



Why People's Post invested
in UV Technology?

Why we chose what we chose?



At the outset we had the option of using an expensive press but chose not to go for it after weighing all the pros and cons.

We chose UV Technology as we were convinced that it would be our best bet for printing on coated and glossy paper to achieve a very high quality and meet exacting standards we had set for our magazine.

THE HINDU

Online edition of India's National Newspaper

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ePaper | Mobile/PDA Version

New Delhi

News: ePaper | Front Page | National | Tamil Nadu | Andhra Pradesh | Karnataka | Kerala | New Delhi | Other States | International | Opinion | Business | Sport | Miscellaneous | Engagements |
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New Delhi

'People's Post' launched

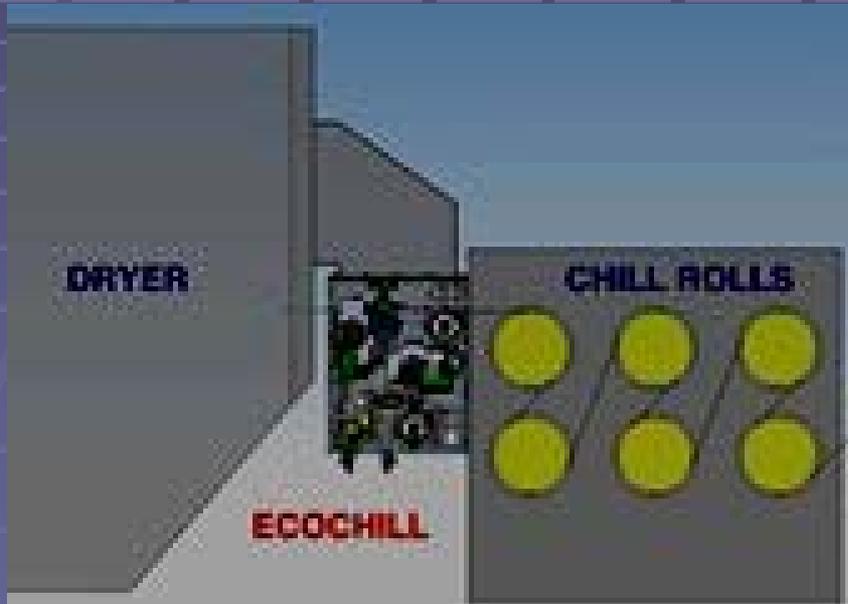
Staff Reporter

NEW DELHI: A new news magazine called the "People's Post" was launched at the Constitution Club here on Sunday.

With the tagline of "Creating History", the People's Group that is behind the publication is hoping that the magazine will help fill the gaps in today's society which is marred with various social and economic inequalities.

Madhya Pradesh Governor Dr. Balram Jhakar was the chief guest of the occasion and unveiled the magazine's first edition dated February 22 with the cover story on "State Actor ISI".

- A heatset dryer heats the web and drives out a lot of moisture in the paper. Moisture is absorbed after printing causing signature growth.



- The UV dryer only reacts with the UV ink which does not cause any significant heat gain during printing.





- Web fluting is greatly reduced because airturns, heatset dryers, and chill stands are not required with UV.

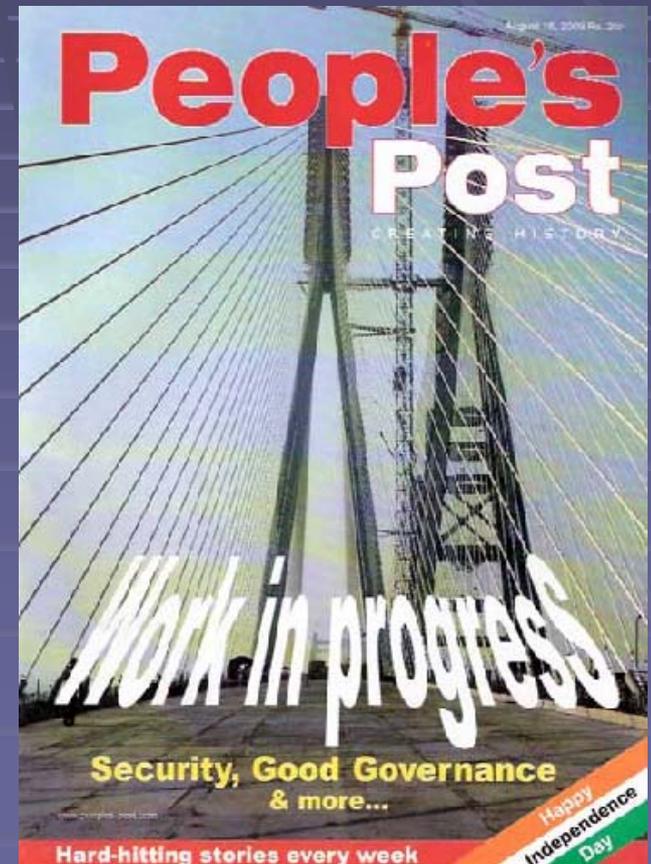
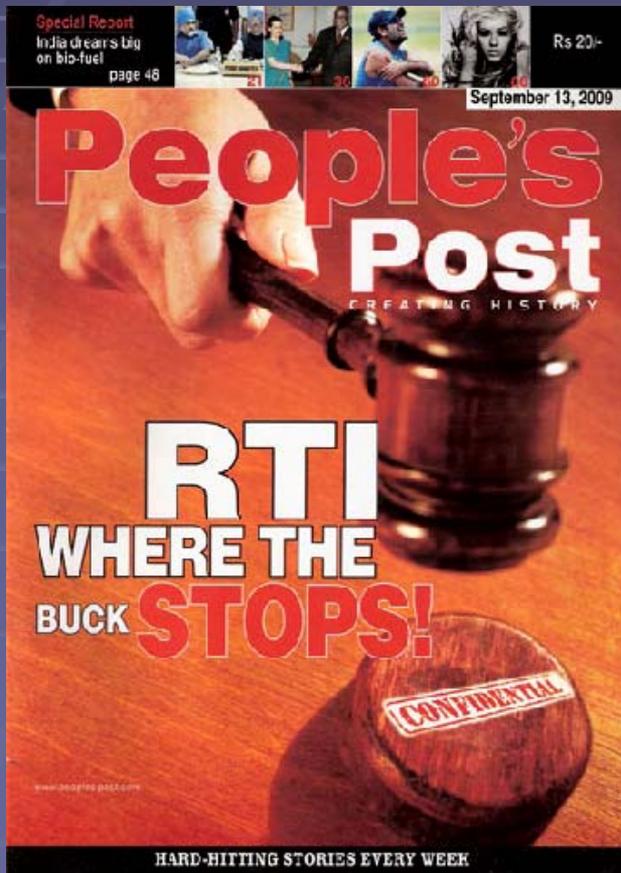


- This provides a much more stable web and less tension upsets which reduces the chances of web breaks and additional waste.



- The dryer emissions from UV can typically be exhausted to atmosphere without any negative impact on the environment. Hence the UV Technology is much greener.

- The UV printing process produces a higher quality printed product especially on uncoated stock.



Economics of UV





- Without a heatset dryer, airturn, and chill stand overall running cost of a UV press is significantly lower.



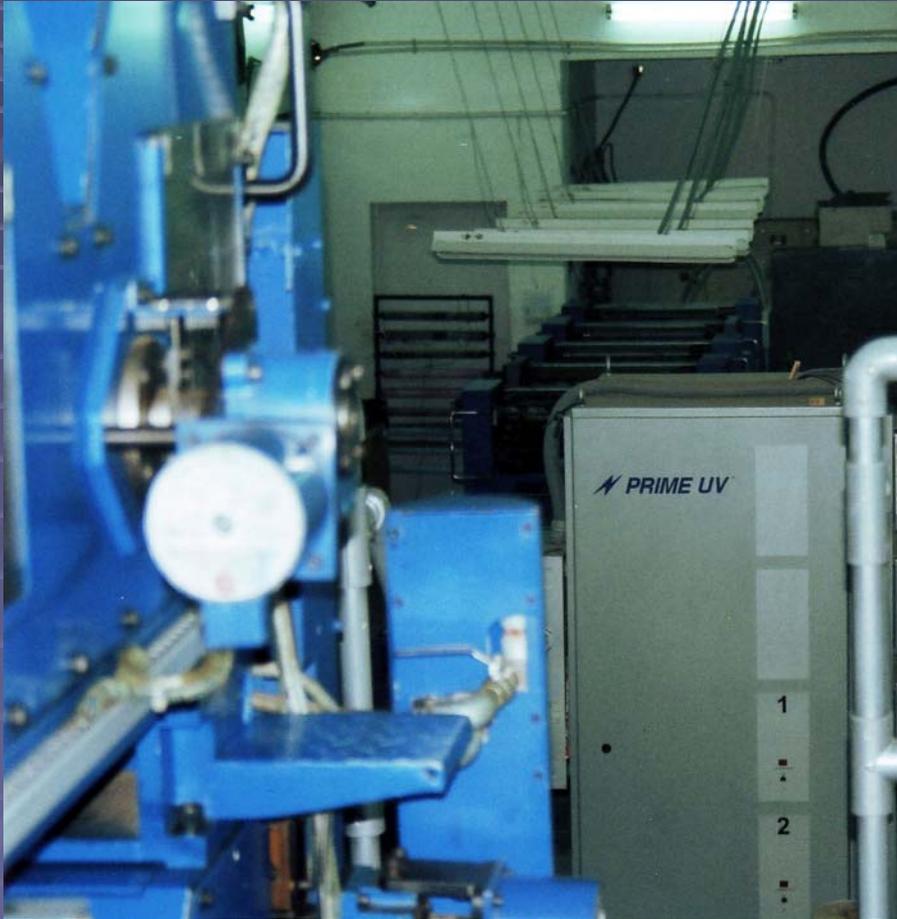
- A UV dryer does not require a lot of maintenance other than replacing lamps periodically and cleaning reflectors.



- Maintenance costs are less with a UV press because the dryer, airturn, and chillers are not required.



- A UV press takes less space to install than a comparable heatset press. This allows more efficient space utilization in a printer's plant.



- We had the limitation of space when it came to installing our printing machines.
- As the UV Press required very little space, we could also go for a sheet-fed machine in the limited space available with us. In this way we could save space and limit our capital expenditure.

Dominant Sheet Fed machine



Heatset printing needs big space



Heatset printing needs big space



Heatset printing needs big space



Cost Benefit

- The initial cost for auxiliary equipment on a UV press is much lower than for heatset press auxiliaries. This reduces the initial capital costs and also the printer's yearly depreciation operating costs.

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- The cost of UV equipment is less than the cost of heatset packages and chillers.
- The cost of the UV system and the press comes to about Rs. 15 million whereas that of a heat set printing unit, along with dryer and chiller touches anywhere between Rs. 120 million to Rs. 150 million at the minimum.

- Even in terms of running cost, two to three times more electricity is required to run the heat set press as against the UV press. Heatset units require the burning of gas for drying and regular recharging of the silicon applicator.
- With the UV press, we can get 30,000 to 36, 000 impressions per hour whereas with heatset upper limit is between 20,000 and 25,000 impressions.

- It is true that UV ink costs more than heatset inks. But the price difference in ink is adequately offset by the excessive running cost of heatset printing, which involves a much higher consumption of electricity.
- The price of natural gas is also going up.
- Without chillers and dryers, we also save about 20 feet (of footprint) in the pressroom.

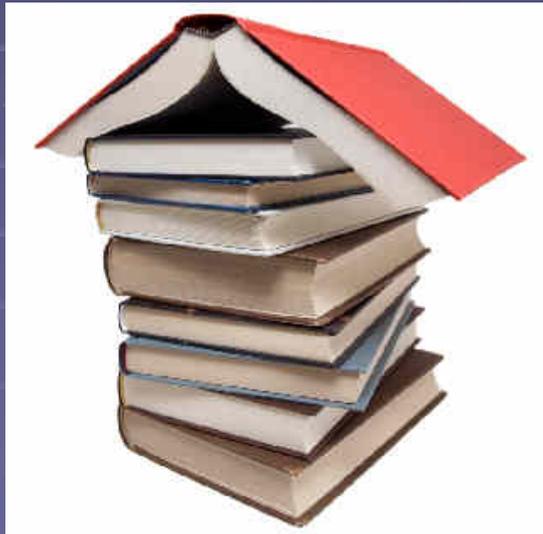
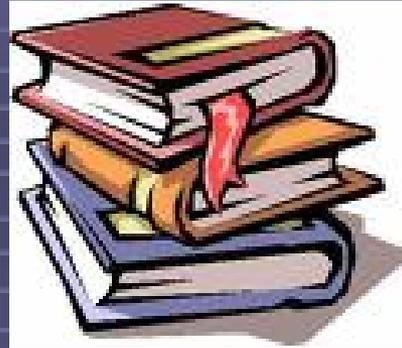
- The extra space that could be saved by us at our Noida facility has been utilized for setting up a five colour sheet fed machine which has proved to be an ideal combination with the UV press for producing rich and elegant covers for our magazine.

Potential to do
semi-commercial print jobs
for extra revenue

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- UV Technology is least cluttered and easy to operate.
- When operation costs are under control and depreciation is limited, it is not difficult to mobilise working capital for semi-commercial work.
- We have worked on this principle and can afford a long gestation period to ensure less reliance on ad-revenue.



- UV technology is ideally suited for production of books. This is one area we are ready to exploit to the hilt.



- For our own weekly magazine, we require the printing facility once in seven days.
- For the remaining six days, we have the potential to run the UV offset press for at least two shifts every day to do semi-commercial work.
- That gives us a clean 48 extra shifts of commercial output every month.

People's Post to awaken Nationalism

Balram Jakhar

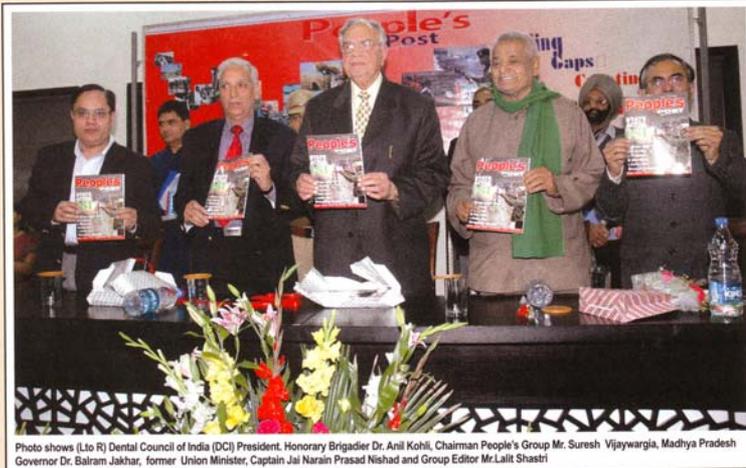


Photo shows (L to R) Dental Council of India (DCI) President, Honorary Brigadier Dr. Anil Kohli, Chairman People's Group Mr. Suresh Vijaywargia, Madhya Pradesh Governor Dr. Balram Jakhar, former Union Minister, Captain Jai Narain Prasad Nishad and Group Editor Mr. Lalit Shastri

I find the present state of affairs in the country very distressing. We fought for Independence but today there are forces trying to divide the country on narrow regional, religious, and caste lines." The Madhya Pradesh Governor, Dr. Balram Jakhar made this observation while releasing the national newsmagazine People's Post at a special function at Constitution Club in New Delhi on February 15. Dr. Jakhar said: "People do not identify themselves as Indians. They have become so regional minded." He went on to express the hope that People's Post would awaken the spirit of nationalism among the citizens and told the publisher Mr. Suresh Vijaywargia and the magazine Editor Lalit Shastri to work concertedly in this direction. Speaking on this occasion, Rajya Sabha MP and BJP Secretary, Prabhat Jha said, "I

have been a journalist and have come here in the same capacity. Journalism in pre-Independence days was for the cause of the country, today it has become a profession. Things have changed vastly." He said that after Independence we have been able to build awareness when it came to voting rights of the people but have failed to awaken their civic sense. He particularly applauded the People's Group for coming up with a weekly newsmagazine in the midst of economic recession. The Group Editor, Lalit Shastri reaffirmed his commitment to bring out a magazine that would raise the voice of the people. He said that the magazine would strive to fill the gaps in society by keeping the people informed and building the agenda for development and change. The function was attended by eminent politicians, senior journalists and prominent citizens.

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Madhya Pradesh Governor Dr. Balram Jakhar was the chief guest of the occasion and unveiled the magazine's first edition dated February 22 with the cover story on "State Justice 101".

Speaking on the occasion, Mr. Jakhar said: "Back in the 1940s when I was growing up it was the power and reach of journalism that fired our imagination into doing something for the nation and its freedom struggle. It helped us realize the concept of justice and injustice and fuelled a sense of patriotism in us that made us both out of our houses shouting freedom slogans with the national flag in our hands."

Bharatiya Janata Party leader Prabhat Jha said: "After Independence several big magazines were launched. However, in the past two decades several magazines have shut shop so launching a new magazine in such a scenario is indeed commendable. The nature of journalism too has changed since Independence. Earlier journalism was done for the country now it is done for money which is unfortunate." Elaborating on the mission of the magazine, Group Editor of People's Post Lalit Shastri said: "Through this magazine we hope to find answers through serious journalism and build an agency with the idea that people who legislate sit up straight and listen. Media is regarded as one of society's watchdogs and in keeping with that we must do our duty without compromising on values to ensure that our country moves forward and emerges as a front-runner in development very soon."



People's POST

Creating history

