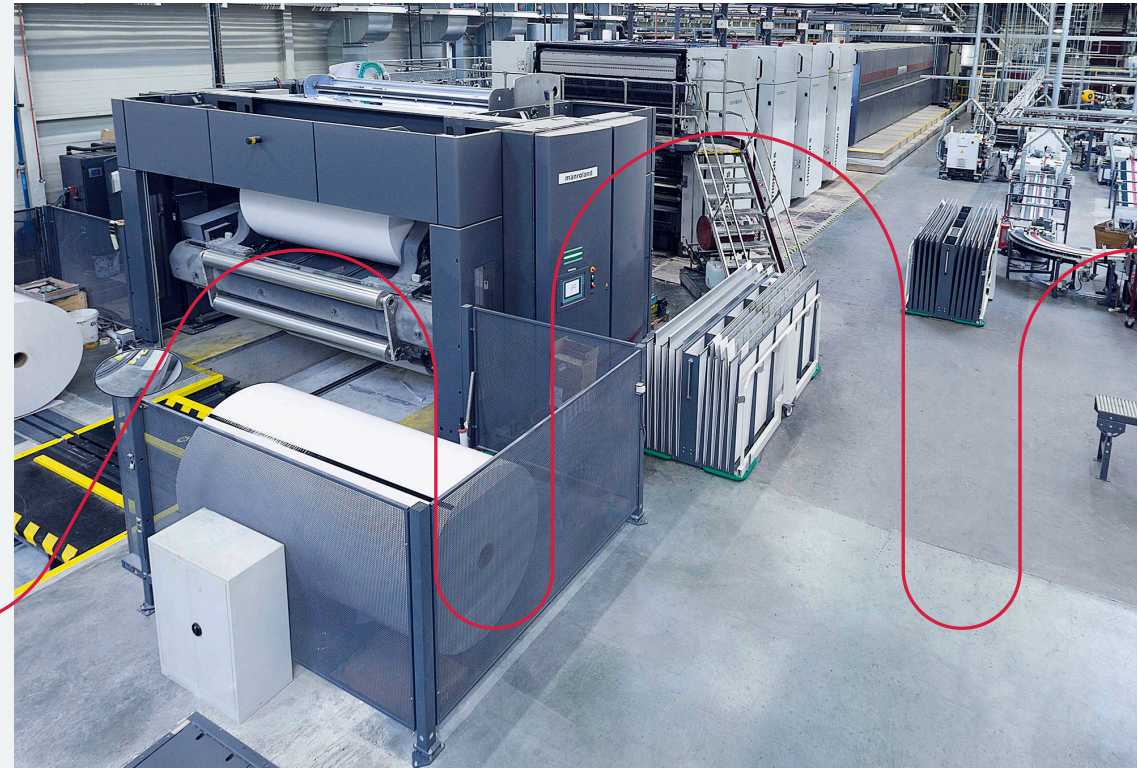


CASE STUDY

“Our priority is achieving **maximum production speed**”

How Contiweb helps Koninklijke Drukkerij Em. de Jong achieve maximum productivity and efficiency.



Realizing **your full potential**

Koninklijke Drukkerij Em. de Jong is a family business established in 1906 and with a series of affiliated companies, it is one of the most significant players in the European market for door-to-door advertising flyers. The company pursues price leadership by continually investing in new machines, improving existing machines and through preventative maintenance. We discussed Contiweb's contribution to this with Dorus Oomen, Technology and Engineering Manager.

'This is our Landa press. We have just ordered a second one,' states Dorus Oomen during a guided tour of the impressive factory in Baarle-Nassau, on the border of the Netherlands and Belgium. De Jong is a successful business, is in a good financial position and does not hesitate to invest if the opportunity arises. That is instantly apparent.

'When I came to work here in 2009, we had just started investing millions in rotation printing, with five new rotary printing press lines. I got lucky. I now have final responsibility for the technical installations at all Em. de Jong branches. So, if there are investments at Janssen Pers, BDU, Dessain, Mercator, Jungfer or here, it comes via my desk to ensure we all make the same choices,' Oomen explains.

Productivity and efficiency are extremely important for De Jong. *'We pursue price leadership and want to be the cheapest in terms of flyers. That will only work in a country like the Netherlands by being extremely effective, by taking a good look at the production process and with lean and mean operations. We insist on speed. For us, there is only one speed that counts and that is the maximum speed a product can run at. And it must run at that.'*

Maximum production speed and then 24 hours a day, seven days a week. De Jong can therefore not permit any unplanned downtime. To achieve such a high uptime, De Jong has entered a Perform Service Support Agreement for all Contiweb machines. The Perform Package is an extensive package consisting of access to the 24/7 Remote Tech Support Service, Daily Proactive Monitoring, Regional Service and preventative maintenance. Furthermore, every quarter an in-depth Machine Performance Assessment is performed and presented to the customer, which zooms in on any possibilities to improve the production effectiveness and efficiency.

In terms of the Service Support Agreement, Oomen says, *'It's important for us that we can always call if there are any disruptions. One phone call to Contiweb is enough and something actually gets done. It does not matter what day or time it is. Contiweb also experiences the urgency we feel. That's great.'*

Additionally, we benefit greatly from the Daily Proactive Monitoring Contiweb gives us. Every day, Contiweb product specialists analyse our machines' log files, and, on that basis, we receive notifications with specific action proposals to improve. That enables us to cover the obvious issues. Moreover, with the region service (regular visits from a Contiweb specialist) you can make the hard-to-measure issues more transparent. With the same specialist being on site a couple of times a year, maintenance staff and operators on the press can relate their experiences. It's nice for our people to have a point of contact.'

Besides 24/7 Remote Tech Support and Daily Proactive Monitoring, Oomen sees preventative maintenance as another essential component in the Service Support Agreement. *'I have been working here since 2009, and we perform preventative maintenance each year.'*



'You may be able to survive for a year or two without preventative maintenance, but you are guaranteed problems after that.'

Dorus Oomen, Technology and Engineering Manager at Koninklijke Drukkerij Em. de Jong



We believe in it. We stop once a year and then the line must be able to produce for another year without giving us any nasty surprises. You may be able to survive for a year or two without preventative maintenance, but you are guaranteed problems after that.'



Dorus Oomen, Technology and Engineering Manager at Koninklijke Drukkerij Em. de Jong (left) and Denis Jahic, Account Manager, Contiweb (right) in front of a Contiweb Non-stop flying paster.

Seeing as De Jong performs preventative maintenance every year, it has never experienced such issues. Are there other signs that determine whether the investment in Service Support Agreement pays for itself?

'We look at planned hours compared to realised hours. The machine is planned in for a certain number of hours and we then look at what the realised hours were. That results in a certain effectiveness of the machine. If that effectiveness declines, we look at what the cause is. If the result is that the dryer is continually malfunctioning, we would have already been on the phone to Contiweb. We also look at gas and electricity consumption. That of course stands out in the Daily Proactive Monitoring. Fortunately, the Contiweb machines generally perform well.'

The Perform Service Support Agreement for our Contiweb equipment significantly supports our position as a price leader in a fiercely competitive market.'



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Dorus Oomen, Technology and Engineering Manager at Koninklijke Drukkerij Em. de Jong

You can find more information about Contiweb's Service Support at www.contiweb.com/service-support-agreements

