

# THE HONOLULU ADVERTISER ON A ROLL IN KAPOLEI

In the “old” days, The Honolulu Advertiser’s letter presses could print up to 52,000 papers per hour, with limited use of color. Today, at the Advertiser’s new production and distribution facility in Kapolei, the state-of-the-art MAN Roland offset printing presses can print at speeds up to 70,000 papers per hour. It is also capable of printing 48 full-color pages.

“That’s like the difference between driving a covered wagon and flying an F15 fighter jet,” said Martin Black, the Advertiser’s production director.

Black said the Advertiser’s advanced equipment provides the highest quality cold-set printing in Hawaii. “We’re able to produce crisper, cleaner text and the sharpest color photo reproduction on newsprint,” he said, adding that the

new technology cuts down on waste, automates many functions for faster turnaround time, and tracks costs more efficiently. “It is extremely cost-effective,” he said.

## GANNETT’S INVESTMENT

This latest generation printing technology is a big investment for Gannett, the Advertiser’s parent company, whose first major investment in Hawaii was the purchase of the newspaper in 1993.

The \$82 million, 147,000-square-foot facility sits on an 11.6-acre site on the edge of the City of Kapolei. The distinctive building features a soaring glass-enclosed pressroom that houses the two RegioMAN presses and their 12 towers. Although the manufacturer has installed hundreds of presses worldwide, the

Advertiser has one of only seven in the United States.

Kapolei’s telecommunications infrastructure provides T-1 line connectivity to allow quick and reliable transmission of large data files between the Advertiser’s downtown editorial and administrative offices and Kapolei.

The facility is minutes away from Barbers Point Kalaeloa Harbor, where 1,800 tons of newsprint arrive each month and are transported directly to the paper’s newsprint warehouse.

“With a harbor nearby and plenty of land available, Kapolei is perfect for manufacturing,” said Advertiser Publisher Mike Fisch. “Its location also makes island-wide distribution easy, and it’s where our readership market is growing.”



PHOTO: DAVID FRANZEN

Gannett invested \$82 million in The Honolulu Advertiser’s new 147,000-square-foot production facility.



PHOTO: GARY HOFHEIMER

The Advertiser's new 60-foot-high printing presses can produce up to 70,000 papers per hour.

## NEW TECHNOLOGY SAVES TIME AND MONEY

"In terms of our operation, we will gain tremendously in the area of productivity," said Fisch, referring to the pressroom operations. "All of our newsprint contains recycled fibers, and

all our waste is recycled. The process used in our new facility has been designed to use energy more efficiently and to recycle all materials used in manufacturing the newspaper."

The entire production process is highly automated. In the Prepress department, the new computer to plate (CTP) system bypasses the old manual plate-making method that first transfers typeset pages to film, and then chemically transfers the images onto plates. Instead, CTP technology digitally transfers compressed files from the newspaper's downtown Honolulu office directly onto plates using laser imaging.

Press operators work in the clean Quiet Room adjacent

to the pressroom where they monitor the presses and make adjustments from three control consoles. This frees up press operators to focus on producing a top quality paper. (See related story, page 8) ■

Kapolei's telecommunications infrastructure allows quick transmission of large data files between the Advertiser's downtown office and Kapolei.

## KAPOLEI CONNECTIVITY

Kapolei is a hub for digital, high capacity, trans-Pacific fiber optic cable networks and satellite links that connect Hawaii to Asia, Europe and the U.S. mainland. The following telecom providers serve the Kapolei region:

### AT&T

>> [www.att.com](http://www.att.com)

### Loral Skynet

>> [www.loral skynet.com](http://www.loral skynet.com)

### Southern Cross Cable Network

>> [www.southern cross cables.com](http://www.southern cross cables.com)

### Sprint

>> [www.sprint.com](http://www.sprint.com)

### Time Warner Telecom/ Oceanic Communications

>> [www.twtelecom.com](http://www.twtelecom.com)

### TransVision International

>> [www.txvision.com](http://www.txvision.com)

### Verizon

>> [www.verizon.com](http://www.verizon.com)

### Vision Accomplished Hawaii

>> [www.visionaccomplished.com](http://www.visionaccomplished.com)



PHOTO: GARY HOFHEIMER

1,800 tons of newsprint are offloaded each month from Sause Bros. barges at Kalaeloa Barbers Point Harbor, destined for the Advertiser facility just minutes away.

# NEW PRESSES CALL FOR HIGH TECH SKILLS

When 16-year pressroom veteran Wendell Sakane learned that The Honolulu Advertiser was moving to a new production and distribution facility in Kapolei, he was excited about the prospect of operating the new state-of-the-art RegioMAN presses.

Sakane is one of 224 employees who made the move out to the new facility, and one of 50 press operators who run the two high-tech presses.

Sakane learned the printing trade on the job at The Honolulu Advertiser, starting out as a paper handler, and moving up through the ranks to become a highly skilled, well-paid press operator.

"I didn't start out to be in this business," said Sakane, a long-time Kapolei resident, who especially likes being six minutes away from work. He first worked in payroll services for a local bank until a friend at the newspaper encouraged him to apply for a job in the pressroom.

Even with his long years of experi-

ence operating the presses in the newspaper's Kakaako facility, he would have to be retrained to use the massive, cutting edge German-made RegioMAN presses at the new facility.

"It was intimidating just looking at these five-story presses," recalled Sakane. "Even though printing principles are the same, after you've been working so many years on the old letterpress, this was like starting a new job."

It was a challenge, but once he completed the two-week training, he was a convert.

"After training on these machines then going back to the old presses – it was like going from the candy store to the dungeon!" he said.

"Everything was manual with the old letterpress. We had to mix the inks by hand. Now everything is computerized," he explained.

"And it would take two guys to push the one ton rolls of newsprint onto the old press," he continued. "Then it would

take a string of guys to guide the sheet in to make sure it was straight. Now, robots load the newsprint rolls onto the press and the machine leads in the paper automatically."

With the RegioMAN system, press operators control these and a host of other printing functions using touch screens on computer consoles. Working side-by-side with German print trainers, Sakane was like a kid who now owned the candy store. Excited, proud and having a great time. ■



PHOTO: GARY HOFHEIMER

**Wendell Sakane (center) and fellow press operators, Roy Silva and Jayson Samura.**



## COME JOIN US FOR BREAKFAST!!

The Rotary Club of Kapolei welcomes you to join us as we host weekly breakfast meetings featuring renowned business and community leaders as speakers. Meetings are held at the Kapolei High School Faculty Lounge. Breakfast social starts at 7:00AM. Meeting starts at 7:30AM. Meet your neighbors and, perhaps, b...

### Kapolei Rotary Involvement, *Community and International Services*

- Immunizing Children Worldwide against Polio • Solar Ovens for poor villages in Guatemala
- Wheelchairs for Handicapped Overseas • Typhoon Proof "Rotahomes" for Homeless in Fiji
- "Rotoplast" (Children's Cleft Lip Surgeries) • Mobile Vision Care Center for India
- Ambassadorial Scholarships (student hosting) • Hawaii Homeless Veteran's Support
- Providing Field-Trips for Homeless Children • RYLA Youth Leadership Training

### The Taste at Kapolei

This annual fund-raising event, established in the year 2000, features the cuisine of Hawaii's top restaurants, the best in island entertainment and much, much more. Event is held each fall at the beautiful Ko'Olina Resort and Marina. With the generous support of our island community and our corporate sponsors, the Kapolei Rotary Foundation has provided or supported:

- Scholarships for Area Students
- Direct School Support • School Books Program • Kapolei High School Electron Marathon
- LCC School of Culinary Arts • Kid's Voting Hawaii

For Info., contact Kapolei Rotary President, Ross Rolirad at: (808) 479-0663 or visit our websites: [www.KapoleiRotary.com](http://www.KapoleiRotary.com) and [www.TasteAtKapolei.com](http://www.TasteAtKapolei.com)