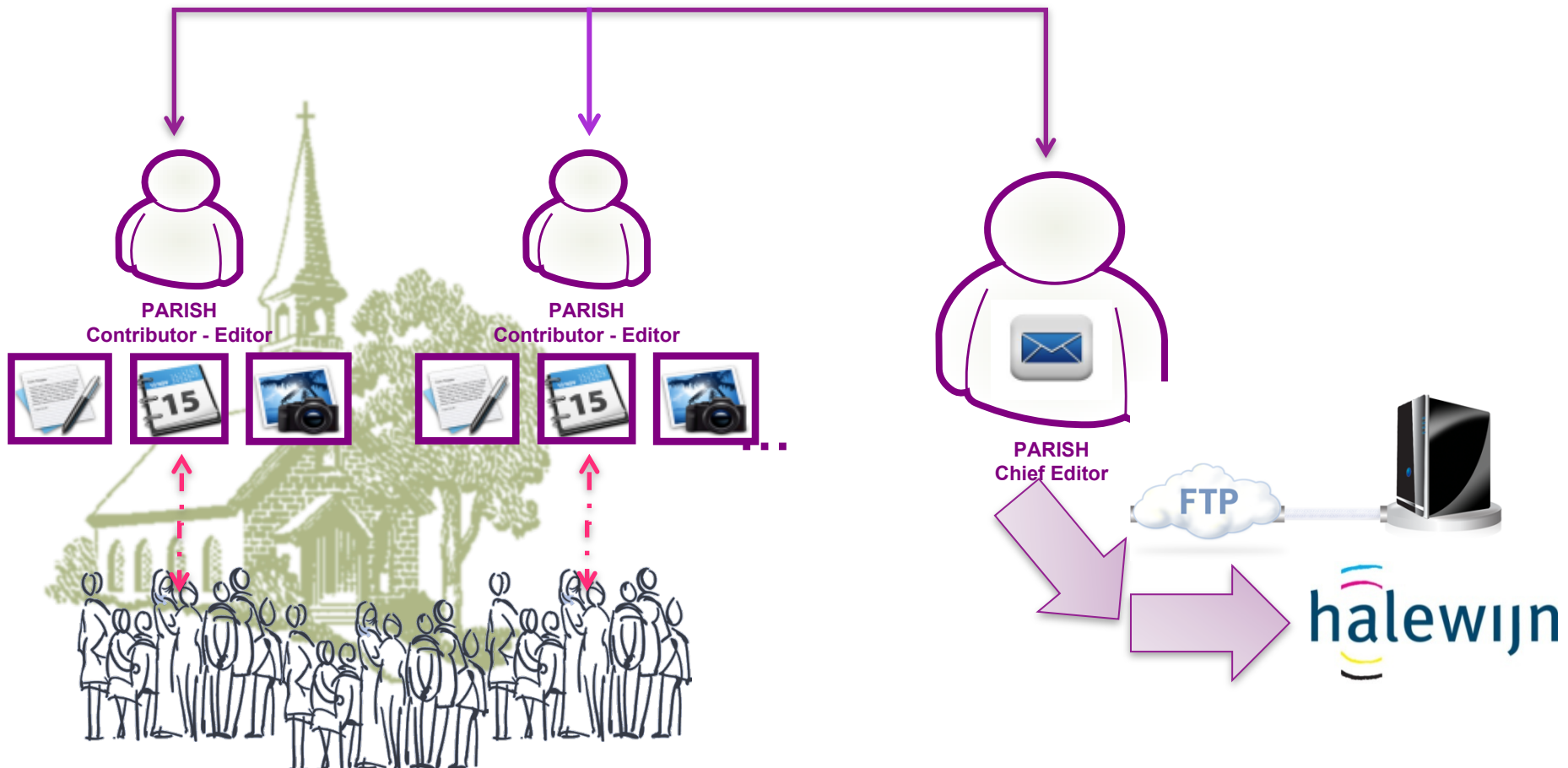
The Choice

- Future proof solution
 - Pre-press
 - Workflow
 - Production
 - Finishing
 - distribution



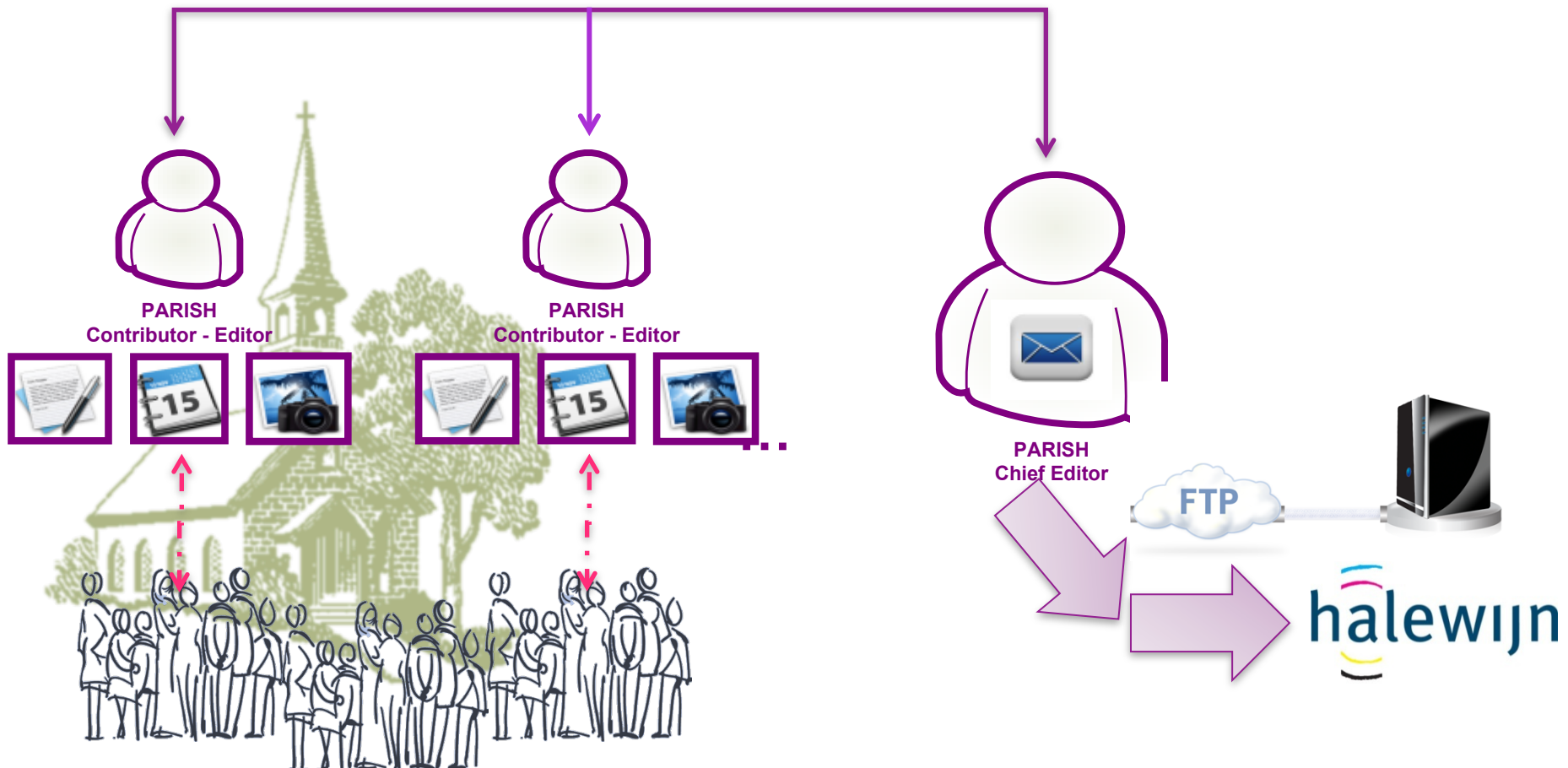
Content of Newspaper

- **Keep local anchorage!**
- **Keep volunteering contributors and editors**



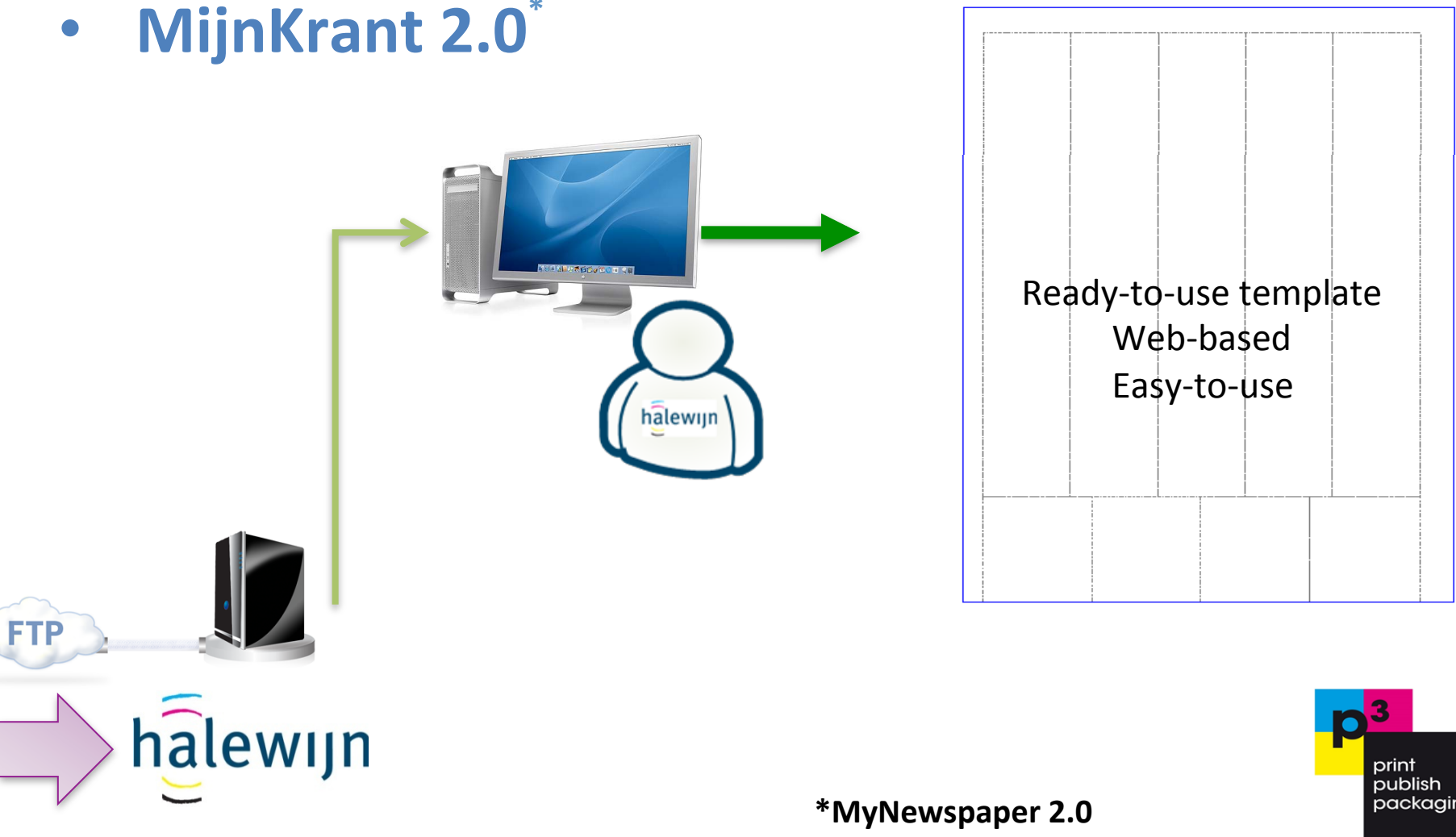
Content of Newspaper

- **Keep local anchorage!**
- **Keep volunteering contributors and editors**



Pre-Press: dynamic composition

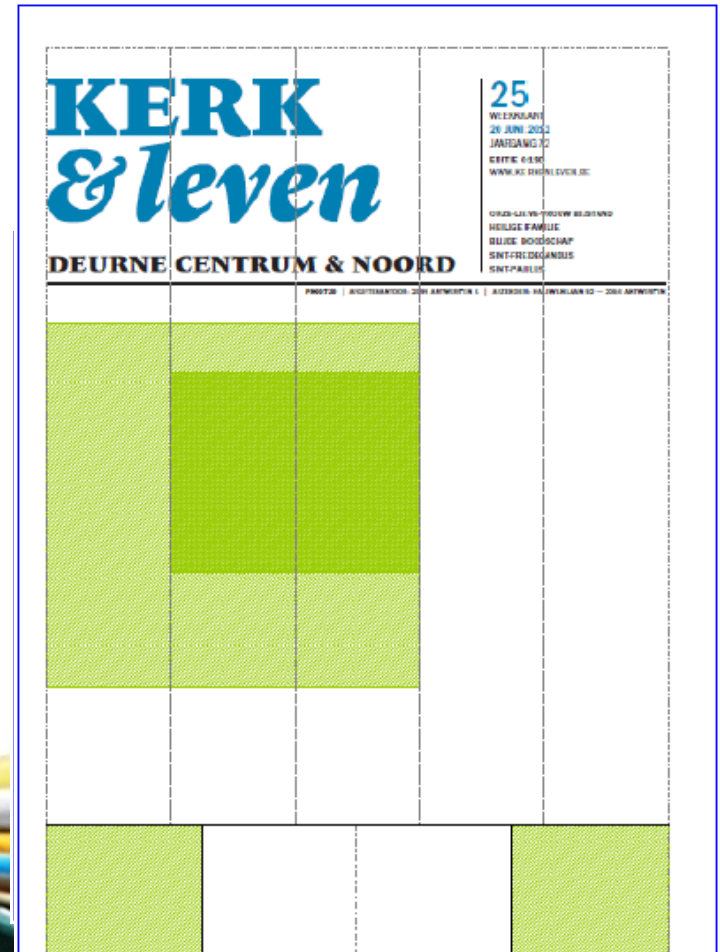
- **Dynamic composition and layout**
- **MijnKrant 2.0***



*MyNewspaper 2.0

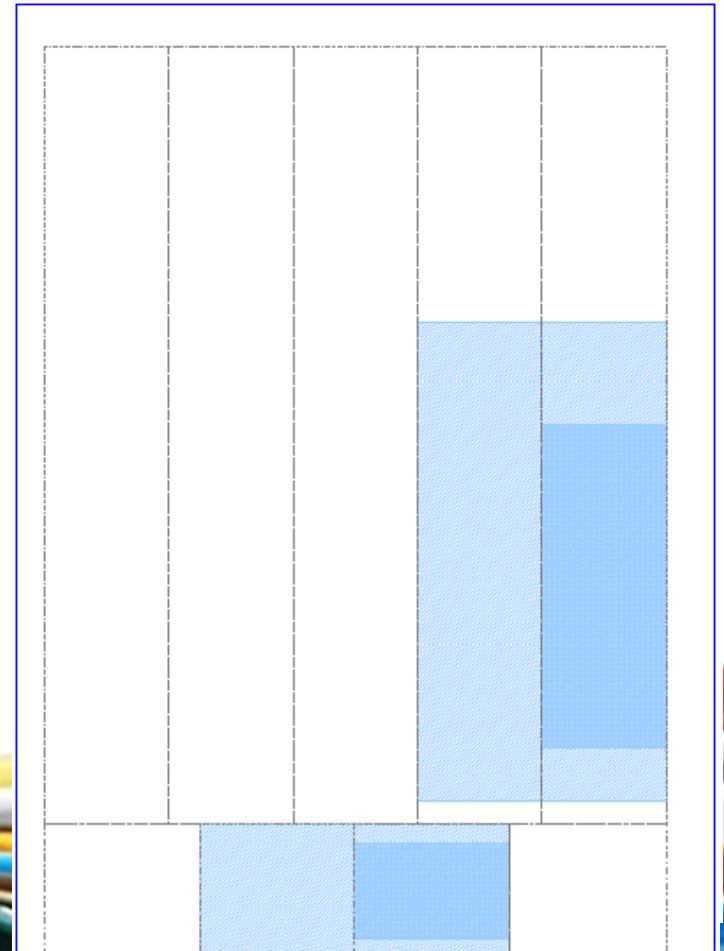
Pre-Press: dynamic composition

- Dynamic composition
 - Empty template
 - **Title and local info**



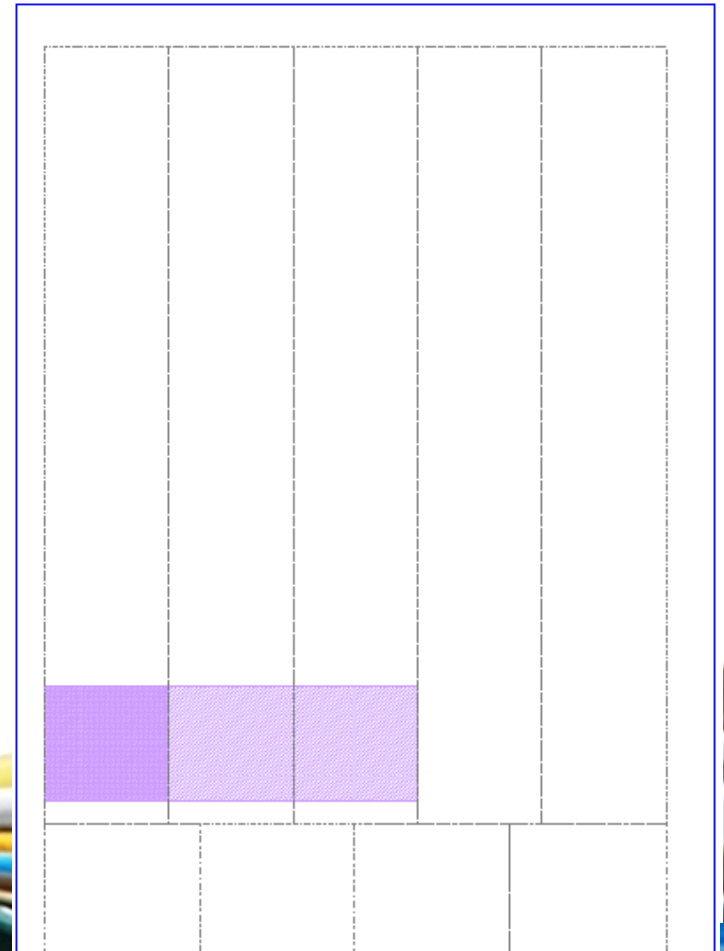
Pre-Press: dynamic composition

- Dynamic composition
 - Empty template
 - Title and local info
 - **Regional info**



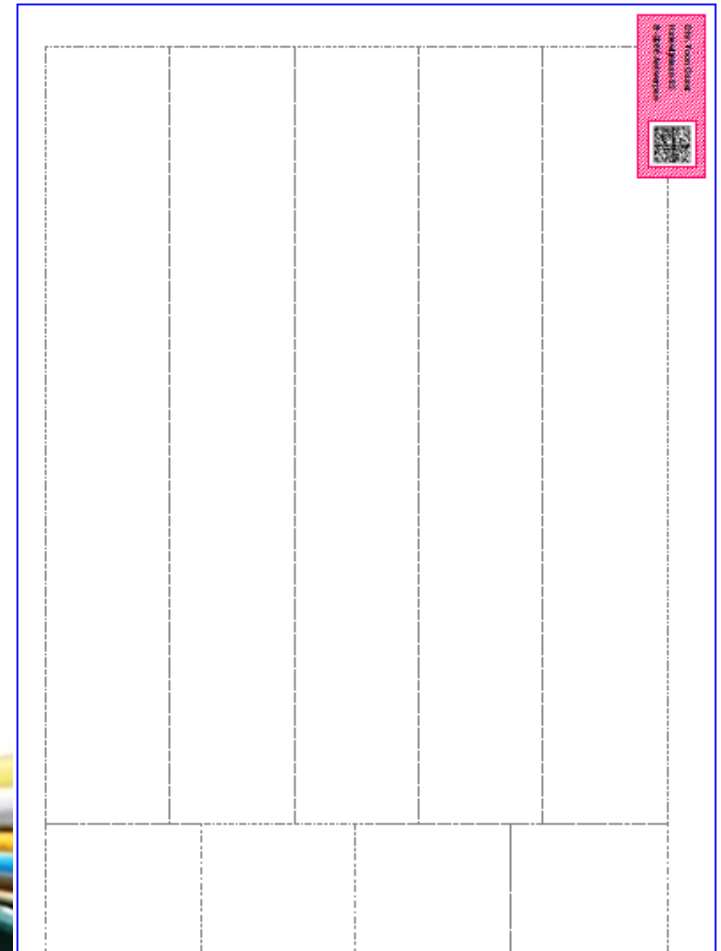
Pre-Press: dynamic composition

- Dynamic composition
 - Empty template
 - Title and local info
 - Regional info
 - **Advertisement**



Pre-Press: dynamic composition

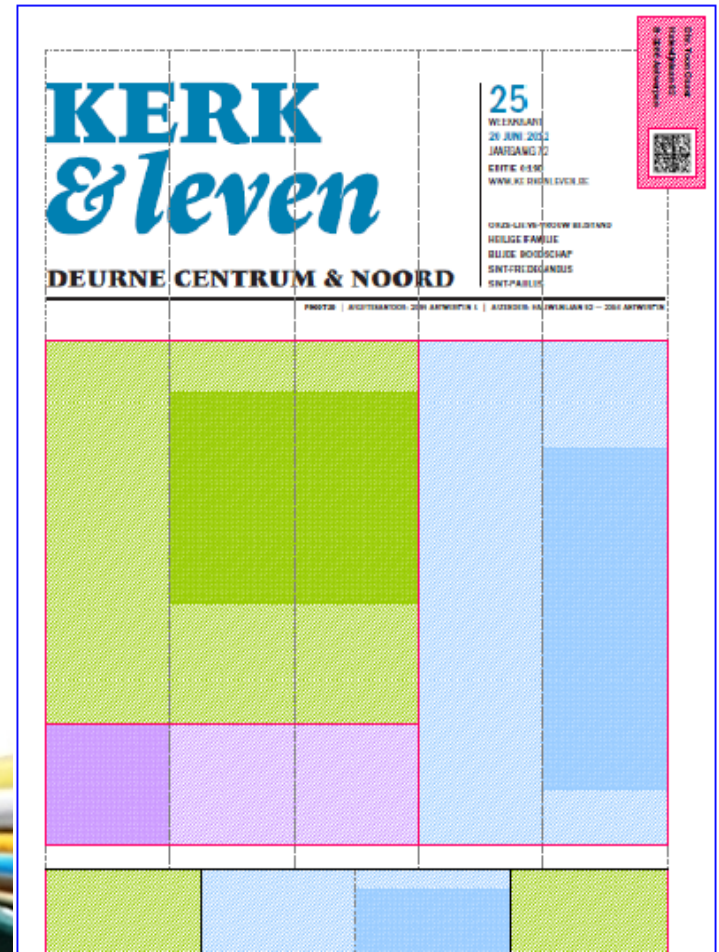
- Dynamic composition
 - Empty template
 - Title and local info
 - Regional info
 - Advertisement
 - **Address**



Pre-Press: dynamic composition

- **Dynamic composition to enable ...**
... run length of one!

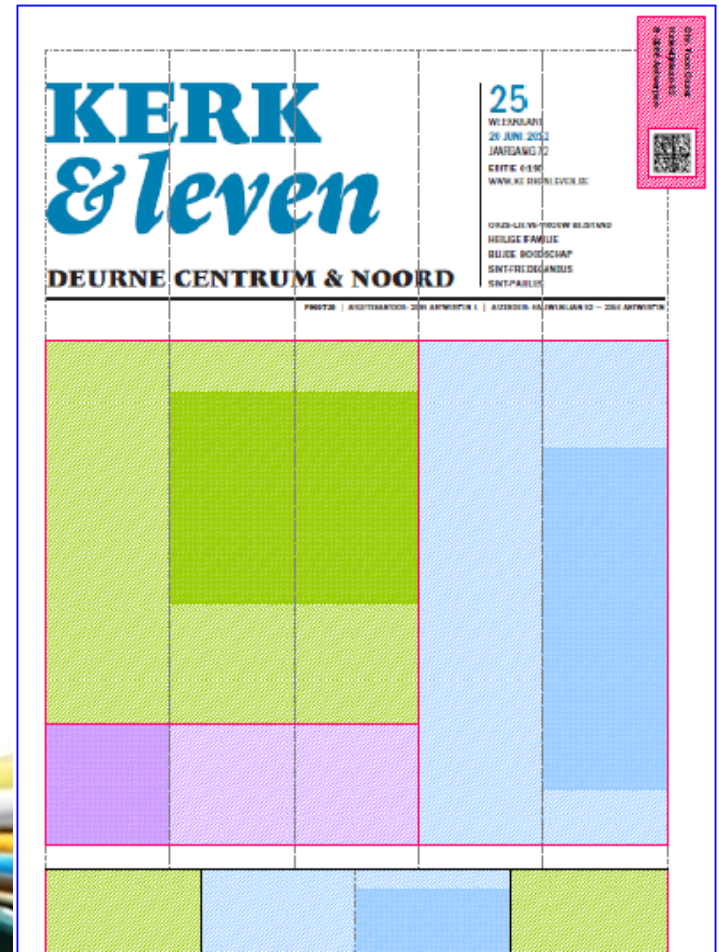
- Title and local info
- Regional info
- Advertisement
- Address



Pre-Press: dynamic composition

- **Dynamic composition to enable...
...run length of one!**

- Empty template
- Title and local info
- Regional info
- Advertisement
- Address

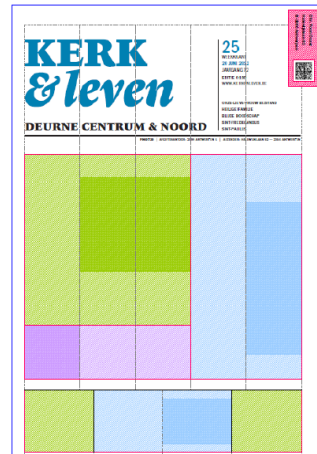
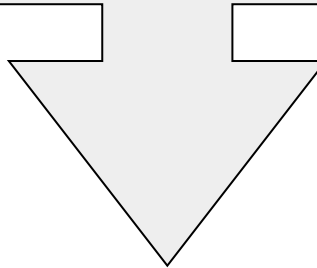
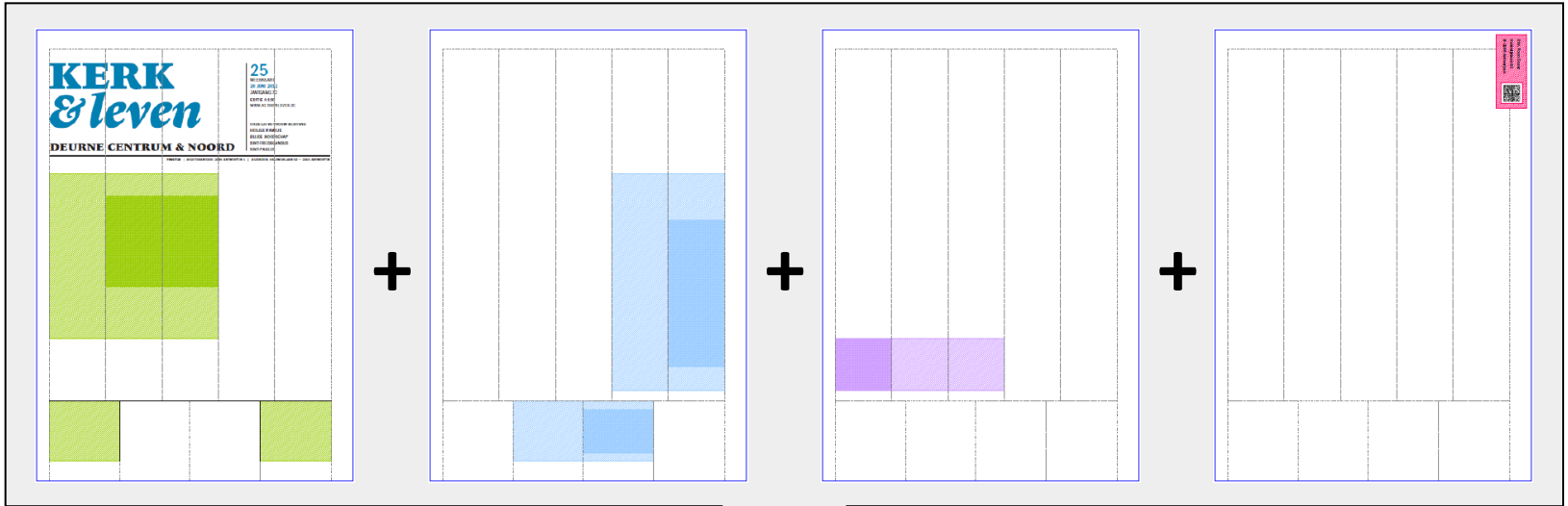


Regional (parish)
PDF layer

National (diocese)
PDF layer

Advertisement
PDF layer

Personalization
PDF layer



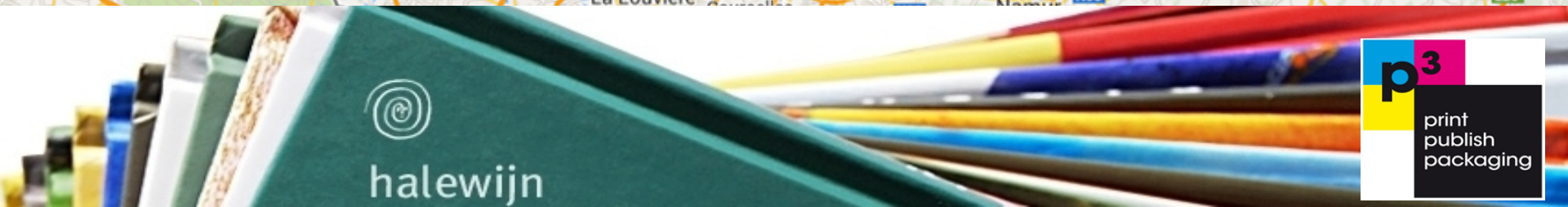
Post delivery



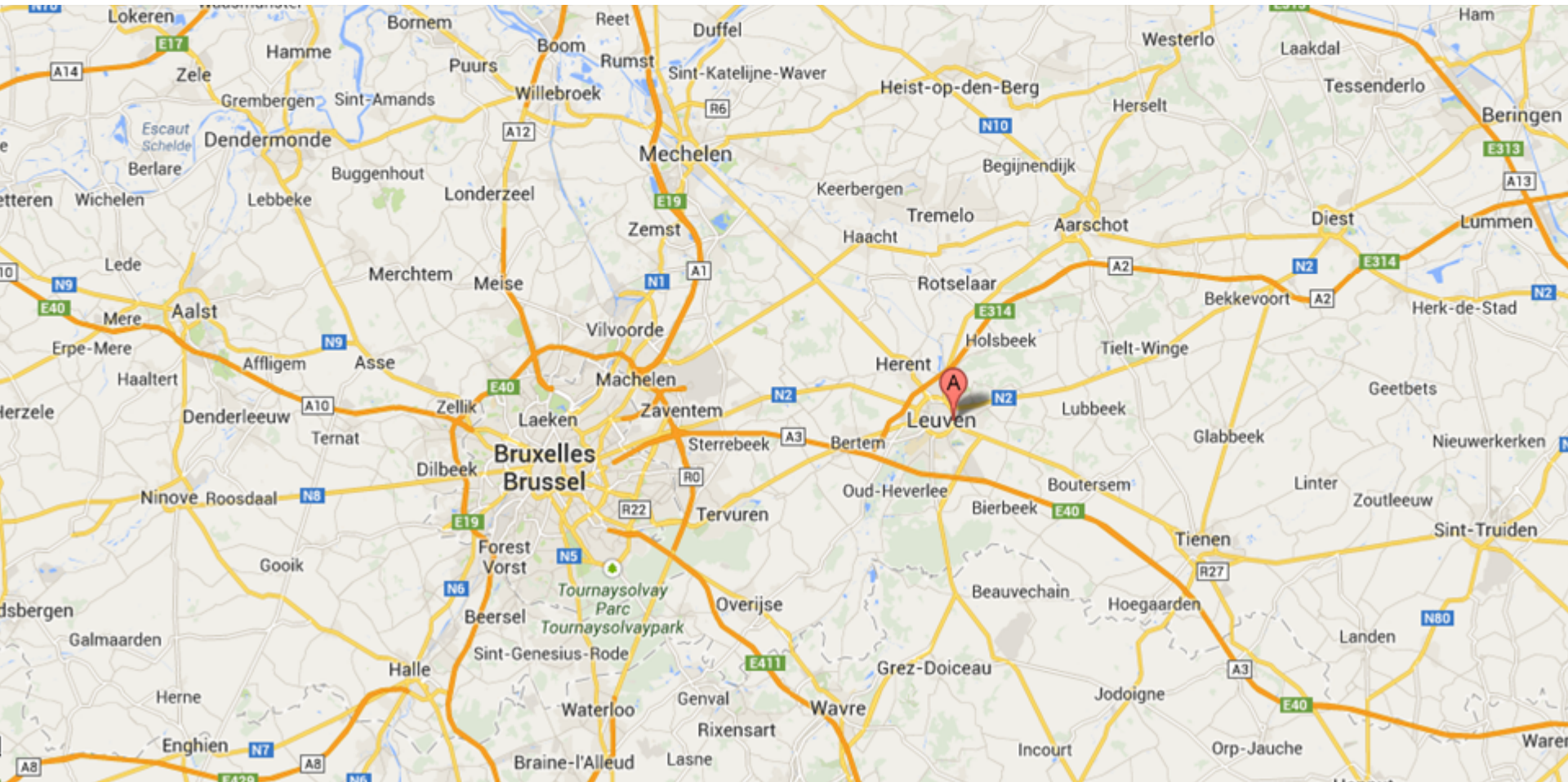
Post delivery



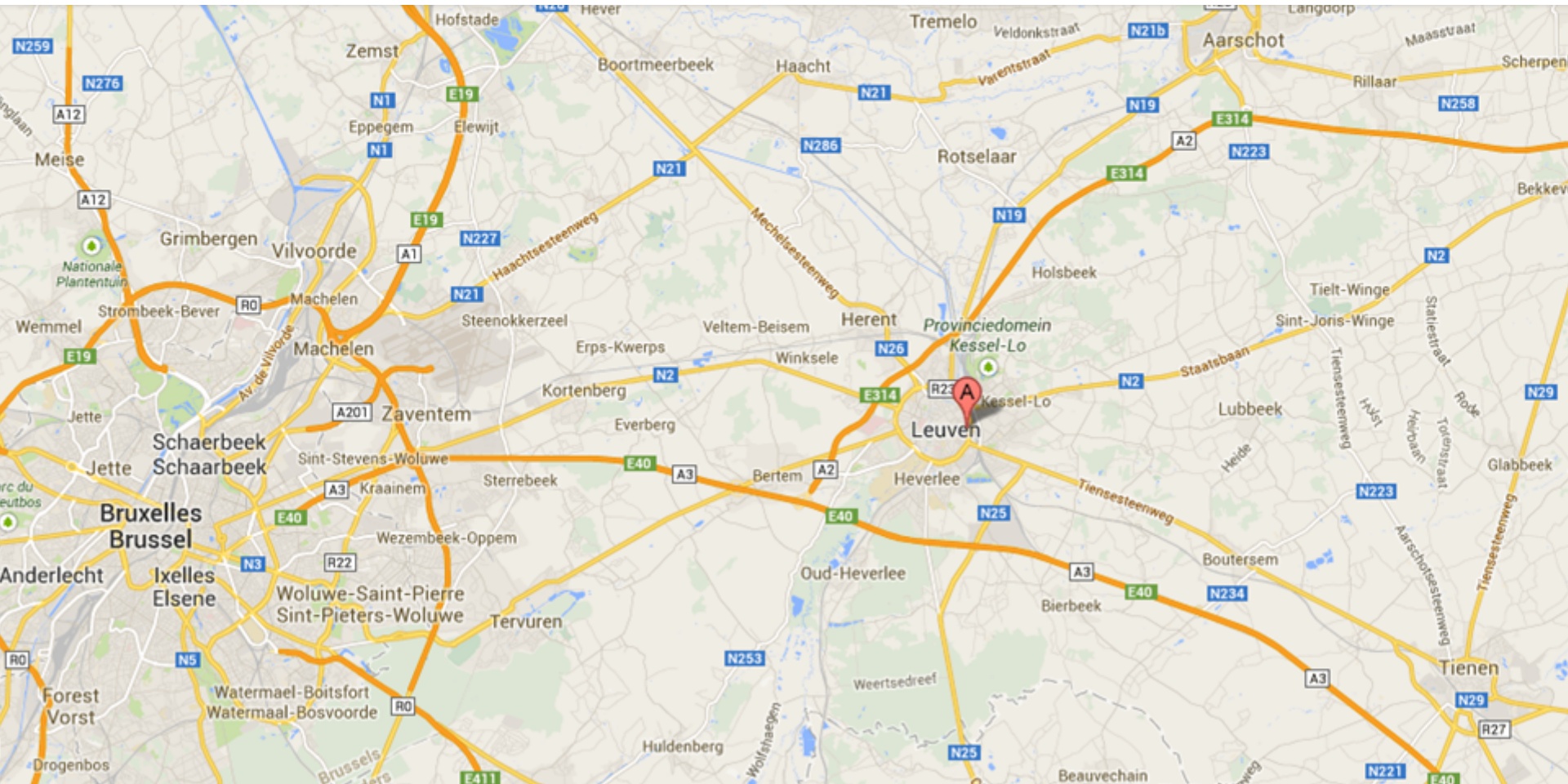
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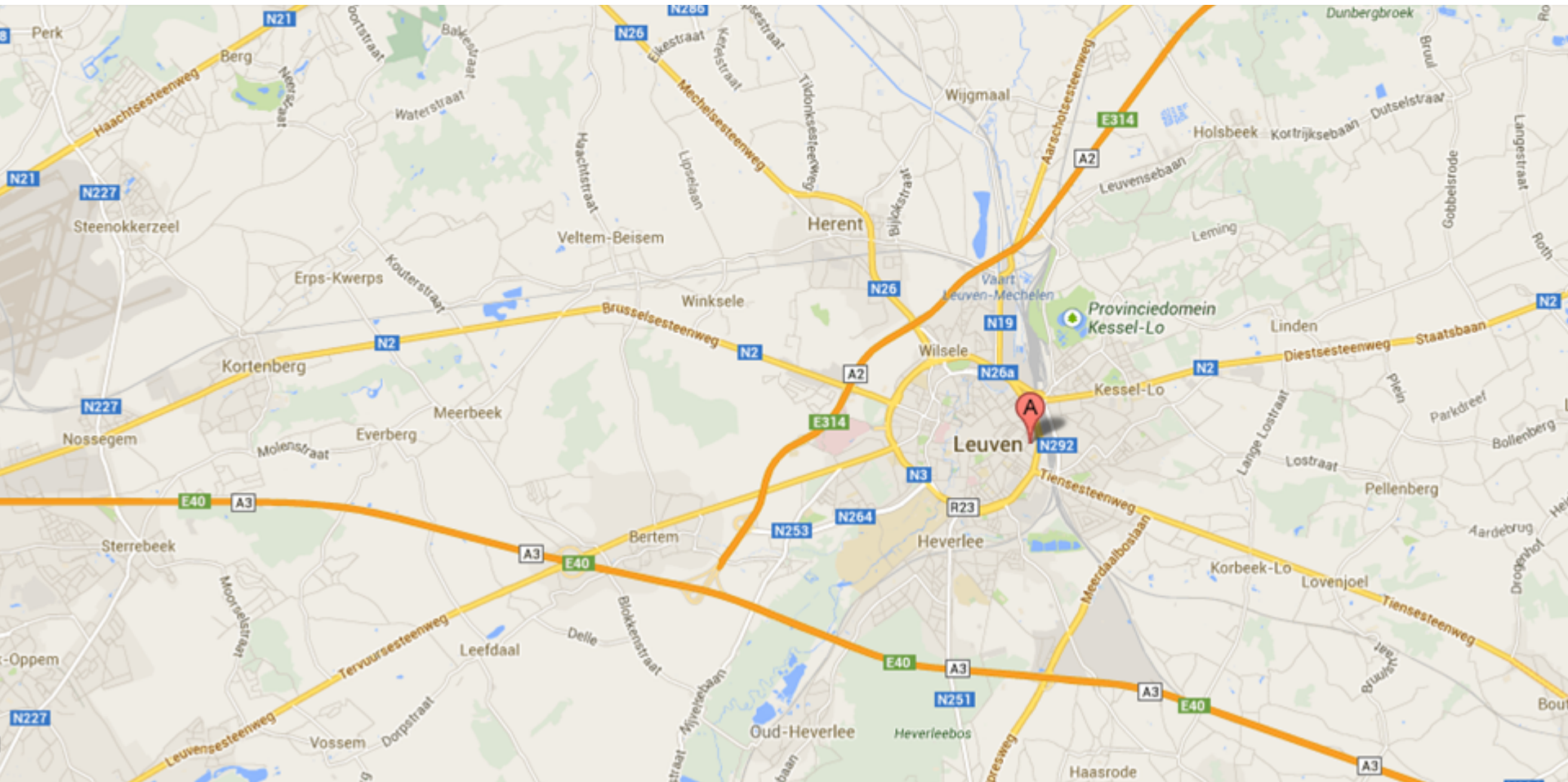
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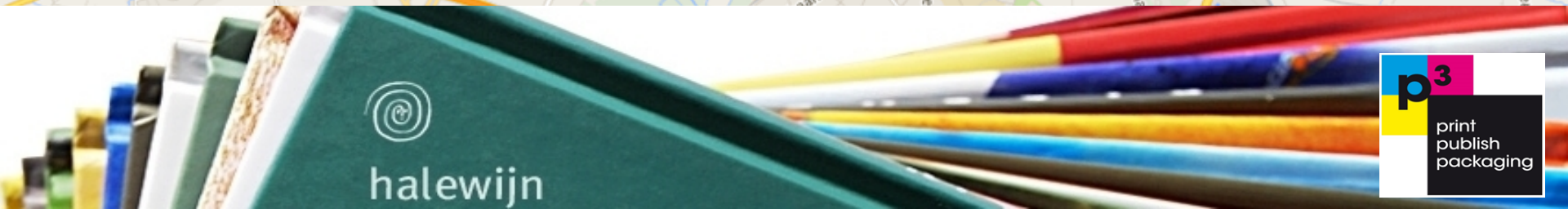
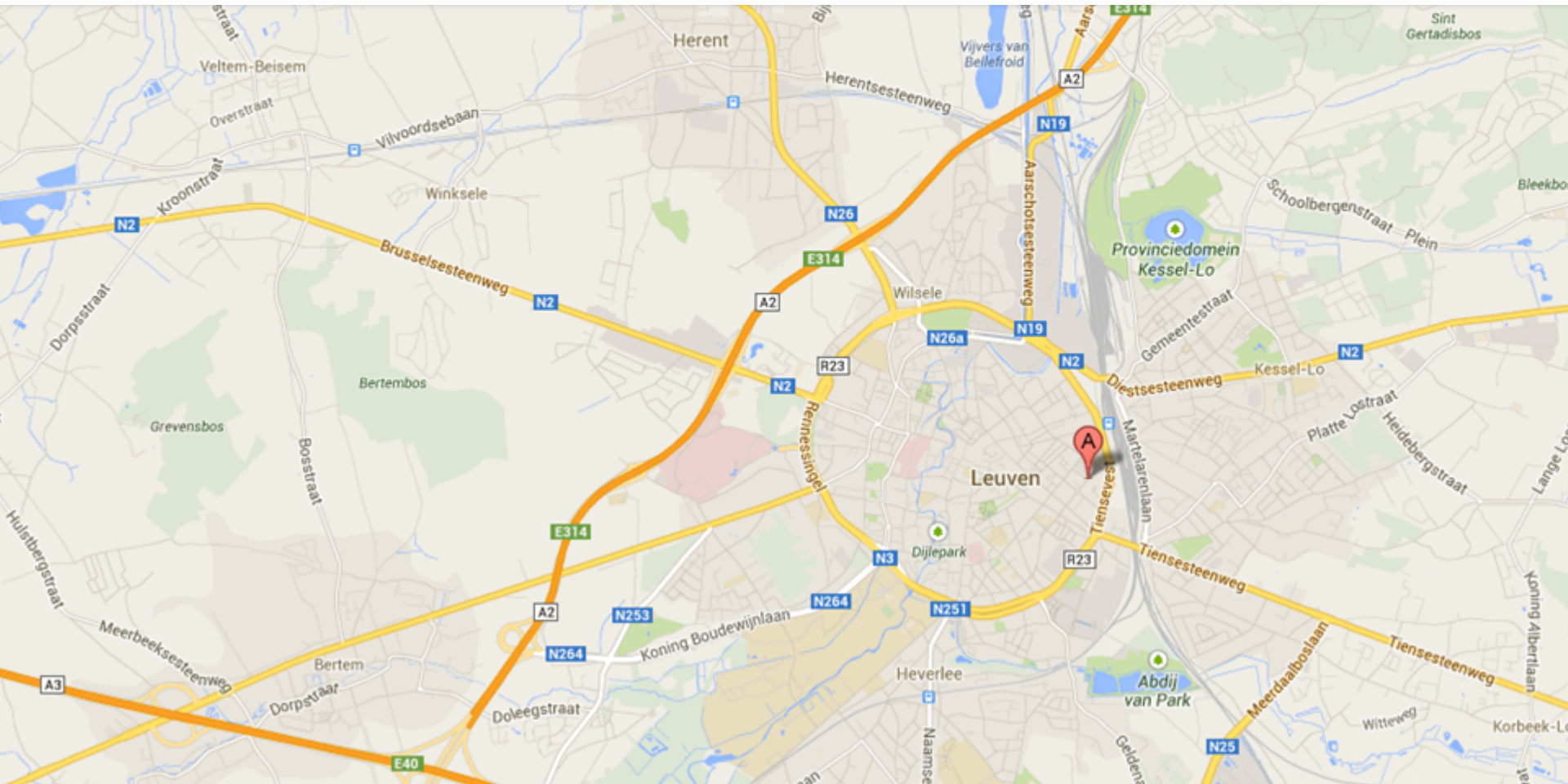
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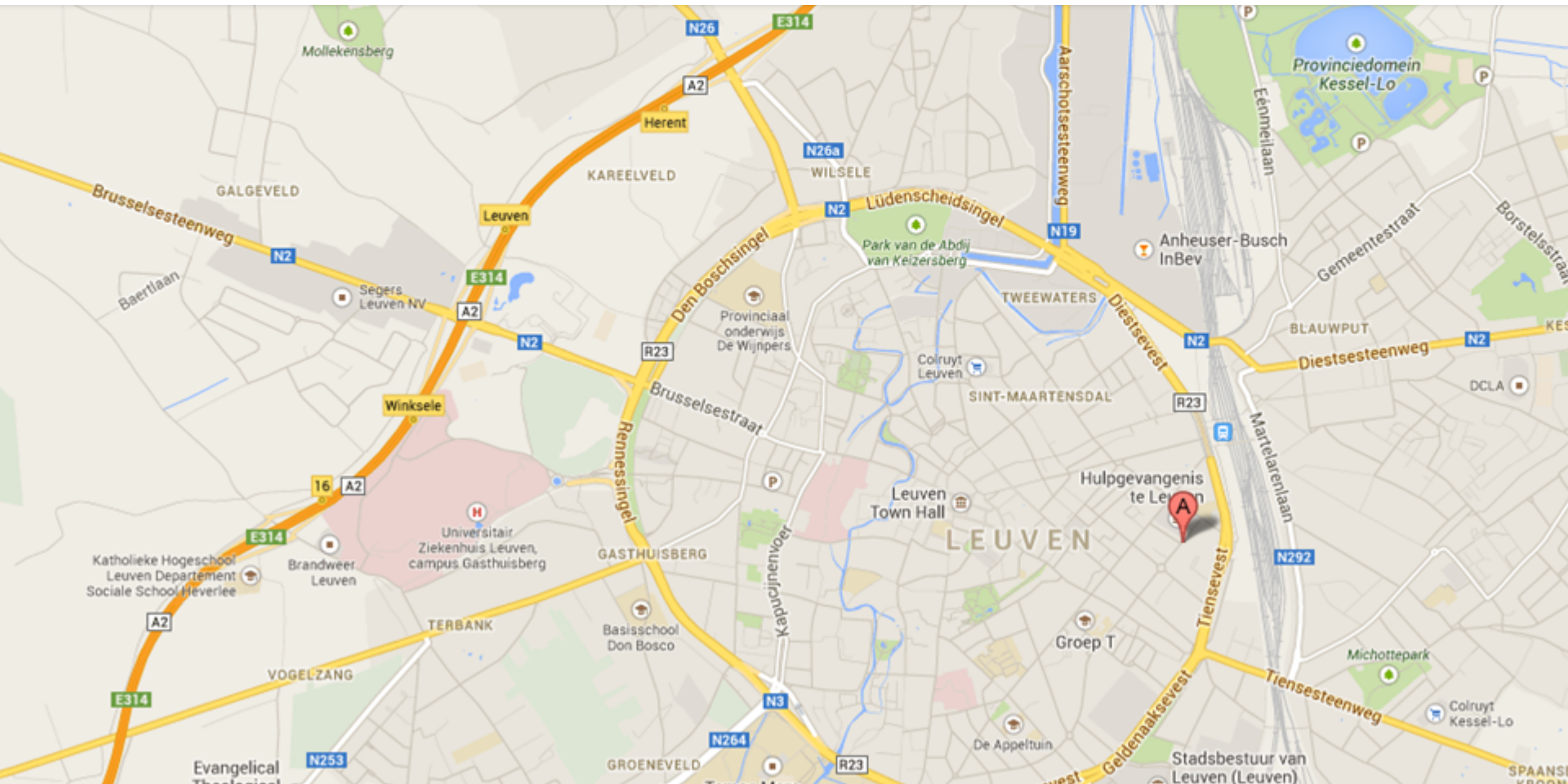
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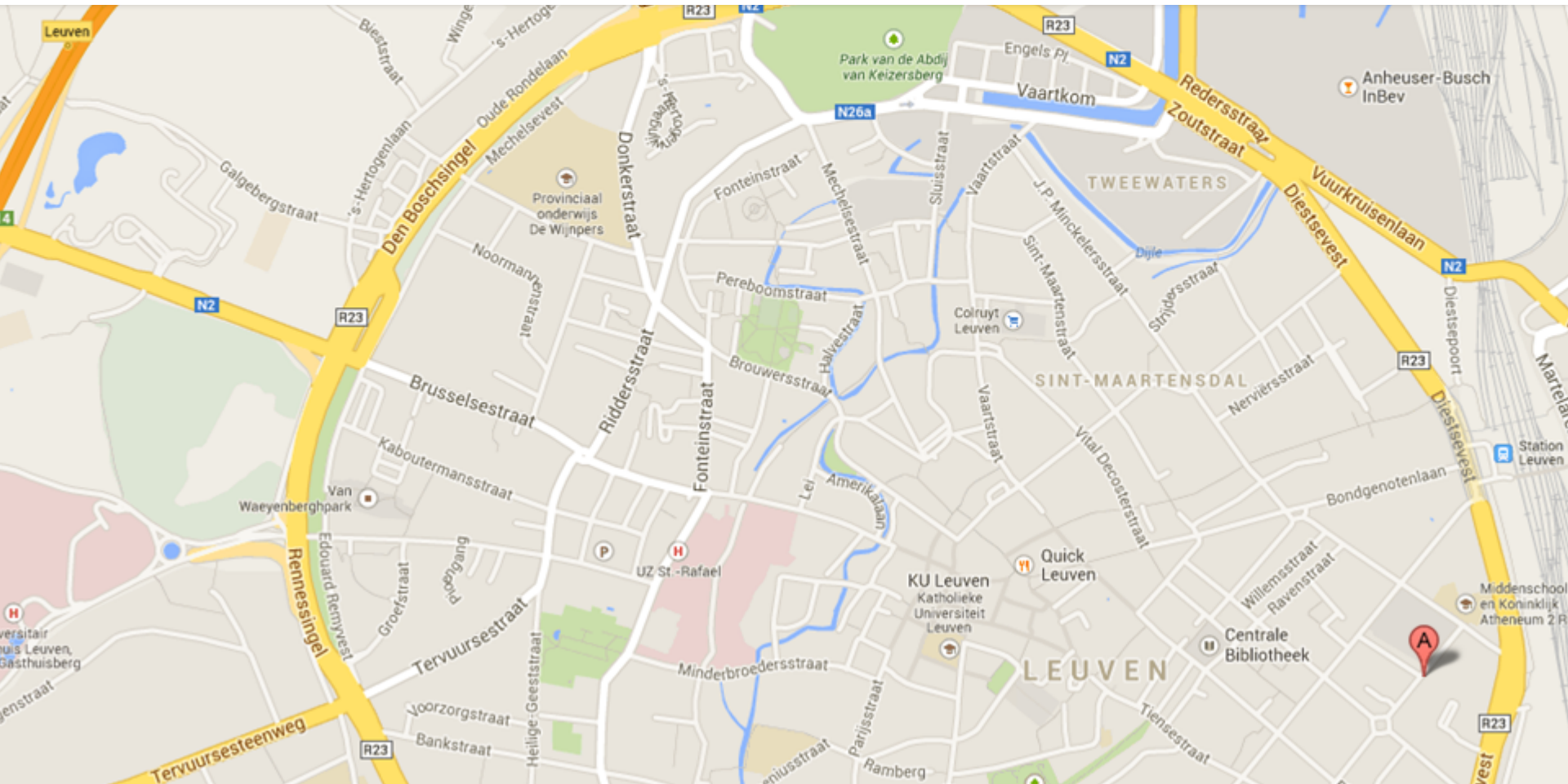
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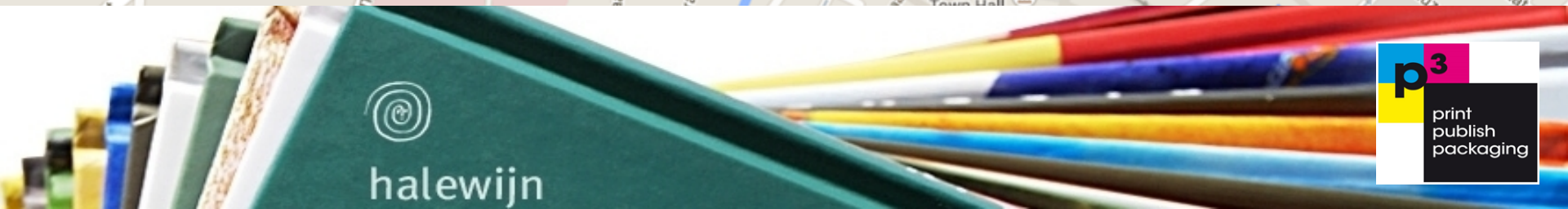
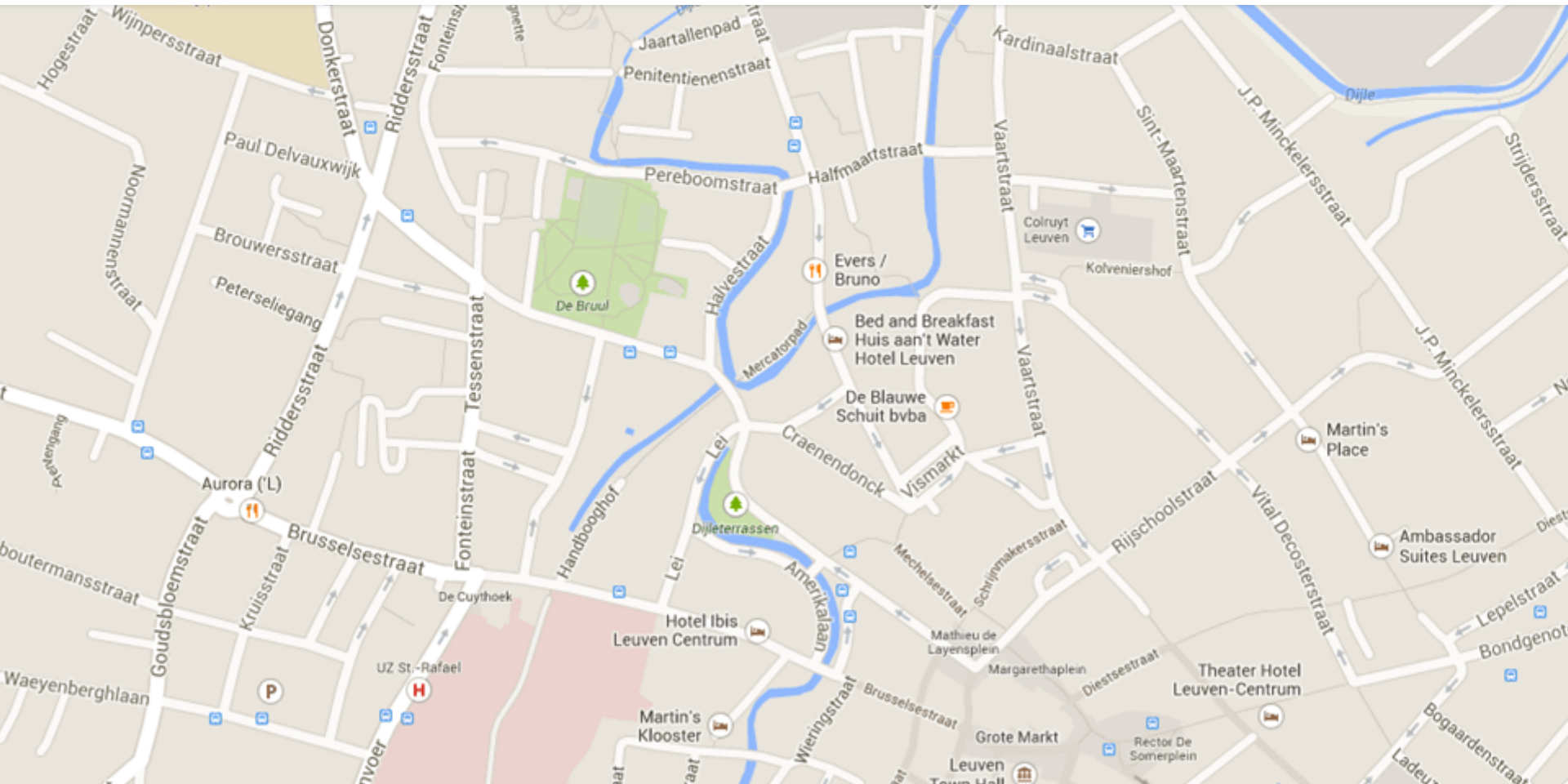
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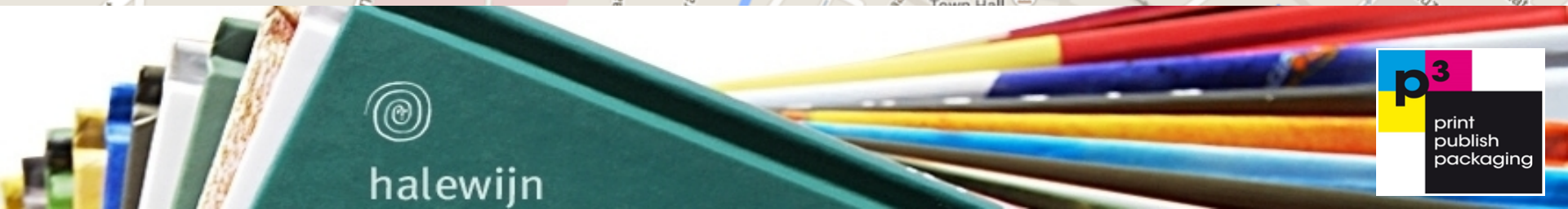
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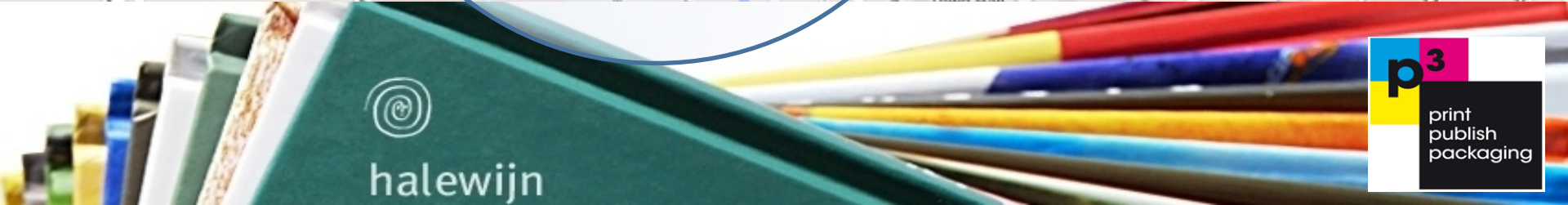
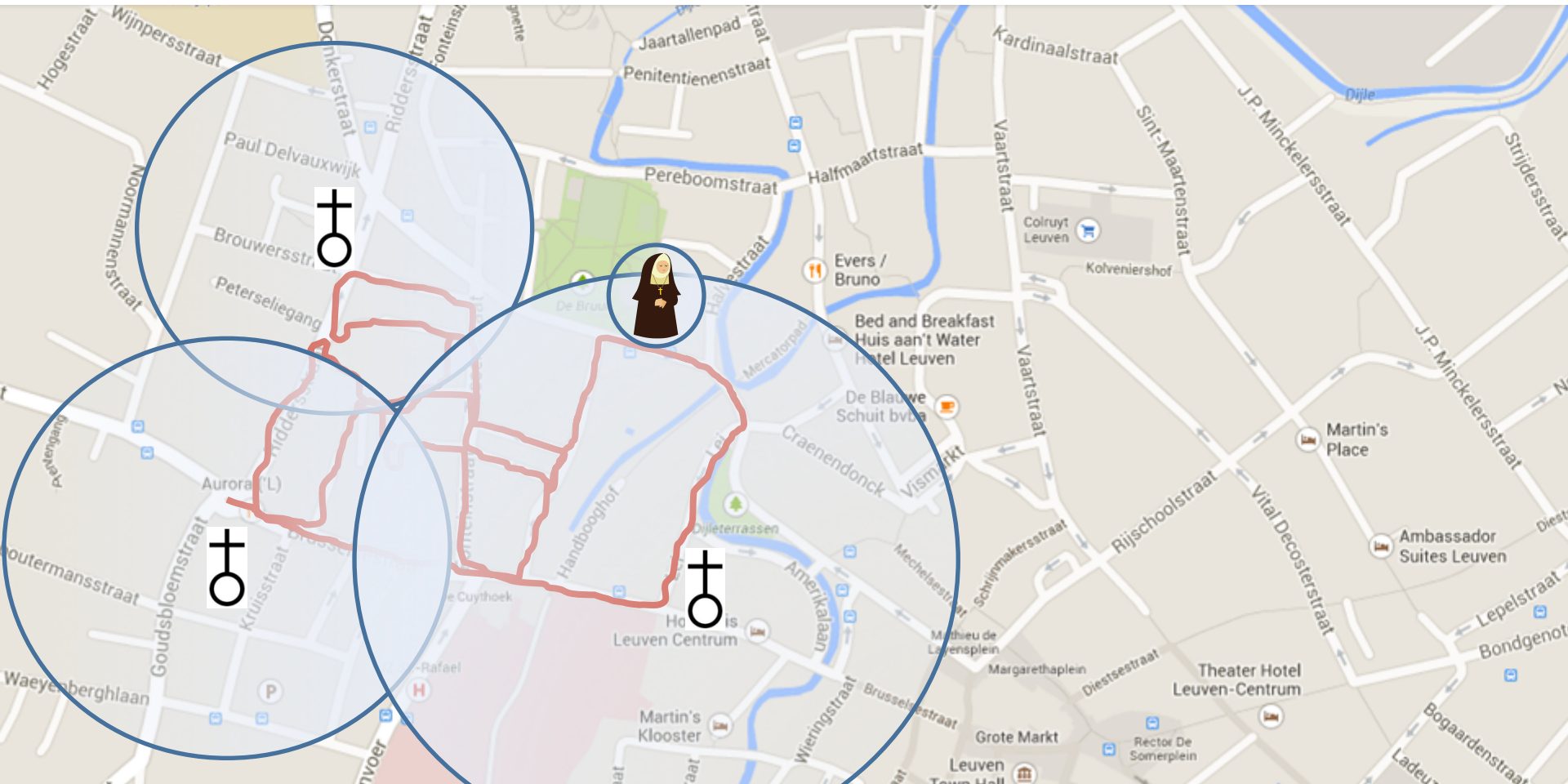
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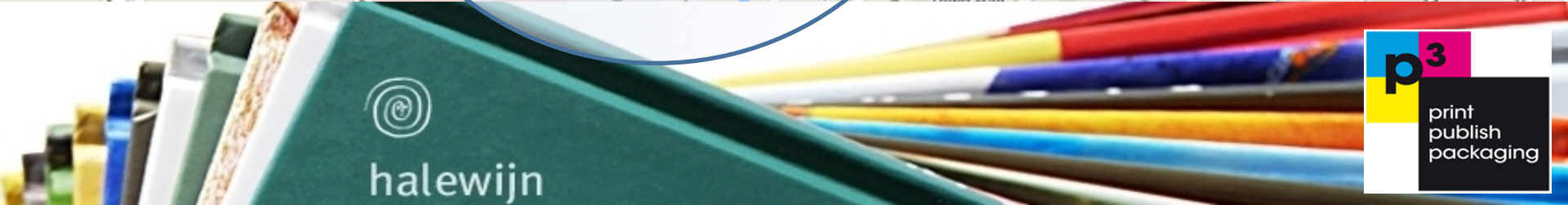
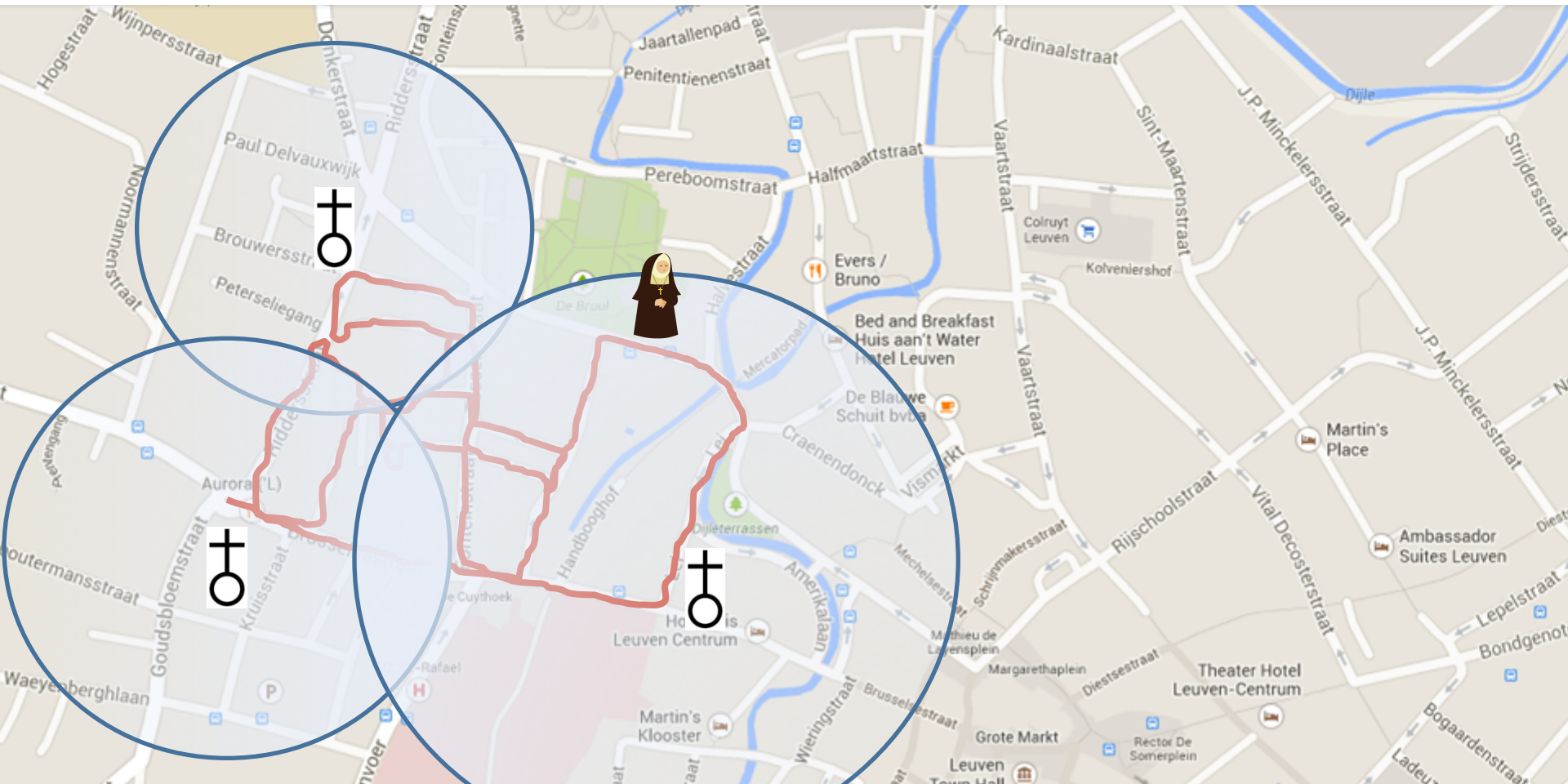
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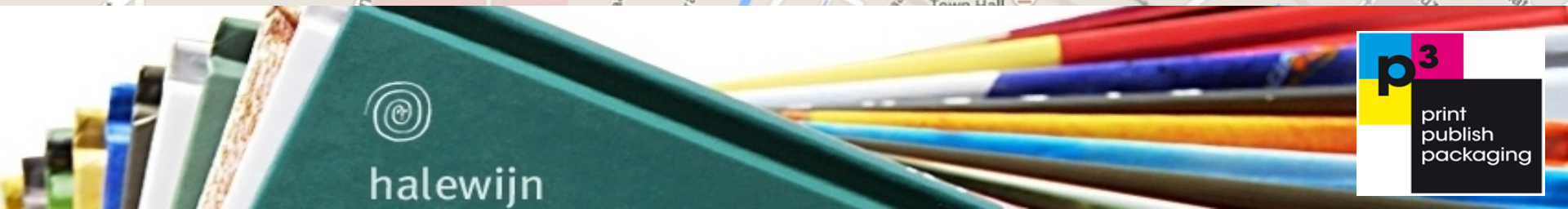
Parishes and Communities



Post delivery

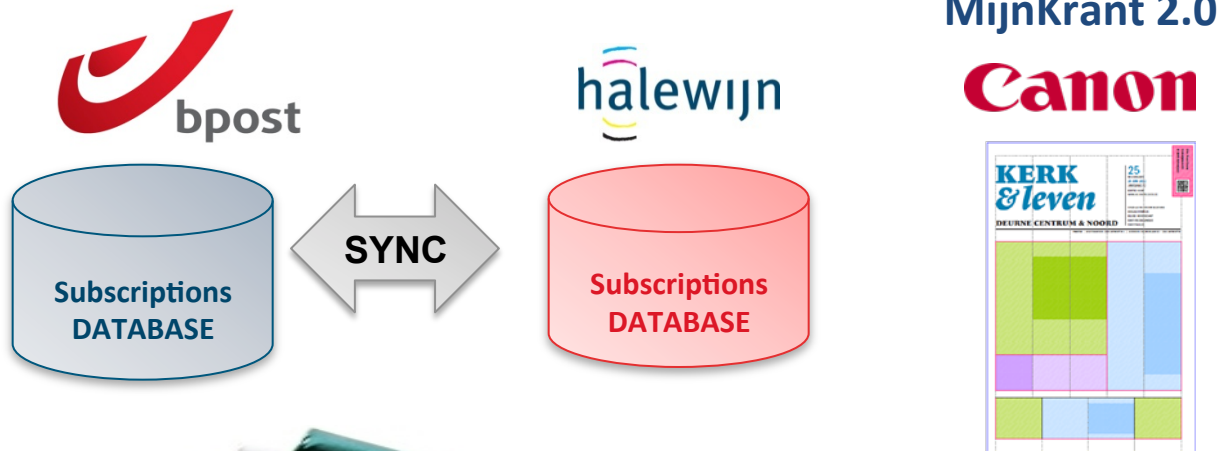


Post delivery



Dynamic Workflow

- bpost delivers subscribers addresses following postal tour
- Halewijn database determines content
- Software generates newspaper flow based on multiple criteria



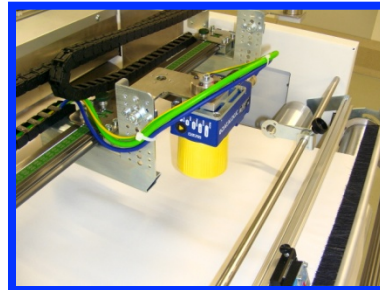
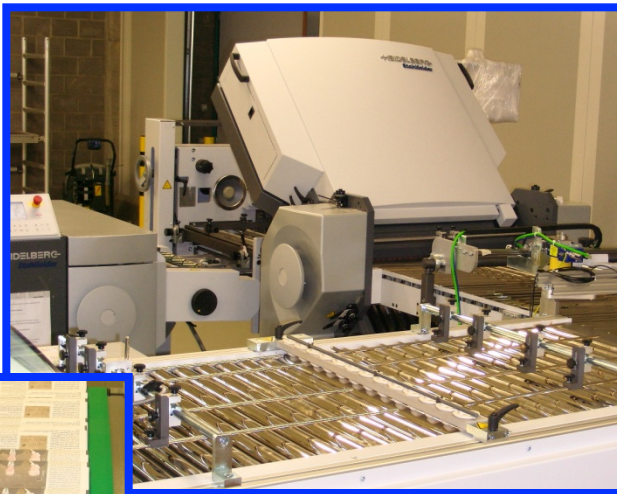
Production

- Océ ColorStream 3000 Twin
- Roll to roll



Finishing

- Hunkeler Newspaper line
- Tracking system



hunkeler
dP

Production flow



Antwerp




Fleurus



- Flow generation
- Job transfer
- Global Production management
- Reprint management
- Developed by **Canon**

- Job receive
- Local Production management

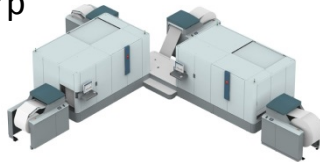
A stack of colorful folders in various colors (green, blue, yellow, red, white) is shown at the bottom of the slide. The top folder is green and features the Halewijn logo and the word "halewijn" in white.

halewijn

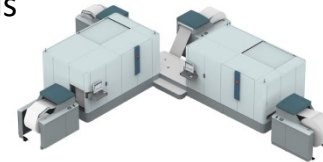
Production flow



Antwerp

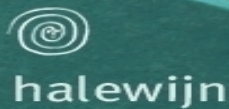


Fleurus



- Flow generation
- Job transfer
- Global Production management
- Reprint management
- Developed by **Canon**

- Job receive
- Local Production management

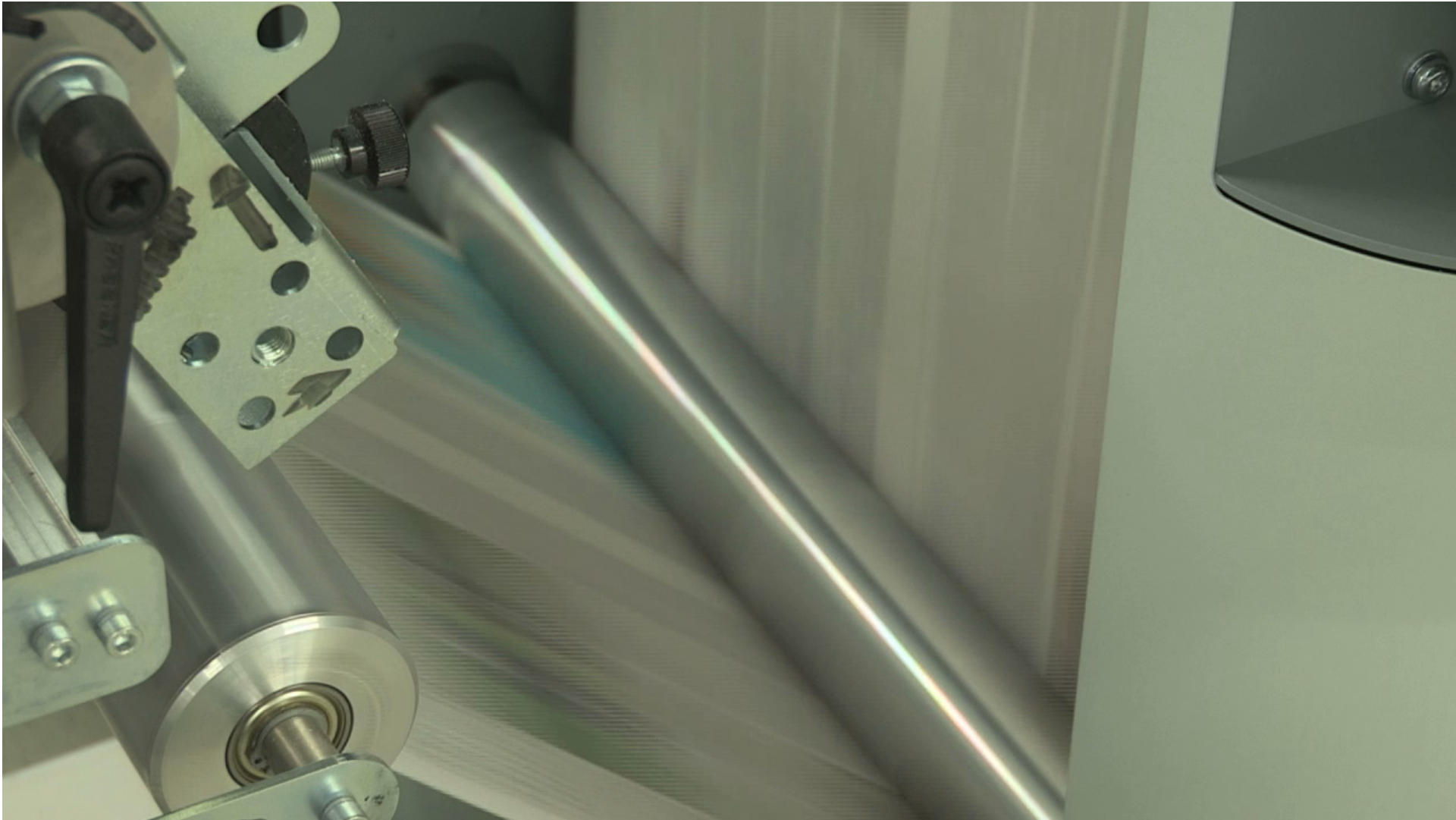
A close-up of a green folder with the Halewijn logo and name printed on it. The folder is part of a stack of colorful folders.

halewijn

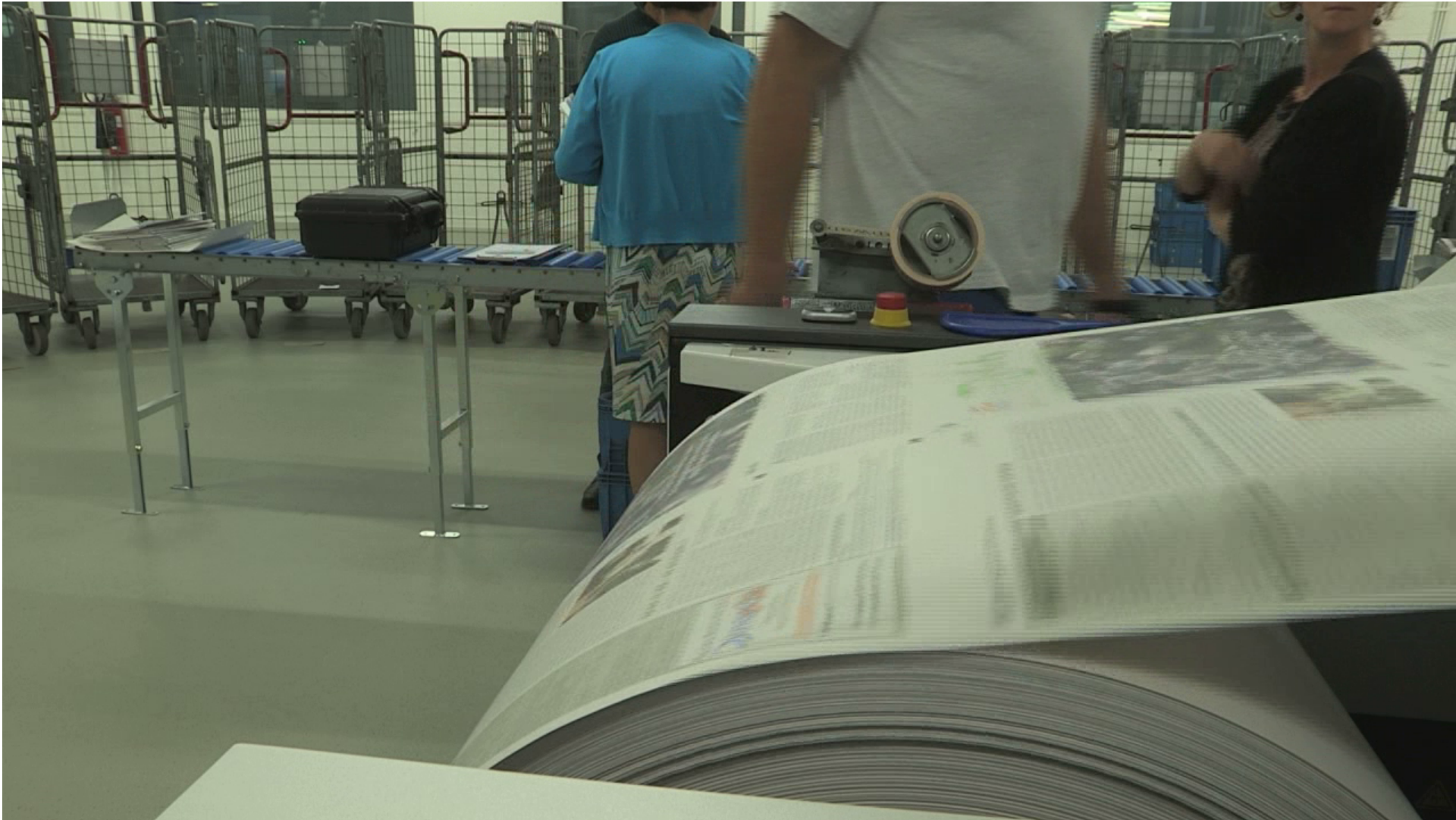
Production hall



Production hall



Production hall



Results after 8 months

- Waste + extra production:
 - Start-up; changes: 5,66%
 - 15 – 20% on local editions
 - Distribution extra's: 3,85%
- } → **0,15%**
- Distribution complaints
 - Reduction of 80%
 - advert



Next steps

- Further develop
 - Other formats
 - Other layouts



mijnkrant 2.0

voorbij web-to-print

- 'One of' newspapers
- Magazines on address
- Books
- Publications for organisations
- Publications for local events



Next steps...it's NOW!



Next steps ... it's NOW!



THANK YOU!

Drukkerij

Uitgeverij

