

# yrg news

*Powered by Service*

Issue 3

**Happy 2012**  
from  
**York (Repro-graphic Group)**

*Now read our top five  
reasons to be cheerful!*



## Happy New Year!

Hello again and welcome to the third edition of 'YRG News', the newsletter of the YRG group. We would like to extend our very best wishes to existing customers, prospective clients,

employees and supply partners for a happy, healthy and prosperous 2012.

Our theme in this edition is 'Good news and reasons to be cheerful' and accordingly we are focusing on the most positive aspects of print, packaging, and life in general!

We hope you find it interesting and enjoyable!

Mark Gration  
Managing Director  
YRG Group Ltd



**PLUS:  
Talking  
Turkey  
- another  
iconic brand  
signs up with  
YRG**



## Premier range of pet food for Butcher's

Butchers Pet Care has recently revamped its entire packaging portfolio and chose YRG Solutions to handle its Premier range of pet food.



The project revamp consisted of can labels, cartons and flexible packaging. The scope of the work for

YRG involved artwork and repro production from master artworks through to full range development on Butchers UK & International packaging portfolio.



The Butcher's business is celebrating its 25th birthday in 2012, and the packaging reflects the heritage Butcher's has developed over the years, as well as the strength of the core natural nutrition and meat values that lie at the heart of the brand.

The company has recently invested in a new state of

the art site in Crick Northamptonshire, which is operational now - but which is set to officially open in March 2012 and will provide up to 50 per cent extra capacity and produce more than 1,000 cans of pet food per minute.

YRG Solutions has enormous experience in print and packaging production for the pet food industry and can provide a comprehensive design to print support service.



YRG's Phil Brown

Phil Brown, YRG Solutions Operations Director said, "we absolutely love pet food packaging as it involves all aspects of our business from artwork, repro, printing plates, print management through a diverse mix of print processes, therefore this is where we can really deliver full value to our clients."

## Out of Africa

YRG Manchester has just completed production of a range of packaging that is to be printed in Africa.

K2 International contacted YRG to supply reprographics and printing plates for a range of shrink sleeves, self adhesive labels and sachets. The printer is Uniparco, which is based in



We've all seen over the last couple of years the leaps forward in the quality of printed flexo, in no small part due to the introduction of HD Flexo. In this issue, YRG Group's Technical Director Bob Hollingsworth provides his thoughts on the HD screening techniques used in high quality Flexo printing.

By definition, HD means doubling the resolution of the



output files ripped to image the separation on an ESKO CDI. These high resolution files actually take twice as long to image on the CDI. The higher resolution also gives much more definition, which allows for finer screen resolutions and many more grey levels.

But what exactly are we looking for when we talk about HD? The main two features are finer and higher screen rulings, and finer and smaller highlight dots. Going HD certainly helps

achieve this, but at the cost of a more highly engineered plate, which is actually slightly more challenging to print.

What if we could still get the nice fine highlights from a standard plate and at the lower screen rulings that our printers are used to working with in their standard printing environments? Well, with YRG that is possible.

With our Screen Manager software, we can design a bespoke screening algorithm that is tailored to suit individual and unique printing environments, be they narrow web labelling or wide web flexible packaging. After performing a one colour trial plate, a bespoke screen is created that gives fantastic perfect highlights –

# Bernard Matthews signs up YRG

YRG Solutions to provide pre-press management for packaging portfolio



Bernard Matthews Farms has appointed YRG Solutions to provide pre-press management services for its packaging portfolio.

The Bernard Matthews Farms team conducted a comprehensive review and tender for this area of the company's activities and subsequently advised YRG in November that it had been successful.

As part of the agreement YRG will provide Bernard Matthews Farms with an internet-based packaging lifecycle management solution that will review, manage and control private label and own-brand packaging projects.

Speaking for Bernard Matthews Farms, Nicola Hassall, Packaging Technologist, said, "We are really looking forward to working closely with YRG on our packaging projects."

Steve Buxton, YRG Solutions Sales Director, said, "We are absolutely delighted to have the opportunity to work on the iconic Bernard Matthews brand and we are excited about the prospect of involvement with the organisation and its print suppliers".



Senegal, and the company has recently taken delivery of a Flexo press from K2 International.

YRG already has a presence in Africa - Flexoworld Ltd, its joint venture with African partners Marketpower International Ltd and Interlabels Africa Ltd, both at the forefront of Africa's print industry.

There is a thriving market in Africa for polythene, label and corrugated

printing, and this traditionally relied heavily upon analogue plates, which offer poorer results than new digital plate technology.

Due to the limitations of the analogue printing methods available, labels were being produced in the UK, sent out to farms in Africa to be placed on their products, and then shipped back to the UK.

YRG saw an opportunity to bring new printing technology to the continent, reduce production

time and costs, and expand its business into the African market.

Thanks to Flexoworld, labels used in Africa are now produced in Africa using digital plates, which is much more efficient and offers significantly higher print quality and an environmentally greener solution.

even using standard resolution plates at coarser screen rulings.

A recent example of this is a new range extension completed recently for YRG: Aunt Bessies' Popovers, which are Yorkshire Puds for the United States – three flexible packaging designs to run at 126#, reverse printed onto clear backed by white; the only challenge being a three-colour vignette that fades off to zero! Many brand managers might have insisted on running the dot through, or showing a hard line – not YRG! We like a challenge!

After performing a screening trial plate followed by a full CMYK fingerprint, the print supplier successfully printed these challenging designs with vignettes fading off to zero – all from standard plates run at 126#. A nice additional bonus was the printer's ability to match our EVO proof exactly on the very first pull!

Did the prints look good? Well the EFIA think so. Popovers will receive an award at this years EFIA print awards!"



## Five reasons to be cheerful and optimistic in 2012!

Let's face it, at a time of year when everyone can find the weather, the economy and the world in general a bit of a drag, we thought it might be good to put on our rose-tinted spectacles and take a firmly tongue-in-cheek, optimistic perspective on some aspects of the year ahead (some are more far-fetched than others – see if you can spot them!)

- ☺ England will win the European Football Championship (probably beating Spain 5-0 in the final)
- 🏆 Great Britain will take a record haul of medals at this year's Olympics
- 💰 The global economy can only get better (can't it?)...
- ☀️ November and December are over – Spring and warmer weather are on the way
- 🕶️ We might not all need to work until we're 95 before we retire!



## YRG moustache team raise cash for charity

Congratulations to Terry Metcalfe, Will Hutchinson, James Greenall, Dennis Fitzgerald and Sam Rowntree for raising £688 for charity.

The five signed up to the 'Movember' Moustache Charity event. They grew and sported their splendid facial fuzz for the full four weeks of November. The funds raised support the top two male-specific cancers in the UK - prostate and testicular cancer.

Pictured are James, Dennis and Sam - can you spot the intruder?



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# About YRG

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Founded in 1974, **YRG Group** is a thriving organisation serving a wide range of printers and end-user clients.

The Group has built on sustained success, expanding significantly over the past five years with multi-million pound investments in plant, processes and people that continue to drive its outstanding progress. **YRG** comprises three closely aligned sites in York and Manchester, as well as a number of innovative and positive partnerships with other companies.

**Whatever the print discipline requirements, YRG provides superb, streamlined organisation.** Our capability for handling multi-process origination means lower end-user costs: our single, coordinated repro process will generate bags, cartons, stickers, flyers, packaging, point-of-sale - indeed everything you need to promote your brands.

- Design Concept
- Photography
- Artwork Production
- Sample Mock Up Production
- Press Predicted Contract Proofs
- Pre Press for all Print Processes & Packaging Formats
- Printing Plates and Sleeves for Flexography
- Print and Technical Support



*Scan this QR code with your smartphone to find out more:*



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