

CUSTOMER TESTIMONIAL

# Des Moines Register

## EXECUTIVE SUMMARY

**CUSTOMER:** A daily newspaper that prints more than 165,000 copies for 439,190 readers every day.

**OPPORTUNITY:** The Des Moines Register prepress department found itself running an insufficient workflow. Concerned about making printing deadlines, the paper looked at two options: returning to film or adding a third machine to its two visible light CtP systems.

**GOAL:** To increase the printing speed and reliability of the *Des Moines Register*.

**SOLUTION:** After considering its options, the *Des Moines Register* determined that converting back to all film was not a long-term strategy. Instead, they decided to add the Kodak Polychrome Graphics Newsletter System to better handle the workflow requirements of the paper.

**CAPABILITY:** The *Des Moines Register* chose the Kodak Polychrome Graphics Newsletter System to significantly increase the number of plates it creates per hour while gaining greater print-quality and reliability.

**RESULTS ACHIEVED:** After the change, the Des Moines Register increased the rate at which it produces plates by 250%, and now makes deadlines even while accommodating last minute changes. The Kodak Polychrome Graphics Newsletter System's reliability also reduced the paper's prepress costs and down press time.



Since installing the Kodak Polychrome Graphics Newsletter System, the *Des Moines Register* has increased the rate at which it produces plates by 250%, and now makes deadlines even while accommodating last minute changes.

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### CASE STUDY

In December 2002, the *Des Moines Register* — a paper printing more than 165,000 copies for 439,190 readers daily — came to a printing crossroads. Its two visible light CtP systems were not printing as reliably and quickly as the paper required. Toni Humphreys, Imaging/Quality Assurance Manager at the *Des Moines Register*, had a difficult decision to make: go back to film or move forward to yet another CtP system.

"We were late with editions; our machines were unreliable; our current printing capabilities were crushing our workflow," explained Humphreys. "We had to do something, and although film was an option, it didn't make as much sense as sticking with newer technology. Thermal CtP printing still seemed to be the best option, and we ultimately chose to add the Kodak Polychrome Graphics Newsletter System."

Kodak Polychrome Graphics (KPG) developed the Newsletter System exclusively for newspapers, with a focus on speed, reliability and consistency to help newspapers meet editorial time restraints. By shortening the pre-press schedule with a fully automated production cycle and transport system, and providing stable, aqueous plate processing with high developing capacity, the Newsletter System ensures high speeds and low maintenance with little manual intervention — or error.

"The Newsletter System basically runs itself," confirmed Humphreys. "We send pages to it, but after that, it is very automated. We just need to catch the plates at the back and hang them for the press crews. The best part is that our crews find it virtually impossible to keep up with the machine." *Des Moines Register* moved 85% of its workload from the visible light CtP systems to the Newsletter System once it made the transition.

A testament to the system's speed, the paper went from making 110 plates per hour with two

machines to producing 165 plates per hour with only the Newsletter System. And, whereas they often replace parts and constantly make repairs to the old systems, the Newsletter System remains reliable and consistent.

This means the *Des Moines Register* no longer worries about last minute changes to the paper. Before the Kodak Polychrome Graphics Newsletter System, if the newsroom sent back more than 15 files in the last half-hour to be reprinted, the prepress department was late for press. But, with the new system in place, as many as 30 files can come back in the last half-hour, and with just the

Newsletter System working, they meet every deadline.

Humphreys also cited a significant quality increase since the change. "There is a huge difference in the quality when you compare the Newsletter System plate with our visible CtP plates. Press crewmembers will complain when their job is done on the latter, and our scanning staff downtown can tell the difference. They'll ask me, 'Why didn't we use the Newsletter last night?'"

After such a success, the *Des Moines Register* has never looked back. "I can't

believe we were considering anything else," said Humphreys. "Kodak Polychrome Graphics is truly amazing. Years ago, we used their conventional plates. And later, when we switched to another set of plates to accommodate a commercial account, our KPG rep, Christopher Lombardo, continued to come in and troubleshoot plates that weren't his. Their persistence and customer service helped lead us to the Newsletter System, with support from the General Manager, Michael Popper, of KPG's Newspaper Division, all the way down to our sales rep. The quality of the system combined with their history of exceptional customer service made the decision pretty clear."

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For more information on how KPG could help you achieve your goals, please call us at 1-800-293-4284

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