



## SUCCESS STORY

### The Nice Matin group boosts its growth strategy with KODAK GENERATION NEWS Platesetters and KODAK SONORA NEWS Process Free Plates

Established in 1944, the Nice Matin group is the largest regional daily newspaper publisher in south-east France. Distributing 14 publications across two departments (Alpes-Maritimes and Var), the group publishes the Nice-Matin, Var-Matin and Monaco-Matin daily newspapers, printing 130,000 copies each weekday and 180,000 at the weekend. After falling into receivership in 2014, the Nice Matin group was restructured as an employee-owned cooperative. Today, Nice Matin, under the chairmanship of Jean-Marc Pastorino, employs 850 people and has sales of 97 million euros.

It was vital for the Nice Matin group to reinvent itself to be best prepared for the future. In an effort to overcome declining sales and advertising revenues, a challenge faced by all newspaper publishers over the last few years, the owner-employees have committed to a real transformation of their newspaper. Confident in the future of the paper and aware of the importance of going digital, the Nice Matin group plans to consolidate its traditional operations and to pursue new avenues for development. In early 2016, a digital offering was added to the print version, which was itself enhanced by new publications.

Equipment modernisation was necessary to support this ambitious strategy. The Nice Matin group committed to a policy of investing in innovative, high-tech production tools. The company purchased specific finishing machines, which give it attractive advertising opportunities and committed to renewing its ageing prepress equipment, the aim being to improve quality, which is key for newspaper printing.

After consulting with the main suppliers of CTP and plates dedicated to newspaper printing, the group re-affirmed its confidence in the Kodak brand and, in the middle of 2016, installed two KODAK GENERATION NEWS Platesetters with KODAK SONORA NEWS Plates. Thanks to this investment, the Nice Matin group became the first publisher in France and the biggest in Europe to use thermal and process free plate making technology for newspaper printing, something that David Terrage, Head of Maintenance & Production for the Nice Matin group takes great pride in:

“The GENERATION NEWS Platesetter and the SONORA NEWS Plates offer the most advanced thermal imaging and process free plate making technology on the market. The numerous benefits that this new technology brings represent real opportunities for the future and allow us to meet the expectations of demanding clients. This way, we are giving ourselves the very best chance of success”.

#### Superior quality, highly efficient and compact

The Nice Matin group were already using CTP and Kodak plates before the GENERATION NEWS Platesetter and SONORA NEWS Plates were installed: “Changing suppliers would have meant having to return to violet technology. Such a step backwards from a technical point of view was difficult to conceive. Kodak is a reliable, pioneering company in which we have total confidence,” explained David Terrage.



When asked about what really distinguishes the GENERATION NEWS Platesetter compared to other high-speed CTPs on the market, David Terrage replied: "The print quality! the GENERATION NEWS Platesetter, thanks to its KODAK SQUARESPOT Technology, prevents process variations that characterise UV and visible light systems. These variations can result in poor or inconsistent quality, not to mention the fact that they may result in new and costly production being necessary. The GENERATION NEWS Platesetter guarantees us quality in image setting and dot precision that is impossible to get from violet technology. It is a great asset that will allow us to offer colour advertisements and produce images with vibrant colours that are richer in detail." Three months after the GENERATION NEWS Platesetter was put into operation, Nice Matin group is already receiving positive feedback from its readers and advertisers about print quality and colour sharpness.

The other benefit that the Nice Matin group has highlighted is the time saved when producing the plates. In contrast to the other systems on which the plates are set one after the other, the GENERATION NEWS Platesetter can produce two plates at a time. "Not only are we saving time, but we are safeguarding the production process with the possibility of operating in downgraded mode. If a laser head happens not to be working properly, we can still carry out production using the other laser head in the knowledge that there is one laser head per plate. This is very reassuring" explains Mr Terrage. More specifically, the GENERATION NEWS Platesetters allow the Nice Matin group to manufacture more plates in shorter time frames: "We have progressed from producing 360 plates per hour using three CTPs to 450 plates per hour using two CTPs. This provides us with two essential benefits: an optimised production process thanks to speedier printing and space saving the removal of a production line". Even more space has been saved with the transition to SONORA NEWS Process Free Plates.

### **Increased productivity and less environmental impact**

By using SONORA NEWS Process Free Plates, which totally remove the need for processing equipment and chemistry, Nice Matin is further reducing their overall equipment footprint. The benefits of this type of plate are numerous: the cost of purchasing and maintaining a processor is eliminated, there is no need to install wiring or pipes, and no need to purchase, store, handle or remove any chemical products. There is also no need to rinse and clean out the SONORA NEWS Plates. Furthermore, the absence of processors has allowed the CTPs to be brought closer to the presses, meaning less plate handling.

As well as being a streamlined manufacturing process, bringing the plates and presses closer together has allowed the two CTPs to run at the same time: "We were operating at full production within 15 days. Ultimately, we are printing greater volumes more quickly using fewer machines" Mr. Terrage emphasised.



### **An industrial solution**

The move to SONORA NEWS Plates has been a big change for the Nice Matin group. The technology was not only new to the Nice Matin group, but to the press manufacturer too, who was not sure how the plates would interact with its printing system. But after three months of use, there have been no technical issues and the plates have seamlessly integrated with the production process. As for the operators, they are very satisfied with the new speedy and reliable machines, which they have very quickly learnt to use: "We are delighted about our partnership with Kodak" said Mr Terrage. "The SONORA NEWS Plate technology is constantly evolving. Kodak is working constantly to increase the plate's lifespan and we are working together to move the product forward. It's very beneficial from a technical point of view and extremely reassuring".

As they take stock, the Nice Matin group's enthusiasm is clear: "We are very proud of the choice we have made, of our technological and ecological progress. While SONORA Plates are widely used in commercial printing, we are the first in the media in this region to make the leap. It is a key differentiator that allows us to stand out from the crowd. We value the savings we will achieve from using the GENERATION NEWS Platesetters and the SONORA NEWS Plates. We estimate these at some 290,000 euros a year" concluded Mr Terrage.

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