

Chinese publisher will add new Goss press with heatset and coldset capabilities

- *Yangzhou Newspaper Media Group investing to meet demand for commercial-quality newspapers*

June 20th 2011 – Pioneering Chinese newspaper publisher and long-time Goss press user Yangzhou Newspaper Media Group will install a new *Goss Magnum* press with a combination of heatset and coldset printing capabilities in late 2011.

The *Magnum 4* press in the “MV400” hybrid configuration will include two four-high coldset towers and a four-high tower equipped with a heatset dryer. The system will produce up to 40,000 newspapers per hour and feature three-form ink rollers for high print quality, advanced tension control and folding capabilities, and an integrated digital workflow.

“Our readers are demanding commercial quality newspapers, so we need to build a new production platform to meet the requirements,” explains deputy general manager Shi Kangning. “Choosing the *Magnum* press family that we trust, with semi-commercial heatset printing capability gives us the confidence and ability to bring new visual enjoyment to our readers. It will also give print advertisers more leverage in the competitive marketplace.”

Yangzhou Newspaper Media Group began printing its flagship *Yangzhou Daily* in full color on a *Goss Community* press nearly 20 years ago. The two companies have cooperated closely, as the publisher has grown from a small local paper to one of the strongest media groups in central China. In 2009 and 2010, the group installed a *Goss Magnum 4* press and a *Goss Community SSC* press.

Yangzhou Newspaper Media Group also publishes *Yangzhou Evening News* and *Yangzhou Times*.

(ENDS)

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Shi Kangning (right), deputy general manager of Yangzhou Newspaper Media Group, and Li Qi, deputy general manager of Goss International's operations in China, sign the agreement for a new Magnum 4 press with heatset and coldset capabilities.

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