

**Speedflow** plus

## **Yorkshire Web Reduces Ink Costs by 25% Using Software from OneVision**

Yorkshire Web is a successful mid-sized web offset printer with a staff of about 200. While Yorkshire Web specializes in offset printing on newsprint, the printer also has the capability of offering both variety and reach in its print runs, which can be anywhere from 2,000 to 250,000 copies. Perhaps Yorkshire Web is best known for printing the Barnsley Chronicle, a 150-year-old newspaper that is one of the best selling newspapers in the U.K.

Yorkshire Web has always looked for innovative ways to improve its operations. This interest is what recently brought the company to OneVision, a respected provider of prepress and premedia software solutions to the printing and publishing industries.

Yorkshire Web decided to evaluate OneVision's Speedflow Basic Plus software, which automatically checks and normalizes files, and makes editing and altering graphics and text within PDFs fast and simple. The printer also evaluated the helpful new software feature for Speedflow Basic Plus called Ink Save.

Ink Save is designed to optimize and reduce the amount of expensive CMY ink required in the printing process, while maximizing the amount of more economical black ink that is needed. What most users are surprised to learn is that Ink Save does not affect image quality or appearance. In some cases, Ink Save can even produce what some call a "crisper" or "cleaner" image on the printed page.

## Success Story



After some good initial tests and a successful month-long trial period, the company purchased Speedflow Basic Plus with Ink Save for its busy production operations, which can receive more than 500 images each day.

Adrian Sanger, the Prepress Manager at Yorkshire Web, explains: „We tested several ink saving software packages, one of which was Speedflow Basic Plus. The simplicity, ease of use, competence of OneVision, and price made it easy for me to choose OneVision’s product.”

OneVision installed the software at Yorkshire Web within a day. “It was very simple and easy to set up. We started using it within one week on everything,” says Sanger. “Everyone was impressed with the results: The blacks were blacker, because there is no colour underneath it, and the cost savings on ink is noticeable – and the product looks the same, if not better.” Sanger also noted that the cleaner image meant less rub-off and marking.

After the software is installed, printers and publishers often begin to realize significant cost savings after only a short period of use. In fact, Yorkshire Web experienced impressive results that surpassed their initial expectations.

„Since installing Speedflow just a few months ago, the ink savings have been far greater than expected. Although claims on ink saving software packages can be up to 30%, we were skeptical and budgeted for a savings of 10% – yet the actual savings is over 26%. This means the software will pay for itself well within the budgeted time.”

After working with OneVision and using Speedflow with Ink Save for several months, Yorkshire Web is confident that it made a good choice. Sanger concluded, “I am delighted not only with the Speedflow Plus software, but with the competence, technical knowledge and service I receive from OneVision.”

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