



# PERFECT TEN: A BOLD MOVE

When Bold Printing needed to find the solution to minimising waste and cost, it turned to Baldwin Technology for a solution.

**B**old Printing is one of Sweden's most prominent commercial printers, producing everything from magazines to newspapers for a large media group. But, like all companies, the pressure to reduce costs is making its impact – especially when it comes to paper and energy, which are two major pain points for most businesses.

More than this, Bold Printing's sustainability ethic means that the company is also looking for ways to save waste and lessen its impact on the environment.

Bold Printing knew that it had to find a solution to protect

not only its profit margins, but also the environment, and it turned to Baldwin Technology for help.

The answer? Baldwin's Prepac automated cleaning technology – a system that eliminates water using a spray free, all in one cleaning process, whilst maintaining the presses to the levels needed for the high quality output for which the company is known.

## MOVING AHEAD

Bold Printing is a group of five printing plants strategically

located in various parts of Sweden, and part of the Bonnier Group, which publishes a range of newspapers in the region.

Although the printing group produces a range of products including magazines and commercial applications, the Malmo plant concentrates on newspapers using coldset technology, where the company produces most of the big morning papers, as well as freesheets. Efficiency and time to market in this sector is vital.

'The price of paper continually fluctuates and energy prices are at an all time high – this a really big issue for us,' said Mikael Olsson, printing manager at Bold Printing Malmo. He went on to explain that raising the price for customers is not really an option, as the biggest customer is its own group.

Other associated printing costs such as printing plates and chemicals have also risen – and this looks like a continuing trend.

So, a solution needed to be found within production – one that would help to cut waste, whilst enhancing efficiency and productivity.

The company had been through a testing period with the Prepac Zero solution from Baldwin, and it worked so well that it was gradually expanded. Mikael continued, 'We started with one printing tower in for a month, and then we used another tower. We successfully did it from tower to tower, and now we have Prepac Zero in all the towers.'

Since adopting Prepac the company has seen shorter washing programmes, with better cleaning. Mikael said, 'The shorter programmes mean less waste on the washcloths because the cloth is more effective. It cleans better. So that makes a big saving.'

'Our rundown wash has also been shortened, so we save both cloths and paper waste.'

The new system is waterless, which eliminates leaks, which also reduces maintenance. The ultimate result for Bold is that the presses stay cleaner, 'which is the biggest thing for us,' said Mikael.

He continued, 'It is always good to lower waste. Using Prepac is a great way to minimise both waste and maintenance time. It has been good for us and it is working really, really well.'

'We have always had a really good cooperation with Baldwin, and working together we want to find more efficient ways to do things. I am looking forward to us doing more together in the future.'

## GOING TO ZERO

Martin Maier, process engineer, Baldwin, works in research and development, helping to bring to market new products, as well as visiting customers to support them with their new Prepac products.

He said, 'Prepac has been on the market since 1995. Prepac Zero is the latest product which was launched in 2021.'

He explained, 'With the Prepac, the solvent is already in the cloths, so no extra solvent needs to be sprayed. With the original Prepac, for many applications, we had to add some water, for instance because of paper dust on blankets, and this added extra maintenance. So, we wanted to develop a solution that didn't need water anymore.'

'We found a solution by adding a special chemical component, and we made some modifications to the cloth itself to make it more efficient and to allow it to clean without the need to add water. This was a big challenge for us and it took several years to develop the product.'

Martin explained, 'Using Prepac Zero, most customers say they save paper waste, and they benefit from very efficient and faster cleaning, with less cloth consumption – they don't have to change cloths so often – which means less downtime.'

Prepac Zero scores a perfect ten with print companies looking for more effective production and a minimisation of waste – both factors of extreme importance in today's market.

If you would like to watch the full interview, please scan the QR code.



**Prepac Zero is a spray free, all in one cleaning technology, which eliminates the need of water during plate cleaning cycles. Instead, it integrates a water substitute into the cloth.**

**This technology optimises productivity and print quality, whilst minimising waste, downtime and maintenance. With no water, there is no dripping and no evaporation of the solvent in the cloth, meaning there is zero risk of corrosion on the press or the cleaning unit.**

**The innovative cleaning solvent formula together with Baldwin's patented cleaning cloth empower a highly efficient pick up and removal of lint, ink residue and dust, whilst allowing faster cleaning times.**

**Working together, the high quality cleaning cloth and the solvent formula enable an extremely long lifetime in the press with a consistent wash result week after week.**