

CUSTOMER TESTIMONIAL

# Knoxville News Sentinel

## EXECUTIVE SUMMARY

**CUSTOMER:** The *Knoxville News Sentinel*, a daily newspaper with a circulation of over 100,000, serves the 78th largest market in the United States.

**OPPORTUNITY:** In 2002, the paper decided to upgrade its printing capabilities. It needed a no-hassle system that ran consistently, while improving the paper's ability to print high-quality color under tight deadlines.

**GOAL:** Increase run-length and enhance the quality of the newspaper by transitioning from flexography to offset printing.

**SOLUTION:** After looking at several solutions, it quickly became clear that the newspaper needed to consider a move to Computer-to-Plate in order to achieve the dot reproduction and speed it required. The *Knoxville News Sentinel* selected the Kodak Polychrome Graphics Newsletter System and ThermalNews printing plate.

**CAPABILITY:** The KPG Newsletter System allows the *Knoxville News Sentinel* to achieve an automated flow of plates and increase productivity, while the ThermalNews printing plate increased run lengths and practically eliminated dot-gain on press.

**RESULTS ACHIEVED:** The *Knoxville News Sentinel* can now run 250,000+ color impressions on one plate, without remakes or loss of dot quality.



The *Knoxville News Sentinel* enjoys unsurpassed final print quality and outstanding reliability thanks to KPG's ThermalNews Printing Plate.

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### CASE STUDY

When what you print reaches more than 100,000 people every day, you need to make sure it's right, and you can't spend a lot of time doing it. Those are the two daily-newspaper printing commandments, according to the *Knoxville News Sentinel*. And in 2002, the paper decided it needed to meet those requirements just a little bit better.

"We were a flexography printer at the time. We needed to purchase a new press that was capable of printing a full-color, 48-page ROP section every day," said Mark Beaty, Production Manager at the *Knoxville News Sentinel*. "We were looking to make a significant upgrade to offset plate-making, researching every solution available. We actually took our 60- and 100-power scopes into the field with us to look at dot quality on each plate. Eight months and 80 pounds of literature later, we chose a completely integrated CtP system: The Kodak Polychrome Graphics Thermal Newsletter System and ThermalNews plate."

Kodak Polychrome Graphics (KPG) developed the Thermal Newsletter System exclusively for newspapers, using well-proven solutions 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 Thermal Newsletter System ensures low maintenance with little manual intervention — or error.

"Add to that the capabilities of the ThermalNews printing plate, and you have yourself quite a system," said Beaty. The ThermalNews printing plate meets the rigorous demands of the newspaper industry, with virtually no dot gain at the plate level and run lengths of 250,000-plus without post baking, thereby shortening the printing process. Wide processing latitude and high processing stability provide flexibility and consistent, repeatable results.

Beaty described the *Knoxville News Sentinel's* new capabilities. "Using the Thermal Newsletter System, we can produce 100 plates an hour on each plate line, helping us meet even the shortest editorial deadlines, without any hang-ups. It all works on a computer. You just send the plates from the plate screen and watch the system create them. With the ThermalNews

printing plate, we have unprecedented calibration and processing stability, making for consistent, beautiful color printing."

Plate stability is particularly important for the *Knoxville News Sentinel*, which runs on a circumferential plate cylinder press. Unlike a semi-circumferential cylinder newspaper press with two plates to a cylinder, a circumferential plate cylinder uses one plate to create all impressions on a run. This means that, for example, on a 150,000 run, the circumferential press plate must make 150,000 impressions, while each semi-circumferential press plate needs to make only 75,000 impressions.

"The ThermalNews plate," says Beaty, "allows us to hit our numbers without remakes. If we have a 180,000 run for the Sunday paper, that plate needs to run that long, and it does."

Clarence Maslowski, Manager of Imaging and CtP, adds, "In the newspaper industry, it's our job to make a quality product every day — not some days, most days or every other day. We need dot quality in order to meet our printing standards 365 days a year, and the ThermalNews plate provides the highest quality dots, in my opinion. The cleaner the dots, the finer the dots, the better we can run the press."

After a year, the *Knoxville News Sentinel* considers the Kodak Polychrome Graphics Thermal Newsletter System and ThermalNews plate to be headache-free, and some of the most reliable equipment it ever purchased from a vendor. But, for the odd time when a problem does arise, the *Knoxville News Sentinel* also enjoys top-quality KPG support. Even on calls at 2:00 in the morning on a Sunday, KPG reps work with the paper until any printing issues are resolved. "Other vendors in the area just can't compete with that type of customer support," said Maslowski.

When asked to name the most critical capabilities the newspaper gained from the new printing system, Beaty said, "Consistency and predictability are of the utmost importance in quality newspaper printing. Period. I have been through lith chemistry and several plate systems in my career. This is the most reliable, straightforward and efficient plate system I have ever personally dealt with."

Maslowski merely added, "I second that."

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