

**Digital First Media  
Expands its  
Environmental Friendly  
Focus by Adopting  
No-Process Plates**



A white paper  
exploring the benefits of  
Liberty NXP no-process  
printing plates

## Digital First Media Expands its Environmental Friendly Focus by Adopting No-Process Plates

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In today’s world, green makes for good business. The subset of media print sites/companies using environmentally friendly materials and methods has grown substantially in the last decade. Joe Boessenecker, Senior Vice President of Operations for California Newspapers Partnership/Digital First Media who has logged 40 years in the industry, has been on board the green train for quite awhile. “We’ve had an environmental focus for years,” Boessenecker said.

He knows that clean technology contributes to long-term viability. Successful business conglomerates such as CNP/Digital First Media lead by example when it comes to finding the right tactical mix.

As a prominent media group, CNP/Digital First Media stands in a good position to set the pace for other news and information companies. “We’re the second biggest newspaper publisher in the U.S. and the largest in California,” he said.

According to national data, annual revenue for the newspaper publishing industry is more than \$30.47 billion. CNP/Digital First Media proves every day that making a positive social impact does not mean sacrificing market share and business viability.

That’s where Southern Lithoplate enters the picture. SLP’s expertise in digital plate solutions made it an excellent choice for CNP/Digital First Media. Other major industry brands are also in the company’s tool belt.

“Ten of our 14 printing sites are using SLP products,” he said.

“Printing plates are very important to our operations,” he said. “The quality of the printing plate has exact bearing on the quality of production for our customers and readers.”

*SLP’s Liberty NXP lithoplates are cost-effective, no-process printing plates* that deliver consistently high print quality, save time and energy, and make a low environmental impact.

“All of our shops have consolidated, and plates are a large part of that equation.

“Years ago we moved aggressively to eliminate film and related chemistry along with the environmental risks those materials represent. We made a fast track of it. Once we decided on thermal CTP, we made the conversions happen in all of our plants as effectively as we could.

“We started our conversions in 2007. The second thing we did was to help implement chemical-free solutions in platemaking at our shops. We asked our plate suppliers if

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*“It’s a quicker process all the way through from creation of the plate to when it’s ready to be put on the press. Reduced time overall increases profitability.”*

they were working toward greener solutions and offered to join them in the technology development. We moved completely out of film five years ago in all plants, and adopted CTP technology, then moved even quicker to chemical-free materials” he said.

“All but two of our sites are running thermal plate-making,” he said.

“We have completely eliminated putting downstream effluent wastes back into water sources in our communities’ sanitation systems. No more wash water or wastewater. No use of chemistry in those operations. We’ve taken the maintenance responsibility out of the process. The aluminum used for the plates are sent back for recycling after every press run. We have totally integrated plate making with the printing process, and eliminated plateroom wastes completely.

“Working with SLP and our other partners has significantly reduced maintenance efforts and costs in our operation. At the same time it has also reduced our capital expenditure burden because we no longer have to replace that processing equipment when it reaches the end of its usable lifespan.”

Efficiency also got a boost. “It’s a quicker process all the way through from creation of the plate to when it’s ready to be put on the press. Reduced time overall increases profitability & efficiency. This is key to modern newspapers’ marketplace viability,” he said.

“I’d say we lead by example. We walk the talk. We owe it to our customers and employees to run an efficient and safe business to help the environment and not put our employees in harm’s way. There is no effluent waste going downstream. And no chemicals to handle.” He takes pride in the kudos the company has garnered for its green efforts in partnership with SLP and others.

“SLP is able to produce a chemical-free plate that doesn’t require a slip sheet - a big value to our metropolitan operations in particular,” he said.

**California Newspapers Partnership (CNP)** is the largest publisher of daily newspapers in California, with a combined daily circulation of over 900,000. CNP publishes 34 dailies including the San Jose Mercury News, LA Daily News, Contra Costa Times, Marin Independent Journal and the San Bernardino County Sun. CNP also publishes 57 California weeklies.

**Digital First Media** is a leader in local, multiplatform news and information, distinguished by its original content and high quality, diversified portfolio of local media assets. Digital First Media is the second largest newspaper company in the United States by circulation, serving an audience of over 40 million readers on a monthly basis. The Company's portfolio of products includes 67 daily newspapers and 180 non-daily publications. Digital First Media has a leading, local news audience share in each of its primary markets with its content monetization platforms serving clients on both a national and local scale.

**Southern Lithoplate, Inc. (SLP)**, headquartered in North Carolina, specializes in the manufacture, distribution and service of digital plates and associated products to over 1,000 newspaper and commercial printers across North America and around the world. Its lithoplates deliver unbeatable image quality and consistent, durable and sustainable performance that have firmly established SLP as the value leader. An American owned and operated company, SLP is committed to helping printers improve their print quality and productivity, lower costs, optimize opportunities and increase profitability.



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