

Key Issue

Our community play

Most of the stories in 1851 are about our work, the kit we buy, why we do things and our amazing achievements. In this issue we have decided to talk about the work we do in the community – the people and organisations outside work.

As with many things Linney, this works pretty well, is informal and hopefully is effective. Our main area of work is Mansfield, the biggest town in Nottinghamshire and a town that has seen more than its fair share of upheaval. It used to be primarily about coal, textiles, shoes and brewing. In one way or another, the impact those businesses had on the community has all but disappeared.



So what role do we play in the community? Let's start with the Friday lunch. The Executive Board: Mike Fisher, Tim Brooks, Miles Linney, Mark Minshull and Andy Blagg (it's impractical for Peter Chisholm and John Carter to come from Quadrant) and some members of the Holdings Board: Ian Linney, Charles Linney, Robert Munro and I lunch together every Friday. It's like a weekly team meeting where we review the 'begging letters' we have received. At this meeting we decide whether to send them a contribution and whether it will be cash or kind. Ninety per cent of those we support we do so in kind by helping them with design, print or distribution. All kinds of organisations write to us and we support those we can.

But on a bigger scale we look at the young people in our community. About five years ago we entered a manufacturing award. The person who checked off our award submission thought we had a good chance of winning it – but we didn't! The people who assessed our entry said our schools relationships were too weak so we set about changing that.

We now have very strong relationships with Brunts and West Notts. College, and good relationships with Garibaldi, Joseph Whitaker, Manor and the Samworth Church Academy. We have a very positive work experience programme that mimics what youngsters will experience in real life. Everyone who applies for work experience here is interviewed by me (about 100 a year) and gets a letter confirming whether they have been successful. They work alongside our people and are treated as adults. You may have seen some of their letters commenting on their experience, many called it 'life changing'. Well done everyone who has helped these youngsters.

Finally, the Samworth Church Academy. I was lucky to be asked, through my Samworth connections, to be Chairman of the Academy. It was formerly known as Sherwood Hall School and had been in deep difficulty for many years. It became an Academy in September 2008. Some people representing the sponsors, David Samworth, the Southwell diocese of the Church of England (who together put up £1.5 million), people from Notts. County Council and I worked feverishly for about 18 months planning how Sherwood Hall School would be after it became an Academy. That was a lot of work!

The school opened on time, with new smart uniforms and many new people were recruited. It is now twinned with Gordonstoun, my old school, and so far, we think it is very successful. Many of you will have met Mike Griffiths, the Principal, as he was based here before having anywhere to base himself at the school. Most of the feel about the school is down to Mike, who is a huge fan of Linney Group and says he has never worked amongst a better bunch.

So we help organisations but mainly we focus on the young people of this area. We want to be the 'employer of choice' and we want local youngsters to grow up thinking work can be good fun, rewarding and will help give them a happy, meaningful life.

I have done lots of things in my life but few have been as rewarding as helping these youngsters. I hope you enjoy working alongside them when they are with us and thank you for your contribution to our 'community play'.

Linney Connect by numbers!

- 158: Approved suppliers we have at our disposal
- 14: Off-site account managers
- 32: Countries delivered to world wide:
- 72.6 tonnes: Materials in the biggest campaign of 2008
- 24 seconds: Time it takes to print a 4ft translite
- 5 years: Linney Connect has been trading
- 18,340: UK stores and restaurants delivered to in 2008
- 38,035,791: Products despatched last year

Linney Connect online with ‘massclusivity’

The Linney Connect website has been launched this month with a new look and feel to propel the ‘massclusivity’ offer to a wider Internet audience. The newly featured word ‘massclusivity’ describes our world-class ability to deal with huge amounts of complex data and print, but at the same time have a personal one-to-one relationship with all the stakeholders such as clients.

Based on the dawn of a new day in a busy city, the site has experts within Linney Connect cover all aspects of what the business does, which is achieved with a printed interface and video. Sections covered are client case studies, and our vision involving purchasing, stock control, process and campaign management and logistics; add to that the IT offering and it makes a compelling proposition to any new or current client.

“When we look at other businesses that push print management it is really important to be different and this site clearly delivers that differential for us,” said Linney Connect’s Mark Minshull.

So check out www.linneyconnect.com – the next step is to optimize results in search engine environments to get Linney Connect into the mind of the masses.

Channelling a new video

A new video has been created to sit alongside the new Linney Group visual identity. Michael Fisher explained: “If you log on to our website you can watch it. Filmed in two lengths, the animated film aims to show the way the world is changing with more ways to the market, and thus more customers than ever before.

“Choosing the right business to look after marketing collateral means only one choice, Linney Group of course!”

Saving lives

A big thank you to colleagues who donated blood in January. We’ve donated 296 units over the last three years, which equates to saving or improving over 900 lives!

The National Blood Service needs 7,000 units a day to maintain the vital blood stocks needed, and blood can only be kept for five days. Christmas and Easter are problem times for the National Blood Service, as even with the best intentions donating blood can slip people’s minds.

The blood mobile unit will be with us again in May. So if you’re feeling brave, contact reception to make an appointment.

On the card

In December, Julie Clarkson (the wife of Linney Print’s Jim Clarkson) asked if we could help produce a Christmas card designed by Class 3/4 from the Anthony Bek Primary School, Pleasley.

Kathryn Staniforth takes up the story: “I set the wheels in motion... getting the artwork scanned and sent to Linney Direct.

“On arrival the students congregated around our Christmas tree for a photo and after refreshments made their way to the IGEN to watch the card being printed. They were full of enthusiasm, and highly delighted with the finished product.

“The children were a pleasure to meet and passed on their thanks to everyone for such a wonderful day (and biscuits!) and can’t wait to visit again.”



Kodak workflow, platesetters and Heidelberg Press Why invest now?

After ten years of hard work we need to upgrade some of our fleet. There are many reasons for replacing equipment including:

- Age of the current kit
- Changes in technology
- Faster turnaround and greater flexibility
- Growth in our customer base
- Our customers require different products
- A good time to buy effectively

One of the eight-colour and one of the two-colour presses scheduled for replacement have a combined impression count of over 600,000,000 copies! In addition, over the last nine years our two Lotem platesetters have output over 450,000 plates. Despite the high levels of maintenance it is time for them to be ‘put out to pasture’!

The last decade has seen quantum leaps in the world of computers, workflows, platesetting technology and presses. The automation available with the workflow means, for certain types of work, the first time anyone actually has to physically touch a plate is when it is ready to go to press!

The turnaround of products needs to be faster as lead times decrease and the need for faster deliveries increases. We decided that despite the improvements in ink drying technology over the last few years, the press we chose would need to have a coating ability that allows us to pass through the finishing processes more quickly.

Our customer base has grown and evolved over the last decade. The demand for mono work has decreased and four-colour work has increased. In addition, the ability to change quickly from one job to the next is critical, as we react to customers’ demands.

It is also a good time to purchase new equipment as there are good discounts and kit is available at shorter notice than usual.

What have we invested in?

We spent over a year investigating the various new technologies with all the major suppliers. This involved press trials, demonstrations, customer visits and operator training sessions, culminating in DRUPA 2008. At DRUPA, over a dozen people spent an intensive few days narrowing down our options (which included a few discussions over a glass or two of Bitburger).

Our final choice of kit was:

- Kodak Prinergy workflow
- Kodak Magnus and Lotem platesetters
- Heidelberg XL105 10-colour press

Although two different manufacturers make the kit, we felt this best met our requirements.

We identified key improvements to the workflow and platesetter devices that will allow us to improve and provide a faster, more flexible, reliable and competitive service.

We needed the ability to:

- Develop and adapt the system over time, which will enable us to construct and deliver bespoke workflow offerings if required
- Receive support, training and cover as needed by the supplier
- Integrate the workflow to support all parts of Linney Group
- Interface with systems we have in place (i.e. PRISM, scheduling and WebNative Digital Asset Management)
- Keep the presses we have now (and in the future) fed with plates with short-run multi-section work
- Print using advanced screening technologies

With the choice of press we felt that the benefits a 10-colour XL would give us were:

- Faster make-readies due to semi-automatic plate changing
- Faster run-up and ink duct settings from pre-press
- The ability to coat work to facilitate finishing processes with less chance of marking
- Faster running speeds, to increase throughput
- Ability to perfect work (print both sides of a sheet with one pass through the press) and produce a great image on both sides of the sheet without marking
- Inpress control allowing automatic closed loop colour control for better colour stability

Overall these investments will ensure that Linney Print continues to offer quality products, with the flexibility to react more quickly to customer demands and delivery times.