



News International invests in eco-friendly future with InkSaving solutions from OneVision

UK's first carbon neutral newspaper publisher buys 10 licenses of PlugINKSAVEin

Is it possible to simplify your workflow, achieve significant cost savings in your daily production and reduce your impact on the environment – all at the same time? British Newspaper group News International and German Software provider OneVision Software have worked together to deliver all three objectives. So how does it work? Here's the story:

For several years, News International has been a highly satisfied user of Asura, OneVision's flagship solution for the correction, optimization and normalization of print files. It was therefore a logical step for News International to turn to OneVision when it came to identifying an efficient colour management solution for the company's prepress workflow.

Steve Smith, Operations Development Manager at News International, explains: "Three key factors were taken into account: First, we were looking for a solution that would help us simplify our prepress workflow and reduce our infrastructure footprint by virtualising the Asura service. Second, we wanted to expand our preflighting process to include completed pages.

"Last but not least, News International as a company is strongly committed to keeping its impact on the environment as low as possible. In 2007, we became UK's first carbon neutral newspaper publisher, and we are continuously working on further optimizing the use of resources. So it was only logical to invest in a solution that reduces the consumption of ink, all while achieving substantial cost savings."



In OneVision's PlugINKSAVEin, News International found the perfect solution for all their requirements. The software fits seamlessly and transparently into the company's existing OneVision premedia workflow. It provides extensive colour management options and superior ink optimisation functionality. Page files are automatically converted to the appropriate press profile and ink savings are applied simultaneously during the optimization of print files via Asura. Continues Smith: "This integrated service allowed us to remove a complete process from our prepress workflow, improving file flow and simplifying support."

At News International, the software now runs on VM-Ware servers, thus offering a fully resilient and scalable service. This helps to minimize the number of software and hardware components in the workflow, while also providing a robust disaster recovery option.

The company is very satisfied with its decision to invest in PlugINKSAVEin: "OneVision's ink optimization performance is comparable with the best systems on the market", concludes Steve Smith. "Our ink costs have been significantly reduced and the print is cleaner, especially on today's lower-weight newsprint stocks. Finally, show-through and set-off have both improved due to an optimum management of the ink area coverage."

Barry Tweddell, National Sales Director of OneVision UK, comments: "Naturally, we are very pleased that News International has opted for Asura PlugINKSAVEin, our ink optimising solution.

"It was a very tough challenge to achieve News International's high quality print targets while improving page throughput at peak production times. Due to the close collaboration between our Colour Science Team in Münster, Germany, and News International, however, we were able to deliver an excellent product that fulfils all of our customers' needs.

"We truly believe that News International's confidence in our products has brought us even closer to providing a "One-Stop Shop" for high quality, robust and cost-effective Premedia workflow solutions."

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