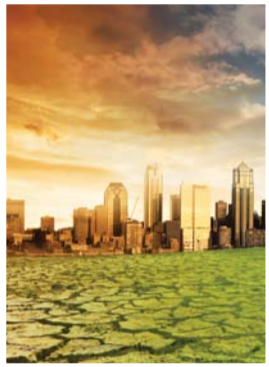


# a rare brilliance



NEWS FROM KINGFISHER PRINT & DESIGN

Issue 05 • Summer 2011



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# £1 Million Investment and National Award for Kingfisher

Kingfisher Print and Design is celebrating its success at the recent British Printing Industries Federation (BPIF) Excellence Awards - designed to reward and showcase the most innovative and creative companies across the print industry.

The business won the Human Resources (up to £5m annual turnover) Award, with recognition for their engaged workforce who were 'all pulling in the right direction'.

Chairman Derek Bellotti received the trophy at a spectacular awards ceremony held in the stunning and exotic surroundings of London's Café de Paris, where guests were entertained by author and comedian Mark Steel, the brilliant celtic/rock band Bags of Rock and the legendary burlesque dancers for which the venue is famous.

The Awards were introduced by BPIF CEO Kathy Woodward, who described this year's Finalists as "the cream of the industry". Managing Director Ross Bellotti says: "We are obviously delighted to have won the award. We received it in recognition for the way we handled our recent press investment and the resulting HR implications, including retraining staff.

"It was a whole new experience for us so to be recognised for the excellent way we rolled the process out and went about communicating with the team is a great achievement."

The accolade follows a million pound investment programme underlining Kingfisher's ongoing commitment to new technology, customer service and quality.

Earlier this year the firm installed of a state-of-the-art five-colour Heidelberg Speedmaster XL 75 in a bid to boost productivity and to make strides in service quality. The XL 75 replaced two older models which had previously met Kingfisher's litho printing requirements.

The new equipment signals a significant improvement in printing efficiency, boasting an impressive running speed of 18,000 sheets per hour. The machine's productivity is also helped by Inpress Control, a facility which performs automatic measurements and improves colour accuracy, without the need to pause the print run. A further function which streamlines the printing procedure is the machine's integrated drying unit.

It is hoped that this combination of features will facilitate a marked rise in productivity at Kingfisher. Ross says: "The new press is at the leading edge of printing technology and has had a positive impact already, enabling us to develop a new business model that is really working. "Already the signs are very promising. We have produced 10% more on the new press than we did in an average month on the two old presses and that is without running at full capacity."

As well as bringing big changes to the way that Kingfisher operates, the new press also delivers tangible benefits to customers in terms of print quality.

As the running of the new press approaches full capacity, it promises to help place Kingfisher in an advantageous position in an ever-more challenging market.



Kingfisher Print & Design Chairman Derek Bellotti receives the BPIF Excellence Award from Comedian Mark Steel and BPIF Stacey Bromley.



Award-winning  
Industry respected  
Customer focused  
Service driven

Achieve deadlines  
FSC accredited  
Environmentally-aware printing  
Own delivery vehicles and drivers

Tel: 01803 867087 [www.kingfisherprint.co.uk](http://www.kingfisherprint.co.uk)

# Carbon-neutral paper promises a greener future...

Building on our proud commitment to environmental responsibility here at Kingfisher, we are now offering customers the option of 'carbon-balanced' paper.

Choosing this medium for a printing job provides the assurance that there will be no net addition to atmospheric carbon emissions – making it an ideal choice for those who are concerned about contributing to the growing problem of global warming.

The concept of carbon offsetting is an increasingly popular way for companies who care about the environment to voluntarily reduce the climate change impact of their business. The process works by estimating the amounts of carbon released into the atmosphere as a result of producing the goods or services in question. That carbon is then compensated for, or offset, through taking other measures to capture or prevent the release of an equivalent amount of carbon.

While the scientific technicalities of this arrangement sound complicated, the outcome is simple – the product or service you buy makes no overall contribution to the carbon dioxide emissions which are responsible for the potentially devastating phenomenon of climate change.

We are presenting carbon-balanced paper as an option through one of our paper suppliers, Howard Smith Paper Group. This green-minded paper merchant is offering carbon-neutral paper in addition to a raft of other measures it has taken to promote ecological sustainability. These include its use of timber from only sustainably-managed forests and its availability of paper which contains high levels of recycled content.

The fact that Howard Smith's paper production uses only FSC certified forests already means that their products are not responsible for deforestation, another potential culprit of climate change. So these products are the greenest pick from an already impressively eco-friendly range of papers.

The carbon-offsetting schemes behind the product are overseen and verified by the World Land Trust, a respected international conservation organisation. Paper which has been carbon-balanced comes with the option of a special logo which signals the user's support for the fight against climate change. So now, environmentally-conscious Kingfisher customers have yet another way to help support the global quest for sustainability.



WORLD  
LAND  
TRUST™

[www.carbonbalancedpaper.com](http://www.carbonbalancedpaper.com)

CBP0007850108111922

## Carbon Balanced Paper

We can now offer Carbon Balanced Paper to reduce the carbon impacts of your marketing communications. Furthermore, using the iconography left on your printed work demonstrates your Corporate Responsibility

## Tea or Coffee?

We grill one of the Kingfisher team to get their views on some of life's most important dilemmas. This time, Alison Williams from the accounts department grants us an insight into her mind.

- ♥ Cinema or theatre?  
**Cinema**
- ♥ Biscuit or cake?  
**Both**
- ♥ Gym workout or pub blowout?  
**Pub**
- ♥ Printed book or e-book?  
**Printed book**
- ♥ Dog or cat?  
**Cat**
- ♥ Rugby or football?  
**Neither**
- ♥ Novelty socks or sensible socks?  
**Sensible socks**
- ♥ CDs or iPod?  
**iPod**
- ♥ Hotel or tent?  
**Definitely hotel**
- ♥ Cereal or toast?  
**Toast**
- ♥ Early bird or night owl?  
**Early bird**
- ♥ Do it yourself or get someone in?  
**Keep my husband busy**
- ♥ PC or Mac?  
**PC**
- ♥ Shopping in Exeter or Plymouth?  
**Plymouth**
- ♥ Eat out or take away?  
**Both (anything to get out of cooking)**
- ♥ Horror or rom-com?  
**Horror**
- ♥ Smart phone or simple phone?  
**Simple phone**
- ♥ Milk chocolate or dark chocolate Easter egg?  
**Milk chocolate**
- ♥ Cornwall or the Caribbean?  
**Caribbean**
- ♥ Gaming fanatic or telly addict?  
**Telly addict**
- ♥ Save or spend?  
**Save**
- ♥ Tea or coffee?  
**Coffee**



# Hot Property

Here at Kingfisher, we have earned a reputation for being one of the most respected suppliers of print and design services to the property sales sector in the UK. To ensure that the needs of this fast-moving industry are met, we operate a dedicated Estate Agents' Division.

This busy department takes charge of producing high-quality printed marketing materials for an array of big names in the world of property, including Knight Frank, Savills, Jackson Stobs and Marchand Petit. With these agents collectively responsible for representing thousands of properties nationwide, including prestigious multi-million pound developments, the stakes are high for the Estate Agent's Division. So, unsurprisingly, our team of three designers and one account manager face a challenging and hectic daily schedule.

The fast-paced and constantly changing environment of the property industry means that its design and print solutions need to be delivered quickly and efficiently. Our property team is fully accustomed to working under high pressure to achieve rapid turnaround times.

A typical project begins with an estate agent supplying the necessary text and images for the job. It is then a race against time to prepare the designs and layouts, usually guided by style templates used regularly by the particular agents involved. Following this, the proof is returned to the estate agents to be checked and, if necessary, amended.

When the documents have been given the green light, work gets underway on printing and finishing the sales literature in-house. Once this final stage

of the process is complete, the printed items are dispatched to their various destinations around the UK via an overnight courier service.

The property business, more than most, demands speed and quality in the creation of its all-important marketing literature.

Our specialist team has mastered the art of meeting these exacting requirements.

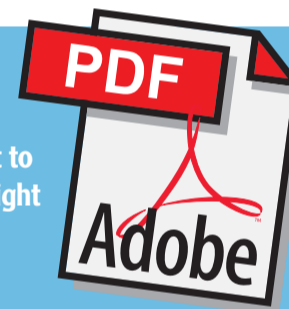
Our proven expertise in providing this link with consistency is the reason why we at Kingfisher have been entrusted to serve some of the UK's most prestigious estate agents.



ESTATE AGENTS' BROCHURES

## How to generate the perfect file

In order to help clients provide a file with minimal errors, whether it's base artwork or PDF/X-1a, Kingfisher has produced a booklet that will help to demonstrate the importance of producing perfect artwork, and explain the reasons why it's crucial to get things correct up front to prevent expensive mistakes further down the production line. Follow the guidelines, get things right first time round, and you will never need to worry if the artwork is sent correctly. Please see the enclosed booklet or email Sales at [sales@kingfisherprint.co.uk](mailto:sales@kingfisherprint.co.uk)



## Zero VAT for print endures despite taxing times

A sense of relief has been felt across the printing and publishing industries as the VAT-free status of selected printed materials in the UK remains intact.

There had been concerns that the general rise in VAT to a level of 20% at the start of the year might be accompanied by an end to the zero-rating which has long been afforded to a range of printed products.

But despite the UK government's strong measures to raise revenue in its bid to address the fiscal deficit, the protection of goods such as books, newspapers and journals against tax rises continues to be an important priority.

This special privilege is an acknowledgement of how crucial the transmission of information is in our society. Despite the growth of digital communication, the printed word continues to be a central driver in terms of both economic productivity and social mobility.

According to the National Literacy Trust, one in six people in the UK today struggle to read and write. So access to affordable reading resources is considered a key weapon in the ongoing effort to promote people's confidence in using the English language effectively.

However, while the zero-rate of VAT is safe for now, print industry leaders have warned against complacency.

### Here's a guide to which of the most common print documents are VAT-free or VAT-liable:

#### Exempt from VAT

Advertising leaflets  
Books  
Booklets  
Brochures  
Catalogues  
Circulars

Directories  
Flyers (hand-distributed)  
Journals  
Magazines  
Manuals  
Maps  
Sheet music

Newsletters  
Newspapers  
Pamphlets  
Price lists  
Sports programmes  
Timetables  
Tourist guides

#### Liable to VAT

Acceptance cards  
Business cards  
Calendars  
Certificates  
Compliment slips  
Coupons

Delivery notes  
Diaries  
Envelopes  
Folders  
Forms  
Invitations  
Invoices

Labels  
Letterheads  
Menus  
Photos  
Photocopying  
Postcards  
Posters

Questionnaires  
Stationery  
Stickers  
Tickets  
Transparencies

# Small Print

- Kingfisher team member and rowing enthusiast Karen Marshall took part in the World Pilot Gig Championships on April 29th on the Isles of Scilly.
- Printing giants Heidelberg are back in the black after two years of financial losses. The German company reported a modest operating profit of around £3.6m for the 2010-11 financial year. The turnaround is due to a surge in orders but has been tempered by the high costs of the company's recent restructuring programme.

An iconic figure from the world of print and design died in February. John Pitson, although not a household name to most, was an important influence in the world of design and printing through his work as a typographer. After bringing the design of government publications into the modern age, his seminal 'Style Manual' went on to revolutionise the look and clarity of printed documents everywhere.

One UK publisher has taken an innovative approach to reducing the environmental impact of its printed newspapers. Archant, the company behind titles including the Eastern Daily Press and East Anglian Daily Times, has started employing an 'eco font' on its printed pages. The characters of this font contain tiny holes which do not affect the clarity of the text but which cut ink usage by 10%.

## Win two tickets to Wembley!

We're giving away a pair of tickets for England V Wales Euro 2012 qualifier on September 6th 2011. For a chance to win, please answer the following question:

Name the venue where Kingfisher went to collect their recent award?



Send your answer, along with your name, address and phone number by e-mail to [ross@kingfisherprint.co.uk](mailto:ross@kingfisherprint.co.uk). Please label your entry as 'Kingfisher Football Competition'. Entries must be received by **August 30th 2011**, after which a winner will be selected at random. Good luck!

## Web approval system makes pre-press checks simple...

Our new web based approval system is helping to simplify the pre-press stages here at Kingfisher. The system grants our customers more control when approving PDF supplied jobs, which makes the pre-press process faster and more convenient to the customer.

The process starts with customers being given a unique link via email. This will take them directly to their job on the Kingfisher Portal, where the PDF files can be securely uploaded. The files will then be pre-flight checked, a report will be produced for each page that is of concern ie. Low resolution images, RGB colour space, fonts not embedded and spot colours. At this point the customer can reject the page, correct the problem and upload an amended file. Once the customer is happy that their files are good to print they can then approve the job.

Apart from the initial email sent to the customer at the start of the process Kingfisher Print have no interaction with the job until we receive an email from our portal system telling us that the job has been approved, we will then move the job onto the all important plating and printing phase.

This new approach represents a significant step in streamlining the pre-press approval operation. Above all it allows customers to upload files at a time that is convenient to them, irrespective of whether one of the Repro team is available.

Another advantage of remote access is that it is simple for customers to make exchanges with other involved parties, such as design agencies. By simply granting other users permission to see the files, it is easy to keep everyone up to speed with the project.

The upshot of all this streamlining is, quite simply, increased speed. With such a convenient way to relay information back and forth, there is potential for the turnaround time from the initial submission of files to the production of the final printed product to be significantly shortened.

This use of the internet for approving documents for print is a prime example of how clever use of technology can make business simpler. This new way of working has the twin benefits of improving efficiency at Kingfisher and making life a whole lot easier for our customers.



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