

Innovative insert marketing and comprehensive life cycle management – Muller Martini impressed visitors at the World Publishing Expo with its mailroom expertise



# From Printed Comics to “Cosplayers” – Or How Print Can Play to its Strengths

► While attending the Frankfurt Book Fair, the world’s largest book and media fair featuring over 7,300 exhibitors from some 100 countries and attracting more than 280,000 visitors from 140 nations, a couple of weeks ago, I came across some unusual figures wearing homemade costumes. Dressed up in loving detail as their favorite characters from printed comics and mangas, they looked like elves, monsters and other fantastical creatures. The “cosplayers”, an amalgam of the words “costume” and “play”, arrange their meetings online. The fact that they were choosing the German masters of this discipline precisely at this book fair, which was previously unknown to me, symbolizes the converge of the various media today.

Many of these “cosplayers” were in their teens, so their fantastical appearance suited the fact that the segment of books for children and young adults has steadily grown at the Frankfurt Book Fair (by 5 percent annually since 2007). This fall, too, there were many publishing companies present at the book fair for the first time, since direct contact with end customers is always a rich source of potential for publishing companies. Let no one say that young people today don’t pick up books any more!

Positive messages like that do the graphic arts industry, which is hardly bursting with self confidence at the moment, good. They also show that print products certainly have a future – if they strike a chord with readers. With their undeniable charm, books, and in particular hardcover books, hold the trump of their haptic appeal. However, that requires authors, publishing companies, advertising agencies, printers and bookbinders to make the most of the diverse options for the printing and finishing of books.

“Print needs to stand out” in view of the increasing information overload from digital channels, says Matthias Wasser, Managing Director of Reinhart & Wasser, Bibliotheks- und Verlagsbuchbinderei GmbH, which is located in Berlin and specializes in high-quality print products (see article on page 18 of this issue). In order to make his thread-sewn books more varied, like the

Mönch bookbindery in Leipzig, he uses the new TWE;EN<sup>MC</sup> option on the Ventura MC book sewing machine from Muller Martini (page 16). “In order to make print products more attractive, you have to try something new from time to time,” believe the two innovative company owners Bettina and André Mönch, who have been producing thread-sewn books with shorter signatures for over a decade – first manually, and now industrially using a Ventura MC. “More and more customers, mainly from the art scene, are keen to enhance thread-sewn books with short signatures,” say the two TWE;EN pioneers.

Muller Martini has indeed revolutionized thread sewing with its TWE;EN<sup>MC</sup> world innovation. Smaller folded signatures can now also be stitched in a book block, which sets the stage for countless new and exciting thread-sewn product ideas. The Ventura MC is the first book sewing machine in the market that is capable of stitching products featuring signatures in different sizes and positions.

Shorter signatures provide great value added – from simple advertising messages to sophisticated coupon booklets through to maps in guide books. The Ventura MC benefits from being “digital ready”, which means that is prepared for both offset and digital printing. Complex books, in particular, are being produced in increasingly short and more individual runs, which is why they are digitally printed.



*Jürgen Noll,  
Head of Marketing and Sales  
Muller Martini Book Technology  
Bad Mergentheim (Germany)*

To touch on the buzzword of “digital” in another context, books, magazines and newspapers continue to seek their place within the coexistence of print and electronic media when it comes to the publication of content. I’m convinced that the traditional “paper media”, in addition to the traditional argument of their appeal to the senses, have another ace up their sleeve compared to the digital boom media: their high degree of credibility. An internationally renowned market research institute recently found in a global study that consumers place far more trust in printed advertisements than in online advertising. It’s no wonder that the purely online retailer Zalando prints millions of catalogs, because most online shoppers like to leaf through a print product first, before placing their order at the click of a mouse.

If even Internet entrepreneurs are relying on the benefits of print, then I have no fears for the future of our industry.

Kind regards,

Jürgen Noll,  
Head of Marketing and Sales  
Muller Martini Book Technology  
Bad Mergentheim (Germany)

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### Volume 28

Muller Martini "Panorama"

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### Publication frequency

Appears three times a year in English, French, German, Italian, Spanish and Chinese editions.

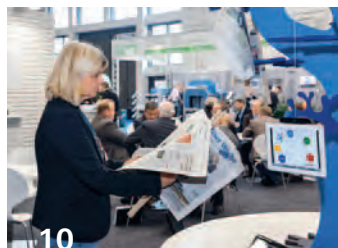
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### Printed in Switzerland.



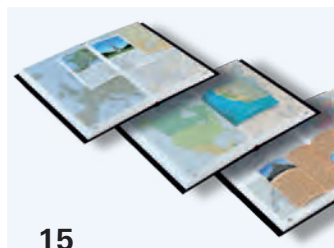
No. 01-13-571539 – www.myclimate.org  
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*The innovative insert marketing subject was the focus of the Muller Martini booth at the World Publishing Expo.*



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*The TWE;EN<sup>MC</sup> world premiere on the Ventura MC from Muller Martini revolutionizes thread sewing.*



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*Rodona now produces precisely as many copies as its customers need, using the SigmaLine and the Acoro.*

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# Print Becomes Gateway to the Internet

Given the structural change in the media landscape, the printing industry is desperately seeking ways to increase the attractiveness of print media. There is no lack of technologies that combine print and online, such as QR codes, RFID and NFC chips, digital watermarks and augmented reality. All these print-to-web technologies have one thing in common: they turn the one-way print medium into a multimedia experience.

*Printed electronic product codes that go beyond pure payment and information transfer are of particular interest to brand manufacturers. (© Polyic)*



► QR codes are certainly among the best known print-to-web technologies and can be found both in advertisements and on packaging today. They are simply scanned using an app on a smartphone, and the customer is provided with additional information about the product on their cell phone.

The alcoholic beverages producer Bols, for example, prints a QR code on the labels on its bottles, enabling consumers to determine whether they are looking at an original product or not. That not only enables Bols to get to grips with the issue of counterfeiting, but also has the pleasant benefit of allowing the company to learn more about its customers and to enter into direct dialog with them. However, information that is of interest to consumers also lies behind even simple barcodes. For instance, it is possible to find out about the composition of a product, read reviews and find price comparisons with an iPhone right at the point of sale using the Code-check app.

#### **Interactive Content**

QR codes are not particularly eye-catching and it can be tricky to find a place for them since space on packaging and labels is always tight. For that reason, QR codes are likely to be replaced in the foreseeable future by invisible codes, which can best be thought of as digital watermarks, stored in pictures or logos.

The Volkswagen Group is already making plentiful use of such opportunities in its communications. The seeMore app, for example, enables interactive content stored in pictures to be discovered. Exciting and attractive information on the given topic is hidden wherever the relevant icon is found. 360-degree panoramic images, interesting videos and interactive product presentations are just some of the options in the interactive bag of tricks.

#### **Getting the Communication Concept Right Is What Counts**

Print-to-web consultant Geert de Vries emphasizes that a broad range of functioning print-to-web technologies are available today to integrate electronically readable data into printed materials. He notes, however, that it is the underlying communication

concept that ultimately decides on the success of an advertising campaign, rather than the technology itself.

For instance, the language code of a cell phone can be scanned, enabling communication with the customer to be targeted, so that they receive the desired information in the given language.

#### **Bridge Between Print and Online**

Another possibility for bridging haptic print products and the online world are RFID and NFC tags. RFID stands for Radio Frequency Identification, while NFC is an abbreviation of Near Field Communication. The difference between the two technologies is not all that large, but it is a crucial one. While an RFID chip can only transmit static data stored on the chip, an NFC-compatible device reacts actively to the signal of an NFC tag and can establish peer-to-peer communication.

In addition, a special scanner is needed to read RFID tags, while a smartphone is sufficient for NFC tags. Essentially, an NFC tag can be thought of as a tiny storage medium, similar to a USB stick, with an integrated antenna, enabling wireless transmission of the data contained in the tag. NFC tags do not need a battery. Instead, they receive the necessary energy when they are in the proximity of an antenna built into a smartphone.

#### **From 2014 One in Five Cell Phones Will be NFC-Compatible**

NFC has featured in the press as a trend topic for some ten years and there is now even a standard for the transmission of data. However, this trend has yet to reach the masses, not least because of the lack of NFC-compatible cell phones. Market researchers from the British company Juniper Research, which specializes in cell phone applications, predict that by 2014 one in five smartphones will support NFC. However, that is just around a fifth of the roughly two billion smartphones that will then be in circulation.

#### **Apple Adopts "Wait and See" Approach**

Apple has held back with NFC until now. There is currently still no NFC-compatible



*Bernd Zipper, Managing Director of Zipcon:  
"We can almost talk about a revolution."*

### **How NFC Works**

NFC is closely related to RFID. Unlike RFID, NFC devices communicate in close proximity and require very little energy. An active NFC device, such as a cell phone, activates a magnetic field upon contact with the NFC chip, which is sufficient to activate the NFC chip and exchange its data with the cell phone.

Unlike with Bluetooth, the NFC procedure automatically establishes a connection between two devices immediately upon contact and exchanges data (Internet connection, program launch on cell phone). NFC technology operates with a transmission rate of 100 to 424 kBit/s at a frequency of 13.56 MHz. Owing to its low efficiency, hackers barely have the chance to crack the small, weak transmitters and tap the connection. The low-cost NFC chips are particularly popular for smartcard applications such as ski passes and tickets.



- 1 NFC chips are embedded between two layers of paper in the business card 2.0.
- 2 The first NFC applications are related to micro-payments and smartcards, but NFC will also make print "smart". (© Nokia)
- 3 By 2014 one in five smartphones will be NFC-compatible. (© Samsung)
- 4 A well-rounded solution: printed electronics on a roll from PolyIC. (© Polyic)
- 5 Print-to-web consultant Geert de Vries says that the communication concept is more important than the technology.

iPhone, though NFC-based functions would work well in connection with the Passbook app, which enables loyalty cards and coupons, for instance, to be stored on the iPhone.

Apple says that it has resisted jumping onto the NFC bandwagon because NFC does not solve any current problem. Yes, Apple has recently registered a patent for data exchange via NFC in its ecosystem. However, even with its 5S and 5C iPhone models launched this fall, Apple has again failed to show what form the integration of NFC could take.

**New Opportunities for Print**

Applications related to micro-payments and smartcards, such as entrance tickets and ski passes, are generally associated with NFC today. However, there are also interesting opportunities for the printing industry, particularly in the field of packag-

ing, to supply customers with additional information on using the given product, for example.

NFC chips can also play an important role in the fight against counterfeiting, since products can be tracked along the entire supply chain. Advertising messages in adverts and brochures can also be reinforced using NFC chips. Trailers can be integrated into film posters or film advertising in a magazine and can then be played on the screen of a smartphone.

**Great Interest Among Brand Manufacturers**

The possibilities are almost unlimited. Brand manufacturers, in particular, have recognized the advantages of NFC and possibilities that go beyond mere payment and information transfer. At drupa 2012 a small, but very smart NFC app created a stir.

The business card from Cardolution barely differs in appearance from a traditional business card. The contact details, however, are also entered on an NFC chip and can be directly transferred to the contact list of the smartphone (see box: Business Card 2.0 from Cardolution).

**NFC Makes Print "Smart"**

"Unlike QR codes, chips can also be changed later. What is important is that users can modify NFC chips themselves, providing this is allowed by the manufacturer, using their smartphone. NFC will increasingly become a key technology that will transform our everyday lives by means of smart automation. It also offers a unique opportunity for the print medium to enter the next stage of evolution. "NFC will make print smart and directly linkable, which means print will become a carrier that not only conveys information visually and

## Business Card 2.0 from Cardolution

NFC chips are embedded between two layers of paper in the business card 2.0 (see picture 1). Cardolution has produced a signature that can be printed using conventional printing presses – in digital or offset. The card barely differs from a traditional business card in appearance, but has a little extra something.

The business card can be read electronically using a suitable device, such as an NFC-compatible smartphone, and the contact details can be transferred conveniently to the CRM program. In order to avoid compatibility problems, a standardized vCard format is used for the storage of data. NFC chips can be written to, for instance, using a USB flash drive.

through touch, but also enables target group-specific linking,” says the Managing Director of zipcon consulting GmbH, Bernd Zipper.

As one of the leading companies providing consultancy services to the printing and media industry in the German-speaking world, zipcon has been active in this field for several years and advises a number of customers on the development and application of NFC technology. “We are researching this field together with our customers and we discover new opportunities almost daily for print and NFC to open up new business segments. It is incredible and exciting to such a degree that we can almost talk about a revolution,” says Zipper.

### Chips from the Printing Press

When thinking about the integration of NFC or RFID chips into printed materials, the question naturally arises as to whether

the chips could be printed directly onto packaging – not least because another highly promising technology is gaining ground: printed electronics.

Although possible in principle, printed chips are today not yet as efficient as their equivalents made from silicon, explains Wolfgang Mildner from PolyIC, a specialist in smart and flexible printed solutions. Hybrid solutions, which combine the advantages of the two chip types, will be used along the way initially, says Mildner.

### Interactive Packaging

Even when the time comes that chips can be printed that are just as efficient as the silicon versions, the process will not take place in a conventional printing press. With a printing speed of 30 meters per minute (the typical speed for printed electronics today), the two processes cannot work together.

There is, however, no obstacle to an in-line application, says Mildner. PolyIC is currently working on projects in the packaging sector. Brand manufacturers, in particular, are very interested in giving packaging additional functions. Mildner keeps under wraps what direction that will take specifically, but he names the keywords: interactive packaging.

### Identify and Grasp Opportunities

While not all roads lead from print to the Internet, many do. QR codes, which can currently be found on many print products, are on the way out, but they pave the way for NFC technology. Following a rather hesitant acceptance, NFC technology is likely to experience a breakthrough in 2014, especially as it seems that Apple will soon take the NFC plunge.

For the printing industry, the question is how to identify and grasp the opportunities presented by the various print-to-web technologies. The best way to do so is through

targeted experimentation. QR codes are a good starting point for that. Anyone who fails to recognize and take advantage of the opportunities will get left behind sooner or later. The development of print-to-web is highly advanced, yet we are still at the start of a new era in the relationship between suppliers and customers. ◀

[www.nfc-forum.org](http://www.nfc-forum.org)  
[www.juniperresearch.com](http://www.juniperresearch.com)  
[www.zipcon.de](http://www.zipcon.de)  
[www.codecheck.info](http://www.codecheck.info)

### NFC-Compatible Cell Phones on the Market

- ▶ Apple: Currently none.
- ▶ Google: Nexus 10, Nexus 7.
- ▶ HTC: Desire 500, One X.
- ▶ LG: G2, Mach.
- ▶ Motorola: Droid Maxx, Droid Ultra.
- ▶ Nokia: Lumina 1020, Lumina 925.
- ▶ Samsung: Galaxy S4, Galaxy Mega.



QR codes are on the way out, but they pave the way for NFC technology.

## Two Into One

A few months ago Slobodna Dalmacija replaced two AlphaLiner newspaper inserting systems from Muller Martini that were installed in 1998 with an AlphaLiner of the latest generation. Since the new machine can process four inserts at once and there is no longer any need for expensive inserting by hand, the newspaper printing house in the Croatian coastal city of Split can now offer its advertising customers lower rates.



1 The newspapers printed in Split (pictured: the flagship title Slobodna Dalmacija) contain up to four inserts.

2 Jurica Galić (left), Production Director at Slobodna Dalmacija: "Now we can offer lower insert rates to our advertising customers." Right: Željko Pokupec, Managing Director of Muller Martini Zagreb.

3 Products wire-stitched using the BravoPlus saddle stitcher are sometimes also inserted into the newspapers.

4 Slobodna Dalmacija has concluded a service agreement with Muller Martini for the Pantera. The perfect binder undergoes thorough maintenance twice a year (pictured: Daniel Pavelic, service engineer at Muller Martini Zagreb).





2



3



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► The 18 titles that Slobodna Dalmacija has been producing for years have an average of two or three commercial inserts each. As long as there were just two inserts per title, the capacity of the 14-year-old inserting systems was sufficient, since both AlphaLiners were equipped with two stations. However, as soon as the number rose to three or four inserts, Slobodna Dalmacija required additional capacity in the form of (expensive) manual work.

#### Advertising Customers Benefit

Times change – a few months ago the traditional newspaper printing house replaced its two older inserting systems with an AlphaLiner of the latest generation. It not only has an output of 18,000 copies per hour, but also has over four insert stations. “Now we can process our maximum number of inserts by machine, which enables us to offer lower rates to our advertising customers,” says Jurica Galić, Production Director at Slobodna Dalmacija.

The high production performance of the new AlphaLiner is of particular importance to Slobodna Dalmacija because no fewer than 21 newspaper titles are printed at its modern production site outside Split: the three daily editions of the flagship title Slobodna Dalmacija with a total print run of 45,000 to 65,000 copies and 18 additional daily, weekly and monthly titles with print runs of between 3,000 and 20,000 copies. The mailroom is extremely busy each day from 5.30pm to 3am with the finishing of all these newspapers, some of which are produced for other publishing companies.

#### From the Saddle Stitcher to the Newspaper

The pressroom becomes busy even earlier, since in addition to the preprinted sections,

Slobodna Dalmacija prints a good two-thirds of the inserts using the coldset procedure in-house, which creates an extra workload for the newspaper rotary press. The latest example are the crossword magazines acquired last summer, which are wire-stitched on the Muller Martini Bravo-Plus saddle stitcher installed six years ago in a run of between 10,000 and 15,000 copies. They are not only sold in kiosks as a standalone product, but are also occasionally inserted into the newspapers.

According to Galić, in addition to the high net output and the straightforward make ready, there were also synergy reasons for again choosing an AlphaLiner for the inserting process “Our machine operators can put their years of experience to use on the new model.”

In addition, according to the Production Director, the high level of Muller Martini’s services also spoke in favor of the new AlphaLiner – just like for the Pantera perfect binder commissioned in 2009, for which Slobodna Dalmacija has concluded a service agreement and which undergoes thorough maintenance twice a year. ◀

[www.slobodnadalmacija.hr](http://www.slobodnadalmacija.hr)

### AlphaLiner Inserting System: High Degree of Flexibility Combined with Maximum Performance

The AlphaLiner inserting system offers a high degree of flexibility to newspaper producers with small to medium-size circulations and mail shot producers with a wide range of products in various sizes. It boasts a broad range of sizes and also handles inserts that are larger than the main jacket. Up to 30 products can be inserted with a maximum performance of 18,000 copies per hour. Thanks to its modular design, it can easily be extended. The AlphaLiner can be loaded by hand, or semi-automatically using streamfeeders, or fully automatically using FlexiRoll. The AlphaLiner en-

ables automatic addressing of the main mailing jacket for address-specific inserting with subsequent copy-specific bundle building. The range of insert products is increased considerably thanks to the promo feed station. The strict process controls ensure correct inserting and a high level of product quality.

An integrated inkjet module enables the one-sized or double-sized online labeling of mail shot covers or main jackets. Information related to the recipient, such as their address, name or specific offers, can be printed on the cover.

# Successful World Publishing Expo: “The Newspaper Industry Is Alive and Well”

Muller Martini welcomed significantly more visitors to its booth at the World Publishing Expo (formerly IfraExpo) for the newspaper industry in Berlin this year than it did last year.

Talks about innovative insert marketing and an exciting visit to Axel Springer AG's Spandau printing house featuring Europe's largest mailroom went down extremely well with customers.



*Customers took advantage of the opportunity for in-depth discussion about innovative insert management with the mailroom experts at the Muller Martini booth at the World Publishing Expo.*

► Volker Leonhardt, Managing Director of Muller Martini Germany, was visibly pleased with Muller Martini's performance at the trade fair: "Customer interest in Berlin was significantly higher than at last year's trade fair in Frankfurt. We had a lot of excellent project discussions at our booth, indicating growing hopes in the newspaper industry."

### **"A Good Sign"**

Vladimir Georgiev, Director of the IPK Rodina printing plant, which is located in the Bulgarian capital of Sofia and uses two ProLiner newspaper inserting systems from Muller Martini, also picked up on the positive mood: "The exhibition center in

Berlin was better suited than in Frankfurt, and I also had the feeling that the trade fair attracted considerably more visitors. I see the positive atmosphere as a good sign and proof that the newspaper industry is alive and well." Georgiev, who has worked in the graphic arts industry for many years, appreciates the manageable size of the newspaper trade fair. "Within a short period of time you can gain an excellent overview of the state of the art and share experiences with fellow professionals."

That is also the reason why Christian Basse, Managing Director of SKN Druck und Verlag GmbH & Co in the German town of Emden, where the world's first FlexLiner newspaper inserting system from Muller

Martini is in operation (see page 12), values the World Publishing Expo: "It's a small and very manageable trade fair for newspaper publishing companies, where I can find all the relevant contacts and get an impression of how the newspaper industry is performing." Basse keeps up to speed on industry trends by reading trade journals. "However, the various trade fair booths provided me with an excellent reflection of what I'd read about."

### **"More Time Than at Drupa"**

Reyad M. Abu Daqer flew in to Berlin specially from Kuwait. The General Manager of British Industries Printing & Packaging Co. is convinced that the long journey paid off.

“Since we haven’t been in the newspaper business for all that long, the trade fair was an excellent opportunity for me to meet a lot of people in a small space and to attend some seminars. The machine manufacturer specialists had a lot more time than at drupa so we could discuss questions of technology in considerably more depth.” Reyad M. Abu Daqer spent a lot of time at the Muller Martini booth in particular because British Industries commissioned a ProLiner newspaper inserting system with two NewsStack compensating stackers a few months ago, following a Listo log stacker and a Preciso rotary trimmer.

The leading Scottish newspaper producer DC Thomson also has a state-of-the-art Muller Martini mailroom. Situated in Dundee, it features two ProLiner newspaper inserting systems, FlexiRoll buffers, a Tempo E220 high-performance saddle stitcher and a NewsTrim fanflex trimmer (see “Panorama” 2/13). The new systems were only recently commissioned, but in Berlin Technical Director Jim McBride already had his mind on future projects. “It’s important to maintain contact with manufacturers in order to seek new solutions for

the future. It was also useful for me to be able to meet a lot of software manufacturers at the World Publishing Expo, since software solutions are just as important as machinery in the field of digital printing.”

### Connex.Mailroom and Investment Protection Program

On the topic of software: the presentations of the Connex.Mailroom process management system, which enables an extensive and systematic data overview of production in the mailroom, also commanded great interest at the Muller Martini booth. Specific information about idle time, inserting processes and output achieved can be easily called up just in time, thereby enabling “management by numbers”.

The presentations of the comprehensive <sup>MM</sup>Services modules from Muller Martini, especially on the subject of life cycle management, also proved popular. The service portfolio allows newspaper producers to react flexibly to current challenges and to ensure the long-term cost-effectiveness of their mailroom. The experts from Muller Martini showed customers how they can keep their existing equipment productive

for as long as possible by using a tailored investment protection program. ◀



For more pictures of the Muller Martini booth at the World Publishing Expo in Berlin and the visit to Axel Springer AG’s Spandau printing house, please scan the QR code above.

## Exciting Visit to the Spandau Printing House

The highlights of the World Publishing Expo in Berlin from Muller Martini’s perspective included a visit to Axel Springer AG’s Spandau printing house, where over 3.5 million advertisement papers are printed and finished using Muller Martini systems per week, in addition to nine daily newspaper titles and five weekly newspaper titles. The visit to Europe’s largest mailroom was part of Muller Martini’s customer event, which provided the opportunity to exchange in a relaxed atmosphere ideas concerning the challenges facing the newspaper industry and the opportunities it presents.

“It was an impressive journey through 20 years of Muller Martini mailroom technology,” says Leonhardt. “Our customers were impressed by the way in which Axel

Springer anticipates market changes by means of permanent new investments and greater automation, thereby guaranteeing its future competitiveness.”

Roberto Heider, Managing Director of Joh. Heider Verlag GmbH, which is located in the German town of Bergisch Gladbach and produces advertisement papers itself using a ProLiner, found the customer event extremely valuable: “It’s always interesting to see how other companies produce. Axel Springer is in a different league from us, but ultimately our daily problems are of a similar nature, and new ideas can often be developed jointly when talking with fellow professionals.”

The numerous mailroom specialists also had plenty of opportunities to exchange thoughts over a joint dinner in a brewery.



During their visit to the Spandau printing house, customers had the chance to exchange in a relaxed atmosphere ideas about the challenges facing the newspaper industry and the opportunities it presents.

Bruno Müller, CEO of Muller Martini, personally welcomed the many customers to the event, which was an agreeable end to the first day of the trade fair.

## When the FlexLiner's State-Of-The-Art Technology Meets with Premium Products

When it commissioned the world's first FlexLiner from Muller Martini with a production speed of 30,000 copies per hour to replace two older inserting systems, SKN Druck u. Verlag GmbH & Co. KG in Emden (East Frisia/Germany), which specializes in inserting inserts in inserts, increased its net production by a whopping 79 percent – with one machine less. "At least 50 percent is due to our new inserting system," says Christian Basse, publisher and sole shareholder of SKN.



*Christian Basse (right), publisher and sole shareholder of SKN: "The FlexLiner is the ideal machine for inserts in inserts."*

► Basse lays out the weekly production logs from 2012 and 2013, activates the calculator on his iPhone and tells the Panorama reporter politely, but firmly to take note.

### 79 Percent Increase

"In calendar week 07/12 we produced 6,019 copies per machine hour – including changeover and repair time in continuous operation using five inserting systems. In calendar weeks 16/12 and 17/12 the figures were 6,137 and 4,930 respectively. That results in an average of 5,695 copies per machine hour for those three weeks in 2012. And now, pay close attention: now using just four inserting systems, we produced 11,532 copies per machine hour in calendar week 25/13, 10,523 in calendar week 27/13 and 8,561 in calendar week 30/13. That results in an average of 10,205 copies per machine hour for those three weeks in 2013 – 79 percent more than in the previous year. That's what I call a significant increase!"

That rise is also reflected in the number of machine minutes needed per 1,000 copies. While SKN required 17 minutes for 1,000 products in calendar week 07/12, it

needed just 12½ minutes in calendar week 25/13.

### 96 Hours Non-Stop

The marked rise in productivity was enabled by modernizing SKN's machinery. Previously, SKN used five Biliners from Muller Martini at its plant in Emden. Basse explains that "we only took into account four and a half of those in the statistics, because one was in need of repair". Today, the family business, which was founded in 1861 and is run by Basse in the fifth generation, uses three Biliners and the FlexLiner, which was first unveiled by Muller Martini at drupa 2012.

The FlexLiner has two insert feeders with stream feeders, which ensure high productivity, and is used around the clock on the four most production-intensive days from Monday to Thursday. It is typically operated at full production speed of 30,000 copies per hour – including with suction opening!

The products travel from the FlexLiner, which according to Basse's calculation accounts for at least 50 percent of the marked production increase, via a conveyor to the



*SKN processes some 200 million inserts annually.*

high-performance Robusto compensating stacker and are then strapped.

### "The Ideal Machine"

Basse searched for three years for the optimal solution for inserting inserts into inserts. Since he knew ahead of the last drupa that Muller Martini had an inserting machine in the pipeline corresponding exactly to his requirements, he was keen to visit the Muller Martini stand in Düsseldorf. He was so impressed by the demos that he

## The FlexLiner Facilitates Innovative Insert Marketing

The FlexLiner inserting system from Muller Martini, which was first unveiled at drupa 2012, increases efficiency in the mailroom, creates reliability in traditional newspaper production and offers new product design possibilities. The FlexLiner can be expanded in any number of ways thanks to its open system architecture. If production requirements change, immediate action can be taken. The FlexLiner can be expanded with two-piece or four-piece modules up to a maximum of 30 insert stations.

The insert stations can be fed manually or using stream feeders as required. Additional possibilities are created by individual addressing in the delivery transporter and the integration of a labeling system or a card gluer.

With FlexFeed selective main product feeding, customers have entirely new opportunities to set themselves apart from the competition. With the use of up to three feeding positions, which can be fed manually, from the FlexiRoll or directly from the web printing press, inserts can be placed as FlexAds on the front or back pages of a main product, in addition to normal insert production.

Thanks to such prominent positioning, each FlexAd stands out from the mass of inserts and has far greater advertising impact than traditional inserts. Up to three print products can be processed simultaneously using the co-mailing procedure, enabling various titles to be combined and distributed. The system also caters to com-

plex mailroom requirements such as zoning, regionalization and the increasing variety of inserts and preprinted sections.



*Scan the QR code above to see the FlexLiner from Muller Martini live in action.*

1 Since commissioning of the FlexLiner, insert productivity at SKN has risen by 79 percent.

2 The products are stacked using the high-performance Robusto compensating stacker and then strapped.



decided there and then to invest in the new system. "The FlexLiner is the ideal machine for inserts in inserts," says Basse. "I need technology that enables products without a low folio lap to be opened using suction technology."

### Inserts in Inserts – a Premium Product

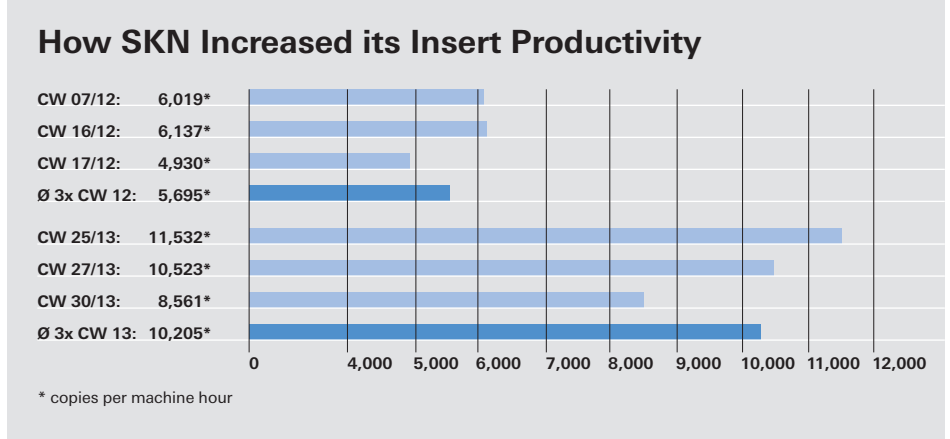
Inserts in inserts are SKN's specialty. Inserts in inserts have been on the market for a good ten years. They are considered premium products on the advertising market and account for 5 to 10 percent of the insert volume in Germany, according to Basse's estimates.

Since two signatures of different sizes are typically combined, insert-in-inserts advertising is proven to be more eye-catching to consumers. It is often used by large department store chains that combine advertising content for various products, for example food and non-food products, household and electronic appliances, consumer and investment goods, and products for men and women.

### 40,000 Tons of Paper Printed Per Year

As a specialist in high-volume printing, whose seven printing presses – including a 64-page heatset A4 printing press, a 48-page and two 16-page heatset A4 printing presses for illustration web printing, and a 64-page heatset printing press for newspaper printing – print over 40,000 tons of paper per year, SKN is also active in numerous other business segments. Traditional (newspaper) inserts are also processed. The annual volume is around 200 million copies, with some 70 percent of those printed in-house.

SKN, which employs a total of 450 people at four sites, also publishes two region-



al daily newspapers and an advertising journal. It has its own publishing company (which publishes SKN's own Ostfriesland-Magazin (East Frisia magazine) with a circulation of 15,000 copies, and publishes around 100 book titles), its own telephone book publishing company (with 34 regional telephone books) and, of course, also serves as a printing plant for external clients. SKN prints inserts for roughly 40 big-name key customers (80 percent for the German market and 20 percent for the Benelux countries), as well as ten monthly magazines with print runs of between 5,000 and 100,000 copies.

### Print Advertising Remains Dominant

Given such impressive figures, it is of little surprise that Christian Basse takes an optimistic view of the future of print advertising. "Print advertising continues to make up 68 percent of the German advertising market," emphasizes the SKN shareholder, consulting the next set of statistics. "The printed advertising volume totaled EUR 12.5 billion in 2012 – compared to EUR

1.08 billion for online advertising. If production, i.e. the expenditure on advertising agencies and printing costs, is also taken into account, the German advertising market amounted to as much as EUR 29.7 billion in 2012."

For that reason, Basse is not overly concerned about the situation of print advertising in general. Instead, he deals intensively with questions of detail, such as the avoidance of distribution losses. "Since consumers are inundated with advertising messages, attractive products need to catch their eye." That brings us back to inserts in inserts and the FlexLiner ... ◀

[www.skn.info](http://www.skn.info)



*Tweens, which are shorter folded signatures in thread-sewn book blocks, can be variably positioned and provide high added value.*

## World Premiere **TWE|EN**<sup>MC</sup> Revolutionizes Thread Sewing

Muller Martini has set the stage for countless new and exciting ideas for thread-sewn products: thanks to the **TWE|EN**<sup>MC</sup> option, smaller folded signatures can now also be stitched in a book block using the Ventura MC book sewing machine.

► From simple advertising messages to sophisticated coupon booklets or maps in guide books, with the new retrofittable **TWE|EN**<sup>MC</sup> option smaller folded signatures can also be stitched in a book block. "Such shortened signatures, called tweens, provide great added value," explains Jürgen Noll, Managing Director Marketing and Services of Muller Martini Book Technology GmbH. "They also lend themselves, for example, to high-quality inlays in photo books or art books, or to conveying knowledge in textbooks in an interesting way." In addition, new product ideas arise from the possibility of stitching in signatures with different fold types, such as a double-parallel fold or a zigzag gatefold.

The Ventura MC is the first book sewing machine that is capable of stitching products featuring signatures in different sizes and positions. An additional servo drive in the sewing saddle makes it possible for the tweens to differ both in length and width and to be variably positioned in the book block. Thanks to the motion control drive design, the lug chain adjusts independent-

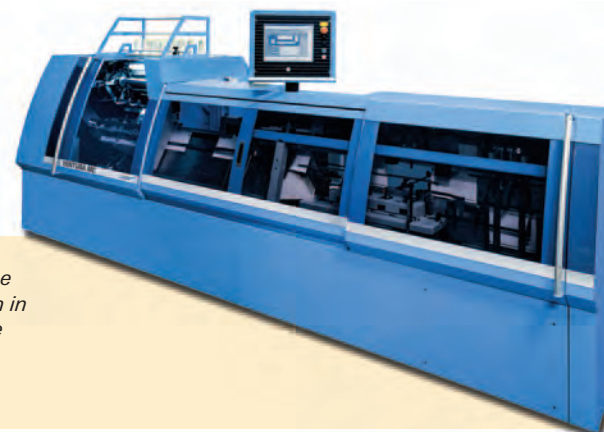
ly to the different sizes and the tweens can be processed entirely automatically.

### Easy to Retrofit

The **TWE|EN**<sup>MC</sup> option was first unveiled at China Print 2013 in Beijing (see "Panorama" 2/13) and attracted so much interest among visitors that many spontaneous purchases were made. New machines are already fitted with the new solution, and it is easily retrofittable on machines from the

2/11 series and onwards. For Ventura MC machines with an older year of manufacture, it is necessary to check individually whether an upgrade is possible. ◀

[www.mullermartini.com](http://www.mullermartini.com)



*The Ventura MC from Muller Martini is the first book sewing machine that can stitch in signatures of different sizes with accurate positioning.*

## Pioneer in Shorter Signatures

The Mönch bookbindery in the city of Leipzig in eastern Germany has produced thread-sewn books with shorter signatures for over a decade – first manually, and now industrially using the TWE;EN<sup>MC</sup> option on the Ventura MC book sewing machine. “In order to make print products more attractive, you have to try something new from time to time,” believe the two innovative company owners Bettina and André Mönch.



*While the Rewind – Forward art book, which won the Golden Letter award at the Leipzig Book Fair in 2003, was produced manually, today the Mönch bookbindery stitches shorter signatures using the Ventura MC with the TWE;EN<sup>MC</sup> option.*





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1 The ancient book sewing machine from the days of the grandfather of Bettina and André Mönch is still used today for one-off production runs. In the background is the new Ventura MC.

2 Bettina and André Mönch run the Mönch bookbindery in Leipzig together. Right: Hans Thomas, Sales Representative at Muller Martini Germany.

3 André Mönch changes over the Ventura up to seven times in a shift.

► It was exactly ten years ago that a thread-sewn book by the artist Olaf Nicolai and produced by the Mönch bookbindery was awarded the top prize, the Golden Letter, at the Leipzig book fair. The book titled Rewind – Forward, which was released by the renowned publishing company Hatje Cantz Verlag, features numerous shorter signatures, which lend the 168-page art book a special appeal. Just as the German artist from Halle is famous in his home country and beyond for his conceptual artworks using a wide range of media, so too is the Mönch bookbindery known for its flair for creative print products.

### A Product Becomes Popular

What required Bettina Mönch's dexterity using a book sewing machine operated by foot pedals for the book that debuted in 2003 has now become industry standard. "More and more customers, mainly from the art scene, are keen to enhance thread-

sewn books with short signatures," says Bettina Mönch, a trained assortment book-binder. She took over the company's operations in 1987 towards the end of the GDR era from her grandfather Werner Kretzschmar and has run it together with her brother André Mönch since 2003.

The family business, whose eight employees and two apprentices produce in one shift, has become increasingly well known thanks to word-of-mouth marketing. Its circle of customers has grown over the years, as have its runs of thread-sewn books featuring shorter signatures. Today its runs are sometimes as high as 1000 copies. Naturally, runs of that size cannot be processed manually using the book sewing machine from their grandfather's days.

### Dare to Take Risks

In order to be able to produce shorter signatures cost-effectively and increase its capacity, the Mönch bookbindery, which concentrates fully on print finishing, turned to Muller Martini, and essentially set the development of the TWE;EN<sup>MC</sup> option on the Ventura MC book sewing machine (see page 15) in motion.

It is no coincidence that the Mönch bookbindery has virtually become the pioneer of the shorter signatures option. The company, which moved into the Tapetenwerk, a creative quarter for artists located on the site of a former wallpaper factory, in 2007, has always dared to take risks. "In order to make print products more attractive and ensure they stand out, you have to try something new every now and then," say Bettina and André Mönch, especially given

the increasing competition from electronic media.

### Offset and Digital

His sister recognizes that "thread-sewn books with shorter signatures will remain a niche". However, Bettina Mönch is confident that demand for such products with integrated foils, transparent paper and various different fold types will increase, not least because of the growing popularity of the digital segment.

André Mönch, who himself operates the Ventura MC and a 1571 gathering machine from Muller Martini recently acquired on the secondhand market, has observed that he is processing increasing numbers of digitally printed jobs.

### Increasing Signatures

The result is that the runs of (exhibition) catalogs, book covers, dissertations and Bachelor's and Master's theses in the A5 to A4 range, which are ordered by printing plants, publishers, industrial customers, graphic designers, advertising agencies and galleries, artists and private individuals from Leipzig to Berlin, are on the decrease. Currently, however, the number of signatures gathered in-house, pre-inserted via a brochure line or delivered is growing steadily.

That is why André Mönch changes over the new book sewing machine up to seven times daily. He benefits not only from the fact that the Ventura MC is designed both for offset and digital: "I also like its high level of flexibility, high production speeds, the opening system, the tight stitching and, in particular, the short threads." ◀

## “Print Needs to Stand Out”

“The interplay between agencies, printing plants, bookbinderies and machine manufacturers is gaining in importance,” says Matthias Wasser, Managing Director of Reinhart & Wasser, Bibliotheks- und Verlagsbuchbinderei GmbH, which is located in Berlin and specializes in high-quality print products. For thread sewing the family business has invested in a new Ventura MC from Muller Martini featuring the TWE;EN<sup>MC</sup> option, since Wasser believes that shorter signatures have great market potential.

► The Reinhart & Wasser bookbindery has made a name for itself even beyond Berlin, where the company is based, with its attractive and high-quality print products – open thread sewing for perfect lay-flat behavior including with colored

threads, brochures and high-quality hardcovers with creasing, inline die-cutting of small sizes using a saddle stitcher-three-knife trimmer and, most recently, shorter signatures in saddle stitching. “Print needs to stand out,” says Wasser, who in his next

breath points to the increasing information overload from digital channels.

### Important Interplay

In order to increase the attractiveness of print, Wasser has intensified its contacts



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1 Open thread sewing with colored threads: Reinhart & Wasser has made a name for itself with attractive print products.

2 Following commissioning of the new Ventura MC book sewing machine, Reinhart & Wasser sent samples featuring shorter signatures to several agencies and printing plants, whose response was very positive.

3 Matthias Wasser (right), Managing Director of Reinhart & Wasser: “Thanks to the Ventura MC, we can now speed up our production and offer our customers more attractive prices.” Center: machine operator Stephan Garn. Left: Hans Thomas, Sales Representative at Muller Martini Germany.

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with advertising agencies in recent years. Advertising agencies, together with printing plants and publishing companies, make up Reinhart & Wasser's ever expanding range of customers. Greater consultation between agencies, printing plants and bookbinderies in order to clarify in good time what is technically feasible in terms of printing and print finishing is increasingly important.

Another trend is for runs as short as one book per title (e.g. for preliminary test copies or trade fair copies) in thread sewing, too. "The interplay between agencies, printing plants, bookbinderies and machine manufacturers is gaining in importance," emphasizes Wasser.

### Runs from 5 to 35,000 Copies

The average run for thread-sewn art catalogs, nonfiction books and specialist literature is between 1,000 and 1,500 copies. "However, there are times when we thread-

sew some 35,000 textbooks or just five books," says Wasser. For that reason, as a replacement for an older model from another supplier, Reinhart & Wasser invested a few months ago in a Ventura MC book sewing machine from Muller Martini. Featuring a delivery stacker, it produces cost effectively both short runs, whose number is increasing, and larger runs. "We can now produce higher quality products, while also speeding up our production, which means we can offer our customers more attractive prices," says Wasser.

Reinhart & Wasser performed a test at the Muller Martini Hardcover Forum in Bad Mergentheim (Germany) during the evaluation phase. Matthias Wasser was particularly impressed by the flexibility of the machine owing to its large size range, the welding of the threads, the short threads, the quick job changeovers and the clear menu navigation of the Ventura MC, on which an average of five changeovers are performed per day.

### Samples Featuring Shorter Signatures Get Positive Response

The TWE;EN<sup>MC</sup> option (see page 15) was naturally also a strong argument for investing in the new book sewing machine. Wasser believes that the shorter signatures – here he names centered signatures and foldouts specifically – meet a major customer need owing to the higher recognition value of such print products. "Immediately after commissioning the new Ventura MC, we produced samples and sent them out to customers, who responded very positively."

The Managing Director of the family-owned business established in 1972 by his father Siegfried Wasser and Eugen Reinhart (who left the company in 2008 and 2006 respectively) believes that the diverse opportunities in digital printing will give fresh impetus to thread-sewn products and increase the trend for small and individual runs. The number of digitally printed signa-

tures that are produced using the Ventura MC keeps on increasing. While the signatures are inserted manually for short runs, they are gathered using a saddle stitcher if the volumes are larger.

### Saddle Stitching and Perfect Binding

In addition to using Muller Martini equipment for hardcover products, Reinhart & Wasser has also used systems from Muller Martini for many years in saddle stitching (the company's specialties, in addition to traditional saddle stitching, are two-up production with split cuts or cutouts, inline perforations using a three-knife trimmer, twofold and fourfold eyelet stitching) and in perfect binding (French, Swiss, English and Otabind brochures) in the form of a Monostar.

The company, which employs 20 people, can offer its customers, which are predominantly based in Berlin and Brandenburg, the full range of print finishing services. "We're ideally positioned for a wide range of niche products and for both short and medium-sized runs." ◀



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4 The Ventura MC book sewing machine, which has been installed at Reinhart & Wasser in Berlin with the TWE;EN<sup>MC</sup> option, impressed the company with its straightforward menu navigation.

5 Digitally printed signatures, which are thread-sewn using the Ventura MC, are gathered using the BravoPlus saddle stitcher for larger runs.

6 Almost a quarter of a century old, but still in daily use: the Monostar perfect binder at Reinhart & Wasser.



5



6

[www.buchbinderei-rw.de](http://www.buchbinderei-rw.de)

# Imagine the Thread Sewing Machine Still Being Run by a Foot Pedal...

A strong company brand is ultimately defined by the stability of its products. Buchbinderei Renfer in Dübendorf, Switzerland, remains successful in the graphic arts industry with two "old-timers" from Muller Martini.



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1 Kathrin Renfer regularly works on the 61-year-old ACME II thread sewing machine from Martini.

2 Kathrin and Paul Renfer run their own bookbindery since 2002. Richard Hofer (left), Sales Manager at Muller Martini Switzerland.

3 Renfer uses the B1 block and brochure stitching machine launched by company founder Hans Müller in 1946 for the production of oversized carbon-copy blocks.

4 At Buchbinderei Renfer, book blocks are gathered on a Solo-ZTM 201 from Muller Martini dating back to 1983.



are some examples of the niche products the company stitches. Hardcover covers are produced and cased in by hand for conventionally and digitally printed book blocks that are gathered on a Solo-ZTM 201 from Muller Martini built in 1983.

#### Another “Old-timer”

At Buchbinderei Renfer, proof of the fact that the Muller Martini brand name is timeless can be seen in a second system in addition to the ACME II – i.e., the legendary block and brochure stitching machine B1, with which company founder Hans Müller laid the foundation for his business back in 1946 (see Panorama 1/13). Renfer uses the B1, in particular, to produce oversized wire-stitched brochures or carbon-copy blocks. “It also runs flawlessly after all these years,” says Paul Renfer. ◀

[www.buchbinderei-renfer.ch](http://www.buchbinderei-renfer.ch)

► As an old German saying goes, you can only learn to cook using an old pan. For Buchbinderei Renfer AG, the saying could be adapted to “you can only learn to produce books by hand with old thread sewing machines”. Trained bookbinder Kathrin Renfer, who together with her husband, Paul, runs this family business, which was founded in 2002 and employs five staff (including two apprentices), in the Swiss town of Dübendorf, regularly stitches book blocks on a thread sewing machine from Martini built in 1952.

#### “The Machine Runs Like a Whistle”

The 61-year-old ACME II “old-timer” found its way from Zurich to Dübendorf last summer, after its former owner, Paul Renfer Sr., closed his hand bookbindery. “We then improved a few basic settings – for example the gripper – and installed our own side knife,” explains Kathrin Renfer. “Ever since, the machine has been running like a whistle, and it produces flawless quality.”

The thread sewing machine, which is run with a foot pedal, is used not only for

larger series but also for the one-off production of books, magazines and bound volumes of minutes or small print runs between 10 and 20 copies. However, Buchbinderei Renfer also works in industrial areas – for folding, wire O binding and PUR perfect binding. “We produce many niche products, because the margins there are still good,” emphasizes Paul Renfer, who learned the trade of hand bookbinding in his father’s business. Small-sized (under A7) pocket guides and warranty booklets

### MMServices – Making Sure Machines Run Smoothly, Even After Years in Operation

Regular updates, proactive maintenance, thorough inspections, efficient online error management, faster repair service – with its global service portfolio MMServices, Muller Martini ensures that production systems continue to run smoothly after many years in operation.

MMServices optimizes operational and investment costs, ensures productivity, quality and added value, increases the profitability of machines, thereby providing reliable investment protection for production machinery.



*Daniel Krzanowski (right), owner and CEO of booksfactory.eu: "Our vision is to become Europe's leading digital printing plant." Left, Edwin Piotrowski, Sales Manager at Muller Martini Poland.*

# "In Five Years Our Digital Production Will Increase Tenfold"

booksfactory.eu, a company located in the Polish city of Szczecin, has been firmly committed to the digital production of books for the past six years. In order to automate its processes even further, the short-run specialist has become the first bookbindery worldwide to connect its new Diamant MC 35 to the Connex.Info data and process management system from Muller Martini.

► In 2007, Daniel Krzanowski made a forward-thinking decision. The owner and CEO of booksfactory.eu committed himself to the digital production of books. Six years on his company has seven digital printing presses (full color and black/white) and is the leader in this segment in Poland. His goals are ambitious: "Today, digital print-

ing accounts for around five percent of our total printing volume, but in five years that figure will rise to 30 or 40 percent," says Krzanowski. "I'm optimistic that our digital production will increase tenfold in the next five years. Our vision is to become Europe's leading digital printing plant." booksfactory.eu, which employs 50 people in two

shifts, comes into its own as a short-run specialist. "Our job volumes range from one copy, for which we charge a minimum fee of EUR 50, to 1000 copies or, in some markets, even 2000 copies," says Krzanowski. The products include scientific works, specialist books and fiction. Some 80 percent are exported, mainly to

neighboring Germany and to Scandinavia and Great Britain.

"We work with brokers in several countries and have a presence at ten book fairs a year," says Krzanowski, explaining the secret of the company's (marketing) success. Currently, booksfactory.eu works solely with publishing companies, he explains. "We don't work with individual authors yet, but that could change in the future."

### Doubled Hardcover Capacity

The innovative businessman is firmly convinced that digital book production will only be successful "if print finishing keeps pace with printing". That is why, prompted by its growing number of orders, booksfactory.eu invested this year in a solution from Muller Martini for the first time: a Diamant MC 35 bookline, which has doubled the firm's hardcover production capacity.

While evaluating the bookline, Krzanowski was impressed not only by the customer-friendly project support by Muller Martini Poland and the machine control system, which is ideal for short runs

– it controls the servos, so that these position themselves exactly in accordance with the machine data – but also by the "excellent" pressing of the books. "That means we can sell the very first book from a new production run."

### Connex.Info Combined with Company's Own MIS

The company's own software, which has eight modules covering all steps from jobs to logistics, plays a significant part in the success of the short-run specialist based in Szczecin. "I'm not aware of any book producer far and wide that has such a high degree of automation," says Krzanowski with visible pride. "A book has so many parameters that a management information system is crucial when you have 40 to 50 different titles a day."

In order to combine the benefits of the company's own MIS, which is developed further on an almost daily basis, with the new bookline, booksfactory.eu connected the Diamant to the Connex.Info data and process management system from Muller

Martini (see box) as a world premiere. Processes, which previously had to be tracked manually in a time-consuming way, have now been automated even further. "That's naturally good for our bottom line," says Krzanowski with a grin.

booksfactory.eu focuses not only on the purely technical components of production, but also on human factors. "Smooth production processes are also important to our machine operators because we give them performance bonuses," says the company owner. ◀

[www.booksfactory.eu](http://www.booksfactory.eu)

## Connex.Info Monitors and Evaluates Production

Management by numbers is becoming increasingly important to graphic arts businesses. That requires reliable production data, which Connex.Info, a module of the Connex data and process management system from Muller Martini, provides "just in time". The web-based solution Connex.

Info automatically records and collects the production data of the production lines connected.

The data, which earlier had to be laboriously collected by means of time sheets, is rapidly available and can be used for both technical production analysis and, via a

connected management information system (MIS), for business analysis and secondary calculations. Thanks to its clear user interface, Connex.Info provides users with a quick and comprehensive overview of the production data required.

Using a quick and intuitive selection function, employees can select the data sets to be analyzed. It selects, for example, first the relevant production line and then the production runs of the previous day, the whole week, the current month, the last month or all production runs already stored. Or it creates a filter with relevant links for job selection via an intelligent filter function. So that, for instance, all jobs with a run smaller than x copies are displayed.



*booksfactory.eu can read the data from Connex.Info on a large screen.*

# News from Muller Martini

## Focus on Digital Solutions from Muller Martini at Print '13 Chicago



Andy Fetherman (third from right), Director of Digital Solutions at Muller Martini North America, and Mike Wing (left), Digital Solutions Product Manager at Muller Martini North America, are shown with a group from Thomson Reuters at the Muller Martini booth at Print '13 in Chicago.

The emergence of digital print production technology continued to dominate at Print '13 in Chicago, the leading graphic arts trade fair in the USA. It was therefore no surprise that the "digital

ready" print finishing solutions presented at the Muller Martini booth commanded considerable attention. The Must See 'Em Award winner, the Presto II Digital saddle stitcher, whose

multiple component configurations enable print shops and bookbinderies to add digital capabilities and other enhancements, was a particular hit with visitors.

Demonstrations of the Solit three-knife trimmer, with its industry-leading three-minute makeready, also attracted great interest. Many customers were so impressed by what they saw of the Solit, which is designed to perform in both offset and digital production environments, that they requested a quote right there and then.

MMServices specialists, who were on hand to provide customers with customized reports showing how upgrades and retrofits can be used to improve the productivity of their print finishing systems, were also the focus of attention. "Our investment protection message was very well received at the show," noted Werner Naegeli, President and CEO of Muller Martini North

America. "Our customers were shown the value of having dynamic finishing solutions that can be easily adapted to accommodate future challenges and enable them to continue to grow using additional production methods."

Muller Martini presented the numerous options offered by the new VSOP web printing press for flexible package printing at the Converting and Packing Printing Expo (CPP), which was co-located with Print '13 for the first time. Muller Martini was also invited to participate in the all-new Photo Imaging Pavilion, which featured the top manufacturers and suppliers of photo book printing and finishing equipment.

## LabelExpo: Offset Technology Gains in Importance in Packaging Printing

LabelExpo Europe in Brussels, the world's largest trade fair for the label and packaging industry, confirmed the trend towards offset technology in flexible packaging printing. Muller Martini stands to benefit since it is ideally

positioned in this segment with its variable size VSOP and Alprinta V printing presses. "Numerous visitors and other exhibitors underlined the fact that offset technology is playing an increasingly important role in flexible packaging printing," says Bernd Sauter, Managing Director of Muller Martini Printing Presses GmbH, summing up the tenor of this year's LabelExpo.

Specialists from Muller Martini illustrated the special features of the VSOP printing press using a model of a VSOP printing unit in a ratio of 1:3. The VSOP enables quick size changes in offset printing since print sizes can be changed easily without having to remove entire inserts thanks to sleeve technology.



LabelExpo confirmed the trend towards offset technology in flexible packaging printing.

## LabelExpo Confirmed the Trend Towards Offset Technology in Flexible Packaging Printing

With an annual printing capacity of 185,000 tons, one million print products per hour, and 342 million newspapers printed this year, the production volume of the South African Paarl Group, which publishes numerous newspaper and magazine titles, is impressive.

Several daily newspapers containing between four and eight inserts are produced in the Pietermaritzburg plant. These inserts are currently still inserted manually. However, in order to shorten its production times and increase efficiency, Paarl Coldset will automate its inserting process at the beginning of next year by investing in a FlexLiner.

Paarl Coldset opted for the newspaper inserting system from Muller Martini, which was first unveiled at drupa 2012, with a main section feeder and eight insert feeders because its open



The FlexLiner inserting system from Muller Martini suits the needs of Paarl Coldset in Pietermaritzburg perfectly.

system architecture enables it to be expanded by adding four-piece modules to feature up to 30 insert stations. Paarl Coldset also uses the FlexLiner for pre-inserting at peak times, which means that the system fully meets the requirements of the plant in Pietermaritzburg.





From left: Michael Runge (Technical Operations Manager), Matthias Kandt (Sales Representative at Muller Martini Germany), Harald Peter Runge (Managing Partner) and Kay Runge (Managing Partner) in front of the new Bolero perfect binder at PMV Runge in Oyten.

## PMV Runge in Oyten Now Uses a Bolero Perfect Binder

The family business Print Medien Verarbeitung (PMV) Runge in Oyten near Bremen (Germany) processes a wide variety of print runs, from 500 to 2 million copies per title, for its extensive soft-cover range. Yet it also produces many high-quality products, such as special brochures for the automobile industry featuring register gradation of the contents pages, that require highly sophisticated production. "We need a perfect binder that enables quick changeovers for our smaller jobs and also ensures the flawless production quality of our premium products," says Managing Partner Kay Runge.

Following a thorough evaluation involving extensive tests, PMV Runge opted for a Bolero perfect binding line from Muller Martini with a 24-station gathering machine that can be loaded on both sides, a book block feeder, hotmelt and PUR back gluing, a PUR side nozzle, a cover gate-folding station, a Frontero front trimmer and a Solit three-knife trimmer. "This all-round machine suits our segment perfectly in this configuration," says Harald Peter Runge, who like his son is Managing Partner.

## New 3692 Gathering Machine from Muller Martini for Reliable and Convenient Gathering

With run sizes declining, time-saving changeovers, the ability to reach optimal performance levels quickly and uninterrupted production are vital in perfect binding to ensure that as many jobs as possible can be reliably and efficiently completed in each shift. The new 3692 gathering machine from Muller Martini, which can be used in the Pantera and Alegro A6 perfect binding lines as the successor to the 1571 gathering machine, is ideally designed to meet such requirements.

The new gathering machine is highly compact, since the elements contain four stations as standard, which means that it saves a lot of space. It can also be loaded and operated ergonomically on both sides, allowing you to load on one side and simultaneously prepare the next job on the other side during production.

Muller Martini's patented book verification system, which prevents production with incor-

rectly set-up signatures, is integrated into the new 3692 gathering machine. AsirCode, which prevents production with incorrectly set-up signatures, allows checking that production is complete and the sequence of signatures is correct, including the cover.

Compact, ergonomic and reliable: the new 3692 gathering machine from Muller Martini.



## ProLiner with Two-Off Mode Gives Mayer & Söhne Much Greater Flexibility

The Mayer & Söhne printing and media group in the Bavarian town of Aichach prints over 30 newspaper titles with print runs of between 5,000 and 500,000 copies. Aside from two daily newspapers, these are predominantly weekly advertising journals. The newspapers each contain between two and 15 inserts, with the average number being five.

Since both the number of newspapers and Mayer & Söhne's insert business have grown in size in recent years to a welcome degree, placing greater demands on fine zoning, the traditional company commissioned a new KBA Commander CT newspaper press for the Berliner format in 2012. It supplements a Geoman from manroland, commissioned in 1999, which also prints in the Berliner format.

One year on, Mayer & Söhne is now also reacting to the higher

output in the mailroom. Rather than investing in the aging system of another machine manufacturer, the business has opted for a comprehensive ProLiner inserting line from Muller Martini with 14 feeders, two NewsStack compensating stackers with TABA top-sheet printing units for great accuracy in stack formation, MPC (Mailroom Production Control) and the new Connex.Mailroom with Connex.Info.

The main section and the inserts are loaded via stream feeders in order to achieve a higher performance. Depending on the number of inserts, the ProLiner achieves an impressive net output of up to 70,000 copies per hour.

If, for instance, Mayer & Söhne produces a newspaper with five inserts, insert stations 1 to 5 and 10 to 14 can be identically config-



The sale and purchase of the comprehensive ProLiner inserting line was sealed at Mayer & Söhne in Aichach by (from left) Marcus Jaskolla (Technical Director of Mayer & Söhne), Volker Leonhardt (Managing Director of Muller Martini Germany), Thomas Sixta (Managing Director of Mayer & Söhne), Reinhold Ahtner (Sales Manager at Muller Martini Germany), Christian Kaiser (Partner at the Mauser-Kaiser engineering office) and Erwin Neudecker (Managing Director of Mayer & Söhne).

ured in two-off mode, thereby virtually doubling the cycle time. For products with six to 14

inserts, the ProLiner runs as usual in one-off mode.

# “We Produce Exactly the Number of Copies That Our Customers Need”

A complete SigmaLine with HP T300 printing press and inline Acoro A5 perfect binder a world premiere in this form: based in the Spanish city of Pamplona, Rodona produces softcover books in the short-run segment highly productively.



► Rodona has focused for two years exclusively on digital printing. It has its origins in the company Ona Industria Gráfica, which acquired the printing division of an important publishing company for legal reference works. The Ona Group, whose off-

set experience goes back more than 30 years, not only holds a leading position in black/white and color printing, but has also established itself in the field of digital web printing for the production of color books.

1 Rodona co-founder and Managing Director Alberto Senosiain (left): "If there is a second segment in our industry alongside package printing that will continue to grow, then it's digital printing." Right: Salvador Costa, Sales Manager at Muller Martini Ibérica.

2 From the HP T300 printing press (right) via the SigmaFolder, SigmaCollator and SigmaBuffer (back) to the Acoro A5 perfect binder (left) – this inline configuration for digital softcover books at Rodona is the first of its kind in the world.

3 The paper enters the SigmaFolder from the HP T300 color digital printing press ...

4 ... is made into book blocks using the SigmaCollator and the SigmaBuffer...

5 ... and then processed into softcover books using the Acoro A5 perfect binder.

### Digital Color Printing – an Interesting Market

That has been made possible by an investment in a T300 eight-color inkjet printing press from HP and in an HP Indigo 5000 for the printing of color covers. "Anyone can print in black and white," says Rodona co-founder and Managing Director Alberto Senosiain. "But what is really interesting is the added value of books produced using digital color printing. We see our future in this market."

Rodona, which employs 17 people, focuses on the cost-effective production of short runs. "The high costs of printing plates require minimum print runs in offset printing which are too large for certain book types," says Senosiain. "With digital printing we no longer need printing plates, and we produce exactly the number of copies that our customers need."

### Thin Paper, Thick Books

Rodona, situated just a few hundred meters from its parent company Ona Industria Gráfica, has become a short-run specialist. The average print run of digitally printed softcover books is around 150 copies, with a minimum print run of 50 copies and a maximum print run of 700 to 1,000 copies, depending on the number of pages. Speaking of the number of pages: certain reference books can have several hundred pages. "One of our particular specialties is thick books with thin paper," says Senosiain.

### Complete In-Line System

Customers – predominantly publishing companies and a small number of self-publishers – require not only good printing quality, but also immaculate print finishing. "There cannot be any differences in throughput to books printed in offset," says the company head.

For that reason, Rodona relies on a SigmaLine connected inline with the

HPT300, consisting of SigmaControl, SigmaFolder, SigmaCollator, SigmaBuffer, SewingCollator (especially for thread-sewn books) and – a world premiere in this form – also connected inline with a Muller Martini Acoro A5 perfect binder for PUR production with a Merit three-knife trimmer and Easy Fly front trimmer. The entire system is controlled by the Connex process and data management system from Muller Martini.

### Only the Diamant MC 35 is Offline

"In addition to the optimal processing of thin paper, we were convinced especially by the fold solution from Muller Martini," says Senosiain, explaining how the company came to invest in the SigmaLine. It ensures high productivity at Rodona, where the whole line is often operated by just two machine operators.

Only the Diamant MC 35 from Muller Martini, commissioned in parallel with the digital system, is operated offline. Thanks to the option of pre-gathered signatures provided by the SewingCollator, its stitching cycles are halved, increasing its output.

### Confident for the Future

Rodona currently still prints Spanish books exclusively for Spanish customers. "However, we're ready to export, since we have also invested in digital systems with a view to the international market," says Senosiain. If there is a second segment in our industry alongside package printing that will continue to grow, then it's digital printing. ◀



## “It’s Not Only Print, It’s an Experience!”

With night shifts not being permitted in its bookbindery for noise prevention reasons (because of paper exhaust), Kliemo Printing in Eupen in the German-speaking part of Belgium repeatedly came up against capacity limits in softcover production. The family business has now solved that problem once and for all by commissioning an Alegro perfect binder from Muller Martini.



▶ Anyone visiting Kliemo Printing in the town of Eupen, which has around 20,000 residents and is the seat of government of Belgium’s German-speaking community, could easily imagine they have arrived at the wrong address, given that the visitor car park looks onto the garden of a detached house with a swimming pool.

### **No Perfect Binding at Night**

Its residential location is precisely one of the greatest challenges for the family business, which was founded in 1979 by Matthias Klinkenberg and Friedrich Emonts. For noise prevention reasons, Kliemo Printing is only allowed to use some machines in two shifts, i.e. production is

not permitted during the night. The challenge is particularly marked when it comes to perfect binding. Kliemo Printing has used a secondhand perfect binder since deciding 14 years ago to produce softcover products in house. Despite operating in two shifts, Kliemo Printing often came up against capacity limits, but was unable to



1 From left: the two owners Michaël Klinkenberg and Christoph Emonts and Hadelin Warlet (Print Finishing Manager) in front of the new Alegro perfect binder at Kliemo Printing in Eupen.

2 The new Alegro has not only solved Kliemo Printing's capacity problems, but has also markedly increased its productivity.

resort to night shifts because of its location in the middle of a residential area.

### Down to One Shift

By commissioning a new Alegro perfect binder from Muller Martini with an 18-station gathering machine, Asir 3 automatic signature image recognition/AsirCode, a Solit three-knife trimmer and a CB18 book stacker this May, the company has not only solved its capacity problems, but has also markedly increased its productivity.

"Thanks to the significantly quicker setup times, the related flexibility when it comes to shorter runs and the considerably higher production speed, we now normally perform perfect binding in just one shift, instead of two. We reserve a second shift for peak times only," explain Michaël Klinkenberg and Christoph Emonts, sons of the two company founders.

### 150 Industry Journals

One reason why Kliemo Printing opted for the Alegro was the desire "to invest in state-of-the-art technology", say Michaël Klinkenberg and Christoph Emonts. The second reason was that the family business, which employs 47 people, is extremely satisfied with the three saddle stitchers from Muller Martini that it has been using for many years. "Third, it was also important that Muller Martini has a local agency in Belgium," say the two junior directors.

Some 80 percent of the printing volume at Kliemo Printing, which rolls off four sheet-fed offset machines with a total of 25 printing units, consists of B2B industry

journals in the fields of medicine, banking, automobiles and technology in A4 plus/minus size. Four fifths of the roughly 150 titles with some 1,000 editions yearly, all of which are produced for external publishing companies, are perfect bound. Some 75% are exported, with the vast majority going to neighboring Germany.

### Online as an Appetizer for Print

The perfect bound industry journals have print runs of between 1,500 and 20,000 copies per title, with the average being 5,000 copies. Unlike consumer magazines, which are more dependent on advertising, the print runs and number of pages have been stable for years. That is particularly interesting given that almost all the industry journals produced by Kliemo Printing can also be downloaded online in PDF format. Nevertheless, print runs have not been affected. "We see the online versions as enhancing our business, rather than as a risk," say Michaël Klinkenberg and Christoph Emonts.

"Thanks to the Internet, a lot of (potential) readers know that the relevant magazine titles exist. Anyone who wants to go into the topic in more detail, chooses print. The online versions act as an appetizer for the print versions, true to the company motto on our website: 'It's not only Print, it's an Experience!'"

### More Selective Inserting

In addition, the magazines often contain up to three inserts. Earlier these were inserted offline using an older Muller Martini 221 inserting machine into the same place of the

product. Kliemo Printing now uses three electrostatic inline blocking systems from Eltex, which can be docked onto any feeder, for the Alegro line.

This system has the great advantage that the electrostatically charged inserts can now be inserted into different signatures, enabling Kliemo Printing to satisfy a key wish of its advertising clients (which are quite often competitors of one another).

### Greater Convenience Thanks to PUR Nozzle

In addition to the capacity expansion, the rise in productivity and the more selective inserting process, the new Alegro also has another major benefit thanks to the PUR spine glue nozzle. "We often switch between PUR, hotmelt and fugitive production," say Michaël Klinkenberg and Christoph Emonts. "The PUR nozzle is naturally more convenient for us than the earlier roller system in terms of cleaning." ◀

[www.kliemo.be](http://www.kliemo.be)



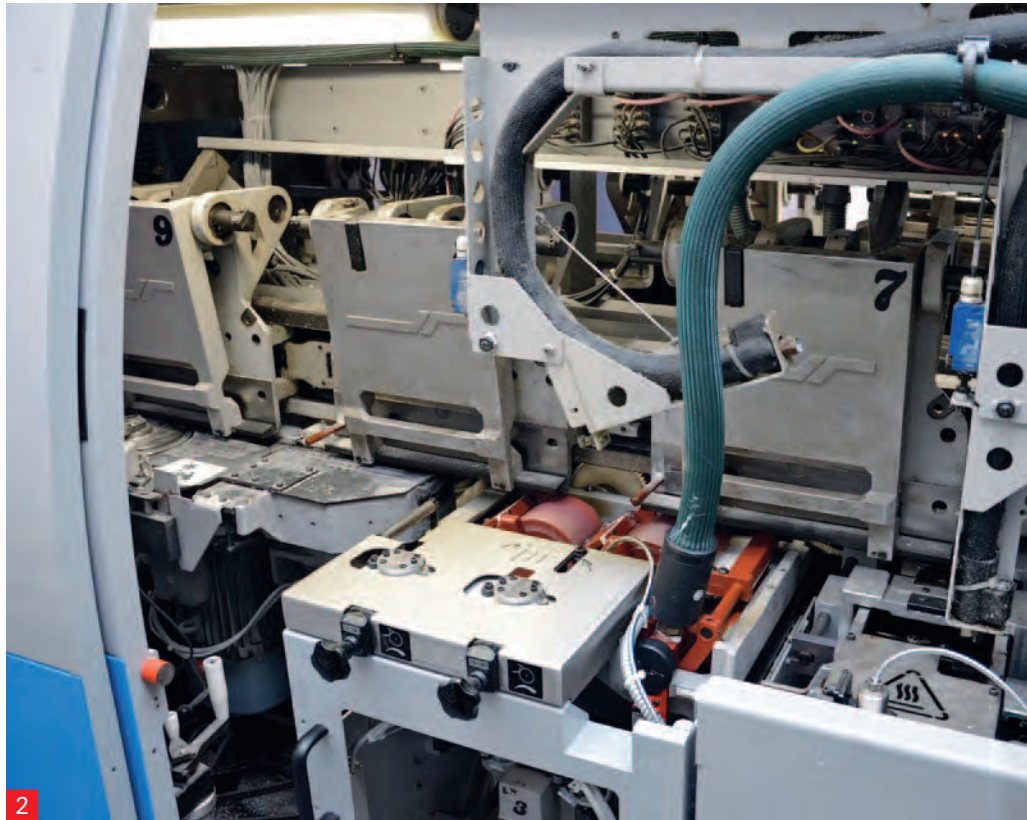
## Increase Added Value with PUR Extension

PUR is all but indispensable for high-quality softcover products today, which is why perfect binding lines set up for hotmelt are often retrofitted with PUR, just like the Pantera from Muller Martini at Südostschweiz Presse und Print AG in the Swiss city of Chur.

► Since only hotmelt production was possible on the Starbinder from Muller Martini, Südostschweiz Presse und Print AG had to outsource production of all PUR-bound products until just under a year ago. According to Lorenz Cajochen, Director of Technology/Printing Production for Customers at the company in Chur, that had two consequences: “First, demand for PUR among our customers of high-quality company brochures and annual reports increased owing to the better layflat behavior of the print products. Second, we didn’t have the entire value chain in-house.”

#### PUR Gap Closed

In order to close that gap, Südostschweiz Presse und Print AG installed a second-hand Pantera to replace the Starbinder. “It suits our job structure perfectly, fits our limited space exactly in terms of layout, and the price was also right,” says Cajochen, explaining the decision to invest in the perfect binder from Muller Martini.



1 Lorenz Cajochen (left), Director of Technology/Printing Production for Customers at Südostschweiz Presse und Print AG in Chur: “The Pantera with PUR extension was just the right solution for our budget.” Right: Alfred Deflorin (Head of the Bookbinding Department). Center: Richard Hofer (Sales Director at Muller Martini Switzerland).

2 By extending the glue pot of the Pantera perfect binder for PUR, Südostschweiz Presse und Print AG can now keep the entire value chain in-house.

Since the Pantera, which was manufactured in 2008, was originally designed only for hotmelt production, it was retrofitted for PUR after the move to Chur under the <sup>MM</sup>Uptodate label (see also page 34). “Of course you need to calculate precisely whether to buy a new system or a used one with additional functions,” says Cajochen. The Pantera with PUR extension was just the right solution for our budget. Südostschweiz Presse und Print AG now binds all its products using the PUR process, which removes the need to keep cleaning the glue pot.

#### Three-Knife Trimmer Upgraded Too

The increase in quality of the softcover books and brochures produced in Chur following commissioning of the Pantera, which is coupled with a 14-station gathering machine (with Asir 3 automatic signature image recognition) is also a result of the new three-knife trimmer. Südostschweiz Presse und Print AG decided to invest in a secondhand Zenith, rather than using the system of its predecessor. It ensures a clean three-side trim, after which the products are stacked in the CB 16. ►

## Südostschweiz Medien – Strong in Print, Electronic and Online Media

Südostschweiz Presse und Print AG belongs to Südostschweiz Medien, which as one of the few privately run media corporations in Europe, employs some 1,000 people and publishes seven daily newspapers, 15 weekly newspapers, 12 magazines and books, as well as operating a TV channel, two radio stations and online services. The full-service company Südostschweiz

Presse und Print AG, which is located in the canton capital Chur and employs some 70 people, prints around 15 monthly magazines (tourism and culture), special interest magazines, association magazines and annual reports with print runs of between 4,000 and 12,000 copies, mainly in A4 plus format, as well as school textbooks for the Romansh-speaking part of Switzerland.

The ratio of volumes printed for the parent company and for external customers is almost exactly 25:75. A twelve-year-old Bravo from Muller Martini is used for saddle stitching, while hardcover books are outsourced.



3 The Zenith ensures a clean three-sided trim.

4 Südostschweiz Presse and Print AG use a Bravo from Müller Martini for saddle stitching.



The Müller Martini technicians also made various adjustments, such as to the scoring rollers at the cover feeder, and replaced some wear parts.

#### PUR is Crucial for Photo Books

The extension of existing perfect binding lines for production with polyurethane adhesives is not only due to pressure from publishing companies and their end customers, but also in some countries, especially in warmer climates, because of statutory regulations. The Brazilian government, for instance, requires that school textbooks be PUR-bound to improve durability. The thermal stability guaranteed by PUR (in terms of both heat and cold) is required, for instance, for brochures placed in cars such as manuals or guide books.

And PUR is essential when it comes to softcover products with coated paper or paper with few wood fibers. "Production with photo paper isn't possible without

PUR," says Rudolf Graf, Product Manager at Müller Martini Bookbinding Systems. "Our customers who order the production of prestige books, such as those in the automobile or watch industries, require good pull values, which can be achieved far better with the thinner glue application that is characteristic of PUR. Shorter-lived products, on the other hand, such as weekly or monthly magazines are mostly bound with hotmelt."

#### Nozzle System as Catalyst

The popularity of PUR has grown since it was introduced in the 1990s, not least because the adhesives have kept on improving. The nozzle systems, which Müller Martini also offers for its perfect binders, acted as a PUR catalyst. "They have several benefits," says Graf. "They are ideal for thin and even glue application. The viscosity always remains the same. Cleaning is far quicker because after switching off the machine, there is no glue pot with residual adhesive film, which means no waste. The closed-loop system ensures high production speed and prevents the escape of steam. Bookbinders save costs because setup times are shortened so that productivity rises and less glue is used."

#### Relatively Easy to Retrofit

Retrofitting with PUR is relatively easy according to Graf: "Müller Martini provides the new PUR equipment, and the PUR pot and the nozzle are inserted into the base-

unit of the perfect binder. Then come the premelter and the pre-heating station. The new installation typically takes us two days, followed by training, if necessary."

The dimensions of the perfect binding line remain the same, except for the cooling section. Around 90 seconds are needed for PUR, compared to 60 seconds for hotmelt. To extend the cooling section, where required, either the belts need to be lengthened or the production speed reduced.

It is not possible to generalize about how quickly PUR extension of an existing line provides return on investment compared to a new investment, says Graf. "That has to be calculated on a case-by-case basis, depending on the perfect binder type or job volumes." ◀

[www.suedostschweiz.ch](http://www.suedostschweiz.ch)



# Relocation, Commissioning and Training: All from a Single (Muller Martini) Source

The Krämer printing plant owned by Birgitta Fußmann in Thür (Germany) acquired both the customers and the Bravo S saddle stitcher of a nearby, long-established company, whose owner has gone into retirement. Experts from Muller Martini Germany oversaw the smooth relocation of the machine and the training of staff.

*Machine operator Helmfried Stübling, who has been employed specially to operate the Bravo S, has great experience with Muller Martini systems.*





► The long-established printing plant made contact to find a successor to the company through the Business Confederation of Small and Medium-Sized Enterprises in Koblenz (Germany). The chairwoman of the business confederation, Ursula Frerichs, immediately thought of Birgitta Fußmann, owner of the nearby Krämer printing plant. The first meeting in person was followed by several talks about the company handover.

Mutual agreement was then reached in December 2012 that Birgitta Fußmann would expand her own company, with the support of the business confederation. A month later, business decisions concerning the acquisition of printing jobs and the saddle stitcher had to be made within just a few days. Birgitta Fußmann, whose par-

ents Ludwig and Luzia Krämer founded the family business in 1955, acquired not only the customers of the nearby firm, but also its Bravo S.

**“We Need Professionals”**

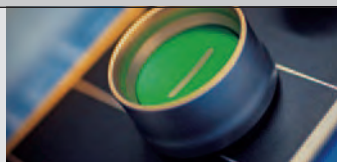
The relocation of the Muller Martini saddle stitcher, which was manufactured in 2000, was a particular challenge because it needed to be transported by crane over a hall into the Krämer printing plant, which was specially converted for the installation of the Bravo S. It was clear to Birgitta Fußmann from the start: “We definitely needed professionals for the dismantling, relocation, reinstallation and commissioning of the machine. Everything needed to run like clockwork and we wanted the most reliable way to get the saddle stitcher running

again quickly.” The Krämer printing plant, which has five permanent employees, commissioned a service team from Muller Martini Germany to perform the relocation under the <sup>MM</sup>Startup service module (see box). Birgitta Fußmann is convinced that her decision was the right one: “It was definitely good that we did it that way, because it meant that we could begin production just a week after dismantling.”

**Training Follows Relocation**

The staff, including Birgitta Fußmann’s brother Jochem Krämer and the new machine operator Helmfried Stübling, were trained by Muller Martini experts in tandem with the reinstallation of the machine. Stübling, a trained bookbinder with relevant experience of Muller Martini systems,

**MMServices – Fit for More Profitability**



**<sup>MM</sup>Startup**

Experienced project managers plan and direct new investments such as the restructuring or expansion of machinery. They organize complete, customized machine relocations and ensure rapid commissioning and the high level of process reliability of the equipment.



**<sup>MM</sup>Repair**

Qualified service technicians are on hand quickly to provide expert assistance, since even the best equipment can fail occasionally. Original spare parts and wear parts from a Muller Martini factory or the local service center ensure uninterrupted, high-quality production.



**<sup>MM</sup>Remote**

In the event of a fault, customers can choose whether to call their service team, 24/7 telephone support, or make use of remote online analyses with interactive support from experienced specialists. Or they can use a combination of these for immediate troubleshooting with the relevant spare parts and wear parts. That reduces failure costs and increases the availability of the equipment.



3

1 Birgitta Fußmann (second from right), owner and Managing Director of the Krämer printing plant: "We definitely needed professionals for the relocation of the Bravo S." Left: machine operator Helmfried Stübling. Beside him: printing presses operator Jochem Krämer. Right: Thomas Irsigler, Sales Representative at Muller Martini Germany.

2 A crane hoists the Bravo S saddle stitcher ...

3 ... into the hall of the Krämer printing plant in Thür.

and a few years ago took over the business as managing director and expert in pre-press work.

### Ready for More Customers

Straight after its installation, the saddle stitcher, which Birgitta Fußmann describes as "ideal for our job structure", was fully booked with the calendar production for a few months. However, since the Krämer printing plant offers the full range of commercial work, i.e. softcover books, brochures and folders, Birgitta Fußmann plans to gain more saddle stitching jobs from other printing plants in the future. ◀

[www.druckerei-kraemer.de](http://www.druckerei-kraemer.de)

was employed specially to operate the Bravo S. "It's important for our staff to understand the new machine," says Birgitta Fußmann, who emphasizes the importance of training.

### Annual Inspection

In addition, the Krämer printing plant signed a maintenance contract with Muller Martini Germany. Muller Martini technicians will give the Bravo S, which is designed for a maximum production speed of 12,000 cycles per hour and features six feeders, a cover feeder and a three-knife trimmer, a general checkup once a year, according to the steps set out in the <sup>MM</sup>Inspect service module.

The regular inspections are designed to prevent nasty surprises. "After all I apply

cream to my face every day, instead of having a face lift every ten years," says Birgitta Fußmann with feminine charm.

### High Availability Important

The high availability of the new saddle stitcher is particularly important because the Krämer printing plant, which has three sheet-fed offset printing presses, also acquired a large job from the nearby company that has closed down. Krämer prints the covers for calendars, which are web printed in runs of millions, and then produces the products in two-up production using the Bravo S.

"During this intensive phase we can't afford any machine breakdowns," says the businesswoman, who helped out in her parents' company in the days of metal type



Scan the QR code above to watch the Bravo S being hoisted into the Krämer printing plant by crane.



### <sup>MM</sup>Uptodate

Regular upgrades, updates and relevant retrofits ensure the high degree of stability of production and the extended economic life-time of the equipment, so that it continues to operate efficiently for many years. Retrofitting with state-of-the-art technologies reduces operating costs and increases the value of the equipment. Equipment-specific expansions enable adaption to changing markets without high investment costs so that new business ideas can be implemented.



### <sup>MM</sup>Inspect

The preventive inspection service involving comprehensive analyses and extensive function controls reveals the condition of equipment as well as its optimization potential in terms of production reliability, productivity and production options. That enables an individual investment protection program (life cycle management) to be developed for the customer system.



### <sup>MM</sup>Improve

During thorough training at the customer's site or at Muller Martini, experienced specialists impart comprehensive expertise as well as numerous tips and tricks and advise customers on how to increase efficiency in production. The hands-on knowledge conveyed is actively acquired through workshops and programs for increasing efficiency.



### <sup>MM</sup>Select

Thanks to customized service and inspection contracts, customers benefit from Muller Martini's extensive expertise. Regular inspections ensure the high level of reliability and availability of equipment. Precise planning of the inspections also prevents production interruptions and enables costs to be calculated in advance.

## “It’s a Brilliant Saddle Stitcher”

Sixty-one years in operation, 60 million products stitched and still as reliable as when it was commissioned – Harris Bachmann, head of Bachmann Impression in Crans-Montana in the Swiss canton of Valais, describes himself as a great fan of his BSA saddle stitcher oldie.

► Manufactured in 1961, the BSA, which was commissioned as a secondhand machine in 1964, is around half the age of Bachmann Impression. The family business, founded by Numa Bachmann when he was only 20 years old, is celebrating its 111<sup>th</sup> birthday this year.

### “A Simple, Efficient System”

Today, the company is run by Numa’s grandson Harris Bachmann in the third

generation. He still gets enthusiastic about his vintage machine. “If I’m working on the BSA myself, it often comes to my mind what Hans Müller thought during the construction – it’s a brilliant saddle stitcher!” Everything can be controlled by hand, and it’s easy to adjust. In short, it’s a simple, efficient system.” Harris Bachmann, quite the traditionalist, adds with a mischievous smile: “There are no electronics to bother me.”

### 60 Million Products Stitched

Bachmann’s BSA has stitched some 60 million products over the years. The majority of those are magazines in a wide range of sizes and with an average print run of between 2,000 and 3,000 copies (maximum print run: 50,000/minimum print run: 250) Most of the customers operate in the tourism and sport sectors and are companies, hotels and event organizers from the region at 1,500 meters above sea level, as well as





1 From left: Jo Sorrenti (technician), Sergio Ramon (Head of Print Finishing) and Peter Egli (Sales Manager at Muller Martini Switzerland) in front of Bachmann Impression's 61-year-old BSA saddle stitcher in Crans-Montana.

2 Bachmann Impression produces magazines for over 1,500 customers with an average print run of 2,000 to 3,000 copies.

3 "I'm a great fan of this machine," Harris Bachmann says of the BSA.

4 Author, seller of advertising space, machine operator and deliverer – company head Harris Bachmann is just as versatile as his employees.



from other parts of the Romandie. "Over the years, the job structure and products have barely changed, apart from the fact that everything is printed in color today."

### Large Customer Base

Harris Bachmann has over 1,500 customers on its books. He describes 95 percent of these as "small customers", which is by no means meant disrespectfully. His regular customers often give the company jobs at short notice, so the family business, which covers the whole graphic arts process chain from design concepts and pre-press through to printing and print finishing, needs to be able to react flexibly. That is why the company head regularly delivers the completed brochures himself. "We're all very versatile at the company," says Harris Bachmann, who employs some dozen people, with a grin.

### Versatile Company Head

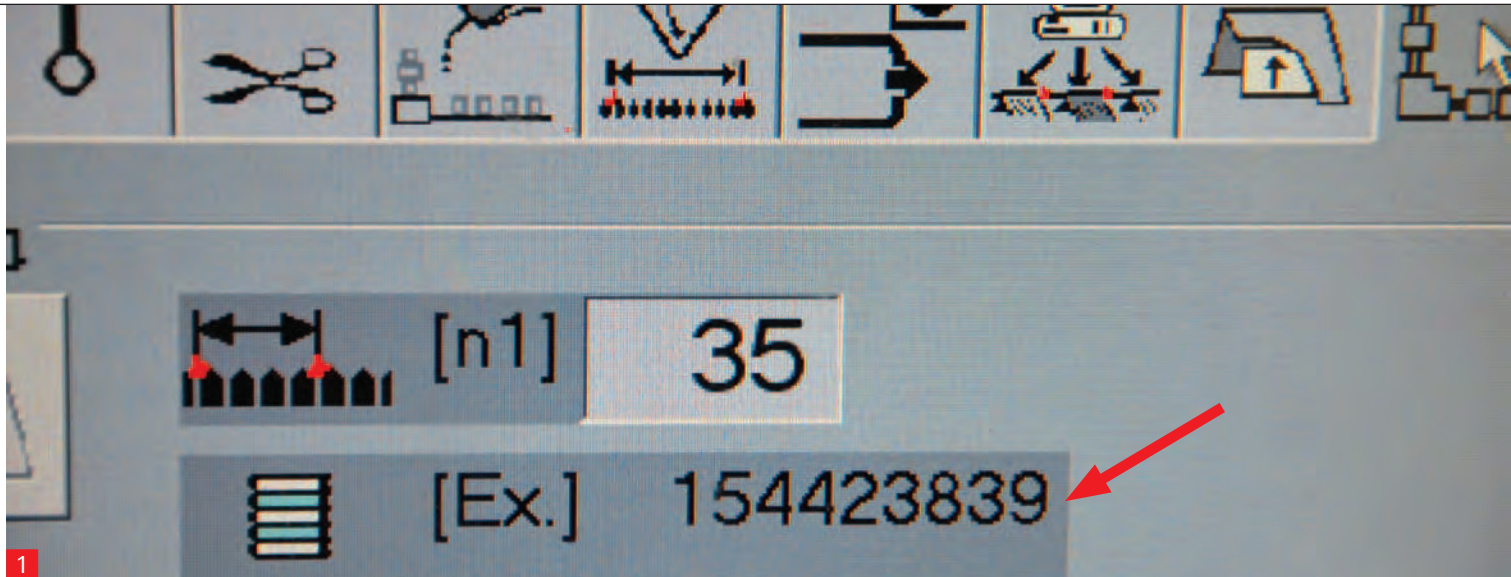
The term "versatile" is certainly an apt description of the company head. Indeed, Harris Bachmann often deals intensively with the print products. He often writes articles himself for the magazines, guidebooks and programs for sport events and is also responsible for selling advertising space, as well as finishing the work personally as a machine operator. "I'm a great fan of this machine," says Harris Bachmann. It



runs as reliably as it did 20, 30 or 40 years ago!"

### Regular Inspections

To ensure that the BSA, which is equipped with six feeders and a three-knife trimmer, remains in good condition even after so many years, Harris Bachmann has it inspected every two years by Muller Martini technicians. He is still amazed that "Muller Martini can still supply original spare parts even so many decades after the construction of the machine". ◀



# Boylan's PrimaPlus Just Keeps On Running

The PrimaPlus at Boylan Print Group in Drogheda has already stitched over 150 million products. One of Ireland's largest web offset printing plant has relied on the Muller Martini saddle stitcher for five years almost around the clock.

► 154,423,839 – or in words: one hundred and fifty-four million, four hundred and twenty-three thousand, eight hundred and thirty-nine. This impressive number of magazines and brochures produced was displayed on the touch-screen of the Boylan Print Group's PrimaPlus saddle stitcher, when "Panorama" visited one of the largest Irish web offset printing plant a few weeks ago. Boylan sums up the marathon performances of the saddle stitcher, which has stitched over 150 million products in less than five years, with dry Irish humor: "Muller Martini is, after all, known for its robust and long-lasting systems..."

### Versatile and Quick to Change Over

However, the company owner and Managing Director enthuses not just about the saddle stitcher's stamina, but also its versatility. The Boylan Print Group produces tens of thousands of magazines, information brochures of companies (some with in-

voices included), statute booklets, voting documents and countless commercial products, which vary greatly in size (A4, A5, A5 plus and tabloid). "That's why we need systems with quick changeovers, rather than high-performance saddle stitchers."

All the same, once the new jobs have been set up, the machine operators place great importance on achieving the maximum performance of the saddle stitcher given the time sensitivity of many consumer magazines published weekly or fortnightly. Boylan can still remember well the commissioning of the PrimaPlus in November 2008: "We started producing at maximum speed from the very first day."

### In-House Service Team...

Boylan attributes the fact that the saddle stitcher with six feeders, a cover feeder, two stream feeders for automatic signature infeed and a Sitma inserting system has remained in such good condition over the

1 With over 150 million copies stitched in less than five years, the Boylan Print Group's PrimaPlus saddle stitcher is a true workhorse.

2 Gerry Boylan (left), owner and Managing Director of Boylan Print Group: "We started producing on the PrimaPlus at maximum speed from the very first day." Michael Murphy (right), Director of the Irish Muller Martini agency Central Press Services Ltd.

3 The Boylan Print Group's PrimaPlus has remained fit over the years thanks to original spare parts.

4 The stream feeders for automatic signature infeed contribute greatly to the high performance of the PrimaPlus.

5-7 With a Normbinder perfect binder, an Vivo log stacker, a Compacto rotary trimmer, the Boylan Print Group is a "Muller Martini house".

past five years while running almost around the clock to two factors. First, the company which he himself founded in 1991 has its own service team consisting of three engineers and two electricians, which regularly maintains all the systems, including the three printing presses, and repairs them immediately around the clock in the event of a malfunction. The in-house service team includes a former Muller Martini technician, who maintains the PrimaPlus as well as the two other saddle stitchers, the 335 and the Prima, used at Boylan Print Group.

**... and Consistent Use of Original Spare Parts**

“Second, we’ve always placed great emphasis on using original spare parts of the

manufacturer for all machines,” says the company’s head. In order to maintain the performance and reliability of the PrimaPlus, the Boylan Print Group has performed several upgrades over the course of the years, in particular to the three-knife trimmer. “That ensures that the product quality remains very high,” emphasizes Boylan. That is particularly important for us, because we produce several print products in the high-quality segment.”

**A “Muller Martini House”**

In addition to the three saddle stitchers, the Boylan Print Group, which specializes in saddle stitching and perfect binding and employs 75 people in three shifts, also has several other Muller Martini systems – a Normbinder perfect binder, a Vivo log sta-

cker, a Compacto rotary trimmer and a 227 inserting machine. “We’re a ‘Muller Martini house’,” says Boylan with a grin. ◀

[www.boylanprintgroup.ie](http://www.boylanprintgroup.ie)



## “The Presto II Is Optimally Designed for Our Product Structure”

Frotscher Druck in Darmstadt (Germany) lost a high-volume job, only to regain it within months. Shortly after dismounting two saddle stitchers, it needed to re-expand its print finishing capacity. The Presto II, which was originally intended primarily to be a backup for the company’s existing Primera C140, was soon integrated into day-to-day production.



1

1 Dana Frotscher, Management Assistant at Frotscher Druck: “The Presto II is prepared for digital printing, which means it suits our strategy perfectly.” Right: Frank Skorna, Sales Representative at Muller Martini Germany.

2 The Presto II saddle stitcher is optimally designed for Frotscher Druck’s product structure thanks to its high degree of flexibility and short job changeover times.

3 In addition to the new Presto II, Frotscher Druck also uses a second saddle stitcher from Muller Martini: a Primera C140.

4 The Monostar perfect binder from Muller Martini has been in operation at Frotscher Druck for almost a quarter of a century.



► What does a printing plant with in-house print finishing do when it loses a high-volume saddle stitching job? Like it or not, it is forced to remove some of its saddle stitching capacity.

What does the same printing plant do when the same customer returns with the high-volume job immediately after the de-commissioning of two saddle stitchers? It needs to invest again in a new saddle stitcher as quickly as possible.

#### Fast-Paced Investment

That is just what happened recently at Frotscher Druck in Darmstadt. The two PrimaPlus saddle stitchers from Muller Martini had barely been uninstalled, when a customer from the entertainment industry returned to Wolfgang Frotscher and asked the company founder, shareholder and managing director to take on the stitching of the pre-printed product inserts again. "We needed a second saddle stitcher to supplement the Primera C140 for capacity and backup reasons, so I had to look around promptly for a new machine," says Frotscher. The company leader, who had planned a visit to Hunkeler Innovationdays in Lucerne (Switzerland) in any case, immediately found what he was looking for at the Muller Martini booth in the form of the Presto II.

"That's just the solution I need!" Frotscher exclaimed to himself. Within a few weeks the Presto II with two twinfeeders, a folder feeder, a three-knife trimmer and a bändering system from Palamides was installed in Darmstadt.

#### Wide Product Range, Frequent Changeovers

In addition to the company's almost 30-year partnership with Muller Martini, the quick setup times on the Presto II, which was first unveiled at drupa 2012, argued of the machine. The company prints up to 30 different kinds of manuals with a total circulation of roughly 400,000 copies produced in two-up production every day in the 10x10 cm and 11x11 cm formats. With this high number of job changes, the amount of time saved in changeovers certainly adds up. "The first weeks of operation showed that we made the right decision," says Wolfgang Frotscher's daughter Dana, who has a degree in IT for media. She works as an assistant to the management and has been involved in the family business for ten years. "The Presto II is optimally designed for our product structure thanks to its high degree of flexibility and short job changeover times."

In addition to manuals, Frotscher Druck also produces around 30 industry journals,

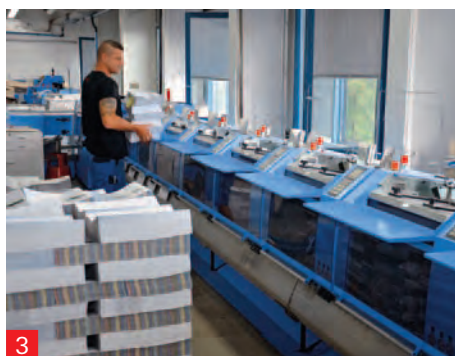
all in A4 plus/minus format, for customers mainly from the Frankfurt/Rhine-Main Metropolitan Region. Like the game instructions, they are wire-stitched using both the Presto II and the Primera C140. A good third of the magazines are perfect bound using a Monostar from Muller Martini that has been in operation for almost a quarter of a century.

#### Ready for the Digital Future

The company, which was founded in 1983 and employs around 50 people in three shifts, still mainly prints saddle stitched products using the conventional offset method. Yet Frotscher Druck has been steadily expanding its digital printing division since commissioning an HP Indigo 5000.

"We recognized the changing trend and successfully developed digital printing as another string to our bow. That business unit is growing now," says Dana Frotscher. "The Presto II is prepared for digital printing, which means it suits our strategy perfectly. We're optimally equipped to meet the challenges of the future with our machine lineup." ◀

[www.frotscher-druck.de](http://www.frotscher-druck.de)



# “Why Pay More for Cylinders Than for Packaging?”

CPM Internacional S.A. in Madrid has now invested in a new VSOP after commissioning an Alprinta 74V in 2011. The two web printing presses from Muller Martini enable Spain’s market leader in label printing to consolidate its market position in flexible packaging for the food and cosmetics industries.





► The new VSOP with seven colors and a flexo printing unit replaces a predecessor version from 2007, which was still producing to the satisfaction of CPM even after six years, but was no longer state of the art in one important respect for the production of food packaging. "Our old VSOP dried using UV, but for foodstuffs we need electron beam printing inks to exclude any risk of migration," explains Managing Director Lucio Marina.

**Flexible Packaging, Shrink Sleeves, Wrap-Arounds...**

It is the firm intention of the family business, which was founded in 1989 as a rotogravure printing house and entered the flexo business in the mid-1990s, to strengthen its position in both the Spanish and international markets in the flexible packaging segment with the new VSOP. When it comes to label printing, CPM has long been the market leader on the Iberian Peninsula, thanks not least to the Alprinta 74V web printing press from Muller Martini, which was commissioned two years ago and features automatic splicers, seven offset towers and a flexo printing unit for liquid printing inks (water-based and solvent-based), which are dried using hot air.

Two rotogravure printing presses, which have been in operation for several years, are used for large print runs (whose numbers are falling) and repeat jobs, while CPM prints labels, wrap-arounds, shrink sleeves and, increasingly, flexible packaging in

small and medium-sized print runs using the Alprinta 74V. Thanks to its many format sets, the Alprinta 74V can be used to produce a wide variety of products with a range of printing lengths.

**Handy Cylinder Replacement**

In addition to the excellent printing quality and the outstanding printing register, it was the infinitely variable web offset technology that particularly impressed CPM. Sizes can now be changed without having to exchange the entire printing insert since it is sufficient to exchange the handy carbon-fiber cylinders. That is particularly beneficial for CPM, which employs 60 people in three shifts, since there is increasing demand for short runs as a result of special offers and larger product ranges.

"It doesn't make sense to pay more for the cylinders than for the packaging," says Lucio Marina, when convincing the company's customers of the benefits of the new offset technology. "Thanks to the size variability we not only have lower initial costs, but can also react much more quickly to the wishes of our customers and new market requirements such as different printing substrates," adds Commercial Director Javier Marina.

**"Ideally Positioned"**

Some 80 percent of CPM's customers, which include premium brands such as Coca-Cola, Pepsi-Cola, Schweppes, Danone and J. García Carrión, are on the

1 In 2011 CPM Internacional invested in the Alprinta 74V, its first web printing press from Muller Martini.

2 From right: Lucio Marina (Managing Director of CPM Internacional S.A.), Javier Marina (Commercial Director), Emilio López (Operations Manager) and Salvador Costa (Sales Manager at Muller Martini Ibérica).

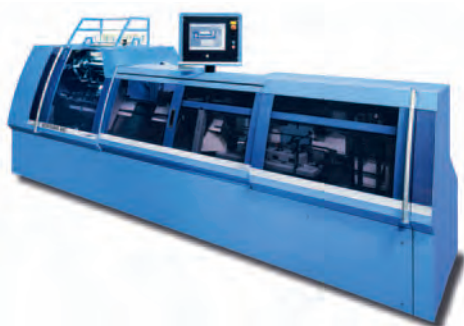
3 Ideal for short runs: the handy carbon-fiber cylinders can be exchanged easily.

Spanish market. "However, one of our strategic business aims is to increase our exports," says Managing Director Lucio Marina. "We're now ideally positioned to do so thanks to the new VSOP and the Alprinta."

[www.cpm-internacional.com](http://www.cpm-internacional.com)



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