

NEWSPAPERS & TECHNOLOGY

Bay City Times ready to roll as Advance melds operations

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PUBLISHER

BAY CITY, Mich. — The Bay City Times and The Saginaw News last month were expected to kick off production from a new 70,000-square-foot plant the Advance Publications Inc. newspapers are sharing.

The plant is anchored by a \$10 million MAN Roland Inc. RegioMAN press installed to replace a vintage Goss letterpress.

The building is located outside of Bay City and consolidates production functions formerly performed by each newspaper. Bay City is about 15 miles north of Saginaw.

The Times (daily, 35,565; Sunday, 46,393) and The News (daily, 47,100; Sunday, 57,711) faced a challenge to mesh different production operations into a unified whole, said Dario DiMare, president of Dario Designs, which engineered the new building.

“The blending or clustering of production operations for newspapers is an emergent trend that we run into more and more frequently these days,” DiMare said.

Times and News production managers declined to be interviewed for this story.

The newspapers’ new production facility started life as an existing, 40,000-square-foot, premanufactured building to which Dario Designs added approximately 30,000 square feet of new construction.

In addition to the press, the site hosts the papers’ packaging and distribution as well as some office functions. Advance equipped the site with two SLS-3000 inserters from GMA Inc., a five-station GMA buffer system and stack/tie lines and bundle distribution docks from Quipp Systems Inc.

To streamline packaging operations, the new building sports plenty of windows to help drivers, handlers and other support personnel perform their jobs more efficiently, DiMare said.

The papers’ new 4-by-1 press is equipped with a 50-inch web, 21-inch cutoff and is configured as four towers, 32 couples and two 2:3:3 jaw folders. The 70,000-copy-per-hour shaftless press is managed with Pecom press controls.

Advance rolled out Prolmage’s NewsWay workflow app to coordinate production. The publisher is using two UV-setter-5 7 computer-to-conventional-plate systems from basysPrint, as well as conveyors, benders, stackers and other prepress technology from Nela.

As part of the technology upgrade, the papers redesigned their content to correspond to a web width reduction from 54 inches to 50 inches.



Above: Dario Designs added some horizontal “fins” to make the building appear more machine-like, to reflect the industrial nature of the facility and to highlight the long history of industrial and automotive manufacturing in the Bay City/Saginaw area.

Below: The MANroland press will boost the newspapers print and color capacity.

