

Case Study: Terrorizer

Music magazine moves to 100% recycled paper



Terrorizer is a specialist monthly magazine focusing on the 'extreme music' scene. Established in 1993, it has secured a leading position in this niche market with a total of over 160 issues produced to date. Published by Dark Arts Ltd, Terrorizer's worldwide circulation (covering the UK, the USA and Australia) is currently 15,000.

Heavy ink coverage, which delivers high colour saturation, is one of the publication's defining characteristics. For example, the adverts it carries often consist of solid-image backgrounds with reversed-out text. In addition, the quality and 'feel' of the paper play an important role in determining the overall impact and impression created by the magazine.

'The change of paper has not harmed the magazine's look and feel'

Key Facts

- The inside pages of 'extreme music' magazine Terrorizer are printed on paper made from 100% recovered fibre.
- Using recycled stock publicly demonstrates the publisher's commitment to helping the environment.
- No problems have arisen in printing or finishing, despite the magazine's very high ink coverage, and making the change has been cost-neutral.
- There have been no adverse reactions from advertisers or readers.

For the last four years, the inside pages of Terrorizer have been printed on 90gsm silk paper manufactured from 100% recovered fibre. The cover is produced on 200gsm gloss paper made from 100% virgin fibre. A heat-set web offset (HSWO) process is used to print the magazine.

Motivation to 'go recycled'

Following a change of publisher, Dark Arts Ltd took responsibility for publishing Terrorizer and took the opportunity to review the paper specification. Up to that point, the publication had been produced on 100% virgin paper. The new publisher, prompted by a passionate concern for the environment, decided to assess the scope to switch production to recycled-content paper. Specifically, this step reflected the new publisher's strong belief that it is the responsibility of the publishing industry to take the whole issue of environmental accountability very seriously.

"It's 'greener', it's just as easy to print on and there's no price premium – there really hasn't been a downside to using recycled paper"

**Pete Yardley,
Dark Arts Ltd**

'Myths about the disadvantages of recycled paper were completely resolved'

The process involved

Initially, there was a degree of reluctance within Dark Arts Ltd to consider printing Terrorizer on recycled stock. This was largely due to misconceptions about the environmental impact of the chemicals used in the manufacture of recycled papers. Research was therefore undertaken on this topic.

The research showed, to the satisfaction of everyone in the company, that the chemicals actually have a reduced or (at the very worst) equivalent environmental impact compared with the chemicals used in the manufacture of virgin papers. A decision to authorise a move to stock with over 50% recycled content was subsequently taken jointly by the Managing Director of Dark Arts Ltd and the editor of Terrorizer.

Paper whiteness is often a key issue for publishers considering whether to make the switch to recycled paper. This was not the case with Terrorizer, however, because the style and design of the magazine mean that very little of the paper surface remains unprinted. Nevertheless, paper quality was an important consideration when deciding which particular recycled stock to choose. The stock also had to be able to support heavy ink coverage. In addition, the weight of the paper had to be 90gsm in order to maintain the publication's feel and therefore its quality as perceived by the readership.

V Green Silk was the paper identified as best meeting these criteria. A print trial using a single reel of V Green Silk was undertaken by Wyndeham Heron Ltd, the contractor responsible for printing Terrorizer on behalf of Dark Arts Ltd, and proved a complete success.

Following the trial, Dark Arts Ltd authorised a full-scale, permanent switch to using V Green Silk for the inside pages of the magazine. The company has retained responsibility for buying the paper for each issue and supplying it to Wyndeham Heron. To date, however, Dark Arts Ltd has not identified a recycled stock suitable for replacing the gloss virgin stock used for the publication's cover.

'Going recycled raised the magazine's profile'



“The paper hasn’t compromised printing, binding or finishing, so production costs are no higher than for virgin stock”

Dave Emeny,
Wyndeham Heron Ltd

Results and perceptions

In terms of production, printing, binding and finishing have all been completely trouble-free. Reprographics preparation is the same as when printing on virgin paper and there have been no reported problems connected with drying, register or web breaks.

In terms of quality, the recycled paper has fully met the requirements and expectations of Dark Arts Ltd. Most importantly, there have been no adverse reactions from either advertisers or the magazine’s readers. In fact, the readers have, if anything, seen the switch to recycled paper as a positive step towards protecting the environment.

In terms of cost, the recycled paper has not proved to be any more expensive than the virgin stock it replaced. Ensuring cost-neutrality was not actually a key aim when making the switch, so paying a small price premium for the recycled paper would have been perfectly acceptable. The fact that this has not been necessary has been an additional benefit.

Conclusions

Dark Arts Ltd is very positive about its use of recycled-content paper in Terrorizer and fully intends to continue using it in this publication. As a result of commendations and press coverage received following the switch, the magazine’s profile has been raised very effectively. Dark Arts Ltd hopes that it will be possible to identify a suitable recycled-content stock for the magazine’s cover in the near future.

Summary

Switching the inside pages of Terrorizer to 100% recycled paper has delivered an excellent outcome in every respect.

The printer’s experience of recycled papers

Wyndeham Heron Ltd prints Terrorizer at its site in Maldon, Essex, using a MAN Rotoman 32-page HSWO press. To date, only a small percentage of the company’s output is produced on recycled paper. However, Wyndeham Heron sees it as their job to deliver a high-quality finished product on any appropriate paper specified by their clients.

The company does not believe that the actual cost of printing is any greater for papers derived from recovered fibre than for virgin stock. Although noting that some recycled papers in the past caused debris and wash-up problems, Wyndeham Heron believes (based on its own experience) that this is no longer the case.

Overall, the firm is aware that publishers are becoming increasingly interested in using recycled paper. To enable it to respond to enquiries, Wyndeham Heron has compiled a list of around four recycled stocks that it feels confident in recommending. This list can be useful to publishers who want to use a recycled paper but have not been able to identify one that meets their requirements in terms of weight, whiteness or opacity.



For more information
contact:

Pete Yardley
Publisher – Terrorizer
Dark Arts Ltd
Unit 36
10-50 Willow Street
London EC2A 4BH
Call: 0207 7297666
Email: pete@terrorizer.com

Dave Emeny
Managing Director
Wyndeham Heron Ltd
The Bentall Complex
Colchester Road
Heybridge
Maldon
Essex CM9 4NW
Call: 01621 877777
Email:
davidemeny@wyndeham

While steps have been taken to ensure its accuracy, WRAP cannot accept responsibility or be held liable to any person for any loss or damage arising out of or in connection with this information being inaccurate, incomplete or misleading. For more detail, please refer to our Terms & Conditions on our website www.wrap.org.uk

**Waste & Resources
Action Programme**

The Old Academy
21 Horse Fair
Banbury, Oxon
OX16 0AH

Tel: 01295 819900
Fax: 01295 819911
E-mail: info@wrap.org.uk

Helpline freephone
0808 1002040

www.wrap.org.uk/manufacturing

