

## Case study: ÖSTERREICH, Austria

### Employs in-line stitching for greater efficiency



**In-line stitching, or stapling, of daily newspapers is a clear world wide trend. The successful Austrian daily ÖSTERREICH has joined the trend, enhancing its newspaper and giving it distinct, stitched sections for a clear structure and enhanced navigation.**

#### **Embracing innovation**

Wolfgang Fellner, publisher and editor of Austrian daily ÖSTERREICH, has adopted innovative ideas ever since the paper's conception. For one thing, ÖSTERREICH's compact format (245 x 340 mm) was the first of its kind in the Austrian market. The publisher distributes more than 300,000 copies of ÖSTERREICH every day, with a 32-page Austria-wide outer section and one of five regional sections, each up to 16 pages. (On weekends, distribution tops half a million copies.) The paper is supplemented on Fridays with a TV magazine and a property section, and on Saturdays with a weekend magazine. In order to provide the newspaper with a clear structure, all the sections are individually stitched.

But beyond the paper's trend-leading format there lies another novelty, in its production: a unique combination of coldset and heatset printing in a single web printing press. This configuration allows the printer to produce a finished coldset main product with daily heatset inserts, all in one go. And to increase production efficiency even further, all sections are stitched in-line.

#### **Stitch several sections in parallel, at full production speed.**

The printer's GEOMAN press is equipped with one heat-set tower and three coldset towers. The system has a total of four folders, and two Tolerans SPEEDLINER in-line stitchers have been installed in each folder between the former board and folder. Having two in-line stitcher per folder allows two sections of ÖSTERREICH to be stitched in parallel, at full printing speed.

Ernst Mühlmann, Managing Director of Media Druck GmbH, explains: "We run in straight mode and do not stitch in the folder. Instead, we stitch the ribbon string between the former and the folder. That allows us to stitch the main jacket and the regional section in one run, saving ourselves the insertion procedure in the mail room. The complete product comes from the printing press."

The SPEEDLINER stitching solution gives the printer a range of production options. In a total edition of 48 pages, the format of the main jacket and the regional section can be varied in individual four-page steps. The individual stitcher can also be moved to different positions using a trolley. For Mühlmann, the benefits of their set up is obvious: "Stitching in-line is the most cost- and production-efficient option."

#### **Increased value for the advertisers and readers**

The world wide trend of stitched daily newspapers is highly appreciated both by advertisers and readers. It's easier to navigate the newspaper, it does not fall apart, and it still looks like a readable newspaper after you've finished reading it the first time.

#### **Tolerans - the world leader in in-line stitching**

Tolerans is the world leader in in-line stitching systems for the newspaper and commercial printing industry. Since 1947 the Swedish company has installed stitching systems in more than 70 countries.

Stitching supports the global trend towards the compact format. It makes newspapers and commercial print easy to navigate, extends life time and secures recycling. Stitching provides better packaging of supplements and increases value for readers and advertisers.