



## ME & MY HEIDELBERG SBB

With Johnny Crangle, Finishing Manager

**Q** What does the machine do?

**A** Traditionally die cutting machines are used to punch out folders, but we use ours for a lot more than that - everything from tab cutting and creasing through to stop perforating (where a perforation does not run the entire width of the page or perforating in two directions) and kiss cutting (used for cutting labels to shape without penetrating the label's backing material). It is used to accurately create all sorts of shapes, just like a

big cookie cutter, many of the pieces it creates are used for point of sale materials.

**Q** So what are the main benefits of the Heidelberg SBB?

**A** The die cutting and creasing process adds a whole new dimension to the printed sheet. Non-square, intricate and unusual shapes can bring print to life. Being able to do this in-house keeps us in control and really adds value to the products that we offer.

**Q** How old is the machine?

**A** No one could describe the SBB as state-of-the-art post-press equipment, it's vintage 1970. It is the oldest bit of kit on GPS's plant list and that tells a story in itself.

**Q** Why hasn't GPS replaced it with a newer model?

**A** If you know GPS at all you will know that it is a company that invests heavily in cutting edge technology. The SBB is a reliable workhorse. We don't believe that other modern day equivalents can offer anything better for our needs, so much so that a number of years back a significant amount of money was invested in the machine bringing it up to current health and safety requirements.

**Q** Has it won you any new work?

**A** Absolutely. One large customer in particular springs to mind. When we first started doing work for them it was purely for their packaging which is sent all over the world. Now we also produce brochures for them too.

**Q** What do you like about operating the SBB?

**A** It is interesting seeing the unique custom made designs that people come up with. Sometimes they are throw away leaflets but have been punched to a shape to attract attention. Quite often they are exclusive pieces for use at a special event. GPS was commissioned by North Down Borough Council to produce a commemorative book for the opening of Aurora Aquatic and Leisure Complex. The book, presented to Princess Anne and the other guests, was enclosed in a sleeve that was produced on the SBB. So some of the jobs we produce become a little bit of history.

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