

# Change-over to web press

**WEB OFFSET PRINTING.** ■ The owner of the Tinta printing shop in Dzialdowo in Poland has invested an amount of more than ten (10) million Zloty into a complete new construction of a printing shop. A new two-unit web offset press made by Zirkon Druckmaschinen GmbH of Leipzig/Germany was installed in the process.

■ The Tinta printing shop in Dzialdowo in Central Poland pursued a change in market strategy towards web offset printing technology since 2008. Tinta commenced its activity as a printing shop in 1988.

**THE CHANGE.** Zbigniew Szymanski, the owner and managing director of the Tinta printing shop, introduced offset printing with the first Rota-print press from Wiesbaden/Germany in 1995. Later on, the pressroom was extended by three more of those presses.

When, in 1997, a Ryobi press for 50 x 70 cm formats, CTF technology, Mac and PC systems were effectively used, the company saw 20 employees working in single-shift operation. Corporate brochures, publications and other commercial printwork then were the main business segment of the company as economy took a major upswing in all sectors. As early as in 2004, the printing shop partly works in two shifts, and uses computer-to-plate technology, a new two-color Speedmaster 74 press, folding technology (Stahlfolder with five stations), and an adhesive binder made by Heidelberg). For this purpose, they rented two factory buildings in town.

In the three years to follow, another adhesive binder, another two-color Speedmaster press, another folding machine and a Polar cutting machine are installed. With the acquisition of a four-color Speedmaster press, the company focuses its activities on the production of books, brochures, and magazines. This range is supplemented by calendars and packaging materials.

**WEB OFFSET PRINTING.** Publishing companies proposed major extensions of brochure printing, but also requested shorter periods of delivery.



Zbigniew Szymanski shows a calendar made in web offset printing for which his company was awarded a Polish quality prize.

Thus, the idea was born to produce these products on web offset presses. However, this also required new facilities. In fall 2007, a contract was signed for the new construction of a complete printing shop in Dzialdowo. Production was launched merely one year later. A credit was raised for the construction project, and new equipment is funded through operating leases. The total investment amounts to more than ten (10) million Zloty.

Szymanski substantiates his decision in favor of the Zirkon press: "First contacts for the new press had been made via the Zirkon Grama sales agency in Kobylnica near Poznan. But actually we used a second-hand Zirkon RO 66 with two printing units as early as in 2006. I could see benefits for us coming from the new individual drive technology as well." "Producing on two webs

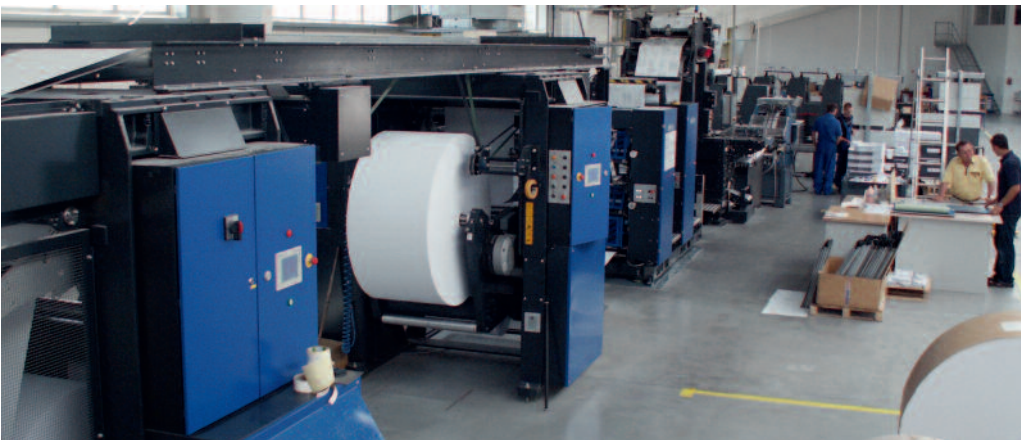
would open up new opportunities for us in terms of flexibility or productivity while maintaining a high folding accuracy at press speeds of up to 35,000 CPH. For book production, it is worthwhile mentioning the direction of web travel in parallel to the backbone."

**OUTLOOK.** For the future, Szymanski expects an even more stable economic situation for his printing shop. His customer base is fairly large, and stems from the most varied sectors or lines of industry: "Currently, 63 employees work in cycles of two or three shifts respectively. In terms of the production volume, brochures with adhesive binding are predominating with a share of seventy percent (70%), ranging from straightforward operation manuals to high-end products. Some twenty (20) percent of the products are brochures or magazines in saddle stitching." Typical commercial stationary items, but also a smaller range of packaging materials top the product range off. This alignment on activities is to be roughly maintained in future. Due to good data links, the customers are based throughout the country.

**Dr. Horst-Dieter Branser**

## TECHNICAL SPECIFICATIONS

The Zirkon 6612 press made by the Leipzig/Germany based manufacturer is a two-unit press for press speeds of up to 35,000 CPH with two Megtec web splicing units (autopasters) including integral web tension control and web aligner. The printing units are fitted with individual drive technology made by Bosch-Rexroth. These units are designed for the production of eight-page DIN A4 or sixteen-page DIN A5 products, featuring semi-automatic plate changers and continuous-feed dampening system. The dampening solution is conditioned by a Baldwin unit. Controlled cam lubrication enhances the positive antifrictional properties. The folder, too, comes with individual drive technology. Other features include longitudinal register control, cross perforation, cut-off register control, and quarter fold. A Siemens control system has been customized for press operation for the whole press. The press is controlled via touch screens. In the event of a failure, remote maintenance support is available from Leipzig/Germany with access to all control or drive components for diagnosis or servicing.



With the installation of the web offset press Zirkon 6612 the increasing demand of Tinta clients was met. The press can produce up to 35000 copies an hour with the two printing units.