

Venezuelan paper adds Quad-Stacks

► NEWS & TECH STAFF REPORT

Venezuelan newspaper publisher Editorial Notitarde recently completed installation of two Quad-Stack press units from WebPress LLC.

The publisher, based in Valencia, runs two 8-hour print shifts daily for the production of the Notitarde La Costa and Notitarde Metropolitana editions of its paper seven days a week, as well as commercial supplements five days a week.

Editorial Notitarde's full workload is now published using Quad-Stack technology.

The units were installed to replace existing single-color units and add more color pages for advertisers and readers, according to Carmen de Suárez, director of administration and operations.

"We have been adding WebPress equipment to our production line mostly because of the experience and knowledge that our press personnel have acquired with this equipment, its ease of maintenance and parts replacement, which in some cases we can purchase locally or even (from) local machine shops, and also because the Quad-Stacks are not built with too many electrical components, which are prone to damage because of local power outages," Suárez said.

WebPress said it is increasingly accommodating the industry trend of buying singlewide press units vs. purchasing add-ons.

Editorial Notitarde previously had four Quad-Stack units and a two-

high Quad-Stack style unit, as well as three older Atlas perfectors. Two Quad-Stack units replaced the three perfectors for a total of six four-high units, a two-high unit, and two folders, WebPress said, allowing the publisher to run 48 tabloid pages of 4-color and an additional eight pages of 2-color or 16 black-and-white pages. The two folders give the publisher the flexibility to run two sections or one.

"We print an average of 4,922,000 copies monthly on our web press line, out of which 3,322,000 are for the La Costa and Metropolitana editions and 1.6 million are for the commercial supplements," Suárez said. "(The) commercial printing is for our customers that are not inserted in our regular editions."

Suárez said the installation took place in 13 working days with minimal interruption to the workflow.

Ultragraph Technologies of Miramar, Fla., assisted with facilitation of the sale and coordination of shipping and installation in Venezuela.

"Working with customers in Venezuela can be challenging due to government processes and regulations," said Ultragraph sales agent Tony Pardo. "Everything must be specifically spelled out in advance for government approval. Once that approval comes, the window for import is very limited, so timing of everything from manufacture to delivery is crucial — there is no leeway with those deadlines before having to reapply to the whole process." ▲



Editorial Notitarde's pressroom staff, with director of administration and operations Carmen de Suárez at far right.



The publisher's new Quad-Stack press units offered an alternative to add-on press equipment.