

# **New business model with a coldset/heatset Cortina Waterless Press**

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# Who we are....

- Owned by MittMedia, a media Company in the middle part of Sweden.
- Founded 2006 when printing plants within the MittMedia group were consolidated into one company.
- Turnover: 30 million Euro
- Employees: 115
- 7 printing plants



# What our concern was back in 2009....

- We had and have a long term commitment to provide printing capacity within the group (18 newspaper titles).
- Due to that fact we were (2009) in a need to exchange the press in Sundsvall due to color possibilities, productivity and quality issues.
- Decreasing circulations for the newspapers in the group force us to increase our external sale to maintain our profitability.
- The coldset market in Sweden is limited, has low margins due to overcapacity and will stay so for the coming years.
- We concluded that we had to expand our market with the inclusion of heatset possibilities along with coldset. So we ended up in a specification that would:
  1. *Meet demands from the newspaper titles printed in the plant, and*
  2. *Enable our needs for new heatset market opportunities for us and for the group*
- The only equipment that, in our opinion, at that time could meet this demands was a coldset/heatset Cortina Waterless press

# KBA Cortina press Sundsvall, Sweden (in production since april 2011)



- 2 Waterless towers 4/2 (cut off 560 mm, web width 1590 mm), 64 pages tabloid in collect run.
- KF3 Folder (2:3:3)
- Contiweb Ecocool dryer (for one web, 32 pages tabloid)
- Automatic plate changing system
- Color & Cut-off register system, automatic web width adaption, glueing system, 2 stitchers, perforator device, quarter folder

# Why we believe it will be a success for us....

- We have in the past two years found out our strengths on the heatset market with a Cortina press – tabloid format, lead times and low circulations is our key advantages
- We intend to set a new niche in the heatset market, we call it "the new tabloid", tabloid products printed in heatset with longer lifetimes
- We are (in Sweden) ahead of potential competitors
- The heatset print quality in a Cortina press can not be achieved in a conventional coldset press producing heatset (in our opinion!)
- We have full flexibility between coldset and heatset. We can due to this flexibility handle the ongoing decline of circulation of newspapers smoothly
- We have very good environmental figures



# User Stories....

MOVIE TO BE PUT IN

Thanks....