SAVA CASE

Application of replacement template
Organisational development

- The core of SAVA PRINT team originated from SAVA’s R&D

- **Innovative organizational structure:** small teams, low level of formality, open area, ...with elements of so called “adhocracy” that stimulates flexibility and innovation needed for dealing with technically complex product and dynamic environment
Key figures 2004

- no. of employees: 55
- production area: 4000 m²
- sales revenue 2004: 6,5 mio EUR
- sales growth 2003/04: 30 %
- export: 96,5 %
- no. of export countries: 58
Chronology of an innovation process

1984 – creative idea and patent solution
1989 – pilot production
1992 – first export
1993 – the beginning of trade
1997 – significant increase in revenues and production volumes
1999 – SAVA Print International was established
2003 – closing down SPI LTD; improved image; started covering market through regional sales managers; sales to 65 countries
2004 – joining the EU
Printing blankets

- compressible offset printing blanket
  - a rubber macro composite product
  - comprised from carcass distinguishing tensile properties
  - with a micro porous rubber ply, responsible for its compressibility and a top rubber ply
  - all known blankets have similar carcass construction with pretensioned textile piles
The Innovative Idea - Product Development

- The function of the Offset / Rubber Printing Blanket
Classic textile based carcass from cotton
Classic textile based carcass from cotton

REMOVAL OF COTTON TEXTILE FROM CARCASS

Sava Cord rubber based carcass from PES

REPLACEMENT OF TEXTILE WITH A SINGLE PLY OF RUBBERISED RAYON CORD
Advantages of sava blankets

- **superior dimensional stability**
  - **minimum elongation:** less than 0.7% at 500 N / 5 cm, reached with just one rubberised cord ply, lower elongation than conventional textile carcass
  - **fast relaxation:** with minimum loss of tension
  - **minimum gauge loss**
  - **low sinking:** 0.02 mm – 0.03 mm (lowest from all available blankets on the market)
Advantages of sava blankets

- **printing properties**
  - **resistance to smashes**: due to more rubber content in its composite
  - **higher longevity**: 30 to 40% higher than other blankets with minimum loss of tension
Conclusions

• Function Follows Form revised.

• It asks for subsequent and intensive R&D activities (in order to get the function).

• Company’s core competence presents the guidance when the existent core element is replaced.