



Al-Yaum Media House & WAN-IFRA invite you to

# THE BEST TWO INTERNATIONAL PRINTING WORKSHOPS EVER EXECUTED IN THE MIDDLE EAST

**workshop 1** 26-27 Nov. 2011

## Printing Cost Calculation Model

- \* Gain the necessary knowledge to understand the model and apply it at your operation.
- \* Find out how to analyze existing or future costs.
- \* Further develop the model to permit simple calculation of individual offers

**workshop 2** 28-29 Nov. 2011

## Improve Quality and waste

- \* Basics of ink presetting system in newspaper production
- \* How press control works (i.e. EAE, PECOM, etc.)
- \* How to conduct a press test with different press speeds from startup to maximum press speed
- \* How to measure samples using a calibrated reflective densitometer
- \* How to analyze the measured data
- \* How to adjust of the speedup and water curve of the press control



**Trainer: Denys Kissling**  
A renowned industry consultant and author of Ifra's Special Report on printing cost calculation



**Trainer: Falko Baltrusch**  
Expert technical trainer and Head of Print Technology Department in Koenig & Bauer AG (KBA).

Venue:



**Golden Sponsors:**



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**Silver Sponsors:**



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**Al- Yaum Media House & WAN-IFRA invite you to  
the best international printing workshops  
ever executed in the middle east:**

**“THE SECRETS OF PRINTING”**

**26 – 29 Nov. 2011**

## **INTRODUCTION**

In view of the rapid pace of change in the media industry, advanced professional training is not a luxury, but essential for success. No one in the printing industry can keep up with developments without it.

## **COURSE OVERVIEW:**

**Workshop 1: (26-27 Nov. 2011)**

### **Printing cost calculation model:**

Production cost calculation to evaluate investments and business strategies.

## **OVERVIEW:**

This training event sets out to demonstrate a suitable tool for calculating production costs. The model, once developed, permits several variations to be calculated within a very short time. The printing cost calculation model is especially useful when deciding on new investments. Its main strength lies in the calculation of a range of variations, something that is of major value for business strategy.

## **LEARNING OBJECTIVES:**

- Gain the necessary knowledge to understand the model and apply it at your operation.
- Find out how to analyze existing or future costs.
- Further develop the model to permit simple calculation of individual offers

## **WHO SHOULD ATTEND :**

This training course intended for project managers, persons responsible for new investments, strategy planners, production managers ,financial , technical managers, press operators and printers specialists working at printing plants and publishing houses. Basic knowledge of finance is not required; general basic knowledge of book keeping is sufficient.

## YOUR INSTRUCTOR:

### Denys Kissling:

A renowned industry consultant and author of IFRA'S Special Report on printing cost calculation



## Workshop 2: (28-29 Nov. 2011)

### Improve quality and reduce waste

Optimized press presetting and control

## OVERVIEW:

Most newspaper printing plants can make substantial waste savings while at the same time raise their level of quality without making major investments, provided that the personnel have the necessary knowhow. In a hands-on training carried out on a KBA Continent press equipped with EAE Print 4 press control, this know-how is conveyed, or updated as the case may be. Optimizing the press for the existing printing conditions is usually a part of the installation and commissioning service provided by the press supplier. The subsequent acceptance test demonstrates that the press can produce good quality with little waste. Because the printing conditions are determined by many different parameters (rollers, rubber blankets, paper, ink, fountain solution, plates, etc.), and these parameters are usually subject to changes, the press control should be adapted repeatedly to suit the new conditions.

## LEARNING OBJECTIVES:

- Theoretical introduction
- Creating different paper categories for optimized ink key presetting, adjusting fountain roller and damping solution start-up curves, etc.

**WHO SHOULD ATTEND :**

This training is intended for technical managers, press operators and printers

**YOUR INSTRUCTOR :**

**Falko Baltrusch :**

Expert technical trainer and Head of Print Technology Department in Koenig & Bauer AG (KBA).



**Venue & more information:**

<b>Venue:</b>	Dammam, KSA
<b>Duration:</b>	4 Days
<b>Slots:</b>	26. – 29. Nov. 2011
<b>Language:</b>	English
<b>Hours / day</b>	8 training hours including breaks.
<b>Materials:</b>	Presentations, test form, special reports, printed samples
<b>Participants:</b>	The maximum number is 15 participants



## Registration form

Company Information	Company: _____		
	Name of Authorized Person: _____		Position: _____
	Phone: _____	Fax: _____	Mobile: _____
	E-mail: _____		

Participants' Information	Participants name	Position	Mobile
	1		
2			
3			

### Course Fees:

- Workshop1: Printing cost calculation model 26-27 Nov \$1200
- Workshop2: Improve Quality & reduce waste 28-29 Nov \$1200
- Both Workshops 1&2 26-29 Nov \$2000

- (Early Registration:10% discount for payments made before 15/11/2011)
- Hotel reservations shall be made directly by the attending participant. Special room rates available.

### Payment Methods:

- **Bank Details:**
  - Account Name: **AlYaum Press, printing, and publishing**
  - Bank Name: Arab National Bank
  - Account Number (IBAN): SA63 3040 0108 0007 9780 0013
- **By Cash or check addressed to AlYaum Press, printing, and publishing**

Please send us a copy of the payment by fax (+966 3 8588777) and provide the name(s) of participant(s). Kindly attention this information to AL-Yaum Training and Development Center.

### Cancellation Policy:

- Cancellations made 2 weeks before the event will qualify for a full refund less credit card and other charges (if applicable).
- Any cancellation made 48 hours prior to the course date will qualify for a 50% refund.
- No refund will be issued for cancellations after the aforementioned deadlines.
- Certificates will be submitted only for those participants who attend at least 80% of selected program time.

Signature:.....

Official stamp: .....