

September 2006 **NEWS**

## Investment Continues - Brand new booklet making machine installed in June 2006

**ONLY EIGHTEEN MONTHS ON FROM A £50,000 INVESTMENT IN STATE-OF-THE-ART COMPUTER TO PLATE MAKING FACILITIES, Gowise continue their investment in quality and efficiency with a brand new Watkiss Suction-Fed Collator and Booklet Maker.**

The equipment is an exchange replacement for the existing friction-fed booklet maker and will greatly enhance the automated finishing of all sizes of booklets. Not only that, but will improve the quality of finished booklets and almost double maximum page count - folded and stitched books can now be comfortably stapled up to 88 pages on 80gsm bond.

Depending on the job, the new equipment will run at around 3000 booklets per hour, collating, folding, stitching and trimming all in one pass. As the machine can be comfortably run by a single operator, Gowise can now handle booklets more efficiently than ever before.

The equipment arrived at a good time - the mid-season for a number of Horse Trial Events for which Gowise annually do programmes (including the big World Cup Event at Burnham Market). August and September will also see production of a number of local society annual handbooks. With several big run brochures and regular booklet publications, the new booklet maker will certainly not be standing idle.

Several times a year Gowise also handle an overnight Dinner Guest List for a large venture capital association. Copy arrives at 4pm and the booklet is processed and printed during the evening. Finishing takes place in the early hours



of the following day in order that a courier can leave at 9am to take the booklets direct to the dinner that evening. Given that the events take place all over the UK, there is no margin for error and a reliable booklet maker is essential. We have never missed a deadline yet in 10 years of being trusted with this publication.

### **NEED A LEAFLET TO SURVIVE THE BRITISH WEATHER?**

If you need a leaflet that is a bit more durable than paper, we now offer stock that is both **Waterproof** and **Tear Proof** but still prints exactly the same as a standard coated paper or board. This is a great choice for maps, luggage tags, posters etc.

Why not have a programme for your outdoor event which copes with the weather? You can still write on the paper, so it's a good choice for any form or label that may face a bit of rain. We only need to add some holes and string and you have yourself some high-resolution litho printed bunting!

## GREEN IS THE COLOUR!

The size and overall efficiency of Gowise Print means that the company has a naturally low 'carbon footprint', but over the last couple of years, the Environment has been a high consideration in the larger investment decisions.

Most notably was the large investment in the new platemaker. The new system uses only a tiny fraction of fixer and developer and is completely waterless. Plates are now made in a fraction of the time using far less energy than before.

With the exception of only Pantone Metallics, Gowise now use only bio-degradable non-oil based inks. Their full Environmental Policy is available on [www.gowise.co.uk](http://www.gowise.co.uk).

It is important that although the issue can seem futile, we must believe that if enough people make some changes, the cumulative effect will be enormous.

Gowise therefore believe that they must not only make changes, but to advertise the steps taken in the hope that others follow suit. Details of the environmental qualities of paper and ink are now included on many quotations.

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### WE ALSO DO WEBSITES!

If you have been thinking that your company should really have a website, but have no idea where to start, you may be interested to know that your printer can offer a basic website at a fixed price!

For only £395 plus VAT, we will design a website based on one of our templates and upload it to your webspace. Give us a call for a leaflet for full details.

#### THE MAIN ADVANTAGES OF USING YOUR PRINTER ARE:

We have your logos on file and are familiar with your company image.

You can be assured of the same level of service you currently enjoy with print, dealing with familiar people.

You will be invoiced with the same credit terms you have for print

We won't blind you with science and you know the cost from the outset!

Give Nick or Dave a call today on 01603 431304.

### A2 COLOUR INKJET ARRIVES IN AUGUST



### THE GOWISE 100GSM BOND PAPER MOUNTAIN!

For probably 20 years we have been using 100gsm Superwhite Bond from Howard Smith Papers as our "house white" letterhead paper. In all this time we have never found anything that matches it for whiteness and bulk or quality of print.

The paper performs brilliantly in all manner of laser printers and many of our clients have been enjoying the look, feel and reliability of this sheet for years.

So you can imagine that we were unimpressed to hear earlier this year that the mill, Claire Fontaine in France, had taken the decision to stop mass producing the sheet. We saw only one solution - get the mill to do a special making just for us.

At the end of July we took delivery of 70,000 SRA2 sheets (some five pallets) and were able to negotiate a far better cost price.

As well as the price saving, the decision to bulk buy will also protect us and our customers from the impending paper price increases in

September, enabling us to hold down our stationery prices (on this paper).

A mailshot is on press with a price matrix for high volume letterheads at a level comparative to internet prices under the slogan "*don't deal with a faceless internet company, deal with real people at a local family business*".

Our existing clients with stationery on traditional watermarked 'brand named' papers such as Conqueror, should consider whether their look could be refreshed with a really white high quality bond whilst at the same time saving a fair amount on their stationery costs.

If are not using Gowise Superwhite bond already, ask for some quotes and sheets to compare. If you are, be happy that the price increases in September (and likely further ones in the coming months) will not apply to you!

**A mountain to climb!**

Filling the need for a more reliable colour proofing system, Heidelberg UK have supplied us with an Epson 4000 large format colour inkjet.

We can now produce very high quality colour proofs with data passing through the same RIP that also drives our platemaker.

As the printer is roll fed up to 17" in width, we have the added facility to now be able to produce A2, full colour, very high quality posters (which you will notice all over our front office next time you visit!). In fact, although limited by the *width*, theoretically the print can be any *length* so banners are also a possibility.

