



Océ @
Stroma

Pioneering the digital newspaper market



Market leader heads for next stage of expansion

Digital newspapers have created new opportunities for publishers. The production and distribution of international editions at remote locations was a technology pioneered by Océ. But it was London-based Stroma that started the journey, becoming the first member of a Digital Newspaper Network – Océ DNN – that is now spanning the globe. Based on a partnership built on trust and mutual respect, and membership of the acclaimed Océ Quality Center seal of approval and commitment to business development, the next stage of expansion for the digital printer is well and truly under way.

Unlocking new business

Stroma has been at the forefront of digital printing since its launch almost a decade ago. Supplying digital printing services across London and the Home Counties, it provides a fast, quality service coupled with great value for money.

In newspapers, Stroma is recognised across the globe as a pioneer and market leader in digital production. It prints and distributes international newspaper titles from all around the world to readers in London.

However, despite the economic slowdown, Stroma has continued to grow through diversification. It has branched out into book production, document management and “on-demand” printing of educational and technical study materials for the finance sector, as well as on-demand book production in general publishing. Stroma has also increased its digital color capacity to print large format posters and display material through to letterheads and business cards.

The success of the business created a need to relocate to larger premises in 2007. This added the ability for Stroma to store and dispatch on-demand book titles for several publishers by acting as a warehouse and distribution center operating around the clock. And all the time Océ has been at the heart of its business, and a true partner for the long run.



In for the long run with Océ

Until 2001, small quantities of newspapers needed for remote locations had to be printed on a traditional litho press and then transported by air, sea or land to their destination. Apart from the costs of transporting the newspapers, the time factor was critically important because who wants to read a newspaper from their homeland if it takes up to three days late in arriving?

Stroma took on the task of partnering Océ to perfect a technology where newspapers that felt and looked like traditional newspapers were sent across the world wide web in a PDF to a remote location and then printed digitally.

Whereas Swiss business paper *Neue Züricher Zeitung* (NZZ) was the first to sign up for Océ's Digital Newspaper Network, it was Danish financial paper *Børsen* that rolled off the presses at Stroma for the first time on 22 May, 2001.

It was the start of commercial production for short-run digital newspapers at Stroma, using Océ digital technology. Within just a few years, newspaper publishers from across the globe had signed up. Stroma now prints titles ranging from the *Sydney Morning Herald* and *The Australian* in Australia; the *New York Times*, *International Herald Tribune* and the *Globe and Mail*, Toronto, from across the Atlantic; the *Asahi Shimbun* in Japan, and countless titles across Europe.

Titles printed digitally within minutes of editorial close down mean that readers in London can sometimes see copies of newspapers from America and Australia up to six hours ahead of the readership at home.

A next big step will be introducing color for short-run digital production, thanks to new inkjet technology, which will open up a whole new world of printing for Stroma. Whereas the speed/cost ratio has

prohibited the introduction of color for digital newspapers in the past, the super-productive Océ JetStream® technology is changing all that.

Advances with inkjet presses in terms of speed and quality, plus unrivalled flexibility, means that digital newspapers will suddenly become a more acceptable product for the newspaper industry. And that's certain to mean a sharp rise in digital newspaper production with each copy costing less than £1.

Steve Brown, Managing Director of Stroma, said: "Digital color is an important way forward as technology improves. Océ is a company that I know extremely well and trust totally. This has been a true partnership on a long but mutually beneficial journey. We've been in it from the start and are here for the long run, make no mistake about that."

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Factfile

- Stroma is one of six Océ Digital Newspaper Network sites around the world
- The others are at Singapore, New York, Los Angeles, Sydney and at Merenschwand in Switzerland
- Stroma has produced more than 5million digital newspapers since its launch in 2001
- The long-standing partnership with Océ has been mutually beneficial
- Stroma has a portfolio of 75 titles printed from its London base
- Becoming an Océ Quality Center and joining its Business Development Program has opened up new business avenues for Stroma
- Stroma has brought added value to its customers through the Quality Center seal of approval

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Stroma is one of six Océ Digital Newspaper Network sites in the world. The others are at Singapore, New York, Los Angeles, Sydney and Merenschwand in Switzerland. Stroma’s portfolio of titles now includes 75 titles across the globe. The recent launch of The Australian in London was another reason to celebrate for Océ, which has produced more than 20million digital newspapers worldwide, a quarter of which have been rolled off the presses at Stroma.

Recently, Stroma decided to extend its partnership with Océ through becoming one of the growing number of Océ Quality Centers. The Océ Quality Centers promote networking and shared business opportunities for leading-edge printers, which use Océ’s innovative digital printing systems and software, as well as implementing its acclaimed Business Development Program.

Said Steve Brown: “The Océ Quality Center and Business Development Program will give added assurance to our customers and will enable us to share information and help even further to provide a top quality service base in the London and Home Counties. The contact with other centers

has also allowed us to discuss best practice with other companies offering similar high quality services. Being a Quality Center brings added value to our business.”

All of this is helping Stroma open up new business opportunities. Digital on-demand self-publishing, which is becoming more affordable than ever for would-be authors, is one new business. The others include document management and “on-demand” printing of educational and technical study materials for the finance sector, as well as general on-demand book production. Increased color capabilities means that Stroma is now well placed for picking up work that includes large format posters and display material through to letterheads and business cards.



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Steve Brown
Managing Director of Stroma



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Professionals**

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