

## Proud Local Printing Tradition -Skive Folkeblad



The daily Danish newspaper, „Skive Folkeblad“ was established in 1880. Ever since the newspaper brings the news – everyday but Sundays – to Skive (in Denmark) and the surrounding area. The circulation is 12,500 papers.

The large printing machines pluck away as Skive Folkeblad for tomorrow takes its way from the drawing board to the printing press. In the making of the newspaper, Masytec plays an important role.

“The Lincoln ink pumps have been in place, doing their job, since 1999. In the 10 years the four pumps have been supplying minute for minute our printing presses with ink – without a functional failure”, says John Vejle.

And then after a long thought: “Actually, once in the ten years we had one”, he says and laughs.

### Remedy as Nearby

In addition to the longevity and the almost nonexistent failure rate, John Vejle speaks in an appraising tone of the advantages of a local technician:

If I have a question or other matter that I would like a professional opinion on, then I simply pick up the phone. If things can't be resolved over the telephone then they immediately send someone over. The service is really top-notch.

### With Foresight

Skive Folkeblad has always proven to be farsighted – also when it came to the pump solution selection:

“We didn't buy a Suzuki, but we chose a Ford when we selected Lincoln. We haven't regretted this decision for a second. The operational reliability, increase in efficiency and optimization of work processes, as well as ink consumption reduction, have paid this investment off a long time ago”, according to John vejle.

Already for years, Skive Folkeblad saw the emerging crisis and visionaries decided to do more than just newspapers. As a result, the company has a large customer portfolio in the so-called “civilian production” sector such as printing for public and private customers – brochures, magazines etc.:

“Over the years we have broaden our production because we saw that it was necessary to survive and necessary for a healthy business. We offer the complete program for printing materials. We are much more than just a newspaper”, says John Vejle at the end.

Whatever goes to print, one thing is for sure, that the ink pumps and the printing press do their job. Undauntedly and (as good as) trouble free!

*The original Danish text was written and published by MASYTEC, a Lincoln distributor for Denmark.*