

The Archer - www.the-archer.co.uk



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

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 Sharmans 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.

Recycled paper

The newsprint used for The Archer comes from Palm Paper in Kings Lynn, Norfolk, one of the largest paper mills in the world. It comes in giant rolls measuring almost two metres in diameter containing 15km of tightly wound paper.

"All the paper we use for The Archer is recycled from consumer waste, possibly even

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 Sharmans 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.

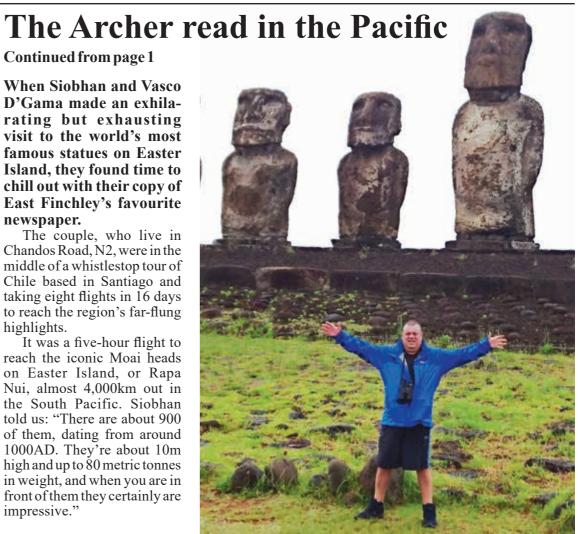
Mark says: "A decade or two back there were 56 newspaper printers in the UK, now there are only 24. There's still a healthy future for printing but a lot more of our business is digital and on demand, so we have to be set up to handle shorter runs with quick turnround times."

newspaper.



rently kept busy with orders starting as low as 500 copies, through regular jobs like *The* Archer's in the thousands, up

old colour presses are cur- 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.





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