

Awards 2016 Catalogue Printer of the Year



Finalists

- Pindar (part of the YM Group)
- Wyndeham Roche

Winner

Pindar (part of the YM Group)

www.pindar.com 01723 581581

Judges, who were looking at the quality of work and consistent production excellence, got just that. "Very impressive production demonstrated across all four samples, especially the Marks & Spencer and Laura Ashley products where the retained detail was top notch," they said. For the 332pp Autumn/Winter 2015 home catalogue for Laura Ashley, the company in Scarborough, North Yorkshire, produced half a million copies in three different language versions and 12 cover changes. To meet complex delivery requirements Pindar coordinated its own fleet of articulated lorries to deliver to multiple addresses across the UK. The Marks & Spencer Food to Order 2016 catalogue numbered 600,000 copies printed in four process colours with seal throughout. The big challenge, however, was a client wanting a high-quality catalogue on matt paper at a cost-effective price. Marks & Spencer was worried that matt papers were prone to marking during printing, yet adding a seal to the text pages could change the colours and add a sheen effect to the matt paper. Pindar used a short-grain press that saved around 15% on paper usage against conventional long-grain presses. A special neutral seal meanwhile affected neither the colours nor the paper finish, ensuring the surface kept its wonderful matt look.

Pindar: consistent production excellence