



Print ready: James Sharman holds one of the Archer printing plates as team members Daphne Chamberlain and John Dearing look on. Photo Mike Coles



Hot off the press: Papers are checked as they come off the line.

Smooth operators keep us rolling off the presses

For the last eight years, *The Archer* has been printed at the family firm of Sharman & Co in Peterborough, using 100% recycled paper.

Brothers James and Mark, the fifth generation of Sharman's to run the company, spend about two hours setting up our pages digitally and creating the printing plates. Then our run of nearly 10,000 copies takes little more than 20 minutes to be printed, sorted into sheaves of 50 copies each and bundled up ready to be driven to East Finchley.

old copies of *The Archer*," explains James, who used to live in Muswell Hill. "The environmental cost in terms of energy used is far lower for recycled paper, compared to chopping down even a sustainably planted tree."

Near and far, little and large

The world of printing is changing and a firm like Sharman's has to move with the times. *The Archer* is one of its closest newspaper customers, along with the Essex Enquirer and the Thurrock Independent, but it has also gone out and found new clients as far away as France and the United States.

Mark says: "A decade or two back there were 56 newspaper printers in the UK, now there are only 24. There's still

a healthy future for printing but a lot more of our business is digital and on demand, so we have to be set up to handle shorter runs with quick turn-around times."

The company's five-year-old colour presses are currently kept busy with orders starting as low as 500 copies, through regular jobs like *The Archer's* in the thousands, up

to an enormous promotional print run once a year for a leading supermarket, when they go full pelt to produce a cool one million copies in just a few days.

The Archer read in the Pacific

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When Siobhan and Vasco D'Gama made an exhilarating but exhausting visit to the world's most famous statues on Easter Island, they found time to chill out with their copy of East Finchley's favourite newspaper.

The couple, who live in Chandos Road, N2, were in the middle of a whistlestop tour of Chile based in Santiago and taking eight flights in 16 days to reach the region's far-flung highlights.

It was a five-hour flight to reach the iconic Moai heads on Easter Island, or Rapa Nui, almost 4,000km out in the South Pacific. Siobhan told us: "There are about 900 of them, dating from around 1000AD. They're about 10m high and up to 80 metric tonnes in weight, and when you are in front of them they certainly are impressive."



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