

Baldwin Technology Company, Inc.



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## PRESS RELEASE

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### **DATAMILL SEES HIGHER PRODUCTIVITY WITH BALDWIN SOLUTIONS PACKAGE**

Baldwin Italy, established last year as a service and sales arm of Baldwin Technology, has worked closely with Italian firm Datamill to help the printer maintain its philosophy of embracing innovations and technical developments that streamline production and improve the print quality of its web offset presses. This has resulted in the four MAN Lithoman IV presses at Datamill's Pozzo d'Adda headquarters being equipped with Baldwin blanket and chill roll cleaning facilities, web severers and WebCatcher systems.

The R400 blanket cleaning system utilises a dry cloth and an automatic supply of cleaning agent and water. Depending on the paper grade and the specified quality requirements, press operators activate production wash-ups and simultaneously clean all blankets every 50,000 to 80,000 copies. Baldwin's washcloth technology also ensures cleanliness of the chill roll stands. The residue of evaporated mineral oil from inks, which are extracted from the heatset dryer by the printed web with the surrounding air flow, condense on the chill rolls. A build up of oil, often in inaccessible areas, can quickly reach a level that leads to smears or spots on the printed products and even to web breaks.

These problems are pre-empted by Baldwin's chill roll cleaners, which are active until the press run has finished. The chill roll cleaner uses an inflatable rubber membrane that presses dry washcloth continuously against the first chill roll. After a programmable cleanup time, the cloth is moved forward by a narrow strip and the precipitated condensation is absorbed by fresh cloth. This cuts down waste and helps to ensure consistently high printing quality.

Productivity is improved even further on the three 72-page and one 48-page Lithoman by the elimination of wrap-ups after web breaks in the dryer area. Baldwin's WebCatcher system monitors the web via special detectors that are mounted between the last printing unit and the hot

air dryer. If a web break occurs in one of the high-speed presses, which operate at up to 14.2 metres per second, the sensors report it to the press control system in a fraction of a second.

The system initiates an emergency stop and activates the web severer, which severs the web in the infeed and prevents paper tails from being caught up in the printing units. At the same time, the WebCatcher pushes the web on to a catching roller, which guides the web out of the machine and on to the floor. As a result, the paper scrap no longer has to be unwrapped again but can simply be gathered up once production has been resumed.

Datamill's CEO, Danilo Resnati, also stresses the importance of the environmental benefits offered by the Baldwin equipment. "The affordable investment in Baldwin press accessories and controls is worth every cent, because it fits our goal of realising a reliable printing process that is economically and ecologically efficient," says Mr Resnati. "Baldwin Italy has brought us nothing but benefits. Our experience with the new partnership has been positive right from the word go."

Datamill, which is part of Gruppo Pozzoni (Pozzoni S.p.A.), operates six web offset presses between its premises at Pozzo d'Adda near Bergamo and another facility in nearby Madone. The presses are run 24 hours a day from Monday to Saturday. Each site processes around 5,000 tons of paper a month in a variety of grades and qualities – from matt or glossy coated paper through enhanced newsprint to recycled paper and uncoated stock. Some 70 per cent of Datamill's annual €26 million sales come from weekly and monthly magazines and catalogues printed on behalf of leading publishers. The remaining 30 per cent is mainly composed of advertising inserts for retail and supermarket chains. Amongst the magazines regularly produced are *Gente*, *Di Più*, *Diva Donna*, *Eva*, *Gioia*, plus the Italian edition of *Vanity Fair*.

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## **EDITOR'S NOTES**

### **About Baldwin**

Baldwin Technology Company, Inc. is a leading international manufacturer of press accessory and controls for the commercial and newspaper printing industries. Baldwin supplies market-leading automated cleaning; dampening and temperature control; drying and curing, and web accessory technologies, products and systems.

With headquarters in Shelton, Connecticut, USA, Baldwin has operations strategically located in the major print markets and distributes its products via a global sales and service infrastructure. Baldwin was established in 1918. Since 1987, Baldwin Technology Company, Inc. has been listed on the American Stock Exchange.

For further information, visit the Baldwin website at: [www.baldwintech.com](http://www.baldwintech.com)

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