



## TIPS FOR BUYING AND MANAGING PAPER

With paper being a significant part of a magazine's overall cost, it's important to understand the other related costs that can be controlled beyond what you pay per tonne.

The printing process has inherently, a level of waste, but it is worth discussing with your printer whether this can be reduced, irrespective of whether the printer or the publisher supplies the paper.

If your printer supplies the paper, ask your printer to separate out the cost of paper from any other printing and distribution cost.

Your printer's charges or allowance for paper will usually be made up of four key elements even if this is expressed this as one amount or cost (this is often expressed as a percentage).

- 1. Make ready paper waste**
- 2. Running paper waste**
- 3. Trim waste**
- 4. Paper in the magazine copies**

### 1. Make ready paper waste

"Make ready paper waste", or start up waste, is a fixed cost for the printer to prepare the press for printing your magazine. This is normally expressed as impressions or revolutions of the press. Make-ready allowance is normally in region of 3000 to 5000 copies. Many printers have worked hard to get this figure closer to the 3000. What it covers varies dependant on the printing process, but will normally include:

#### ***Sheet Fed Printing***

Setting the paper in feed  
Running up to Colour

#### ***Heat Set Web Offset Printing (HSWO)***

Feeding the paper reel through the press  
Running up to colour  
Setting the folder

### 2. Running Waste

The second allowance is for "running waste" and is normally expressed as a percentage of the print run. Again, this will vary dependent on print process, but it should vary according to the length of print run. Long runs need lower running costs. Historically, this was around 10% - nowadays printers will go as low as 5-7% on the longer text run-lengths. It will normally cover:

#### ***Sheet Fed***

Process waste (sheets out register, poor colour)  
Folding and bindery waste

Additional colours may require high allowances

***Heat Set Web Offset Printing (HSWO)***

Reel preparation waste (slab and core)

Process waste (sections out of register, poor colour, reel joins, poor folding)

Bindery waste

Greater complexity, such as additional colours and post printing finishing activities (laminating, embossing, foil blocking) will require higher allowances.

As the print run gets longer the percentage running waste should fall.

**3. Trim waste**

This is waste that is trimmed off in the bindery to ensure that pages are flush with each other in the bound magazine. Gutter allowances are kept to an absolute minimum, with larger publishing houses specifying bespoke reel sizes in order to minimize waste further.

You could reduce trimmed waste by using the minimum reel or sheet size that the printer requires.

With Heat Set Web Offset printing optimising the press "cut off" to the size of the magazine, (ie non standard size) will reduce what is trimmed off in the bindery.

Improving technology in pre-press, printing and bindery has reduced the level of waste a printer requires to make ready. More automated registration on printing presses is also reducing running waste requirements, so it makes sense to keep these under control.

It is worth mentioning to your printer about flush folding sections or using false laps in order to reduce reel widths.

**Example:**

Here is an example for an average A4 product of how to calculate paper requirements, illustrating the savings that can be made by making some changes:

100,000 copies x 64pp printed as 2 x 32pp sections printer HSWO on 60gsm paper

100,000 x 9% (running waste) = 109,000 + 10,000 impression make ready

=119,000 x 1.26m (press cut off) x 0.870m (paper reel width) x 60gsm paper

Then divided by 1,000,000 to convert the result to tonnes = 7.825 tonnes x 2 sections = 15.65 tonnes x £ per tonnes of paper = paper cost for magazine

By making some small changes

100,000 x 8% (running waste) = 108,000 + 8,000 impressions make ready

=116,000 x 1.24 (press cut off) x 0.865m (paper reel width) x 60gsm paper

Then divided by 1,000,000 to convert the result to tonnes = 7.465 tonnes x 2 sections = 14.93 tonnes x £ per tonnes of paper = paper cost for magazine

#### **A 4.5% saving on paper**

##### **Remember to:**

- Understand and challenge the waste requirements the printer is asking or charging for. Find out what alternative printers will require.
- Specify paper sizes that best fits the magazine and printing press.
- If you are printing HSWO aim to get the best cut off to fit your magazine with standard cut-off being 630mm.
- Identify what paper savings can be achieved by reducing paper weight, trimmed size and paper quality. It is advisable to calculate overall paper costs when comparing different grammages, rather than looking at price/tonne.
- Look for the most cost effective way to buy paper. Options to consider are; direct from the manufacturer (if you buy sufficient volume), specialist publishing merchants, as well as directly from the printer.