

## Fill your boots!

Welcome to the second **Cruise Control Newsletter**. After the good response we had to our first issue at Christmas - we thought we'd do it all over again - only three pages more!

You'll be glad to know we've been busy, and more importantly, we've been taking on new clients, (and got back some old ones!) which is always good for business.

In this issue we invited Robert Robinson-Woledge from Management Graphics to talk to us about the benefits of digital printing (as opposed to traditional printing processes). In order to show the quality of colour reproduction which can be obtained using this printing method, we have included a painting by Helen and some images supplied by Management Graphics. You'll find these on the centre spread.

Copperplate Barney makes a welcome re-appearance, and if technophobia is a subject close to your heart, we hope you'll enjoy the

article opposite. I, in amongst other business matters, have been working hard on useful articles for future newsletters. Interest in these articles will be very much dictated by you, the reader. So if you have an article or subject that you would like to be taken up, or questions you would like to be answered then please do write, fax, e-mail or call us with your requirements (details below). Fill your boots!

Lastly, as one of only seven FileMaker Solutions Alliance Partners in the U.K. we are able to offer excellent on-line database solutions, including the unique tailored licensing service for FileMaker users whereby one license number can serve many machines and extra licenses can be ordered over the 'phone and used instantly. Call for details. Happy Christmas!



Paul Cruse

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## Computer Love?

*I'm the proud owner of a new computer dictionary - I'm tickled pink - I've been in the industry thirteen years and its a subject that continues to grow so fast, one can easily feel left behind. I was getting rather tired of asking everyone around me to explain all the three letter acronyms in town!*

So you're probably thinking - well that's very nice - I hope Helen enjoys her new dictionary - but what has it to do with me?

Well, whether you are a one man band, a company of around 20 staff, a huge multinational, or any combination in between, there's no getting away from it - at some time or another you would have considered, (and maybe purchased), a computer.

Then, you would have worried about how much you spent on "modern technology"; wondered if you were really getting the most out of it; torn your hair out every time it did not do what you wanted it to do; worried if you were getting the most out of it, worried that it might blow up; wondered if you were getting the most out of it, felt like throwing it out of the window; wondered if you'd wasted your money and wasn't it always quicker the old way? And yes - at some point you even wondered how the heck to turn the thing on!

Then, just as you came to know and trust your computers for word processing and simple spreadsheets, the world goes mad, Desk Top Publishing arrives, everyone has gone picture crazy, and they left Joe Bloggs behind.

*Cont'd back page*

### Copperplate Barney

#### 2. The importance of: causing your own feelings



Barney decided to be happy...

# Digital Printing

Printing is a term that we are all familiar with. Any one of you could show me something that had been printed, and if it had not come out of a desktop printer or photocopier it probably would have been done on a traditional printing press.

There is, however, with the advancement of technology, a new method which can replace traditional lithographic printing and it is

becoming increasingly popular for smaller quantities. It is called Digital Printing.

In order that both areas are fully understood we have explained the traditional process below and have invited Robert Robinson-Woledge from Management Graphics in Reading to tell us about the benefits of Digital Printing as an alternative to the traditional methods.

## Traditional Printing process

In order for one to understand why traditional printing is so costly for small runs - we need to understand the process.

Outlined below is an explanation of the Lithographic printing process

First, the artwork or page layout has to be turned into a piece of film. This (if it is a positive film) will look like a black version of the final artwork on a sheet of clear plastic.

This film is then used as a mask which is laid over a plate and when it is exposed to ultra violet light the image is transferred onto the plate.

During the printing process ink will be attracted to the image on the plate and repelled from the background. Then the ink will be transferred to the paper.

The majority of full colour printing is made up of just 4 colours; Cyan, Magenta, Yellow and Black; in various mixtures of small dots which give the impression of full colour.

Therefore, to create a full colour document, individual plates of Cyan, Magenta Yellow and Black need to be created for each page.

During the printing process as each sheet of paper gets printed, it goes through each of the 4 colour drums. The plates need to be perfectly aligned to the previous colour so that each colour prints directly on top of the previous colour. This

process is called registration. If the plates are mis-registered you will get an almost '3D' effect on the page. Registering the plates can be a very time-consuming part of the set-up stage. When they are set up correctly it is said to be in "perfect register".

For a document such as this newsletter, one could spend 2 to 4 hours going through all the above processes prior to it being ready to print.

Although the cost of getting the job ready for print becomes insignificant on a very large run, it is a burden for a small print run.

## Digital Printing Process

The question that Robert Robinson Woledge asks is - "How many times have you needed full colour litho quality printing for short run projects, but have to settle for colour copying as the only economic solution?"

Statistics in the USA show year upon year, print run lengths are reducing. Where once a years worth of promotional literature may have been purchased in one order, it is now possible to buy full colour print in bite size chunks throughout the year. Each print run could then reflect any market changes, include price changes or take account of a competitors changing positions.

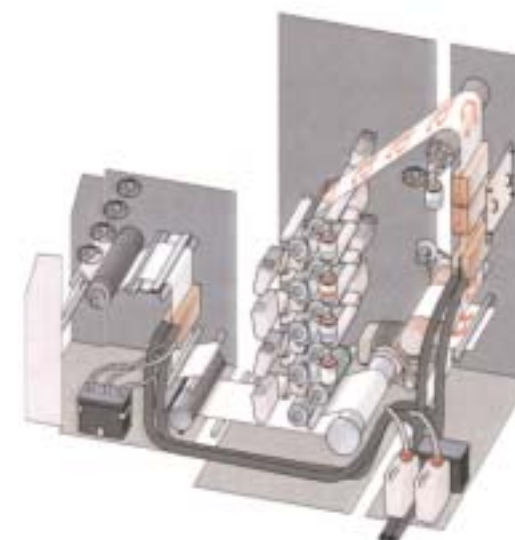
Moreover the desire to communicate with colour continues to grow, as does the need to communicate with

a higher degree of target market sensitivity and ultimately 100% personalisation.

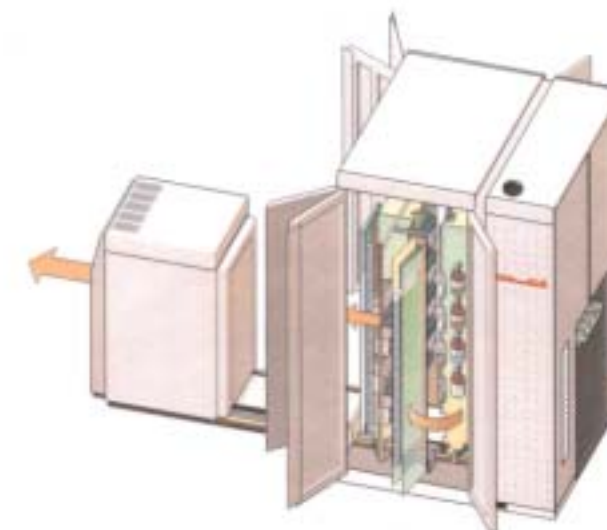
Finely tuned marketing pieces arouse a far greater response than the old school of thought, where dropping a million 'flyers' out of an aeroplane were bound to achieve sales. One customer tested the digital print concept and found that although the unit cost of printing doubled, more accurate marketing meant that sales dramatically increased. Subsequently £20,000 was



Painting by Helen Cruise



Chromapress paper path



Interior view of Chromapress

saved on overall print cost, because he was not buying thousand upon thousand of promotional literature destined only for the waste paper basket.

## Maximising response

Successful target marketing pieces of varying messages and content take time to create, which is probably the single greatest hurdle preventing companies from maximising the response to promotional literature, it is however no longer cost prohibitive and will soon become standard business practice.

The general quality of full colour digital

printing is at last approaching that of litho, despite the early unsatisfactory experiences of some print buyers when digital print first came to the UK in 1995. Two years on, having seen their presses trying to 'cut-it' in the commercial environment, manufacturer's have achieved much by way of research and development. The word is getting around and digital print is gathering momentum.

Soon its uses will be limited only by imagination when 100% full colour personalisation of every print, at print speeds, becomes available later this year.

Currently its uses vary from the humble A4 single sided flyer to a 150 printed page, perfect bound, glossy recipe book. Since it misses out the film and plate stages, by nature digital printing is fast and service can be breath taking.

It is, and will continue to become a service based industry, where service is the commodity, not just the printed item.

In the main, digital print can finally call itself a player and you can enjoy the benefits of swift turnaround. 2400dpi (dots per inch) imaging, perfect register and Duplex (double sided - full colour printing) whilst still being economically viable.

Management Graphics:  
01189 295 300

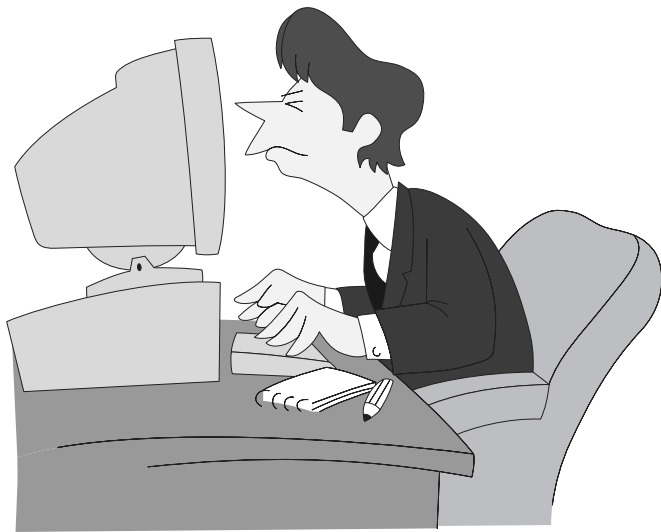


# Fact File

- ✓ Artwork / Page Layout must be supplied in a digital format (ie created on a computer and supplied on a disk)
- ✓ Economical for runs between 25 - 200
- ✓ Can print any length and up to 303mm wide
- ✓ Choice of paper weights ranges from 100gsm to 250 gsm
- ✗ Avoid the use of heavy solid colour areas - subtle textures make a very good substitute
- ✗ Pantone matching limited by process colour
- ✓ Digital presses are only as good as the team running them

# Computer Love?

Cont'd from front cover...



You decided to start to catch up and even the daily papers had computer supplements by now. Then it was "MultiMedia" and the Internet and ... STOOOPPP!

Technology overload.

You switch off. The computers go on being used in a trusty old administrative way and if you get a member of staff who knows a bit more than you about computers maybe you'll upgrade some software once in a while.

Well - if this sounds like you - take it from me - you're not alone.

Why else do you think large corporations have computer departments?

No - not so that everyone can complain about how much they cost - but because not everyone who uses computers has the time or inclination to keep up to date with all the latest technology.

But if you don't have the luxury of a computer department - you can at least help yourself and your business a bit more if you follow some simple steps.

Re-confirm to yourself why you got a computer and why you

bought the software that you have. Then ask yourself if you've managed to get it to do what you expected. That's not necessarily going to be a quick task, but it will help you confirm where you're at! Looking up any terminology that you don't understand in the glossaries at the back of the software manuals would also be a great help.

Is some training needed? It's usually worth asking for a tailor-made training course once you are familiar with the basics of a software package - it's much easier when one learns on a need-to-know basis.

Then, once you and your staff have come up to speed with the software you already own - you will be amazed at how your confidence and enthusiasm for computers will grow.

Then you really will start to get the most out of your investment, and you, and your business, will benefit.

*Note: - If you do need help in any area of computing and are not sure where to start looking - call us on 01923 842 295 - and we'll be more than happy to point you in the right direction.*

# Bread and Butter

*For those of you who are not aware, Cruse Control was borne out of delivering Graphic Design services to small businesses and corporate clients alike.*

Listed below are examples of graphic design projects which would be supported by a full print-buying service if required:-

- Business Stationery
- Logo Designs
- Brochures / Magazines
- Newsletters

- Advertisements
- Marketing material
- Illustrations
- Photographic montages

*Cruse Control also deliver the following services:*

- Consultancy
- Project Management
- Database Solutions
- Software Training
- Presentations
- Web Design

So if this has got you wondering whether or not we can help - don't hold back - give us a call!

## Busy?

Is it your responsibility to get things done?

Yes

No

Want some help?

***If you answered YES to both the above - you need***

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