



COMMUNIQUE **02** **07**

RSDB Shareholders' Magazine



New Executive Board member (p. 47)

**“I’m delighted Edwin
Bouwman has joined us”
says John Caris**

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NEW MANAGEMENT

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**RABOBANK CARES FOR THE
ENVIRONMENT, CHOOSES
ROTO SMEETS**



Graph caption: Share price as of Sep. 2007

FINANCIAL DIARY 2008

Annual results 2007 press release

20 March 2008 08:30

Annual results press conference

20 March 2008 09:00

Annual results analysts' meeting

20 March 2008 11:00

Shareholders' Annual General Meeting

16 April 2008 15:00

2007: THE YEAR IN BRIEF

Demand in the Print Productions market, expressed as paper tonnage, rose very slightly above the 2006 level. At the same time, however, this growth remained below the available capacity.

RSDB responded strategically to the situation by conducting constructive consolidation talks within Europe. These talks should lead to a strong position in the future, since RSDB remains convinced that the group can play a role in the consolidation of the European graphics industry.

All sales efforts were further directed at a responsible expansion of market share and the achievement of realistic price levels. Further measures aimed at improving productivity and cost reduction have

been implemented. The restructuring programme set in train in December 2006 is helping to derive greater added value from the organisation. The first improvements are becoming visible. These (potential) cost savings will help counter price pressures and the rising costs of personnel, etc.

Under these market conditions and including incidental profits and charges, RSDB maintains its earlier stated expectation that, in the absence of unforeseen circumstances, the 2007 results will equal those of 2006.

RSDB COMMUNIQUÉ, NO. 2-2007

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FORE-WORD

After the traditionally quiet summer period we are now preparing for the busiest time of the year. The results reported by our fellow printers in Europe

confirm our standpoint that European consolidation must be pursued now, but they are also slowing down the talks in which we are engaged. We shall inform you immediately there is any news.

This period was also eminently suitable for bringing Edwin Bouwman up to speed at RSDB. He has now familiarised himself with all aspects of the group's business and is currently passing on his own expertise to our organisation. Other areas of the organisation have also received a transfusion of new management blood and some of the people involved are introduced in this issue.

This bulletin also reports the conclusions of a European Commission investigation into the situation of the graphics industry in Europe.



John Caris

RSDB N.V. EXECUTIVE BOARD NEW MEMBER



The RSDB Supervisory Board has proposed the appointment of Edwin Bouwman as new member of the Executive Board and Chief Financial Officer (CFO) as of 1 July 2007. Edwin's appointment as statutory director will be proposed to the General Shareholders Meeting at a date to be determined.

Of this appointment John Caris says, "I am delighted Edwin Bouwman is to join us as CFO. His broad experience in international finance and his commercial attitude will be of great value and will aid the implementation of RSDB's long-term strategic and financial goals. His personality will fit in very well with our business."

INTRODUCTION

Edwin Bouwman is 40 years old, married with three children. His work took him and his family to England, where they lived for a long time, returning to Bilthoven in March this year. Besides his work Edwin is an active sportsman, playing tennis, hockey and golf. He also skis and reads a lot, principally on history, wines and the capital market.

BACKGROUND

After studying economics at Erasmus University, Rotterdam, he joined Shell, where he worked for 15 years in a variety of financial management posts in a number of countries. His jobs included Treasury Controller at Shell International from 1999–2001, immediately followed by a spell as Chief Financial Officer, Shell Marine Products from 2002–2006. His last job was Vice President Finance New Business Development at Shell International Exploration and Production, Rijswijk.

HOW DID HE KNOW ABOUT RSDB?

A personal acquaintance at Royal Dutch Paper (Koninklijke Nederlandse Papierfabriek) regularly talked to Edwin about the graphics industry, where a lot has happened over the last few decades. The name RSDB crops up automatically in that context. Given his interest in capital markets, RSDB also drew his interest as a traded stock.

WHY HAS HE OPTED FOR THE GRAPHICS INDUSTRY?

Edwin has spent a great deal of his career at Shell Chemicals and Marine Products (suppliers of marine fuels and lube oils). As in the graphics industry, the name of the game there is overcapacity and low margins. They also need to consolidate and rationalise. Edwin believes these are interesting processes: "If you can manage them well, then as a business you can create a strong position for yourself in the market."

WHAT WILL HE DO AT RSDB?

As a Board member at RSDB Edwin will be responsible for a number of areas, such as finance (management information and performance management, treasury, budgeting, control, etc.), as well as Marketing Communications, Roto Smeets GrafiServices, ICT, legal, etc. Apart from that he will support John Caris in such managerial tasks as

determining strategy and policy, investor relations, and performance management.

client profitability, etc., for both Print Productions and Marketing Communications.

WHAT ARE HIS GOALS FOR 2007?

In 2007 he will be getting to know his colleagues, visiting them in their home plants, and familiarising himself with the entire graphics business surrounding RSDB, visiting customers and suppliers and talking to shareholders and analysts.

He will also look at maximising the use of the present information systems, such as DiMSI, to extract usable management information, like production costs,

Naturally he will be concerned with the results, especially cash flow, bottom line profitability and return on capital.

Finally, together with John and the Supervisory Board, he will pursue our efforts to play a part in consolidating the European graphics industry.

PENSKETCH

- Commercially oriented finance professional with external focus.
- Track record in turnaround and change management of businesses/processes.
- Significant experience in a B2B marketing and sales environment, leading a global finance function in a multi-operational, multi-country operation
- External board experience and internal Shell board membership experience.
- Exceptionally clear and transparent communicator. Proven ability to build trust.
- Practical experience in all relevant finance competences including financial accounting and reporting (incl. Sarbanes Oxley), treasury operations, tax planning, governance, risk management and assurance, financial control framework, planning/ budgeting & management information, contracting & procurement, managing customer and shared service centres, managing information technology operations (incl. SAP).
- Achievement oriented individual with track record of delivering outstanding results.

Career overview

'07	VP Finance New Business Upstream	Shell Upstream	Rijswijk
'02-'06	Chief Financial Officer	Shell Marine Products	London
'99-'01	Treasury Controller	Shell International	London
'96-'98	Planning and Appraisal Manager	Shell Expro U.K.	Aberdeen
'94-'95	Sr. Business Economist	Shell Chemicals Europ	Pernis/London
'92-'93	Management Accountant	Shell Chemicals N.L.	Moerdijk (NL)
'91	Equity Sales	ABN AMRO	New York

Education overview

'02-'06	Shell Executive Leadership Progr.	Shell learning/INSEAD	London/S'pore
'99	Corporate Financial Strategy	INSEAD Executive Pr.	Paris
'97-'99	LEAP Programme	Shell Learning	Netherlands
'92-96	Shell Induction Training	Various External	London/A'dam
'90	Market Research Consultant	Volvo Car	Madrid/Barcelona
'85-'92	Doctoraal degree (Drs) Economics	Erasmus University	Rotterdam

Other

'04-'05	External Board Member	OceanConnect.com	New York
'02-'05	Internal Shell Board Member	SMP USA, Norway, London, Hellas	Various
'02-'05	Management Representative Shell Centre Forum (Staff Council)	Shell U.K.	London
'88-'91	Treasurer	Stic.. Kamp Vierhouten	Vierhouten
'88-'89	Vice-President 'Lustrumcommissie'	R'dam Studenten Corps	Rotterdam
	Golf: captain Scratch team and team member	Golfclub De Pan & Dutch national squad	Utrecht, Netherlands

IMS CONTRACT EXTENDED!

The relationship between Roto Smeets and the publishers of the international weeklies Time and Newsweek has lasted as long as most colleagues in Weert can remember. We've been printing Time Magazine for about 35 years, now. But printing and finishing these weeklies, then getting them ready for distribution, has never become a routine job.

The staff at client International Magazine Services, a joint venture between Time and Newsweek, keep us on our toes. They periodically compare the performance of Roto Smeets with that of fellow printers who manufacture Time and Newsweek in other parts of the world. And then there's the contract, which is reassessed every few years. Other parties, such as Maury Imprimeurs and St Ives, are then free to tender for the package and that turns up the heat on us. Roto Smeets Weert was once again able to distinguish itself in this game and land the job.

On 20 March, Mike Taylor, International Magazine Services' Managing Director, and John Caris signed a new agreement. It was a special occasion as the contract had never before been extended for as long as five years. Until May 2011 the European (except the UK), Middle Eastern and North African editions of both magazines will continue to roll off the presses at Weert.

Photo left: Mike Taylor, right: John Caris



BELGIAN TV LISTINGS MAGAZINE TO RSW

AA reputation for reliability, excellent contacts and rapid action from SPS Utrecht and Order Management at RSW led in late July to our gaining the RTV magazine "Télémostique" from Sanoma Magazines Belgium. This is a weekly with an average size of 156 pages and a print run of 145,000 copies.



CONTRACTS WITH VNU, MANAGEMENT MEDIA AND DE VOLKSKRANT RENEWED AND EXPANDED

VNU Media, Haarlem, have agreed to extend their contract with us for three years until mid 2010. Even though it was VNU's intention to spread its portfolio, the negotiations ultimately led to an expansion of the package placed with Roto Smeets to include 12 titles, distributed between the three web offset plants and the sheet-fed plant in Utrecht.

A new, two-year contract has been agreed with Management Media for their Ski and Snowboard magazines. The contract includes extra Plus Propositions.

RS UTRECHT

Once again this year (the 128th year in succession) RS Utrecht has printed the NS railway timetables. The radical changes in services demanded a completely new timetable. The first print run of 110,000 copies soon sold out so an extra 50,000 copies were ordered.



A new four-year contract has been signed this month with De Volkskrant newspaper for the Volkskrant Magazine weekend supplement, to be printed at RS Etten. NL Unlimited, part of the Volkskrant group, has agreed a two-year extension of their contract for their city magazines covering Amsterdam, Rotterdam, Utrecht and Eindhoven.

ROTO SMEETS GRAFISERVICES EINDHOVEN

Roto Smeets GrafiServices Eindhoven has received an order to manufacture 12 travel guides for Slooves Grafische Vormgeving. The guides are to be manufactured this year and 2008. The first copies are due to roll off the press in October.

NEW DIRECTOR ROTO SMEETS WEERT

Interim manager Diederik Fetter was appointed to the post of Managing Director Roto Smeets Weert on 1 January 2007. His temporary contract was recently changed to a permanent appointment, which gives us occasion to introduce him to you.

Diederik Fetter is 44 years old, married, and father of four.

After completing his degree in business studies at Nijenrode and the IESE Business School, Barcelona, he made a deliberate choice to get into manufacturing.

At Buhrmann-Tetterode he set up or reorganised packaging materials companies in Germany, Austria, Belgium, Poland and elsewhere. He went on to work for eight years for Flint Ink, an international supplier of printing inks with factories and customers throughout Europe and outside. Early on he worked in the Publication Inks Division, followed by four years with Packaging Inks.

He has been active as an independent interim manager since 2006.

During his time at Flint, RSDB was one of the customers, which is how Diederik came to visit RS Weert a number of times. He saw it as a major plant with very decided views on how things stood in the industry. "That wasn't always very easy for a supplier." He became acquainted with RSDB as a whole as a powerful force in the Netherlands; one that foreign printers spoke of with respect.

According to Diederik, RSDB still has a good reputation and he is personally impressed with the process of change that RSDB has undertaken. He is convinced that it will materially improve our market position.



At Weert he is impressed by the way the employees feel closely attached to the company. That gives a solid foundation for the steps needed to improve things in the coming months. Margins are eroding rapidly, which demands quick, radical action, which he is now taking. Staff numbers had already been cut, but a real turnaround can only be achieved by working on the plant's productivity and cost control on all fronts. "This year we shall have to do all we can to improve so that we can look forward to 2008 as a year of improved results," says Diederik. "So RS Weert will be ready in the second half of the year to handle larger volumes. It's a nice challenge to be able to do that, preferably with more magazines."



NEW COMMERCIAL DIRECTOR DUTCH PUBLISHING

Another new employee at Roto Smeets is Hans Oonk, 46, married with two children. At Roto Smeets he is responsible for the management of the magazines Sales Force. This means that he and his team must ensure continuity in the existing relationships with their current titles and potential new ones. They devote their attention to the needs of our existing customers, but also take action to draw in new business. "That means we have to set new targets together, spot our prey, plan our attack, define our actions, allocate tasks and exploit our opportunities," says the combative Hans.

Hans Oonk comes to us from the paper industry. He worked for nearly 22 years at Bührmann-Ubbens, the paper and packaging wholesalers in Zutphen, where he occupied a number of posts in the course of his career.

After completing his HEAO-CE education in Enschede he started with BU as a management trainee and was immediately put into Bührmann-Tetterode's (the holding company's) management development programme. After several years as product manager, concentrating on office papers, he was detached for more than two years to Brussels. Back in Zutphen there followed posts as marketing manager (3 years), sales manager and business unit manager Packaging (9 years). For the last four years he was commercial director responsible for paper sales to the graphics industry. RSDB was BU's biggest customer and that was how he regularly came to visit a number of plants.

As an RSDB supplier he had a lot of respect and admiration for the group's market position and the professionalism that marked their place in the market. All seen from the viewpoint of the Dutch graphics industry. He did not at that time have much insight into the foreign activities. Overall, of course, there were the familiar threats from the market, such as overcapacity, eroding margins, falling print runs, customers spreading their titles, etc. "You could let it get you down, but you can also make it a great source of inspiration," says Hans the motivator. "It's in weather like this that the real sailors get going. After all, with a following wind everyone can reach the other side. No trick to that! No, in the years to come it's the real entrepreneurs who have to stand up and be counted. I'm looking forward to being able to make my contribution."

Hans believes that RSDB is a fine company with challenging commercial and strategic issues, a highly recognisable, tangible product and inspiring people at the helm! During his introduction he visited all plants a number of times, getting to know many new colleagues. "I am genuinely touched by the immense dedication, loyalty, skill, experience, openness and enthusiasm of all the colleagues I was able to meet and talk to. Really fantastic. It all gives me enormous confidence in the future. We might not be there yet by a long way, but I'm certainly convinced that we have a highly competent, enthusiastic crew on board, for whom no sea is too rough!" says the motivated new Commercial Director Dutch Publishing

HENRY VAN GORKUM: "TAKE STEPS TO IMPROVE ALL ASPECTS OF THE PRODUCTION PROCESS"

GUTENBERG VS THE ENVIRONMENT



At the end of September Roto Smeets Sweden took the initiative to bring together publishers, retailers, direct mailing organisations and representatives of the postal services to chart the most important environmental developments of current interest. The challenging theme was Gutenberg vs. the Environment.

One of the RSDB specialists who has been occupied with the environment for years is Henry van Gorkum. He is now enjoying early retirement but is still attached to the group as a consultant. The conference was able to watch a video containing an interview with Van Gorkum. Here follows an impression of the most important questions. The complete video will be available on the RSDB website from the end of September.

Since Al Gore's film 'An Inconvenient Truth' the environment has been high up on the agenda. Where does it stand at Roto Smeets?

"Our environmental history goes back a lot further than this film. We started to play a major part in the creation of the MBO (Governmental Environment Policy Agreement) as early as the late 1980s. This was a solemn undertaking between government and the graphics industry, signed in 1993. It lays down the environmental targets from 2000 to 2010. RSDB has never failed to hit its targets.

In 1994 we published our first Eco Balance, a complete inventory of all inflows and outflows of raw materials and products. This led to such questions as how much energy we need to print a thousand tons of product. We translated the most important environmental criteria into ratios. Because we've been doing that for so long, we are now in a position to spot trends. They are quite unambiguous in revealing the major steps we have taken to drastically lower the amount of energy as well as emissions per kiloton of work produced. We're talking about cuts of 70 to 80 per cent."

If you plot the figures on a graph, doesn't it look like the curve is bottoming out? Are we making less of an effort?

"Things went fast in the first few years. You pick the low-hanging fruit first. After that the drop is shallower, yes, but we're still succeeding in improving the ratios in terms of paper, solvents, additives and energy. We're constantly seeking improvements in our processing. That means an environmental benefit as well as a cut in costs."

Is the search for improvements mainly driven by pressure from customers or government?

"We started the Eco Balance because we believe in it. Roto Smeets has a central place in society at large. We're active and we're getting results. That encourages us to carry on. At the same time you can see that the customers' environmental awareness is increasing sharply. We go along with movements if the customers ask us to, even if we don't see any immediate use of a seal of approval such as the Nordic Swan, for instance. We also spar with government as well as our customers. Both European and national governments are introducing regulations, but personally I have far more faith in developments like ISO 14001, which ties process improvements directly into an integrated environmental policy in all areas of one's business practice."



Does Roto Smeets print on paper from virgin forests?

“As far as we are able, we ensure that all raw materials, including pulp, are drawn from managed forests. I regularly visited our suppliers in Finland and I saw with my own eyes the efforts they are making to run their businesses sustainably and to enter into discussions with all the parties involved. Don’t forget that the timber industry is tremendously important to their economy. At the same time, though, there’s a great environmental awareness there, too.”

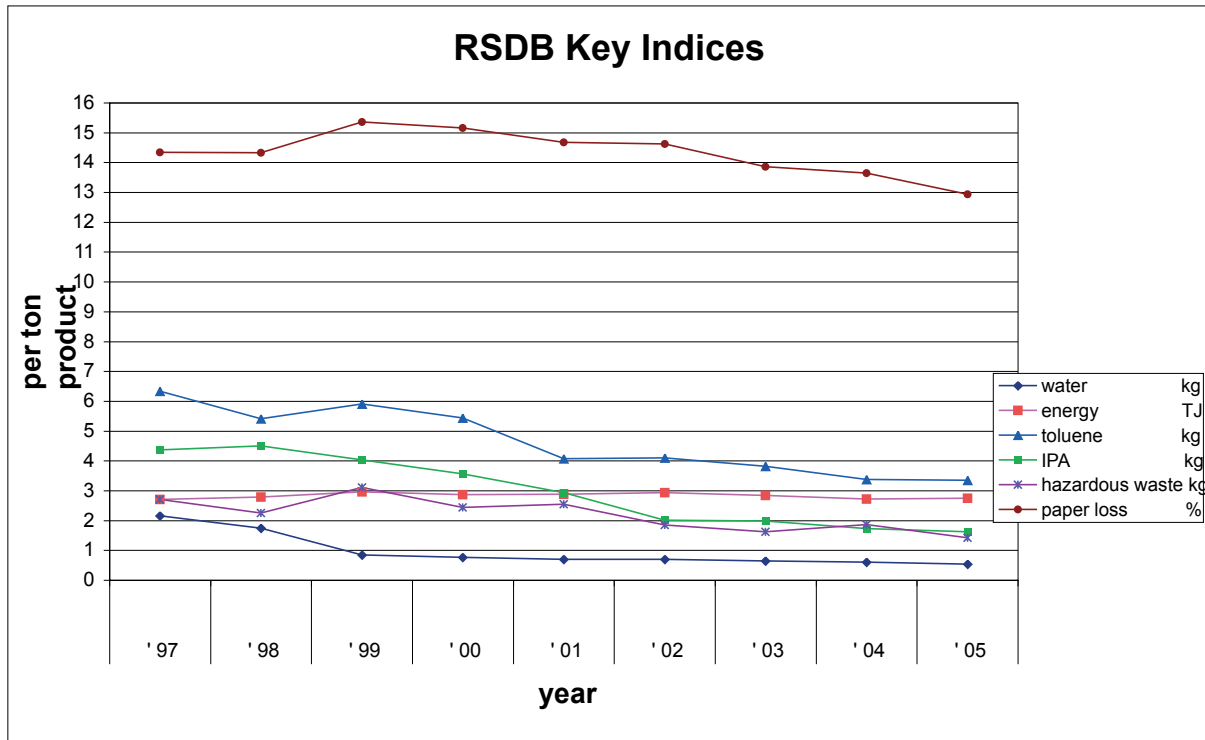
Environmentally speaking, is it sensible to take paper from Sweden or Finland to a plant in the Netherlands, print it and then take the finished product back to Sweden or Finland?

“The environment doesn’t stop at some arbitrary national boundary. Roto Smeets serves a huge hinterland, one that stretches far further than the country’s borders. Of course we’re exploring the options for optimising the transport process. But it’s difficult to find better alternatives that are just as fast, flexible and environmentally friendly. Thanks in part to the transport companies, we are exploring all alternatives and their possible consequences for the environment and manufacturing throughput times.”

The term ‘carbon footprint’ is one that is increasingly used in the graphics industry

“In the UK there was a consultancy that looked at the CO2 emissions throughout the chain from forest to waste paper reprocessing, for a newspaper and a weekend supplement. It turns out that 70–80% of the emission is released when the paper is manufactured, which is logical because that takes a significant amount of energy. There are gains to be made there. Printing takes care of about 10–15% of the total. I don’t really put much faith in the trendy idea of ‘CO2-neutral production’ by the way. Neutral compared to what? Are the definitions clear and consistent? We have to get into the discussion and present the right arguments.

What is important is to take action and look for ways to improve all steps in the graphics process. We’ve been doing that for a long time now, and we shall carry on doing so, intensively, in the future.”



Marketing Communications News

INTEGRATED COMMUNICATION AT MEDIA PARTNERS

The traditional boundaries between the various types of media are blurring. Print and digital media are increasingly often being used in tandem to achieve marketing communications objectives. RSDB Marketing Communications is taking advantage of this situation by offering cross-media communications platforms to ever more clients. Integrated communication is the answer to the need of major companies to create synergy in their entire communications system. A striking development is that both internal and external corporate communications are increasingly coming to be driven from a single viewpoint.

INTERNAL MEDIA GROWTH

The internal media package at Media Partners Netherlands has been growing apace for some time now. Internal media are now being realised for a resounding series of names: ABN AMRO Bank, Draka, KLM, Post Offices, Shell, and TNT Post. Draka is new to the group, for which a multi-lingual, pan-European quarterly magazine 'Network' has been developed. Shell's existing magazine 'Spectrum' is to be transformed into a monthly, digital magazine. A third product has been added to the two existing internal publications at ABN AMRO: the quarterly 'Spark' for employees in the Services Operations department. Media Partners have developed a loyalty programme for ABN AMRO's preferred banking clients, named RSVP. This is to run in addition to the group's glossy magazine 'Vivant', aimed at the same target group, which has appeared for several years. After nearly a year of preparation, Media Partners is now able to add Philips to their portfolio. The creative people in Amstelveen have taken the Philips Research magazine 'Password' in hand to develop a new, challenging concept that has been enthusiastically received in Eindhoven. 'Password' is intended to inform and surprise both internal and external stakeholders with the immense creative force of the Philips ideas nursery.



PROFESSIONALISATION IN BELGIUM

The market for relational media is professionalising in Belgium. Media Partners Belgium is one of the driving forces here, being one of the founders of the Belgian professional association. The professionalisation of the market is also leading to changes to some of the titles in their own portfolio. For clients including Fortis and Unilever, existing concepts are being changed to take account of new insights. In both cases this has involved restyling, which the target group will not fail to notice.

CAMPAIGN TIME AT DEM AND DESIGN DOMAIN

dem communications and Design Domain are immersed in a world-wide campaign to introduce Philips' Bikini Perfect, a new, whole-body shave and trim appliance for ladies. The corporate campaign involves creating and developing a communications platform for a PR kit, a campaign website, banners and a Point of Sale material model. A campaign for Body Groom, which is a similar appliance for men, was dreamed up and implemented earlier. This involved setting up a special website and banners, and more.



dem is doing a campaign mailing for FBTO to attract people to their website to do a care check. A cross-selling mailing is being developed that will tell clients about FBTO's other products and services.

EUROPEAN COMMISSION: 'FUTURE OF THE EUROPEAN GRAPHICS INDUSTRY'

Brussels, 23 August 2007: Overcapacity, ever-increasing pressure on prices and a lack of a common vision of the future. These are the principal, continuing threats to the graphics industry in Europe.

But clearly, opportunities are there too: introduce more variation in the supply side, thus decreasing dependence on paper, and build closer ties with customers and the leading suppliers, thus sharing best practice and developing new services.

These are the main conclusions of a report, [Competitiveness of the European Graphic Industry – Prospects for the EU printing sector to respond to its structural and technological challenges](#), on the competitiveness of and prospects for the European industry, written by Ernst & Young for the European Commission. The initiative came from the graphics trade association Intergraf in Brussels. The report attempts to answer the question of how the graphics industry should and can respond to the increasing competition from Asia, and China in particular.

Intergraf itself recently published its findings on the Chinese printing industry, especially in relation to non-urgent printing that demands a lot of handwork. Intergraf's conclusion is that "The new, aggressive competition, together with other, structural changes, is threatening the profitability of European businesses."

The structural changes impact virtually all areas: strategy, technology, market, international competition and communication, Ernst & Young conclude. One of the most important problems is 'the weak position of the printer in negotiations with both the supplier and the customer.'

"Many businesses are not seeking to grow by offering new, added-value services. Rather, they are trapped in a vicious spiral of overinvestment to increase productivity. Nor is there any strategy to improve profitability." Above all, the industry is too inclined to leave technological developments to suppliers.

Ernst & Young also believe that there are ample opportunities to escape from this downward spiral. First of all there must be better control and management of production costs. Management will also have to look for a new basis for growth. Investment in human resources for the future plays an important part here, as does the development of new services.

But the report is not just doom and gloom. "The European graphics industry is in a position to offer a broad package of products and services, it has modern, efficient production facilities and, thanks to significant investment and the extensive use of IT, it can remain competitive. The industry will, however, have to develop a better strategy for differentiation, pay even more attention to multimedia technology, and allocate a greater role to the service element it offers to its customers."

The graphics industry as a whole will have to polish up its own image. A task is also reserved for the European Union, which can offer greater support to graphics businesses to allow a genuine European Graphics Industry to be built up.

The report [Competitiveness of the European Graphics Industry](#) can be downloaded from the Royal Graphics Industry Association's website (Koninklijk Verbond van Grafische Ondernemingen, www.kvgo.nl), and is also available on RSDB's own intranet under Need to Know – onderzoeksrapporten.

PROUD AS A PEACOCK ...

Three magazines produced by third-year students at the three Weekend Schools in Amsterdam. They worked for five Sundays on these publications during the Magazine Project, set up by the Koos de Boer Foundation. From brainstorming on content through production to press editing and design.

The goals of the Koos de Boer Foundation are:

- To train students from underprivileged areas in the magazine and multimedia industry.
- To bring the students into contact with jobs in the industry and to familiarise them with the various professional areas.
- To give students a wider view of society using the magazine as medium.
- To raise funds for the creation of educational or informative material.

Under Koos de Boer's personal supervision, the students at the Weekend School in Amsterdam are taken in hand by a number of enthusiastic magazine makers, as well as makeup artists, stylists, photographers and art directors. Willing volunteers, all of them, but it is the students themselves who determine the content and editorial line, just like the real editors in chief of the future. The three magazines finally rolled off the press at Roto Smeets Grafiservices Eindhoven, which sponsored by the printing and paper.

A LOOK AT THE WORLD FROM THEIR WORLD

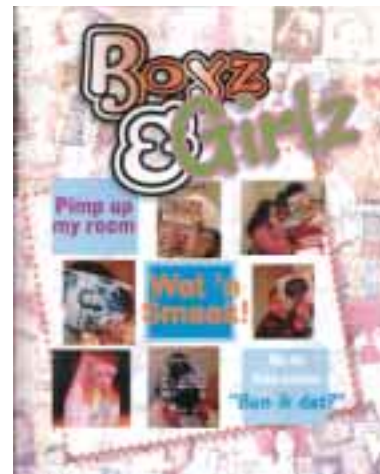
As you leaf through the magazines you get an impression of the different cultures of the Surinamese, Ghanaian, Turkish, Moroccan and Dutch teenagers. Naturally the girls wanted a beauty makeover, while two lads designed their own clothing line. But there was depth, too. What about such topics as 'What's juvenile detention like?' 'How does it feel to live illegally in Holland?' 'How do you feel if you're always bullied?' 'What difference does it make if you're the oldest or the youngest in the family, large or small?' 'What do we want to change in the Netherlands?' All these articles were initiated and developed by the students themselves.

Do you want to support the Foundation? Donations can be made to 'Koos de Boer Fonds', Account No. 12.95.42.989, Rabobank, Monnickendam. For more information see: www.koosdeboer.nl

Southeastern Magazine



Western Magazine



Northern Magazine



RABOBANK CARES FOR THE ENVIRONMENT, CHOOSES ROTO SMEETS

The Rabobank has gone green and in doing so has chosen Roto Smeets for its complex printing jobs. Roto Smeets has been steering Rabobank's in-house magazine *Dichterbij* in the right direction since last year. Steering literally in this case, since only two sheet-feed presses and a web press are used to produce the total print run of more than 1.2 million copies in nearly 185 local versions.

The Rabobank operates as a collective, and in late 2005 Rabobank project manager Arianne van Dorth was confronted with the challenge of creating unity from diversity by bringing the bank's existing, national U magazine and the various regional magazines produced by the local Rabobank members under a single banner. The result was *Dichterbij*. The local banks can supply 6, 12 or 24 pages of their own independent copy to the basic magazine's content, depending on their individual wishes. The copy is then distributed through the entire magazine. Hans Togtema of Rabobank Group Purchasing Marketing was closely involved in selecting the printer for this complex printing job, which must also result in cost savings. "The printer must have the technical competence to handle such a unique project. Naturally, we also paid close attention to the price. Another important aspect was the FSC quality mark."

ENVIRONMENTAL QUALITY MARK

This FSC seal of environmental quality was a major criterion. "In 2005, Rabobank switched over to FSC paper on a big scale," said Togtema. "Socially responsible purchasing is becoming

increasingly important. Despite using electronic bank transfers and such things as an electronic annual report, we still produce large amounts of printed matter every year. We're not trying to replace all of our printed matter by paperless communication, but our basic premise is that we shall use environmentally friendly paper in any case."

Every time an issue of *Dichterbij* rolls off the presses at Roto Smeets Weert and Roto Smeets GrafiServices Utrecht and Eindhoven, Togtema can see enthusiasm for the magazine increasing steadily. "Everyone has seen how it works, and that it does work, so personalisation of the magazine is gaining ground rapidly."

WHAT IS AN FSC SEAL?

The FSC seal is issued by the Forest Stewardship Council. Environmental groups, forest owners and timber traders set up FSC in 1993 and agreed 10 principles for good forest management. The site www.fsc.org has lists of FSC approved suppliers of paper and print. All Roto Smeets printing plants have been FSC certified since 2006. All of them also have ISO 14001 environmental certification.



DOCUMENTARY ON INTERNET

A short documentary on 'Dichterbij' can be viewed on the Internet at <http://rabowebtv.dutchview.nl/rabobank20070315dichterbij/>

REACHING THE HEART OF THE TARGET GROUP WITH SPECIAL INSERTS AND FEATURES

How can you reach readers? And how can an advertiser grab more attention? Roto Smeets has an arsenal of tempting tools ready to go: special inserts and features.

“Special inserts and features” is not a phrase to set your heart racing. Nevertheless, our special inserts and features stimulate the eye and the other senses. They allow consumers to get to know a product by tasting, touching or smelling it. In technical terms, special inserts and features are attention-grabbing additions to a magazine, advertisement or other print publication. Roto Smeets’ technology has a lot to offer.

SPECIAL WEBSITE

The existing Roto Smeets website (www.rotosmeets.com) shows dozens of examples of how a mix of enthusiasm and empathy can give a magazine that special touch. Using ink for a secret message, or stickers to jog the memory, for instance. Other options include aromas, product samples, packaging and special supplements. Or what about a header bag, or music in the cover? Our new (Dutch language) website www.plusproposities.nl is entirely dedicated to technological options for increasing the communication power of your print media. We’ve put together a collection of examples to show how we can help. The site also carries a survey that describes the extra punch each of the special inserts and features adds to your

communication. It’s both informative and inspiring!

HOW FAR CAN YOU GO?

Two decades ago printers only dealt with paper. Reply cards, that was an extension of their daily work, but gluing on a sachet? That happens virtually every week nowadays.

In recent years an immense amount of experience has been gained with special inserts and features, allowing today’s advertiser to select from among a wide range of possibilities. Reply cards, brochures and sachets are the most common formats, but more creative solutions are increasingly being used.

The latest example is the sound card, which can be used to play back a TV or radio commercial’s signature tune or payoff when the reader opens the card. A striking card with a huge impact on the effect of an audiovisual campaign.



Enthusiasm and empathy give a magazine that special touch