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## Impressive Machinery at Artco

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REXBURG – With the installation of a new printing press that came by ship from Germany to New Orleans and by truck to Rexburg, an area printing company is working to stay on top of technological advances.

Artco installed a new four-color Heidelberg Speedmaster Anicolor press in the fall, and it is relying on the new machine more heavily.

"Artco has invested nearly \$1 million to get this press purchased, set up and delivered," Collette Rinehart, vice-president of sales and marketing at Artco said. "Ours was the third to be installed in the United States."

She said Artco's parent company, Taylor Corporation, bought the first six of the new type of press.

Gordon Rhiger, the vice president of operations said, "It'll run 15,000 (sheets ) an hour, so it's three times faster than our other Heidelberg presses."

But speed was not the only factor in the company's decision to invest in the new press.

Rinehart said it also makes the task of the operator easier, improves quality and cuts down on waste.

Rhiger said the press is unique because it doesn't have inkwells.

"The ink system is state of the art," he said. "It uses heat to control the colors."

He said the older Heidelberg presses require the operator to take ink out of a can and put in it an ink tray.

"You'd have 20 keys to adjust the colors all the way across the sheet," he said.

But with the new press, the operator uses a computer to control the color.

The press is also more flexible and will do large commercial orders as well as fine work like wedding announcements.

And within a month, the company has plans to add a thermographer to the press to provide the capability to print with raised lettering.

Bret Sadorus, who has been at Artco for 19 years, was the first pressman to run the new machine.

He said it's important to keep up with advances in technology and his goal with the new press is "zero mistakes."

He went back to North Mankato, Minn. last fall for a week of training on this type of press and then



JOSEPH LAW/Standard Journal -- Kelly Hansen, a pressman at Artco, loads the printing plate in the company's new Heidelberg Anicolor press.

returned to Rexburg for another week of training with a representative from the Heidelberg Company.

He said Taylor Corporation has two of the new presses in operation in North Mankato.

"It definitely helped," he said.

Rinehart said the company's success doesn't just depend on technology but also on the work ethic of the people in Idaho.

"We've got the diversity in our presses and our people to be competitive and hold that edge," she said.

Rhiger said, "Artco is a vital part of Rexburg. We're committed to the area and the people of the community."