

Challenge Solution

Client

New York Post
Port Morris Print Facility
Bronx, New York

The New York Post, one of America's oldest newspapers, is owned and operated by Rupert Murdoch's News Corporation. Known for its ability to survive, this famed tabloid has now flourished into a full color, daily newspaper, with a circulation of over 750,000 each day.

Challenge

In a cramped facility on South Street in lower Manhattan, The New York Post was constantly grappling with problems with old presses and an aging belt distribution system. The Post struggled to meet production goals. The facility no longer allowed the flexibility required for The Post to compete in the world's most competitive newspaper market. Additionally, accurate bundle count information necessary for cost and revenue control could not be obtained. The Post chose to build a new state-of-the-art printing and distribution center located across the East River in Hunt's Point. With a budget of 200 million dollars, The New York Post sought a sortation equipment supplier who could effectively partner on a project of such scale.

Solution

Individual newspapers are printed in the pressroom and then conveyed to the mailroom or distribution center using gripper conveyor. The papers are then stacked and strapped automatically and introduced onto a Mantissa tilt-tray system using one of twelve automatic induction units. Once on the 540' tilt-tray sorter, the bundles can be diverted to any of seventeen truck loading positions. Equipped with 270 trays, the sorter can carry as many as 5,400 newspapers per revolution.

The advantages of a tilt-tray system over a belt distribution system are numerous. The system allows bundles to recirculate in a loop until the desired truck position is ready to accept bundles. In addition, the control software is able to reassign a bundle to a different truck position at anytime. By using a Target Tilt™ profile, bundles are gently diverted minimizing damage to newspapers, and ensuring greater volume of sellable product.

A custom-designed drawbridge discharge chute and mattop conveyor diverter allows the mailroom operator to completely bypass the tilt-tray and load the trucks directly from the stacker positions, as necessary. Combining low maintenance, quiet operation and control flexibility, our system provides the answer to The Post's challenges.

Because the New York Post knows that any downtime is "bad news", they rely on Mantissa Corporation to deliver results.



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