



## SUCCESS STORY

### New technology, new markets for South Africa's Novus Print

Novus Holdings is one of the largest commercial printing and manufacturing operations in Africa. Today Novus Print, a division of Novus Holdings, is a market leader in heatset web, offset printing, publication gravure printing, sheetfed printing, digital cut-sheet printing, digital inkjet printing and coldset printing. Conrad Rademeyer, Group Executive of Novus Print explains, "With continued and substantial investment since 2000 into state-of-the-art technology, we have implemented highly efficient, fully automated production processes that deliver quick, high quality printing of almost any format."

#### Identifying a new market opportunity

An intense focus on customers also drives the company in new directions. Conrad notes, "we identified a need in the publishing industry for a solution that would allow publishers to print in the country of origin, due to lower inventories and order trends." As a result, the company acquired the KODAK PROSPER 6000C Press with KODAK Stream inkjet Technology, which has proven to be a win-win for both industry and the business. The PROSPER Press can span from small quantities to high volumes, giving Novus Print a great spectrum of mobility in the market.

David Clayton, General Manager of Novus Print Solutions, commented, "The press has helped us to attract overseas clients, whilst at the same time transforming the local market. Everyone wants to get a lower critical run, but over the course of a year that title may print multiple times. This allows publishers to control gross margin, cash flow and stock levels more affectively. It also gives them quick turnaround and speed to market. In addition, we were used to handling in the region of 300 jobs a month and now we are handling 200 percent more, due to the productivity of the machine."

#### Cost-effective solution for educational books

Clayton explains, "There is the need for more books per subject per student and the cost of books is increasing. With this technology, publishers no longer need to have a large capital outlay." To complete its digital book production solution, Novus Print has integrated a manroland Foldline, a bookbinding line from Kolbus and a new MIS system.

Books are printed digitally on the PROSPER Press according to the number of copies required for each title. Covers are either printed digitally or on the litho presses, depending on run length.





“We were used to handling in the region of 300 jobs a month and now we are handling 200 percent more”

David Clayton  
GM, Novus Print Solutions

The PROSPER Press and manroland Foldline produce folded and glued book blocks comprising between eight- and 32-page sections. These are then put through the Kolbus binding line which automatically adjusts its settings for the next product in the line. The operator merely has to ensure that the correct covers are applied for each new title.

#### **End to end support from Kodak**

David states, “The support from Kodak has been unbelievable. In the early stages after installation, if we needed assistance technicians from Kodak were on-site. They assisted with technical support, operator training, press and procedure optimisation; this had a lot to do with why we selected Kodak versus other suppliers.”

#### **Attracting new customers**

With its new capabilities, Novus Print has been able to attract customers from markets that were previously not available to the South African print market. This means new sources of revenue for the company, the industry and the country. Conrad Rademeyer comments, ‘The best measure of success is the growth which we have achieved, not only in terms of throughput and turnover, but in terms of the number of customers we are currently servicing and their levels of satisfaction.

Our customers are now able to do exactly what they need to in order to give themselves the necessary profit with the correct stockholding. This has translated into a growing customer base which has seen the number of publishing customers increase by around 60 percent over the same time last year. This is what we are really excited about.”

#### **Growing for the future**

David concludes, ‘We have learned how we can help publishers to optimise their production on their titles without putting excessive strain on their cashflow. We can schedule entire print runs comprising many different titles into one production run ,making it more efficient and cost-effective.”

He continues, “Every discussion with customers now is about segmenting the runs and segmenting the regions. We can offer them the ability to better manage their backlists and out-of-date titles by combining them with the frontlist and reprint titles. This gives them the benefit in terms of stockholding and improved cashflow while ensuring that there are more books in the market. Another added advantage is that more of the books in the bookstores say that they are printed in South Africa.”

Eastman Kodak Company  
343 State Street Rochester, NY 14650 USA  
Produced using Kodak Technology. ©Kodak, 2018.  
Kodak, the Kodak Logo and Prosper are trademarks of Kodak.  
180620

**[KODAK.COM/GO/PROSPER](http://KODAK.COM/GO/PROSPER)**

