

Presseinformation / Press Release

Datum / Date	12.8.2013	E-Mail	edith.camen@ferag.ch
Nr. / No	FP1331	Anzahl Zeichen / Number of characters	2145
Rückfragen / Enquiries	Edith Camen	Bilder / Photographs	1

Kaleva Oy, Finland

Flexible, open and able to grow

Of the several future scenarios examined by Kaleva Oy, it was investment in a new production centre that won through.

Notwithstanding the Internet portal and other electronic media, printed newspapers – and that mainly means the title *Kaleva* – enjoy a high status at Kaleva Oy. Nothing underscores that better than the investment in a new production centre in excess of Euro 40 million. As Technical Director Jukka Hurskainen explains, alternatives like a complete shut down of their own printing operation and outsourcing of all printing jobs, or a retrofit project to replace technology, were put to the test.

None of these strategies could deliver a satisfactory result. In the end, it was a new building with modern, full-scale technology that proved to be the most efficient solution, especially since Kaleva Oy would retain control of quality, flexibility and dependable distribution, along with the chance to earn additional revenue from outside jobs.

The Ferag system has thus been configured so that new components with added-value functions can easily be integrated into the line layout. As originally conceived and now realized, the project provides the technical basis to grow the business in the commercials market by incorporating a StreamFold quarterfold line and SNT-50 trimming drum.

For the sake of flexibility, the mailroom has been configured as an independently operating system with two DiscPool sectors. One sector feeds an MSD-2C MultiSertDrum, the StreamFold quarterfold line and the SNT-50 trimming drum. The second sector goes to the



bundling sector. The *Kaleva* title, in particular, is readied for distribution with a lot of small counts. Thanks to DiscPool, continuous production is guaranteed, even with such minimum-sized bundles. Project Manager Juho Rankinen is happy: "Ferag has been exemplary in coming up with a slim-line concept to match the demands listed in our specifications. Despite the relative compactness of the system, we have gained freedom and security when shaping our processes. Together, we have reached the objectives that have been set up to this point ", he says.

((Bildlegende))



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With the Ferag system, they have at their disposal an effective tool for diversified services: Technical Director Jukka Hurskainen (left) and Project Manager Juho Rankinen.

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