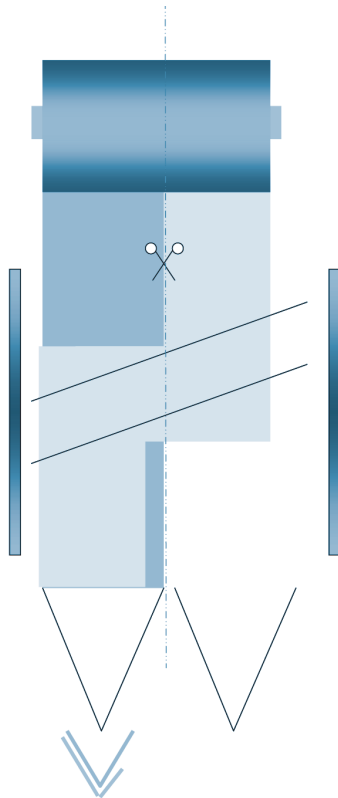


UPGRADES

# New Production Possibilities for Newspapers

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## For striking advertisements

**A spedia web lead or plow fold unit provides the possibility to place eye-catching information and striking ads on the cover.**

### **Spedia production possibility**

The possibility to produce a 3/8- or 7/8-wide paper web as a section cover opens up additional potential for advertising customers. The Spedia 1/4-production possibility (half cover) can be regarded as an alternative to the 3/8- or 7/8-Spedia web leads. Retrofitting a Spedia 1/4 (half cover) is much less expensive since the 1/4-ribbon turned at the centre of the former can be generated from a 3/4-wide standard paper reel.

### **Plow fold production possibility**

Production variety can be increased by retrofitting a plow fold. Integrating a plow fold module in a newspaper press opens up almost unlimited possibilities for designing the cover of a product. And the many design possibilities for the cover of a section provides daily newspapers with many options for locating ads. Retrofitting a plow fold module can basically be done anywhere there is sufficient space. Retrofit possibilities must be checked by manroland Project Planning in each case. ■■

## Advantages

### Spedia production

- Attractive ad locations
- Low investment
- Practically no press downtime during the retrofit

### Plow fold production

- Added value through attractive ad locations
- Regular use of this type of production gives the product a unique identity



## Installation and instruction time

### Spedia production

- Approximately 2 x 8 hours for setting up and testing a web lead, depending on press configuration
- Retrofitting a half-cover production possibility (without Spedia 3/8 or 7/8) requires much less time

### Plow fold production

- one to two weeks depending on press availability and press equipment, whereby there are no constraints on night production but there may be some constraints on production during the day

## Prices

### Spedia production

- Approximately € 28,000 per 3/8, 7/8 or 1/4 Spedia web lead; the price may be higher depending on press situation and equipment
- When several Spedia web leads are retrofitted, the price per web lead is much lower

### Plow fold production

- A plow fold retrofit (for one web plow up/plow down) can be done for € 280,000 or more depending on the installation situation

## References

### Spedia production

- Pforzheimer Zeitung, Pforzheim, Germany

### Plow fold production

- Detroit Newspaper, Detroit, USA