

The Investment Protection Program from Muller Martini Ensures that Systems Remain Profitable in the Long Term



Developing New Markets with Investments in New and Existing Systems



Bruno Müller,
CEO Muller Martini

► It has been more than 550 years since Johannes Gutenberg invented the printing press and the modern letterpress with movable metal typesetting, spurring a media revolution and laying the foundation for the graphic arts industry. With a history stretching back 216 years, Muller Martini's customer GPS Colour in Belfast can boast a shorter, but still impressive tradition in the industry. Despite its long history, this Northern Irish family-owned business is highly modern. True to its enduring motto "To the Power of Print", it is constantly on the lookout for creative ideas and does not hesitate to venture into new market segments.

In this spirit, the innovative company, as you can find out from our report on page 8, recently invested in a book sewing machine for the first time when it opted for a Ventura MC from Muller Martini. GPS Colour is now the first and only printing house on the Emerald Isle to offer its customers in-house thread sewing. First, this allows GPS to ensure that deadlines are kept and quality is ensured, and second, its entire value-added chain for thread-sewn print products can now be completed in house.

This example clearly shows that those who stand out from the competition can conquer new markets. Trends and market changes, which at GPS Colour came in the form of increased demand for thread-sewn books from its customers, make it possible

to take even greater advantage of the diverse opportunities available in our industry by offering new products and services. This development is confirmed by two other reports on our customers in the current issue of Panorama.

► The Scottish newspaper producer DC Thomson entered a new market segment this spring and, supported by a flexible mailroom solution from Muller Martini, has, for the first time, added inserts to its wide range of newspapers, including color semi-commercials and magazines packed with content. At DC Thomson, all of the newspapers are printed in house, stitched on a Tempo E220 saddle stitcher and trimmed on a NewsTrim fanflex trimmer (see page 21). With an optimized use of its mailroom system, the Scottish newspaper publisher can now count on new sources of revenue.

► South Africa-based Lebone Litho Printers brought a long grain printing press on stream for the first time with a Concepta and can now use a special printing method for the covers, stickers and die cuts for its school workbooks that it produces in print runs of millions of copies (see page 36). As the Concepta guarantees high security standards, the company also prints school exams and ballots for numerous African countries and is planning to enter the direct mail business.

Be it books, newspapers or security printing, the limit is the sky for new ideas and markets in all areas of the graphic arts industry. Personally, I believe that the possibilities of print media are far from exhausted. A lot depends on the willingness to actively look for new directions and to invest in new solutions.

A machine does not have to be replaced by a new one in order to take better advantage of the opportunities presented by the optimal positioning of print media. Our modular systems can be expanded progressively, equipped with new functions and, for example, be used by offset plants for digital printing as well.

That is why we support our many customers all over the world with our extensive ^{MM}Services program so that they can operate their systems optimally and thus enjoy a high level of investment protection (see page 14). Investment protection has become an important topic for our customers in a market environment that is changing much faster than ever before.

"We must continuously invest in new technologies also for existing machines," says an experienced print finishing specialist at Quad/Graphics, one of the largest media corporations in the world, whose head office is in the United States (see page 18). Muller Martini has supported Quad/Graphics with its extensive service expertise not only in many machine relocations but also with inspections, updates and trainings, and the result has been a significant improvement in the quality of the print products. Muller Martini has shown that it is a reliable and strong partner when it comes to new machines or extending the life cycles of existing systems.

I hope you get many inspiring ideas while reading our customer magazine!

Best regards,

A handwritten signature in blue ink, reading "Bruno Müller". The signature is fluid and cursive, with a large initial 'B'.

Bruno Müller,
CEO Muller Martini

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The Barcode Matching System Prevents Book Blocks and Book Covers from Being Mismatched.



Quad/Graphics Has Relied on the Extensive Service Expertise of Muller Martini USA for Years.



A Strong Domestic Market, an Increasing Export Ratio – the Graphic Arts Industry in South Africa Enjoys a High Standing.

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“Print Still Has an Important Position in the Media Mix”

Bruno Müller, CEO of Muller Martini, is convinced that print media will continue to be important. “Yet that importance is not currently reflected in the level of investments made by the graphic arts industry.”



► **“Panorama”:** The graphic arts industry has shrunk dramatically after decades of growth. What impact has that had on Muller Martini?

It’s true that consolidation among printing plants and print finishing businesses has significantly reduced our customer base. The consolidation that we’re seeing particularly in the traditional, highly developed print markets is caused by print volumes in those regions having been in decline for some time and high price and margin pressure. As a result, we’ve experienced a sharp decline in purchases of new machinery in all product segments since 2009. To counterbalance that, we’re making use of service opportunities that arise from the considerably longer operating times of equipment, the very active trade in used machinery and the modification of existing

production equipment as a consequence of restructuring.

Are there differences in the performance of the various product categories, such as books, newspapers and magazines?

We’re recording business in all segments, but at a significantly lower level than five years ago. We’re well positioned thanks to our broad product range and, in the face of considerable challenges, we’ve maintained our position as the largest manufacturer worldwide in the print finishing segment. We have interesting projects in the planning and implementation phase in all segments, be it newspaper distribution, saddle stitching, perfect binding, hardcover production, digital solutions or web offset printing. We aim to provide high-quality

“We’re 100% committed to our core business in the graphic arts industry and are positioning ourselves optimally to be able to maintain our strong market position in the long term.”

Bruno Müller (CEO Müller Martini)

product lines for specific projects in all segments and to react quickly to customer needs and market developments.

You mention current projects. How has the execution of such projects changed in the context of falling volumes?

The project duration from first contact with the customer to successful conclusion of the sale and purchase has increased significantly. Many customers are hesitant to invest due to the negative industry trend. The unpredictability of the economic environment, open questions about the future development of print media and emerging new technologies have a detrimental effect on the willingness to invest. In addition, the purchase of new equipment is often hindered or even prevented by a lack of credit. That situation prevents reliable budgeting and poses a great challenge in terms of our capacity planning. We need to react by becoming even faster and more flexible.

What specific steps are you taking to prepare for the future?

We're 100% committed to our core business in the graphic arts industry and are positioning ourselves optimally to be able to maintain our strong market position in the long term.

We're consistently adapting our company, i.e. its structure and processes, to the current market circumstances. We want to continue to take advantage of our global market presence and our breadth of services and extensive product range. Our worldwide service and sales companies, which since 2012 have been organized into eight regions, provide us with an ideal basis for even greater success in the services business and new machine sales.

We're adjusting our manufacturing facilities to the business volumes that are currently possible. That's why we're consolidating our two Swiss sites for machine manufacturing at our main site in Zofingen. That means that manufacturing of perfect binding systems will be relocated from Felben to Zofingen in the coming months. Felben will continue to have a local know-how center with key process specialists to provide support. Having one site for machine manufacturing will enable us to gear our

services to the market and new market trends more flexibly. It's important both to interpret market trends correctly and to be able to focus our manufacturing capacity on such market activities.

Have you observed a particular emphasis on investing in machinery that is "future ready"?

It's very difficult to predict how the markets will develop. In addition, new technologies such as digital printing haven't yet developed as expected. New solutions are brought to market at regular intervals. Nevertheless, companies need to seize the moment, make themselves fit for the future and, by doing so, gain an edge over competitors by offering new products and services, while also achieving cost benefits. The future security of investments is very important today. Having the flexibility to add new functions to a machine in the future is therefore a key factor when making an investment. Our customers appreciate the fact that Muller Martini systems have a modular design and are "digital ready". The success of our Digital Solutions, from solutions for small print runs in the book sector to solutions for the production of photo books, also falls into this category.

In addition to new investments, support for equipment installed worldwide is one of your core business activities, as you mentioned. How is Muller Martini positioned with its ^{MM}Services program?

We have a large number of machines installed worldwide. That wide-ranging equipment includes machines that were manufactured decades ago and have changed owners several times, but still perform reliably today. The aim of ^{MM}Services



"Our customers appreciate the fact that Muller Martini systems have a modular design and are 'digital ready'."

is to ensure that our customers can continue to produce reliably with their Muller Martini equipment in the long term. We want to tap the full potential of that business by means of our service organization. We're boosting our ^{MM}Services activities by adding new services so that we can provide our customers throughout the world with the best possible support for their production equipment. That includes optimizing the operation of a line or providing support for the relocation of a machine, as well as giving advice and subsequent support for the purchase of older, used Muller Martini equipment.

Package printing is one the bright spots in the graphic arts industry. What role do Muller Martini and its web printing presses play in that market?

While the packaging market is highly innovative in the search for new products, the industry is cautious when it comes to investing in new production methods, so the introduction of new technologies takes a relatively long time. Our infinitely variable VSOP system, which is built on the sleeve



Interview with Bruno Müller

principle, is an extremely high-performing web printing press. It's ideally suited to the increase in small and medium-sized print runs in the packaging market thanks to its quick size changeovers, cost-effective image carrier and first-class printing quality. Our machines also have key advantages for customers in terms of printable substrates. While it was not considered possible to process some substrates such as polyethylene just a few years ago, Muller Martini's state-of-the-art machine technology enables such substrates to be printed reliably using web offset.

The electronic media have contributed greatly to the reduction in the volumes of print products in recent years. How do you see the future of the printing industry in an age of tablets and cell phones, in particular with regard to Muller Martini as a manufacturer of machines for print finishing?

Naturally, the migration of content to the electronic media has had a major hand in the shrinking of the graphic arts industry, and I'm sure that the markets won't recover again as they have done in the past. However, that certainly doesn't mean that print media have no future or that you can't be successful in this market. It's worth bearing in mind that the decline of print media is far less pronounced than the decline in investments in their means of production. Investing again in aging machinery will be unavoidable. In order to be successful in the long term, all market players, from publishers to machine manufacturers, will have to engage in the media competition. The print segment mustn't be neglected there.

"Print products are becoming a multimedia experience, while also increasing the value of advertisements by enabling their impact to be measured directly."



What does that mean specifically?

Print products will have to become even more attractive, individual, personalized and haptic. Content can be varied dynamically from page to page, which means that the possibilities for the design of print products are almost unlimited. High-quality content, innovative design and cost-effective production methods are extremely important. That's why I'm convinced that print will maintain a good position in the media mix, even if it isn't dominant as it was in previous decades.

Do you think that the new media also present the graphic arts industry with new avenues?

It's a fact that the various forms of media are increasingly converging. To put print in the best possible position, it needs to be possible for the advantages of the various channels to be combined using simple and practical technologies. For instance, today you can hold your cell phone to a NFC chip imprinted in a magazine and within a few seconds a movie clip will be screened on your cell phone. Or you can order a theater ticket with a reserved seat in seconds on your cell phone by means of image recognition or a code printed on an advertisement. Print products are becoming a multimedia experience, while also increasing

"The decline of print media is far less pronounced than the decline in investments in their means of production."

the value of advertisements by enabling their impact to be measured directly.

In other words, do you believe that print media will retain their importance?

There are significant differences between print products and the screen of a smartphone or tablet. How people behave when consuming content also differs depending on the type of media. That's why I'm convinced that print will continue to play an important role in the future. Muller Martini will carry on playing an active part in shaping that future in the coming years. ◀

www.mullermartini.com

A Long History, But Not Old Fashioned

As the first full-service company on the island of Ireland, GPS Colour Graphics in Belfast, Northern Ireland, now offers in-house thread sewing. Its recently installed Ventura MC thread sewing machine from Muller Martini successfully passed an endurance test during its first production cycle.

Business Development Director Helen McClay (left), Managing Director Ian McCurry (center) and Michael Murphy, Director of Muller Martini's Irish agency, Central Press Services Ltd., in front of the new Ventura MC thread sewing machine at GPS Colour in Belfast.





GPS Colour put the new Ventura MC to the test during its very first production cycle.

► Founded by Joseph Smith in 1797, GPS Colour proudly looks back on 216 years in the printing business. However, this family-owned business is highly modern, despite its long history. Under the company's motto "To The Power of Print", it is always on the lookout for new, creative ideas, for example in its hardcover book production. As its customers, who are evenly split between Northern Ireland and the Republic of Ireland, are increasingly demanding thread-sewn books, GPS Colour made its first investment in a thread sewing machine when it purchased a Ventura MC from Muller Martini a few months ago.

Added Value In House

"As we no longer wanted to turn down thread sewing requests from our customers, we had two options," explains Manag-

ing Director Ian McCurry. "We could ask our existing trade finisher to extend their working hours or install our own machine." To eliminate any risk of uncertain deadlines – "We can't make our customers wait two weeks for delivery," says Ian McCurry, GPS chose the second option as the best solution.

This makes the full-service company with two sheet-fed B1 presses and, since 2012, a digital printing press the only printing company on the Emerald Island that can produce thread-sewn books from PDF to printing and through to delivery completely in house. "This not only allows us to meet deadlines and ensure quality, but also means we are able to offer our customers the complete production range, while keeping the entire value chain in house," emphasizes McCurry.

A New Market Segment

The decision on which machine type to install was made just as quickly as the company's strategic decision to enter a new market segment. "To be honest, we were convinced right after Muller Martini's representatives David McGinlay and Michael Murphy finished their PowerPoint presentation on the Ventura MC," says Business Development Director Helen McClay. "We have enormous trust in Muller Martini's brand name and the support it provides."

"It was definitely the first time that we invested in a new machine based solely on a PowerPoint presentation," McClay adds with a grin.

An Endurance Test to Start

The positive feelings that McCurry and McClay came away with from the presentation

were reinforced during the very first production cycle following commissioning of the machine last March – a 616-page book with covers and 20 signatures, 240 x 165 mm with a print run of 11,000 copies. The international customer of that job visited GPS to see the premiere of the Ventura MC in person. “The thread sewing machine ran flawlessly before the eyes of our customer and the books were completed in next to no time, which was naturally the best advertising we could ask for,” reflects McCurry.

That was just the first step of the successful rolling out of the new machine. The

Ventura MC was in operation twelve hours a day during the first three weeks – without a single problem.

From 2 to 50 mm

The Managing Director of the family-owned business, which has 75 employees working in four shifts, was convinced both by the high output of the Ventura MC thanks to two-up production and by its large size range and flexibility for book spine sizes. GPS Colour, which has doubled its revenue over the past five years and has created 20 new jobs since 2008, uses the thread sewing machine to pro-

duce books as thick as 50 mm and as thin as 2 mm, the latter with only three signatures.

The Ventura MC is not yet used for digitally printed books, but McClay explains that the company has plans to do so. “In this respect, our new thread sewing machine is also a good selling point, as this market will certainly continue to grow.” ◀

www.gpscolour.co.uk

Ventura MC – Large Size Range and High Production Speeds

The Ventura MC thread sewing machine represents the state of the art when it comes to manufacturing high-quality book blocks for hardcover and softcover production with a large size range. It can process a wide range of signatures with paper starting at 22 g/m² thanks to two-up production and high output. Air blasts blow the thread to form the loops, thereby reducing changeover times between jobs and increasing cost-effectiveness considerably.

The thread is blown from the sewing needle towards the hook needle, and the loop created in the slotted lever is caught by the hook needle and pulled through the fold. For staggered stitches, the compressed air nozzles are located to the left and right of the sewing needle and are used to move the thread loop to the left and right pneumatically. For even higher performance, the machine can be used for stitching with integrated thread heat sealing without blind stitches.

The optical scanning system Asir 3 installed in the auxiliary saddle controls the open signatures from the inside to make sure they are in the right sequence and opened correctly. The Ventura MC offers motorized, book-specific width settings (except for the gathering tray and book



The Ventura MC impresses with its short changeover times and high setup precision (pictured is Danny Mornin, machine operator at GPS Colour).

stacker), allowing job changeover times to be shortened even further, with an extremely high level of adjustment precision. All values are managed by the commander control and can be accessed as required.

Production Waste in One-off Print Runs Means the Entire Print Run Is Down the Drain

The barcode matching system featuring the cover ejection system patented by Muller Martini on the Diamant MC bookline prevents book blocks and book covers from being mismatched in hardcover production. This is particularly important in the case of products made in a single copy, such as photo books.



Mikolaj Nowak (right), Managing Director of Poligrafia Janusz Nowak: "Control systems have become an important part of the production process, as they provide us with a high level of production reliability." Left, Edwin Piotrowski, Sales Manager at Muller Martini Poland.



► Given the rising cost and margin pressure in the graphic arts industry and the consequent need for faster processing times, avoiding production waste is becoming even more important, especially in short-run production, and even more so in one-off production of items such as photo books that are currently experiencing a boom. Production waste in one-off print runs means the entire print run is down the drain.

Several Potential Sources of Error

"Photo books illustrate the importance of print finishing in the entire value chain of a print product very well," says Marc Freitag, Product Manager at Muller Martini Buchtechnologie GmbH. "You can do more harm at the end of the production chain (in the book binding stage) than at the beginning (in the printing stage)."

Errors in print finishing for hardcover books are almost always caused by human error. For example, not the entire stack is gathered, not all the covers for various products or too few covers for the same product are fed into the machine, or the book blocks are fed incorrectly.

Eliminating Human Error

Automated control systems ensure that human errors caused by deadline pressure can be eliminated and (expensive) production errors are avoided. With Muller Martini systems, these are

- various quality control features for saddle stitching including the Asir 3 optical image and barcode recognition system and Copy Control for recognizing missing sections (see "Panorama" 3/12),
- the book verification system for softcover production featuring the four components of signature thickness measurement, signature control, cover control and book dimension control (see "Panorama" 1/13),

► and the barcode matching system for hardcover production, which ensures that the right book block is matched with the right book cover.

Patented Cover Ejection

Control systems for book thickness, block placement, gluing placement or double cover feeding have been available for hardcover production for a long time. "The barcode matching system from Muller Martini is one of its kind on the market," says Freitag. The heart of the machine is the cover ejection feature patented by Muller Martini on the Diamant MC bookline to complement the block ejection function that ejects book blocks that are in the incorrect sequence.

In particular, covers without matching book blocks are automatically ejected. At the end of production, the machine operator places the ejected book covers back into the gathering tray, the book blocks are automatically fed in the correct sequence and the books are cased in (see diagram). That is why the name and specific barcode, which is generated in a similar way as the AsirCode, for each customer is displayed on the book block and cover.

Minimize Production Waste, Increase Efficiency

The barcode matching system is a standard feature of the Diamant MC Digital, which is a variation of the tested Diamant MC bookline from Muller Martini and is designed for one-off book production. "The costs for repairing or reprinting a photo book are much too high," says Freitag.

On conventional Diamant booklines, the control system is optional and can be easily retrofitted at any time. According to Freitag, this function is "highly recommended", particularly for publishers of textbooks, books on demand, self-publishing or test books for publishing houses with low print

1 For Poligrafia Janusz Nowak, Muller Martini specially designed a customized solution of its barcode matching system: The company's Diamant MC 35 bookline simultaneously ejects book blocks and book covers that do not match, before joint forming and pressing is done.



2+3 Poligrafia Janusz Nowak relies on a Ventura MC (left) for thread sewing, and on a Primera C130 from Muller Martini for saddle stitching.



runs that therefore require fast changeover and setup times, “as there is an unstoppable trend toward short runs with ever tighter delivery deadlines for hardcover books. That is why we must be true to the motto: minimize production waste, increase efficiency”.

Customized Solution

One producer that has successfully implemented the barcode matching system from Muller Martini is Mikolaj Nowak at his company Poligrafia Janusz Nowak Sp. z.o.o. in Przeźmierowo, Poland, located just 20 kilometers from the large city of Poznań. However, there is a major twist compared to the “original version”: on the company’s Diamant MC 35 bookline, book blocks and book covers are ejected simultaneously before joint forming and pressing is done.

The idea for this variation came from Nowak himself and was specially designed by Muller Martini for the first time. With this customized solution, whenever the book block and cover do not match (and are therefore ejected), it only produces production waste for just one copy. According to the managing director of the family business with approximately 100 employees, this solution has two great advantages: “First, production is not interrupted, and second, we are able to reuse the book covers (but not the book blocks) after they are ejected.”

Mid-Run Specialist

For Poligrafia Janusz Nowak, which currently only uses offset printing for its prod-

ucts, a small amount of production waste is not as serious as for example for photo book producers, since most of the company’s products are made in medium-sized print runs rather than in short runs. “We perform quite well in this segment, and we believe this is where we will continue to make our profits,” says Janusz Nowak.

Poligrafia Janusz Nowak mainly produces books, user manuals and instruction manuals for customers across Poland but 15 percent of its production is also for export. The products, often published with varying specifications but with the same cover and often personalized, are usually produced in print runs between 100 and 1000 copies.

Quality Is the First Priority

“It isn’t the end of the world, if an individual copy has to be ejected,” says Janusz Nowak. “It is much more important to have a continuous production process as well as the certainty that we are able to offer our customers high quality in the form of correctly finished books. In this respect, the barcode matching system gives us a psychological advantage. Control systems have become an important part of the production process. They provide a high level of production reliability, which is of particular importance for many of our internationally renowned clients in the high-quality segment. We have yet to have one single error when using the barcode matching system on the Diamant MC 35.”

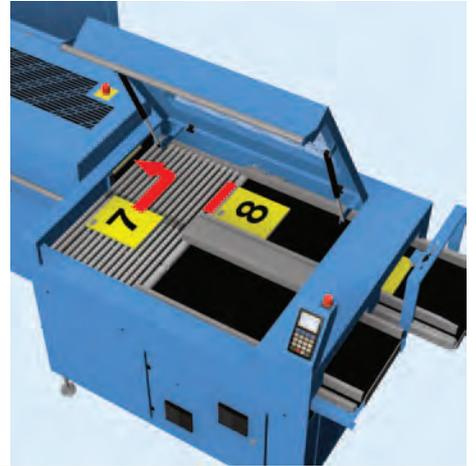
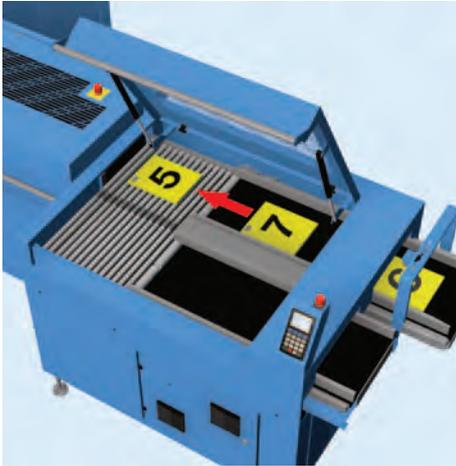
“So, thanks to our quality checks, customer complaints are now eliminated or at

least minimized,” adds Freitag. “After all, our customers don’t want to deliver faulty products and come in for criticism. Due to growing quality awareness, book producers have to increasingly deal with such complaints and therefore set high standards for production systems.”

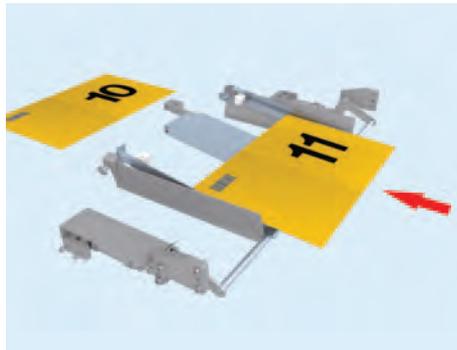
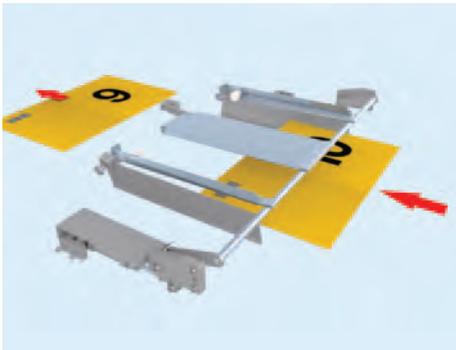
“The Best Bookline on the Market”

Poligrafia Janusz Nowak, founded in 1986 by Mikolaj Nowak’s father, Janusz, only entered the hardcover book business last December when it installed its new Diamant MC 35. “Our softcover customers were increasingly asking for hardcover products,” says Mikolaj Nowak. “We used to have these done at one of our partners. However, the market has become much more demanding and competitive, as our customers also have to deal with enormous cost pressure. This led us to opt for our own bookline for reasons of quality, deadlines and risks. Now we are able to process our entire value chain in house, including hardcover books.”

The decision in favor of the Diamant MC 35, which is digital ready in case Poligrafia Janusz Nowak seeks to enter the digital printing business, was made after successful tests were done at Muller Martini’s Hardcover Forum in Bad Mergentheim, Germany. “In my opinion, it is the best bookline currently available in the market,” says Mikolaj Nowak. In addition to the Diamant MC 35, Poligrafia Janusz Nowak also installed a new Ventura MC book sewing machine from Muller Martini to round off its hardcover book production.



To ensure fluid production using the block ejection system, book blocks that are not in the correct sequence to match the cover stack (pictured book block no. 7) are automatically ejected by the barcode matching system. The book blocks are with an optimal function automatically fed back into the machine in the correct sequence or they are automatically combined with the ejected covers at the end of production.



With the cover ejection system patented by Muller Martini on the Diamant MC bookline, book covers that do not match the book blocks (pictured book cover no. 11) are automatically ejected by the barcode matching system. At the end of production, the machine operator places the ejected book covers back into the gathering tray. The book blocks are then automatically fed in the correct sequence and the books are cased in.

Delicate Products for the Primera C130

The company, which also prints several stitched catalogs, magazines and brochures in addition to softcover and hardcover books, already installed a Primera C130 a year and a half ago to replace a 1509 saddle stitcher from Muller Martini. The Primera also underwent rigorous testing at the Muller Martini Training Center, as it is used to stitch many delicate operating

manuals in A5 and A6 format on thin paper weighing just 60 grams. Just as with the Diamant MC 35 and the Ventura MC, Janusz Nowak is completely satisfied with the machine.

"To be honest, I expected us to face several challenges in terms of machine operation when entering the hardcover business," the head of the company says frankly. "However, our machine operators

learned the ropes unbelievably fast thanks to the simple operating philosophy of the Diamant." ◀

www.poligrafia-jn.pl



Fit for ^{MM}Services.

Muller Martini – Your Reliable Partner for Maximum Investment Protection

In addition to competent on-site service and the worldwide availability of spare parts, Muller Martini's services portfolio covers all requirements throughout the product life cycle as well as the optimization of the operation of your equipment.

► “Graphic arts businesses should have their machinery inspected every year to see if there is room for improvement, either with their own analytical instruments or with the help of our experts,” recommends Patrick Treyer, Program Manager for ^{MM}Services at Muller Martini.

Treyer is convinced that it is worth asking how an existing machine can be ex-

panded in order to keep it in operation for a longer period of time, thus allowing a business to reach its goals. Particularly in view of the ever-changing market requirements and rapid technological innovations that can be observed in the industry, it is important for graphic arts businesses to be prepared for the challenges of both today and tomorrow.

Service Concept for the Entire Life Cycle

To meet the changing market requirements, Muller Martini has standardized its service range under the ^{MM}Services label. “Our concept is focused on the life cycle of a machine,” emphasizes Felix Stirnimann, Member of Muller Martini Corporate Management. “Whenever a ma-

MMUptodate

MMUptodate



MMStartup



Muller Martini offers reliable investment protection for the entire life cycle of the equipment.

chine is installed for the first time, the performance figures show an immediate increase. This is down to the fact that the operators become more familiar with the machine, as they learn to use it better. The productivity curve, however, is bound to fall again at some point. Whenever this productivity peak is reached, our approach is to maximize productivity figures

again and to keep them for as long as possible."

It Pays to Invest in Servicing

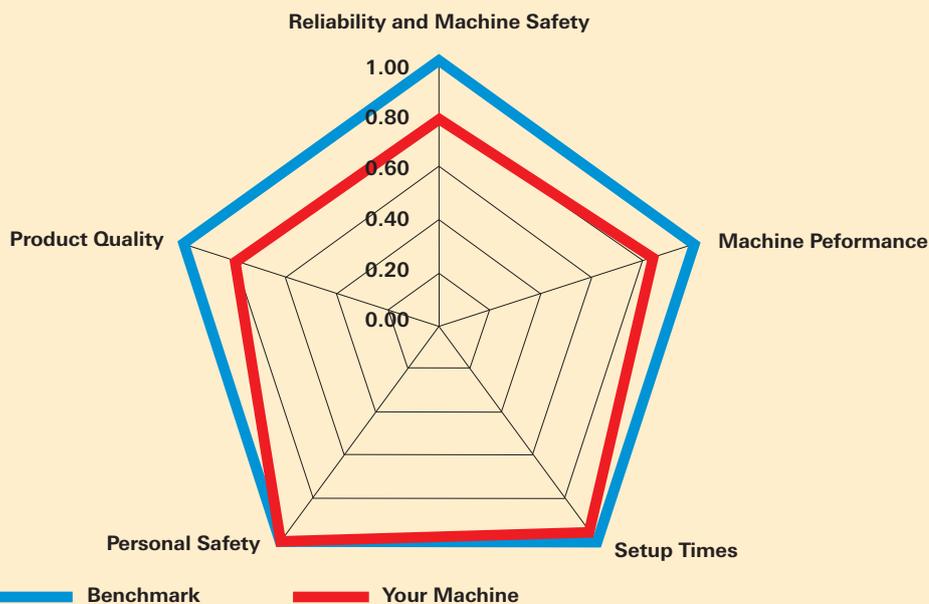
The graphic arts industry still has plenty of room for improvement with regard to prevention programs. A car undergoes inspection every 20,000 kilometers. If the drive belt shows signs of wear and tear, it is replaced before the motor breaks down completely. A regular machine checkup, however, is still not commonplace in the industry. "Given the tighter production deadlines in the industry today, machine breakdowns or even failures end up costing a lot of money, as jobs can be lost completely," says Treyer. With standardized inspections, problems that lead to faulty products or costly equipment failures can be detected early and rectified in time. Muller Martini offers this service as part of ^{MM}Inspect.

A certified service technician checks all safety, quality and performance aspects of

the equipment as well as all machine functions using a specially developed software program. On a complex perfect binding line, for example, there can be well up to 300 or 400 items that need to be inspected and evaluated; for saddle stitchers the number of items lies between 250 and 300.

In addition, the current status of the equipment is inspected based on a reference machine, measures are defined on how the defects can be rectified with customized maintenance or repairs and options for improving the machine's performance are provided. A final report includes a graphic illustration of the overall condition of the equipment as well as detailed information on all the components inspected.

"Beginning with an inspection, we provide the exact details on how to get the most out of a production line, at a relatively low cost," emphasizes Treyer. It is particularly important to make sure that the



Muller Martini offers reliable investment protection for the entire life cycle of the equipment.

measures match the customer's requirements and business strategy. Only then can the long-term performance of the equipment as well as a high level of investment protection be guaranteed.

Investment Protection Program for Long-term Profitability

Muller Martini offers an extensive life cycle management program that ensures the equipment remains cost-effective in the long run and increases the lifetime of the machines with manageable investments. Operating costs are optimized, and profitability is increased. The investment protection program aims to ensure that existing machine maintains a high level of productivity over a long period of time or, in the case of a drop in performance, is brought back up to optimum production levels as quickly as possible.

"This begins with regular updates and also includes upgrading the machines or

MMServices for Reconditioning Gluing Units

The gluing unit is of utmost importance to ensure a perfect binding line can produce high-quality products. Within the scope of its MMServices program, Muller Martini offers reconditioning for

gluing units in several countries. After Muller Martini specialists conduct a complete analysis of the gluing units, they draw up recommendations for repairs and measures to improve the

units. As the reconditioning of the gluing units is performed using replacement gluing units, there is no production interruption.

An upgrade can improve a company's competitiveness and allow it to enter new markets. For example, installing a nozzle glue system for PUR processing can enable a business to produce perfectly bound products that can last a long time and have optimum openability.

"Even if our customers are unable to invest in a new machine, they can still take advantage of the latest technology," Stirnimann from Muller Martini Corporate Management points out the extensive advantages of MMServices.



The gluing units on a perfect binder must be reconditioned regularly. These services are available for the following Muller Martini models: Acoro, Bolero, Corona, Pantera, Normbinder, Starbinder and Trendbinder.



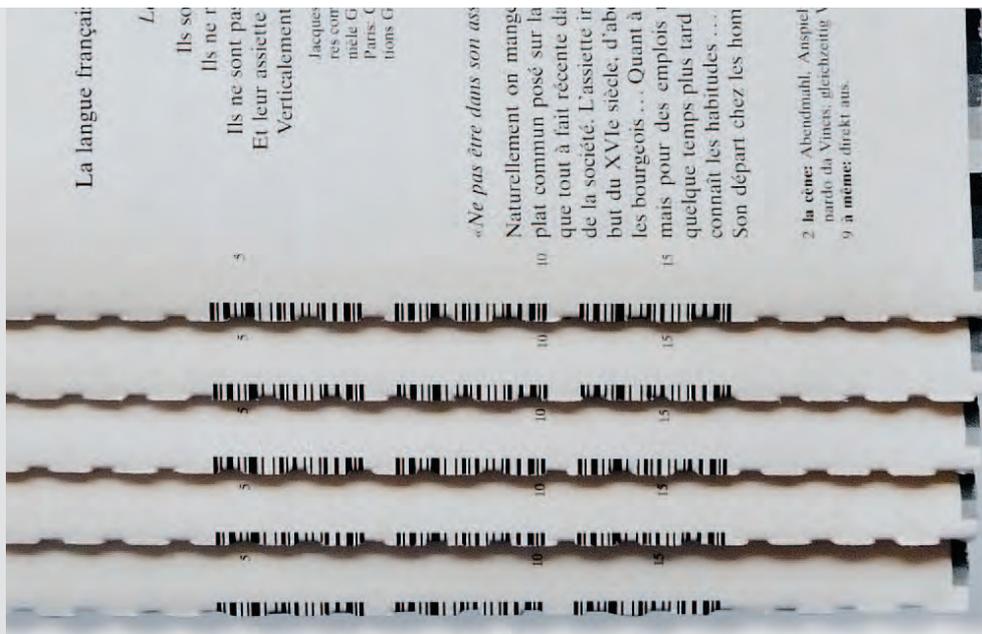
Flawless quality of the perfectly bound products is guaranteed after a gluing unit is reconditioned by Muller Martini specialists.



Zero Error Tolerance with Asir Upgrade

With an Asir upgrade, the perfect binding line is able to process the AsirCode barcode system patented by Muller Martini. Unlike a “normal barcode”, the AsirCode includes additional information such as product number, signature number and designation of the last signature in the product (see article on the book verification system in Panorama 1/13). Using AsirCode enables the correct order of the sections in the product (signatures and cover), i.e. the correct product structure, to be checked automatically with 100 percent accuracy.

For print finishing companies that have an influence on the printing process (application of the AsirCode to the signatures), this upgrade contributes significantly to increasing the quality of in-house processes. Errors resulting from incorrect gathering and costs associated with complaints can be avoided.



Investments in new technology, such as the AsirCode for barcode recognition in perfect binding lines, can quickly pay for themselves.

even completely retrofitting the equipment – depending on what the customer needs and wants,” explains Stirnimann. “We offer around 200 updates and upgrades for the entire range of Muller Martini products,” adds Treyer (see box).

Investments in Machines and Manpower

Technology is not the only deciding factor for the productivity of a machine. Stirnimann points out “the four Ms” that can influence performance: machine, material, manpower and management. “We do not have any influence on material or management,” says Stirnimann.

“However, we can have an effect on how employees are trained.” Muller Martini not only offers training sessions upon the purchase of a new machine, but also provides refresher courses for customers’ employees, which are always adapted to the life cycle of a machine as well as the

customer’s current operating requirements.

Patrick Treyer notes: “Operating and, in particular, handling high-performance systems is a very sophisticated task that requires the necessary expertise.” In addition to their tried-and-tested expertise, the experienced specialists at Muller Martini also provide numerous tips and tricks and can advise customers on how to increase efficiency in production.

Patrick Treyer notes: “Operating and, in particular, handling high-performance systems is a very sophisticated task that requires the necessary expertise.” In addition to their tried-and-tested expertise, the experienced specialists at Muller Martini also provide numerous tips and tricks and can advise customers on how to increase efficiency in production.

Stirnimann is convinced that “regular investments in servicing the equipment optimize operating costs in the long run, al-

lowing for a return on investment over many years. Customers achieve maximum investment protection with us as the right partner.”

For more information on ^{MM}Services from Muller Martini, please scan the QR code below: ◀



“We Must Continuously Invest in New Technologies, Also for Existing Machines”

Machine relocations, inspections, updates, training – for years now, Quad/Graphics, a leading global printer and media channel integrator, has relied on the extensive expertise of Muller Martini USA for the service it provides. With impressive results: “we have seen a significant improvement in product quality,” says Finishing Director John Mau.

1 Patrick Stoltman (left), Service Engineer Hardcover at Muller Martini USA, reveals the secrets of the Diamant bookline to William Houck at Quad/Graphics’ plant in Sussex, Wisconsin.

2 John Mau (left), Finishing Director at Quad/Graphics: “By continuously investing in new technologies also for existing machines, we are able to extend the life times of our equipment.” In the middle: Bill Moore, Finishing Dept. Manager, right: Randy Shannon, Regional Sales Manager at Muller Martini USA.





► In the last two and a half years, Quad/ Graphics has relocated three perfect binders and two booklines from Muller Martini to various locations in the United States.

- A Corona C18 from Lebanon, Ohio to Martinsburg, West Virginia,
- a Normbinder from Martinsburg to Fairfield, Pennsylvania,
- a Corona C13 from Dubuque, Iowa to Fairfield,
- two Diamants from Dubuque to Versailles, Kentucky.

“On the one hand, we relocated the machines to replace older systems,” says John Mau, Finishing Director at Quad/ Graphics. “On the other hand, we consolidated certain production methods to maximize the performance of our extensive machinery through more efficient workflows.”

“Excellent Job”

Technicians from Muller Martini USA were there every step of the way during the various machine relocations. “For such major logistic projects, it is certainly important to have a partner with a lot of experience on

board,” says Mau, who has worked at Quad/ Graphics for 25 years and is in charge of finishing operations at 13 different plants throughout the country, making him a true veteran of the graphic arts industry.

Within the scope of the ^{MM}Startup, Muller Martini technicians not only organized the machine relocations, the efficient decommissioning and a seamless reinstallation of the machines, but they also carried out a comprehensive analysis and extensive inspection of the machine functions as part of the ^{MM}Inspect service. For example, after reinstallation, every feeder on the perfect binding lines was maintained and reconfigured and all three-knife trimmers were checked.

“The teams at Muller Martini did a really excellent job,” Mau says. “The machine relocations were completed very quickly. I was quite impressed by the outstanding cooperation between our employees and those from Muller Martini.”

Extend the Life Span

Muller Martini’s services for Quad/ Graphics are not limited to only machine reloca-

Overview of Quad/Graphics

Quad/Graphics, with headquarters in Sussex, Wisconsin, is one of the largest graphic arts businesses in the world. Founded in 1971 by Harry V. Quadracci, the company is run today by Harry’s son Joel and employs approximately 25,000 employees from 70-plus plants in North America, Latin America and Europe. The company produces conventional print products such as retail inserts, consumer and special interest magazines, direct mail, catalogs, books, directories, in-store signage and more. As media channel integrator, Quad/Graphics is leading the charge to make print even more powerful in today’s multichannel media world. Through its Actable app, Quad/ Graphics enables marketers and publishers to connect print with mobile technology to drive business results. Actable is an interactive print solution that creates engaging mobile experiences that extend content, encourage social sharing, facilitate subscription renewals or shopping transactions and much more!

3+4 In the last two and a half years, Quad/Graphics has relocated three Muller Martini perfect binders and two Muller Martini booklines within its network of U.S. plants.



3



4

tions and inspections, but have also recently included numerous updates for existing systems. For Mau, there is no doubt: “If we want to keep our customers in our fast-changing industry, it is particularly important to continuously invest in new technologies also for existing machines. This allows us to extend the life span of our equipment.”

The main focus of the MMUptodate services was the Asir 3. The barcode and image recognition system from Muller Martini was retrofitted on the gathering machine (including gathering machines from other manufacturers) for six perfect binders. “Ever since we have been using the Asir 3 in softcover production, we have seen a significant improvement in product quality,” emphasizes Finishing Dept. Manager Dick Gogin.

Specific Training

Regular inspections (the machines at Quad/Graphics are checked every quarter) and updates are one thing – efficient training are another. “Particularly after reinstal-

lation, it is important for the machine operators to learn the ins and outs of the machines – also given the average run lengths that are getting shorter and shorter. By providing specific training, not only do the machine operators gain a better understanding of the machines, but also of the products we make,” says Mau

According to the Finishing Director, it is important to have standardized training sessions. Quad/Graphics has a strong Corporate Education Team developing the internal training programs that provide the materials and resources that teach the new machine operators the ropes in a relatively short period of time. ◀

www.qg.com

Royal visit at DC Thomson in Dundee: His Royal Highness Charles, The Prince of Wales, and Camilla, The Duchess of Cornwall, personally started the new newspaper press and mailroom system.



Optimally Equipped for the Future of Newspapers with a Flexible Combined Solution

One of the UK's leading publishers, DC Thomson & Co. Ltd., has invested in the future of print by installing a new full-color printing press. In addition to this, the Scottish company, based in Dundee, has purchased a combined solution from Muller Martini for its mailroom.



The high performance Tempo E220 saddle stitcher – an ideal addition for the mailroom.

Newspaper Mailroom Systems

1 Jim McBride (right), Technical Manager at DC Thomson, in front of the NewsTrim trimmer: "We want to enhance our newspapers and continue to appeal to our readers with these attractive inserts." Left: David McGinlay, Sales Manager at Muller Martini England.

2 No fewer than ten compensating stackers are in operation in the mailroom at DC Thomson in Dundee.

3 The wide variety of newspapers produced at DC Thomson with various regional splits requires seamless workflows in the mailroom.



► With a strong local base for its newspapers, DC Thomson is striving to produce and deliver newspapers that are brighter, more exciting and – most importantly – more reliably produced. And because the Scottish publisher believes its newspapers will continue to be successful in the future, it has decided to enter a new market segment this year.

Taking a Step toward the Future

Until recently, the newspapers edited by DC Thomson in house and printed on a contractual basis did not feature inserts, but all that changed this spring. As of May, readers will not only find inserted advertisements in their favorite newspapers, but also color semi-commercials and quarter folds packed with up to 64 pages of editorial content – all of which are printed on site during the day and rolled up on the FlexiRoll buffer for production at night. "We

know there is great market potential in this area," says Technical Manager Jim McBride. "With this step in the right direction we want to enhance our newspapers and continue to appeal to our readers with these attractive inserts."

Confident for the Future

To take this step in the right direction with new print products, DC Thomson has made significant investments at its plant in Dundee, which has around 50 members of staff working in newspaper production.

- One such investment was made in the pressroom, where the world's first Cololiner CPS from Goss with eight print towers and a maximum performance of 90,000 copies per hour was installed alongside an existing Goss printing press.
- Another investment was made in the mailroom, where DC Thomson, in order

to ensure optimal print finishing of the high net output of the new web printing press, chose an extensive combined system from Muller Martini with two ProLiner newspaper inserting systems, FlexiRoll buffers, a high performance Tempo E220 saddle stitcher and a NewsTrim trimmer. On top of this, it also has no fewer than ten NewsStack compensating stackers, some of which had already been installed downstream from the first printing press.

"Thanks to these investments, we now have a modern, flexible and sustainable production facility," says Raymond McRobbie, project manager and operations manager at DC Thomson. "Now we can produce all our newspapers in full color. We are proud to have made such significant investments for the future of our printing presses and mailroom. The new solutions

NewsTrim – Three-Sided Trims for Newspaper Products

Through the use of innovative systems, free production capacity in the mailroom can be utilized to acquire new sources of revenue. The mailroom becomes a part of the multi-functional system for the widest variety of print products. NewsTrim trims newspaper products on three sides, delivering high-quality end products. It can be used and loaded flexibly in the mailroom either downstream from the inserting

system, directly from the printing press or offline, via FlexiRoll.

The products are fed into NewsTrim cycled with one or two products per clamp, centered in the drying wheel, fixed and then fed into the trimming drum. This trimming technology enables a clean and precise trim quality at a high rate of production. All cutting and counter-knives are mounted in the compact trimming drum

and can be exchanged quickly and safely by in-house maintenance personnel. The knives can be sharpened with a standard grinding machine and easily remounted and adjusted. This significantly reduces operating and maintenance costs. NewsTrim can be operated easily and clearly on the touchscreen.

Tempo E220 – the Ideal Addition for the Mailroom

As an ideal addition for the mailroom, the Tempo E220 saddle stitcher is a tried-and-tested saddle stitching system for efficient multi-shift operation. The proven advanced technology guarantees high net output in the production of magazines, brochures and catalogs. It sets itself apart through high net output, quick and safe setup, simple operation, exceptional process reliability, flexible expansion options, and JDF/

JMF compatibility in accordance with the CIP4 production standard.

The Tempo E220 is controlled via an intuitive setup wizard that ensures efficient production. The machine is even simpler to set up and operate thanks to easy-to-understand touch screen displays and local operating units. In order to reach the maximum production speed as quickly as possible, fine adjustments can even be

made on-the-fly. The optimizer can be used at any time to analyze the current print run and highlight potential improvements. The sizes can be conveniently measured using a sheet measuring device. The measurements are transferred at the touch of a button in the setup wizard.

play a major part in maintaining high quality and automation, so that we can be confident about the future of our newspapers.”

High Level of Networking and Automation

The all-in-one mailroom solution for inserting, folding, stitching in inserts, attaching high-gloss covers and trimming provides DC Thomson with maximum flexibility in the production of semi-commercials and quarter folds. Since the new printing press from Muller Martini has two folder deliveries, the solution consists of two identically configured ProLiner newspaper inserting systems (which can be expanded at a later stage thanks to their modular design) with automatic pre-printed feeding and three insert stations.

The high performance Tempo E220 saddle stitcher, which is fully integrated into the mailroom (see box), also has an integrated folder feeder for automatic loading from FlexiRoll, a folder feeder for high-gloss covers and an insert flat pile feeder for stitching in additional advertising supplements. The products stitched on the Tempo E220 as well as those stitched on the web printing press are trimmed using the NewsTrim at a speed of up to 70,000 copies per hour thanks to two-up production. This is made possible by a special transfer unit that connects the saddle stitcher delivery with the NewsTrim trimmer (see box).



“We looked at other options on the market, but were convinced that the solution from Muller Martini offered the best value for our money,” says Jim McBride.

Diverse Range of Newspapers

The fully automated system that DC Thomson uses to print various types of newspaper inserts, semi-commercials and quarter folds is particularly important, as the company prints seven newspapers with up to six different regional title splits every night between 10 p.m. and 3 a.m. In addition, the company also prints two news-

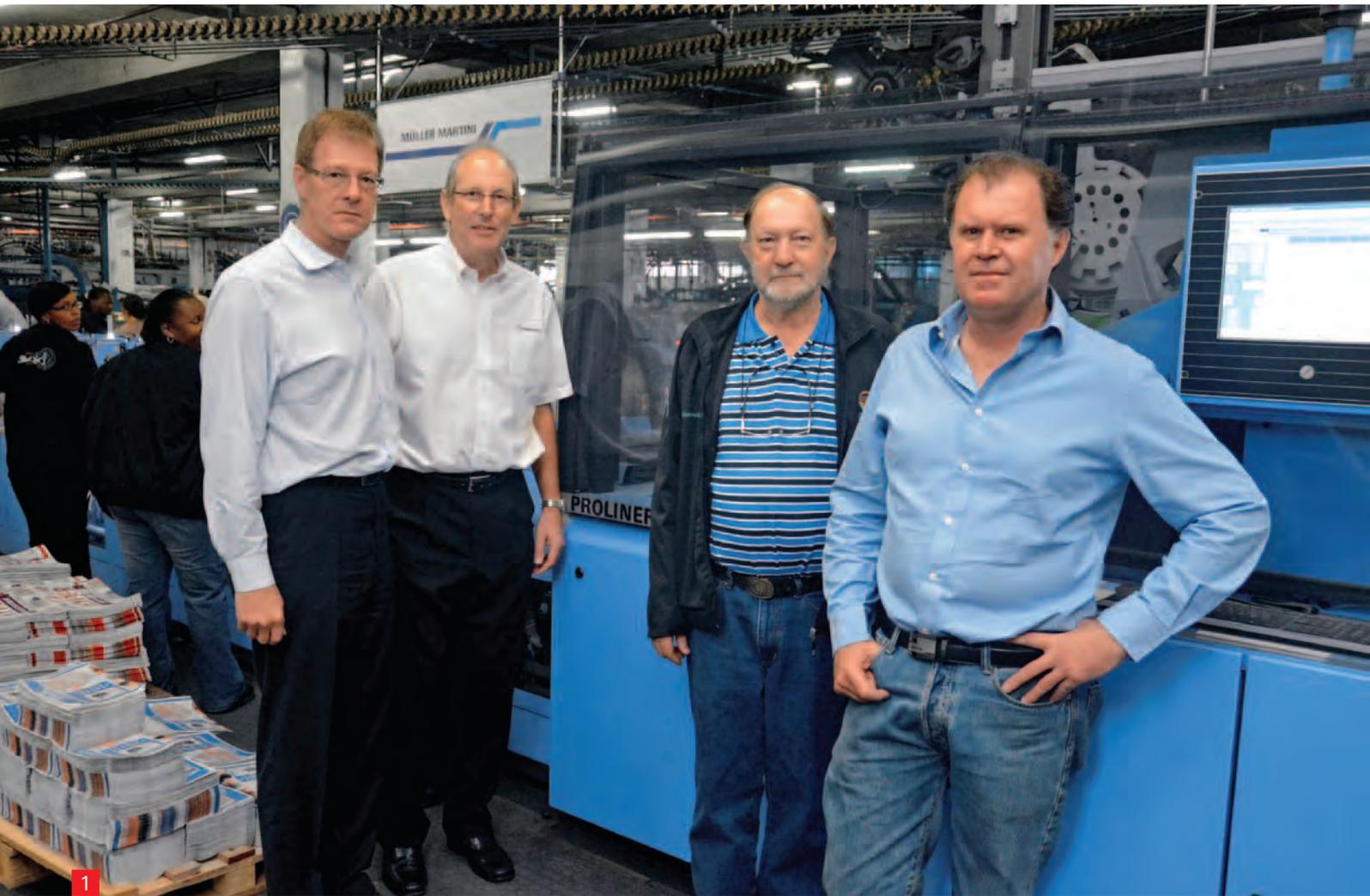
papers that come out three times a week, one weekly newspaper and three Sunday papers. The print runs of these tabloid-format newspapers, 80 percent of which are printed for its own publishing house, range between 25,000 and 330,000 copies.

“Given this variety of newspapers, you can certainly imagine how crucial it is to have seamless workflows in our mailroom with tight deadlines for each newspaper,” Jim McBride told “Panorama”.

www.dcthomson.co.uk

Six New ProLiners Will Help Produce Higher Volume of Inserts

As inserts are enjoying unbridled popularity in South African newspapers, Caxton Printers Johannesburg has put into operation six new ProLiner newspaper inserting systems (two of which feature a CoLiner pre-gathering unit) in addition to its five existing SLS lines. Together, the eleven lines from Muller Martini process 68 million inserts and preprinted sections per month.



1 From right: Charles de Beer (Factory General Manager), Lew Watkins (Mailroom Mechanical Manager), Jeff Anderson (Product Manager at Muller Martini's representative in South Africa, Thunderbolt Solutions) and Jules Dietz (Muller Martini's Sales Manager for Africa) standing in front of the six new ProLiner newspaper inserting systems at Caxton Printers Johannesburg.

2 Two of the six new ProLiner inserting lines at Caxton Printers Johannesburg are connected to a CoLiner pre-gathering unit for newspapers with a particularly high number of inserts.

3 At the Caxton plant in Johannesburg, 68 million inserts are processed on eleven inserting systems from Muller Martini every month (pictured here is one of the six new ProLiners).

4 Inserts in newspaper printed by Caxton enjoy unbridled popularity.



▶ Except for New Year's Day, Good Friday and Christmas, Caxton Printers Johannesburg produces newspapers around the clock all year round; in addition to 48 free community newspapers with print runs of between 15,000 and 70,000 copies, it also prints eleven daily and weekend newspapers that are available on subscription or sold at stands with print runs ranging from 10,000 to 260,000.

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Up to 28 Inserts per Newspaper

The annual total circulation of all broadsheet and tabloid format newspapers (including 120 free weekly papers) printed by the Caxton/CTP Group at various production facilities throughout South Africa is 540 million copies with a total of 12 billion pages. While the print runs of daily newspapers are sinking slightly (albeit at a significantly lower rate than in other industrialized nations), the popularity of free weekly newspapers remains unbridled – an important reason why inserts and preprinted sections have posted an increase of about 10 percent in the past five years.

Every month at Caxton's plant in Johannesburg, which has roughly 600 employees, 48 million inserts are entered into weekly newspapers and 20 million inserts into daily and weekend newspapers. Most of the inserts are within the group as well

as at the Caxton Printers site. "We insert up to 28 preprinted sections and inserts into one single newspaper with an overall weight of up to 1.6 kg – including many high gloss brochures," says Charles de Beer, General Factory Manager at Caxton Printers Johannesburg.

Two CoLiners to Supplement

The increasing volumes of inserts for the company's own newspapers as well as several contracts concluded with other newspaper publishers led Caxton Printers Johannesburg to practically double its existing inserting capacities. This increase in capacity also paid off in the newspaper mailing room thanks to extensive adjustments in logistics with compensating stackers and transport systems. For example, between 2010 and the spring of 2013, no fewer than six ProLiner systems

– two with eight feeders and four with 14 feeders – as well as six NewsStack compensating stackers and new NewsGrip conveyors were put into operation in addition to three SLS2000 lines and two SLS3000 lines from Muller Martini. Two of the six new inserting lines are connected to a CoLiner pre-gathering unit with four feeders for products with a particularly high number of inserts.

Many Inserts Require Higher Production Speeds

The fact that Caxton Printers Johannesburg once again opted for solutions from Muller Martini to increase its capacities is primarily down to the high production speeds and reliability offered by the ProLiner, according to de Beer. It can run at up to 45,000 cycles per hour in one-off mode and at a maximum of 90,000 copies per hour in two-off production. "Given our wide range of newspapers and the large number of inserts, it is particularly important to have everything running smoothly in the mailroom," says the General Factory Manager.

According to de Beer, the investment has fulfilled all expectations: "It is also thanks to the even higher level of user-friendliness than offered by the SLS systems and the extremely reliable NewsStack compensating stacker that we are able to run production at very high speeds." ◀



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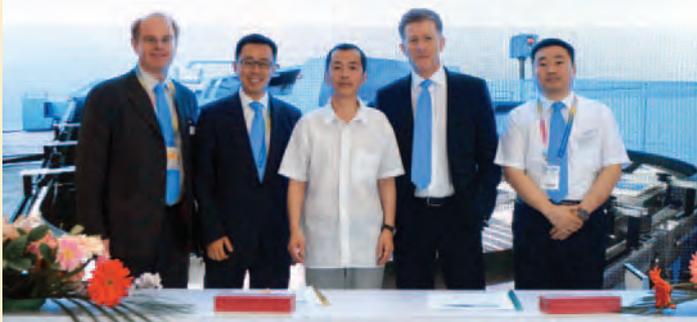


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www.caxton.co.za

News from Muller Martini

Muller Martini Demonstrated Its Power of Innovation in Print Finishing at China Print 2013 in Beijing



The purchase agreement for a Pantera line is signed during China Print 2013 (from left to right): Finn Nielsen (Managing Director of Muller Martini Hong Kong), David Chen (Marketing/Sales Manager at Muller Martini Hong Kong), Shi Wen Li (Owner of Haerbin Stone Bridge Printing Co., Ltd.), Bruno Müller (CEO of Muller Martini), Zhang Qi (Sales Manager at Muller Martini China).

After a successful China Print 2013 with a record number of visitors, Muller Martini also took stock of its positive experiences. The professional visitors were predominantly interested in solutions for print finishing in both

the standard and the high performance segments. "We believe in both the power of innovation and the future of our industry, and we see it as our duty to the graphic arts industry," emphasizes Finn Nielsen,

Managing Director of Muller Martini Hong Kong. "China is also an important growth market for us."

The trade fair for printing technology, which is held every four years, posted new record numbers this year, which reflects the above-average growth of the graphic arts industry in China. The 8th Beijing International Printing Technology Exhibition was held in the new international exhibition center with floor space covering 120,000 m². Over 160,000 visitors from all over the world took the opportunity to gain an overview of the latest solutions in the industry.

"The trend clearly shows that both interest and investments are moving away from printing and focusing more on finishing," says Nielsen, explaining the development of the graphic arts industry in China. The record number of visitors to Muller Martini's booth was testimony to this. Through-

out the five-day trade fair, visitors swarmed to Muller Martini's 600-m² booth to take a look at the latest industrial solutions for print finishing.

"Muller Martini's booth had a very inviting feel to it, and I felt welcome right from the start," says Shi Wen Li, founder and owner of Haerbin Stone Bridge Printing Co., Ltd. in Harbin, China. "Muller Martini's revolutionary technology, solution-driven approach and many years of experience were impressively presented and fully convinced me." During the trade fair, Shi Wen Li spontaneously decided to purchase a Pantera perfect binder line for his business. The Alegro perfect binder from Muller Martini, which was on display in Asia for the first time ever, as well as the Ventura MC thread sewing machine with its high level of operating convenience, also attracted great interest.

World Premiere: TWE;EN^{MC} from Muller Martini Revolutionizes Thread Sewing

An additional servo drive makes it possible for smaller folded signatures to also be stitched in a book block using the TWE;EN^{MC} option on the Sewing Machine Ventura MC. These tweens can differ both in length and width and can be variably positioned in the book block. Thanks to the motion control drive design, the processing of such smaller signatures –

known as tweens – takes place entirely automatically with accurate positioning.

Tweens create added value and are ideal for advertising messages, coupon booklets, guide books with maps and inlays in photo books, art books or school books. The TWE;EN^{MC} option, which can be retrofitted, was first unveiled at China Print 2013 in Beijing and attracted so much interest among visitors that many spontaneous purchases were made. The innovative technology can now be ordered with every new Ventura MC.

New machines are already equipped with the TWE;EN^{MC} option. Ventura MC machines from series 2/2011 and onwards can be easily retrofitted. For machines with an older year of manufacture, it is necessary to check individually whether an upgrade is possible.



Freely selected, accurate positioning: different sized signatures can now be stitched in using the Ventura MC.

ExpoPrint Digital Latin America in São Paulo: Digital-Ready Solutions Attract Great Interest

The great interest shown by visitors to the Muller Martini booth at ExpoPrint Digital Latin America in the Brazilian metropolis of São Paulo proved that digital printing is also making strong inroads in Latin America. "We had over 200 interesting customer contacts and were able to line up a number of very promising projects," says Jose Carlos Barone, Managing Director of Muller Martini Brazil, taking stock of the trade fair.

Numerous high-ranking representatives of printing houses and finishing companies from each federal state of Brazil travelled to São Paulo to learn more about Muller Martini's digital solutions. Solutions for the finishing of offset and digitally printed products attracted particular interest. The Primera saddle stitcher and the Alegro perfect binder from Muller Martini, both of which are digital-



Solutions for the finishing of offset and digitally printed products attracted great interest at the Muller Martini booth at ExpoPrint Digital Latin America.

ready, were the focus of discussions between trade fair visitors and the specialists from Muller Martini Brazil.



The DAZ team with (from left) Sven Aregger (Print Finishing), Andreas Müller (Head of Print Finishing), Luciano Marchesi (retired, former Head of Print Finishing), Reto Hauri (Managing Director), Jutta Rausch (Print Finishing), Gregor Notter (Print Finishing) and Wendelin Lipp (Managing Director) together with Richard Hofer (back), Sales Manager at Muller Martini Switzerland, at Muller Martini's Print Finishing Center in Zofingen in front of the new Presto II saddle stitcher.

Druckerei Albisrieden Zürich Now Has a Digital-Ready Saddle Stitcher

This spring, Druckerei Albisrieden Zürich installed a new Presto II from Muller Martini to replace a saddle stitcher 221, which was built in 1978 and runs flawlessly to this day. According to Managing Director Wendelin Lipp, there were two important technical reasons for the company's recent investment. First, our "old-timer" did not have a cover folder feeder. Second, the folding of the signatures that was necessary as a result was unable to fully satisfy

increasing demands for scoring quality. The new Presto II not only features a cover folder feeder, but with the integrated tWinScore, it is also the ideal tool for maximum scoring quality.

According to Lipp, the Presto II also provides another advantage: "We have also offered digital printing in the high-end segment for almost ten years, so it naturally makes sense for our new print finishing systems to be digital ready."

W. Gassmann AG: The New Primera Guarantees High-Quality Print Products

Delivering the highest quality is one of the top priorities at W. Gassmann AG in Biel, Switzerland. This is why the long-standing company invested in the latest generation of the Primera saddle stitcher. Thanks to high levels of productivity, tight customer deadlines can be met even better than before.

The Primera, equipped with state-of-the-art technology, replaced a Prima Amrys saddle stitcher from Muller Martini. Innovation and the high level of satisfaction with the previous model were the main reasons why W. Gassmann AG once again chose Muller Martini, according to Head of Printing Markus Schär. "Other important criteria included the high level of productivity

and the good service provided by Muller Martini."

Of course, there are also the numerous other control systems on the Primera, such as the Asir 3 image and signature control system, lateral thickness measurement, oblique sheet control, smart stitch control, motion control, copy control, double sheet control, and proof, limit and blade control. "This provides us with a higher level of reliability in the final processing of our print products," says Schär.

The high level of automation on the Primera is in line with the trend towards smaller print runs and shorter processing times.



Propak Africa in Johannesburg: South African Package Printers Show Great Interest in the VSOP Web Offset Printing Press

At the four-day Propak Africa in Johannesburg that took place as part of Print Expo 2013, Muller Martini presented at the booth of Thunderbolt Solutions, its South African agency, the diverse opportunities available in the flexible packaging segment, which is growing strongly in southern Africa as well. The trade fair visitors showed great interest not only in Muller Martini's booth, but also in the presentation delivered by Jules Dietz, Muller Martini's Sales Manager for Africa, on the VSOP (Variable Sleeve Offset Printing) and Alprinta web offset printing presses and their numerous benefits for package printing.

In the crowded lecture hall, Dietz particularly emphasized the advantages of web offset printing compared to traditional rotogravure and flexo printing in the fields of self-adhesive labels,

shrink sleeves, wrap-arounds, flexible packaging, cardboard printing and folding boxes. "Offset printing is so attractive for packaging for four reasons," Dietz said. "First, because you can print on a wide range of substrates from ultra-thin to very thick plastic films and cardboard boxes. Second, because it gives you a very short preparation time for the plates (five to ten minutes) and short changeover times (15 to 30 minutes for a seven-color job). Third, because the printing quality is very high, and fourth, because the pre-press costs per square meter of printing plate are significantly lower at EUR 15 compared to EUR 130 for flexo printing and EUR 250 for rotogravure printing."

In his detailed presentation of two VSOP installations, Dietz also emphasized the combination of offset printing with flexo and/or



Jules Dietz (wearing glasses), Muller Martini's Sales Manager for Africa, tells visitors to Propak Africa about the numerous benefits of web offset for package printing.

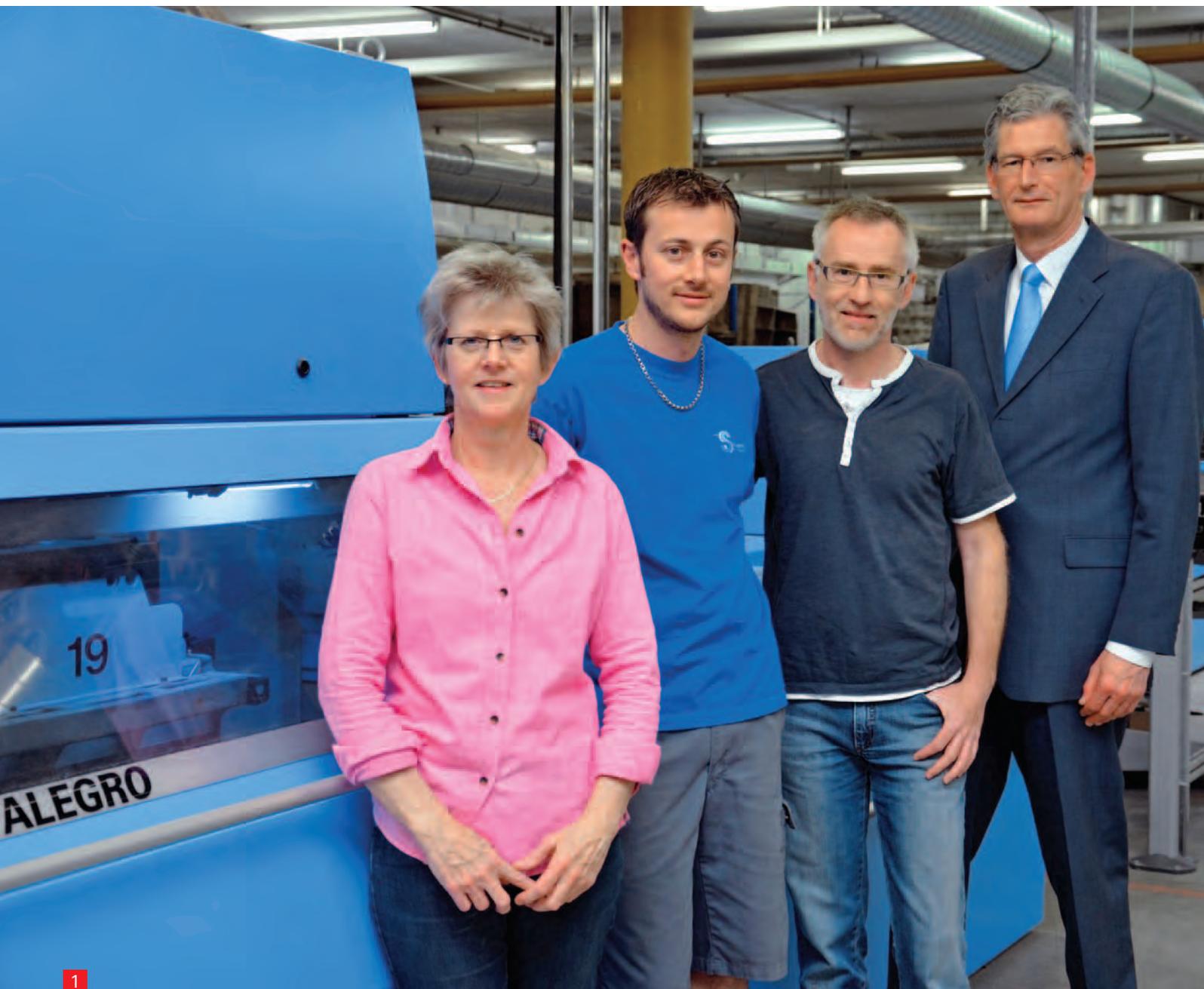
rotogravure printing on the Muller Martini printing presses and the inline punching options. "All these features provide a high degree of flexibility when printing food packaging."

After the presentation at Thunderbolt Solution's booth,

many visitors stayed on to look deeper into the secrets of web offset printing. Print samples enabled the package printers to see the high printing quality of the VSOP for themselves.

The Alegro and the Bolero Make a Strong Duo

Three years after installing a Bolero machine, the Buchbinderei Scherrer bookbindery in Urdorf in the Swiss canton of Zurich has now put a new Alegro into operation, whose trademark is the innovative Motion Control technology with separate drives for each station. The two perfect binders now make up a strong duo, which allows the successful family business to offer its customers even faster delivery times.



► A typical morning on the production line at Buchbinderei Scherrer:

- 6 a.m.: The signatures for an investor report in A5 format are picked up from a printing house.
- 6:30 a.m.: The single sheets are trimmed, folded using four folding machines, placed into the gathering machine, and the perfect binder begins its work.
- 10 a.m.: The first pallet of the softcover products is delivered to the customer.
- 1 p.m.: Perfect binding of the entire print run of 23,000 copies is completed.

“The number of jobs with such tight delivery deadlines has increased recently,” says Managing Director Peter Scherrer. “If we say yes to a deadline, then we also meet it,” he adds in the same breath.

Better Equipped for Peak Times

Tight delivery deadlines, however, require an even higher level of production reliability, and this is best provided by a second machine. That is why Buchbinderei Scherrer, which relies on both an older model from Muller Martini (SH 335) for its saddle stitching needs and a Primera E140 from the latest generation of saddle stitchers, added an Alegro perfect binder to complement its Bolero machine that it installed three years ago. Just like its older “brother”, the Alegro is exclusively designed for PUR production using VPN spine glue nozzles.

“By operating two lines, we not only have backup, but also a high level of flexibility. As a result, we are better equipped

for peak production times and can provide even faster service to our customers in the greater Zurich area as well as other German-speaking cantons,” says Peter Scherrer. “Given our large production volume, we would have gone under in recent months, had we been operating only one line,” he adds with a grin.

Digitally Printed Books Too

While the Bolero featuring a gate fold station and a Frontero front trimmer is used to

bind special products, such as gate-folded, open spine, Otabind and Swiss brochures that are increasingly in demand owing to their graphic and haptic characteristics, in one pass, the Alegro is primarily used for standard brochures – mostly annual reports but also a small number of periodicals.

In addition to thinner and smaller products, it is also used for digitally printed books, brochures and magazines with smaller print runs from as low as ten copies. ►



1 From left: Trix Scherrer (Head of Finances), Michael Scherrer (Production Manager), Peter Scherrer (Managing Director) and Richard Hofer (Sales Manager at Muller Martini Switzerland) in front of the new Alegro perfect binder at Buchbinderei Scherrer in Urdorf.

2 Commissioning a second perfect binder has provided Buchbinderei Scherrer with a greater level of security, which allows Production Manager Michael Scherrer to take a break every now and then.



3 The Alegro (right) and Bolero perfect binders make up a strong duo, which allows Buchbinderei Scherrer to offer its customers even faster delivery times.

4 For its saddle stitching needs, Buchbinderei Scherrer also relies on a Primera E140 from Muller Martini.



Made Possible by Motion Control Technology

The new Alegro perfect binder from Muller Martini meets high expectations in the fields of offset and digital printing using innovative Motion Control technology. This features stations with separate drives, a highly flexible machine concept and a robust design for precise settings, ensuring quicker setup and production times and higher product quality.

Motion Control allows for extremely short processing times, resulting in maximum profitability. The Alegro, which stands out due to special sizes and production methods, also provides the basis for a large range of uses.

At the heart of the intelligent machine concept is the fact that all stations on the Alegro are driven directly and controlled individually thanks to Motion Control. That means the settings have a direct effect on the product, leading to maximum quality. Motion Control optimizes the individual process steps according to the product in question, reduces setup times and allows for maximum production performance in the shortest period of time. With Motion Control, the readjustment of settings is reduced to a minimum.

Straight Scoring

"The Alegro enables us to bind even thinner (down to 1 mm) and even smaller sizes (70 x 82 mm)," points out Production Manager Michael Scherrer. "What's more, thanks to Motion Control, we now have reduced setup times and lower maintenance costs."

Apart from the ability to make fine adjustments during production – "I do this on practically every job" – Michael Scherrer is impressed by the cover scoring feature on the new Alegro that uses the massive scoring shaft and scoring tools with a large diameter to ensure straight scoring with equal depths and optimum hinge effects: "Muller Martini has made great technological progress in this area."

Solit Three-Knife Trimmer with Innovative SmartPress Technology

In addition to the Alegro, which is situated behind a twelve-station gathering machine, Buchbinderei Scherrer with its 30 employees has also put a new Solit three-knife trimmer from Muller Martini into op-

eration. The Solit impresses with the shortest setup times in its class, consistent automation and changeovers without the need for tools.

The innovative SmartPress technology, which has already proven its worth in the upper performance range, ensures first-class quality when it comes to both perfectly bound and saddle-stitched products. "Thanks to the pre-stacking hopper, we are now able to process very thin products with excellent results," says Michael Scherrer.

Double Use for Pressing Pads and Cassettes

"In addition, we can also take the pressing pads and cassettes from the Orbit three-knife trimmer behind the Bolero line to use them for the Solit machine," adds Peter Scherrer. "Given the wide range of formats we offer, this is a very cost-effective solution, as we need a different pressing pad for each format." ◀

www.buchbinderei-scherrer.ch

New Customer Demands Pave the Way for New Forms of Production

After an expansion featuring two merchandise tippers and an inspection, the Corona C18 perfect binder at V-TAB in Vimmerby, Sweden can handle the increased demand for softcover magazines even more convincingly than before.



► Featuring its own heatset printing plant, V-TAB in Vimmerby specializes in the production of magazines in the softcover segment. Print runs for its magazines, which are predominantly produced for publishing houses in Sweden but also in the other two Scandinavian countries Denmark and Norway, range from 500 to 500,000 copies, with an average of 25,000, a figure that has continuously fallen in

cent years. “We, too, have experienced this trend,” says David Artmark. “The number of publications is increasing, while the number of prints runs per publication continues to fall.”

Updated with Two Merchandise Tippers

According to the Plant Manager of V-TAB, this is one trend the company has experi-

From left: David Artmark (Plant Manager), Dan Eriksson (Technical Manager), Pierre Hansson, Angelicka Adolfsson, Mikael Lindh (all three machine operators) and Staffan Söderqvist (Sales Manager at Muller Martini Sweden) in front of the Corona C18 perfect binder at V-TAB in Vimmerby.



enced. The other one is the new demands placed on publishers to produce more attractive magazines (usually in A4 format); to do so, they look for interesting value-added options, for example, glued-in or inserted cards. That is why V-TAB decided a few months ago to expand its Corona C18 perfect binder, which was commissioned in 2010, by adding two card gluers.

The company, which has approximately a dozen production facilities throughout central and southern Sweden all featuring numerous other Muller Martini systems, took the opportunity to combine this expansion with two other modules from the ^{MM}Services program. First, with ^{MM}Remote, V-TAB chose – just as with the Primera saddle stitcher (see box) – to have a direct link with the service experts at Muller Martini, “Which provided us with a high level of production security in the very first weeks after commissioning both card gluer” said David Artmark.

Valuable Tips from the Experts

Second, the Corona line underwent a thor-



1 The Orbit three-knife trimmer ensures the clean cutting of perfect-bound magazines.

2 Just as behind the Primera line, a Pluton palletizer from Solema also ensures neatly packed palettes behind the Corona line.

3 The ideal inline solution for the saddle stitcher line: The products are transported from the Peretto three-knife trimmer to the Sitma inserting system and then onto the Pluton palletizer.

Appearing weekly as an insert in the daily financial newspaper *Dagens Industri*: the full-color *DI Weekend*.



The Primera Saddle Stitcher Ensures a Significantly Higher Level of Productivity

At its plant employing a staff of 125 in Vimmerby, the birthplace of the world-famous Swedish writer, Astrid Lindgren (author of "Pippi Longstocking"), V-TAB relies on Muller Martini not only for its perfect binding but also for its saddle stitching needs, as it uses an older Prima S model in addition to a newer Primera E140 featuring six flat pile feeders, a cover feeder, a stream feeder, a Perfetto compensating stacker, a Sitma inserting system and a Pluton palletizer from Solema.

Apart from numerous periodicals and other (newspaper) inserts, V-TAB also prints its flagship publication, the full-color *DI Weekend* which appears weekly in A3 minus format with a circulation of 120,000 copies, as a weekly insert in the economic daily newspaper *Dagens Industri*. The *DI Weekend* also contains stitched inserts.

"Above all, the Primera shows its strength for products with larger sizes," says Plant Manager David Artmark. "Today, we can stitch the same amount in 14 hours using one machine that used to take

us several shifts and two different machines to complete."

The fact that the cover feeder can be fed with the stream feeder and that the Primera is linked online to a Sitma inserting system (which can also be run offline) contributes to the higher level of productivity, in particular with heatset magazines such as the *DI Weekend*. "We are very happy with this solution, as it provides us with a high level of flexibility," adds David Artmark.

The Primera saddle stitching line provides V-TAB with a high level of flexibility.



ough inspection by Muller Martini within the scope of its ^{MM}Inspect service. "It wasn't just about optimizing the system. Rather, we hoped to also improve our processes thanks to the reports and tips from Muller Martini technicians. It was important for us to find out how we – operating in such a high-wage country like Sweden – can increase productivity and, most importantly for our customers, the quality of our products," commented Technical Manager Dan Eriksson.

A Fast Make Ready

A possible third trend that V-TAB has observed is the increased demand for quality among its customers, which can be met without complaints thanks to the Corona line. "I am not aware of any complaints, and we are usually able to deliver the first

product of a new order," says David Artmark.

Speaking of new orders: According to Dan Eriksson, one of the greatest advantages of the Corona perfect binder is its fast Make Ready System: "Shorter print runs are tantamount to more frequent changeovers. We often produce up to 16,000 cycles per hour; however, reaching top production speed is not as important to us as short changeover times."

High-performance ZTM 3697

The perfect binding line with an Orbit three-knife trimmer, a CB 18 book stacker and a Pluton palletizer from Solema quickly reaches a high production speed thanks to the ZTM 3697 (gathering machine), which features twelve gathering stations and is designed for the high-performance seg-

ment. During signature separation in the gathering tray and in the concave transfer channel the signatures are bent, enabling a high level of stability. This increases process security and ensures that jobs can be processed with maximum productivity.

Thanks to the high level of motorization, which also encompasses the adjustments to the channel heights, fine adjustments can be made on the fly. The machine thus reaches full production performance in just a short time. ◀

www.v-tab.se

The Concepta Follows the Concept

Vordruck Leitverlag GmbH in Freiberg (eastern Germany) brought a Concept on stream in 2005. Seven years later, the family business invested in another web printing press from Muller Martini for its second plant, situated in Berlin-Hoppegarten. Inline finishing options, in particular, are increased with the new five-color Concepta featuring the QS52 cross cutter/stacker.

► Christian Stier, Head of Technology and Product Development at Vordruck Leitverlag GmbH, and his father Wolfgang Stier, Managing Director, are extremely sharp when it comes to printing methods. Christian Stier, a printing specialist with a degree in engineering, brought along an extensive list of requirements when he and his team tested the company's own products on the Concepta at the Muller Martini Training Center Presses in Maulburg, in order to evaluate the press proofs in detail.

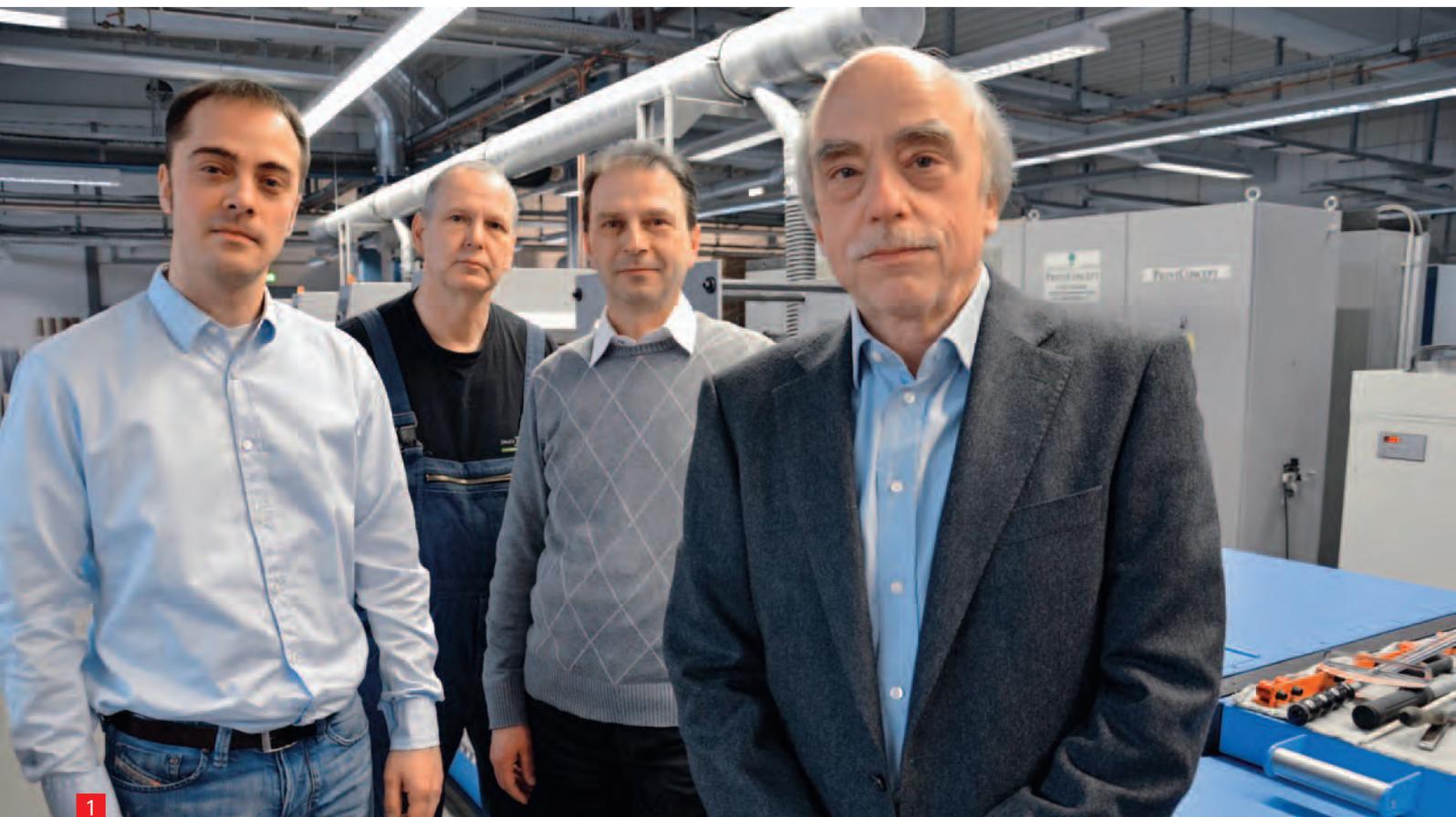
Convincing Tests

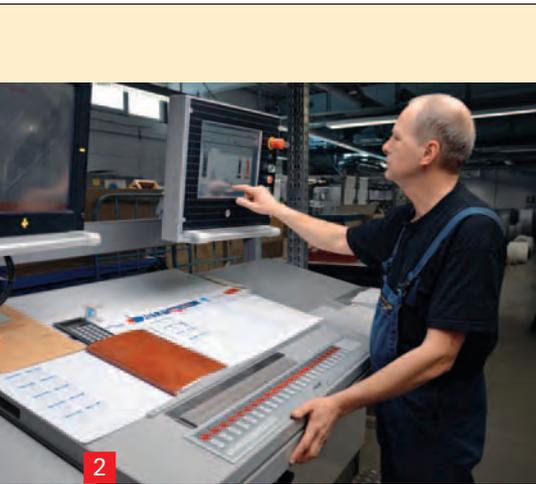
After an operating time of 20 years, it was time to replace the web printing press from another manufacturer at the company's plant in Berlin-Hoppegarten, which opened in 2010. Given that Vordruck Leitverlag GmbH has been using a Concepta at its second production site in Freiberg, located 235 kilometers away, since 2005, Wolfgang Stier explains that it was the natural decision to test a solution from Muller Martini in Berlin-Hoppegarten, too.

"Of course our positive experiences with the Concept played an important part in our decision on the new investment," said Christian Stier. "However, it was the good test results in Maulburg that ultimately made up our minds."

Five Printing Units and QS52

The ideal configuration of the new Concepta for the product range of Vordruck Leitverlag consists of five printing units for roll/roll, roll/fold and roll/signature production





1 From right: Wolfgang Stier (company owner and Managing Director), Norbert Koden (Printing House Director), Steffen Rolle (machine operator) and Christian Stier (Head of Technology and Product Development) in front of the new Concepta web printing press at Vordruck Leitverlag GmbH in Berlin-Hoppegarten.

2 Quick transition from the old to the new technology: machine operator Steffen Rolle.

3 The QS52 cross cutter/stacker processes business forms, promotional materials and inserts in one-up and two-up production.

4 Vordruck Leitverlag specializes in forms and printed business materials for computer centers, banks, the healthcare sector and energy companies.

in sizes 23¹/₃ and 25 inches, UV drying, remote color control, automatic register control and a QS52 cross cutter/stacker.

The company, which employs 20 people in Berlin-Hoppegarten and 33 people in Freiberg, specializes in sheet production (forms/printed business materials) for computer centers, banks, the healthcare sector and, more recently, energy companies. Its customers include some 10,000 doctors from all over Germany, who purchase special forms from Vordruck Leitverlag.

Taking Advantage of the Wide-Ranging Options in Inline Finishing

The company, which prints around 2800 metric tons of paper annually in the two factories, has its own online shop. Physicians can manage their data themselves and order new forms, which are delivered within 48 hours thanks to a special logistics platform, via an Internet platform with customized portals and IT interfaces or by fax in the conventional manner. "We've run this online shop for ten years but it's gained in importance in the recent past because these days everything is expected to hap-

pen much faster from order placement through 'good to print' to delivery," says Printing House Director Norbert Koden.

Two challenges currently faced by the company are shorter deadlines and more complex print products. From punching, die-cutting, lengthwise and cross perforation to cutting, the new Concepta allows Vordruck Leitverlag to cover an extensive range of customer requirements. "With these wide-ranging inline finishing options, we benefit from the great advantages of the web offset printing technology from Muller Martini over heatset," emphasizes Wolfgang Stier.

Greater Finishing Options

At the factory in Berlin-Hoppegarten, the roll/fold method is frequently used in addition to the roll/roll method. To increase the flexibility of production, the Concepta was also fitted with a QS52 cross cutter/stacker, which processes business forms, promotional materials and inserts in one-up and two-up production.

"This configuration creates more options for finishing products, including personalization," explains Christian Stier. "We want to branch out beyond our existing field of specialization in order to complement our web offset site in Elsterwerda (Brandenburg) as well. That's the reason why we decided on the option of expanding the Concepta from five to eight printing units."

Direct Mail Too, But...

Vordruck Leitverlag, which also uses a Bravo T saddle stitcher from Muller Martini with eight feeders and a hole punching device for print finishing in Freiberg in tandem with the Concepta, has worked for some time now with established partners in the direct mail field (personalization, envelop-

ing). "We're still under-represented in this market, even if you take into account that it hasn't developed as strongly as many expected," says Wolfgang Stier.

The QS52 can be changed over for new jobs just as quickly as the Concepta, which was commissioned in July 2012. "It's fun changing the printing units," says Koden. "Flap gate open, flap gate closed and the new job is ready." Three machine operators took a three-day training course in Maulburg and were trained for two additional days by Muller Martini instructors at the factory so that they could transition quickly from the old to the new technology. "They learned a lot of new things," says Koden, explaining the importance of targeted training.

The Printing House Director is also satisfied with the quality provided by the new web printing press: "The Concepta matches our high standards. The quality requirements of our customers can be met at all times." ◀

www.vordruckleitverlag.de

Entering New Markets with New Technology

With the new Concepta web offset printing press from Muller Martini, Lebone Litho Printers (Pty) Ltd. in Johannesburg, South Africa, has not only strengthened its position in existing markets, but will also venture into new segments – for example into the direct mailing business.



► As a specialist for school workbooks published in eleven languages, Lebone Litho supplies no fewer than 28,000 schools throughout South Africa drawing on its sophisticated logistics system. These workbooks are printed using the conventional offset printing process, in print runs of millions of copies each year. “However, for envelopes, stickers and cut outs, we needed a different printing method,” says Sales Director Wayne Stevens.

Strict Security Requirements

This is one reason why the family business, founded in 2001 and owned exclusively Black owned, put into operation a long grain printing press for the first time in the

form of a Concepta web offset printing press from Muller Martini nearly a year ago. Another reason was the fact that Lebone Litho not only specializes in workbooks, but also in examination materials for schools as well as election ballots, both of which require high levels of security. “As we are able to guarantee these high standards thanks to modern means of production, we now print exams and ballots for numerous African countries,” says Stevens.

Off to New Horizons

By investing in the new nine-color Concepta with a Q74 cross cutting machine and Unistack 3000 stacker, Lebone Litho,

which has 162 employees working in three shifts, not only wanted to strengthen its position in existing markets, but also enter into new segments. For example, Lebone Litho now increasingly prints paper rolls for ATM receipts, each with the respective bank logo on the back side, as well as envelopes for telecommunications companies, banks and partly state-owned companies.

“Anyone Can Print Using the Conventional Method”

The company is also planning to advance the direct mailings business through its newly established call center and data management system from concept, layout



2

1 From right: Peter Downer (General Director), Wayne Stevens (Sales Director), Dane van der Walt (Product Manager at Muller Martini's representative in South Africa, Thunderbolt Solutions) and Jules Dietz (Muller Martini's Sales Manager for Africa) in front of the new Concepta at Lebone Litho in Johannesburg.

2 With the new nine-color Concepta, Lebone Litho plans to advance the direct mailing business in South Africa.



3

3 "The Concepta is very user friendly": Machine operator Walter McLean at the touchscreen of the new web offset printing press.

and printing to distribution. "We expect this market to continue to grow in South Africa in the years to come," emphasizes Stevens. "The new Concepta offers us a wide range of options. The nine printing units along with several inline options such as punching, kiss-cutting for removable labels or perforating enable us to print a wide range of products while also giving us a high level of flexibility."

As the company also has a high level of cost and efficiency pressures, Lebone Litho also invested in a double unwinding station with a splicer from Muller Martini. "Anyone can print using the conventional method," says Stevens. "That is why it is

all the more important to enter new markets with new solutions and innovative products."

"Very User Friendly"

According to the sales director, as Lebone Litho, which has used digital printing for its short runs for four years now, implemented a new printing technology with the Concepta web offset printing press, it was hardly surprising "that we experienced a certain learning curve after commissioning".

After three machine operators with experience in offset printing completed a week of training at the Muller Martini

Training Center Druck in Maulburg, Germany, and thanks to the intensive training by Muller Martini technicians on site, Lebone Litho quickly started to see the desired results. "What's more, the Concepta really is very user friendly," says Stevens. ◀

www.lebonelitho.co.za

Thorough Inspection of the CoronaCompact CC12 Perfect Binder

As for its web offset printing, Lebone Litho also relies on systems from Muller Martini for the print finishing of books, magazines, annual reports and commercial printing – a Presto E90 (installed in 2011) and a PrimaPlus (2007) for saddle stitching and a CoronaCompact CC12 for perfect binding. Bought in Europe last year as a second-hand machine, the perfect binder, which is used to finish textbooks for other African countries, was relocated after the production hall was expanded just a few weeks ago.

For the relocation of the machine, Lebone Litho took advantage of the competent support of the local Muller Martini representative Thunderbolt Solutions and the ^{MM}Services program from Muller Martini. The perfect binder was not only disassembled by professionals, but also underwent a thorough inspection from Muller Martini specialists. "We were fully satisfied with the machine's performance, but we didn't want to wait with the inspection until it crashed," says Sales Director Wayne Stevens.



After its relocation to a new hall, Lebone Litho's CoronaCompact CC12 perfect binder underwent a thorough inspection within the scope of the ^{MM}Services program.



Interview

“We Need Not Fear Any Comparison with Other Countries”

With a strong domestic market and an increasing export ratio, the graphic arts industry in South Africa is perfectly positioned. In Johannesburg, Panorama spoke with the CEO of PIFSA, Patrick Lacy, and the print finishing specialists Clive and Gregg Murray, owners of Radco, a company specializing in print finishing.



Patrick Lacy (left), alongside Karl-Heinz Thiele, Product Manager at Muller Martini Printing Presses, gets a convincing first-hand look of the high printing quality of the VSOP printing press while at the Propak Africa 2013 in Johannesburg.

► **“Panorama”:** What is the situation of the graphic arts industry in South Africa, in particular with regard to the general economic growth in your country?

Patrick Lacy, CEO of Print Industries Federation of South Africa (PIFSA): The graphic arts industry continues to grow across the entire continent, however, South Africa is the clear leader in the industry, which is why it is often considered to be a model for many other African countries. Many South African printing houses have invested heavily in modern production systems in recent years and now supply renowned foreign customers with products. They no longer have to fear any comparison with other countries. It should be pointed out that the South African economy is doing better than other industrialized nations, since South African banks have always been well-regulated and were therefore hardly affected by the financial crisis. In addition, the South African government has strengthened the middle class with specific measures that have made it an attractive target group for the advertising industry. Indeed, the middle class is also supported in other African countries; however, it does not receive state support as in South Africa.

Does your assessment for South Africa apply to all segments of the graphic arts industry, or have certain print products benefited in particular?

Patrick Lacy: As is the case all over the world, package printing has grown significantly in recent years. In addition, commercial printing has grown in line with the gross domestic product. As many South Africans often read a lot while commuting to work on semi-public transport and as digital media is not yet widespread, newspaper circulation figures have not fallen off as strongly as in other Western countries.

“As is the case all over the world, package printing has grown significantly in recent years.”

(Patrick Lacy)

Clive & Gregg Murray, owners of Radco Ltd., Johannesburg: We can see that there is a trend towards perfectly bound print products given their high quality and also increasingly towards PUR binding due to the hot temperatures in our country. In addition, print finishing of books and brochures – for example with cover flaps – has continued to gain importance.

Looking to the future, do you expect the graphic arts industry in South Africa to continue to grow over the next few years?

Patrick Lacy: Without a doubt, however, it is difficult to predict just how much. Despite the large number of investments, we are still lagging behind in terms of technology. However, this also presents certain advantages, as we are able to avoid mistakes that others have made and – for example in digital printing – to skip one or two steps in the development of the technology.

Clive & Gregg Murray: There is doubtless a trend towards digital printing in South Africa. It remains a small market; however, we are definitely prepared for it.

What is the export ratio of the South African printing industry?

Patrick Lacy: Exports have gained importance in the past five years. Within the Southern African Development Community (SADC), an organization comprised of 15 countries to promote political and economic cooperation in southern Africa based on the model of the European Union, South Africa above all exports products in the area of package printing for the food industry and security printing. This is down to the fact that our printing houses have very high standards and are certified accordingly.

Clive & Gregg Murray: Radco exports roughly 10 percent of its production volume – mainly to the three SADC countries of Mozambique, Botswana and Zimbabwe. Given our strong currency, however, foreign transactions will become more difficult.

Speaking of foreign trade: If you take a look just across the border, have the

graphic arts industries in South Africa’s neighboring countries experienced similar levels of growth over the past few years?

Patrick Lacy: Yes, but comparing percentages is difficult, because our neighboring countries are at a significantly lower level than us. That is one reason why South Africa has been so successful in exporting print products to these countries.

What is the situation with regard to production machinery in medium-sized to large South African printing houses and finishing companies? ►

About Patrick Lacy in a Nutshell

63-year-old Patrick Lacy has been working in the printing industry since 1967, thus becoming one of the foremost authorities in the graphic arts industry in South Africa. He started his career at Print Industries Federation of South Africa (PIFSA) as a secretary in 1980. He was appointed director in 1987, deputy CEO in 1990 and CEO in 2010. In addition to his work for PIFSA, Patrick Lacy has been active in many other graphic arts and employer organizations in South Africa.



CEO of PIFSA Patrick Lacy (left/discussing with Jules Dietz, Muller Martini’s Sales Manager for Africa): “Print finishing was neglected for a long time in South Africa but has significantly increased in importance in recent years.”



Interview

Patrick Lacy: It is excellent – there is no need for our businesses to run and hide from companies from other continents. However, most graphic arts businesses in South Africa face the same challenges: there is a lack of qualified personnel to operate the modern machinery. That is why our largest problem is not the willingness to invest, rather the search for good employees.

Clive & Gregg Murray: We have experienced the same situation. It really is very, very difficult to find good workers.

Why do you think that is?

Clive & Gregg Murray: The answer is simple: we do not have an adequate vocational training system in our country.

Patrick Lacy: For young South Africans – to put it somewhat loosely – it is not very sexy to work at an industrial plant. In no

way does this apply just to the graphic arts industry, either.

What are you doing to improve this situation?

Patrick Lacy: Our industry association tries to present young people with career opportunities with the possibility of climbing the corporate ladder, instead of merely offering them a job to simply earn a living. We want to open the door for these people so that they can move from being machine operators to production managers or even take on senior positions at the management level. One advantage is the fact that today's modern computer-controlled machines are considerably more attractive for younger generations. However, we also need an adequate training system to go along with this.

Clive & Gregg Murray: At our company, we approach this problem twofold. On the

one hand, we promote in-house training sessions for our employees (92 percent of whom are women, we should point out). On the other hand, we often hire relatives of our current employees. This not only facilitates the family atmosphere at our company, but also results in the positive fact that we have a very low employee fluctuation rate.

How important are print finishing processes (keywords: finishing, inserts, glued-in sections) in the production of printed products?

Patrick Lacy: This aspect was neglected for a long time but has significantly increased in importance in recent years. Customers today place considerably higher demands for quality on graphic arts businesses, particularly for saddle-stitched products. The market has become much more sophisticated, and companies have come to realize that they can ruin the entire

*"It is very, very difficult to find good workers, because we do not have an adequate vocational training system in our country."
(Clive & Gregg Murray)*

About Radco in a Nutshell

Since being established by Conrad Murray in 1966, Radco Specialised Folding & Paper Cutting (Pty) Ltd. in Johannesburg has specialized exclusively in print finishing – saddle stitching, perfect binding, thread sewing, book block manufacture for hard-cover books, and folding. Customers from South Africa and other neighboring countries are mostly smaller printing houses whose volumes are too small to have their own print finishing systems. Print runs for saddle-stitched magazines and catalogs range from ten to up to half a million copies, and in perfect binding from one (digitally printed) copy to up to 100,000 copies.

For many years now, Radco with its 68 employees has relied on solutions from Muller Martini – currently they have five saddle stitchers (Presto E90, Prima, Junior,

two 335s), four perfect binders (Acoro A5, Amigo, Panda, Pony) and a thread sewing machine (Ventura) from Muller Martini in operation. Clive & Gregg Murray, sons of the company founder who died two years ago, have a special memory of the Junior saddle stitcher: "We sold this machine in 2002 for the same price that our father had paid for it new in 1975!"

Apart from standard jobs, Radco specializes, in particular, in complex products. "We have built up a lot of expertise over the years," the company owners and managing directors Clive & Gregg Murray say with pride. For example, Radco recently produced a perfectly bound brochure with an eight-page cover and two flaps.

One interesting detail was the fact that Radco's recipe for success is based on

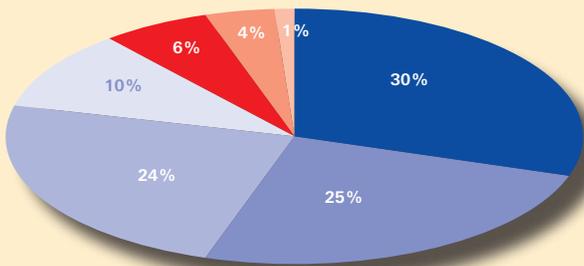


For many years, Radco has trusted in solutions from Muller Martini – pictured here is the latest Presto E90 saddle stitcher.

word-of-mouth advertising. "We do not have a sales department," say Clive & Gregg Murray, "rather we live exclusively by our good reputation."

Many smaller, a few larger printing houses

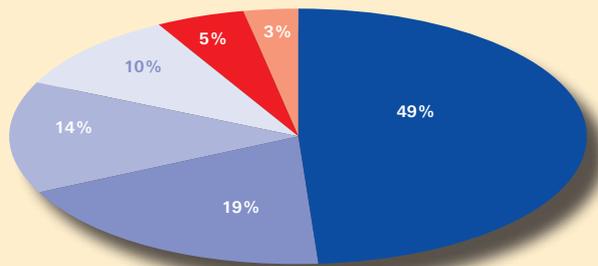
In South Africa, there are almost 2000 graphics companies with a total of 45,000 employees. Most of them employ between 1 and 19 workers.



- 1-9 employees
- 10-19 employees
- 20-49 employees
- 50-99 employees
- 100-199 employees
- 200-499 employees
- >500 employees

Almost half is sheet-fed offset printing

With 49 percent of the total volume, sheet-fed offset printing dominates the South African printing market. The runner-up is digital printing with 19 percent.



- Sheetfed
- Digital
- Flexo
- Screen Printing
- Web
- Gravure

Source: PIFSA

*"A South African newspaper is read by an average of 20 people."
(Clive & Gregg Murray)*

product during the print finishing process. PIFSA is often called in as a mediator for disputes in terms of quality between a customer and a company. In the past, the majority of such disputes usually pertained to printing, whereas today roughly 50 percent of the cases involve print finishing.

Earlier, you mentioned digital printing. How do you expect this segment to develop in South Africa?

Clive & Gregg Murray: It took longer for digital printing to really take off in South Africa, but now everything is moving a lot faster. It is also clear for our company that we must invest in new technologies to keep up with our competitors.

Patrick Lacy: Many businesses have realized by now that digital printing should not be seen as competition rather it should be understood as an ally of classic offset printing. That is why practically every large South African printing house also has a dig-

ital department – and they understand the digital business! I still see great potential for growth in this area. The more people can afford digital cameras and thus order photo books, the larger the market for such photo books will become.

Digital media can – you mentioned photo books – stimulate print products, but they can also rival them. How strong is the competition from electronic media in South Africa?

Clive und Gregg Murray: The large majority in our country cannot afford an iPad, which is why reading printed products continues to be very popular. For example, a South African newspaper is read by an average of 20 people.

Patrick Lacy: Contrary to some Western countries, not every kid in South Africa runs around with a cell phone or an e-reader in their hand. Even classic Internet access at home is difficult to maintain, as



Clive (left) and Gregg Murray, owners and Managing Directors of Radco (in front of the Acoro A5 perfect binder from Muller Martini): "It took longer for digital printing to really take off, but now everything moves a lot faster."

service is often interrupted or the power goes out. However, I am convinced that reading on electronic devices will continue to gain importance in the coming years. Though I will not speculate on what kind of effects this will have on the graphic arts industry.

“This Will Continue to Be a Robust Market”

Customers ordering advertising brochures and newspaper inserts now demand ever tighter deadlines. In order to complete its increasing volume of orders on time, CTP Printers Johannesburg, a part of the Caxton/CTP Group, has invested in a new Tempo E220 from Muller Martini – the first high-performance saddle stitcher of its kind in South Africa.





► The number of printed advertisements, whether newspaper inserts or stand-alone fliers, for supermarket chains, fashion retailers or furniture stores have increased significantly in the past three to four years in South Africa. “I expect this will continue to be a robust market,” says Wally Blumberg. “However,” the Managing Director of CTP Printers Johannesburg adds in the same breath, “the market is highly competitive, which is why we must continue to be efficient and fast. Deadlines are becoming tighter and tighter, as customers want to wait until the last moment to deliver material for printing, in order to remain price competitive.”

Millions of Copies

This is why last November CTP Printers Johannesburg put into operation a new Tempo E220 – the first saddle stitcher of its kind in South Africa – featuring a Robusto compensating stacker and a bundle film wrapper to supplement its four other saddle stitchers from Muller Martini (two PrimaPlus Amrys, a 321, and a 300). “We print advertising brochures and catalogs with print runs of millions of copies on two rotogravure and four heatset printing presses for customers throughout South Africa in addition to a magazines at our two plants in Durban and Cape Town,” says Blumberg. “This is why we depend on high-performance systems for print finishing that can reliably stitch our many products.”

Works Director Brian Bain explains succinctly why solutions from Muller Martini

1 From left: Wally Blumberg (Managing Director), Paul Hockworthy (Supervisor), Nikki Ramoudh (Machine Operator), Brian Bain (Works Director), Ian Hole (Works Manager), Dane van der Walt (Product Manager at Muller Martini’s representative in South Africa, Thunderbolt Solutions) and Jules Dietz (Muller Martini’s Sales Manager for Africa) standing in front of the new Tempo E220 saddle stitcher at CTP Printers Johannesburg.

2 In addition to the new Tempo E220, CTP Printers Johannesburg also has four other saddle stitchers from Muller Martini in operation (pictured here are the two PrimaPlus Amrys, originally designed to run in tandem).

3 The Tempo E220 line at CTP Printers Johannesburg is completed by a Robusto compensating stacker and a bundle film wrapper.

4 Thanks to Muller Martini’s consistent and continued development, the cover feeder on the Tempo E220 can also be loaded with stream feeders.

were once again chosen to increase the company’s capacities (with an eye to expanding its customer base): “We needed a fast saddle stitcher, and in my opinion Muller Martini is the only place to turn to in this area.”

Cover Feeder with Stream Feeder

His initial impression during the evaluation phase was confirmed after commissioning: “It’s amazing to see a machine running at 20,000 cycles. It’s as if the products were flying.” The fact that not only the seven feeders but also the cover feeder can be loaded with stream feeders thanks to Muller Martini’s consistent and continued development of its products contributes significantly to high production speeds.

To ensure that the stream feeder run smoothly, CTP Printers Johannesburg, which has 300 employees working around the clock seven days a week, relies on solutions from Muller Martini’s partner RIMA-SYSTEM for its press delivery systems. “Logs are crucial for our high production speeds, otherwise our workflow and quality suffer,” says Blumberg. In addition to RIMA log stackers, CTP Printers Johannesburg also has a fully automated palletizer – the first robot of its kind in South Africa. ◀

www.caxton.co.za

“Asir 3 Opens Up New Business Segments”

A higher level of production reliability, greater production speeds and an impressive range of formats – the new Primera C130 saddle stitcher from Muller Martini enables Potts Print (UK) in Cramlington (Northumberland), England, 16 km outside of Newcastle, to enter into new markets.



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1 Tom Groves (second from the right), Head of Business Development at Potts Print (UK) in Cramlington: “We talk to our clients about their needs, not as a printer but as a business partner.” Right: Brian Watson (Head of Production for Print Finishing), second from the left: Kevin Brown (Head of Production for Printing), far left: David McGinlay, Sales Manager at Muller Martini Great Britain.

2 He really appreciates the simple operation of the new Primera C130: machine operator John Simpson.

3 The Apollo compensating stacker reliably places the saddle stitched products in diagonally positioned stacks.

4 Since 2006, Potts Print (UK) has also had a BravoPlus T saddle stitcher from Muller Martini in operation.

► With no fewer than 13 printing presses – 8 offset and 5 digital – in various configurations, the full-service company Potts Print (UK) covers a wide range of print products. Some of the company's business segments are growing steadily, such as personalized direct mailings making up 5 percent of sales, as well as packaging and carton printing constituting 25 percent. Tom Groves, Head of Business Development, says: "We have identified massive potential in this area and feel this will provide growth for the future." However, the core business segment of Potts Print (UK), which was founded in 1875 by William John Potts and is still a family business, is traditional litho printing, says Communications Manager Laurie Cansfield.

As such, Potts Print (UK), which has 157 employees working around the clock, produces a number of commercial products as well as corporate brochures and magazines for a large number of clients in the region, across Great Britain and, thanks to the name it has made for itself due to its extensive machinery, also internationally.

A Second Saddle Stitcher

According to Groves, there were three main reasons for putting a new Primera

C130 saddle stitcher into operation for the long-established company's print finishing needs last March – "just in time for the hectic Easter business", as he puts it – in addition to a BravoPlus T installed in 2006:

- First, Asir 3, the automated barcode and image recognition system: "This enables us to offer additional production reliability to our clients combined with improved efficiency and a reduction in lead times. I am convinced the Asir 3 will open up new business opportunities for the future."
- Second, the high production speeds: "Our running speeds in saddle stitching have become significantly faster. We are often running the machine at 13,000 cycles per hour, putting it to the test."
- Third, the range of formats: "Compared to our older saddle stitcher, we are now able to produce much smaller sizes in two-up production."

Varying Job Structure

Head of Production for Printing, Kevin Brown, and Head of Production for Print Finishing, Brian Watson, are in agreement that it is very simple: "Thanks to its high degree of automation, the Primera is very user-friendly, runs very reliably, can be



quickly switched over from one job to the next and the quality of the end products leaves nothing to be desired."

With print runs of up to half a million copies, and on some days print runs around 500 copies but over ten different jobs that need to be stitched, a fast make ready system is particularly important for Potts Print (UK).

Open to New Ideas

The new saddle stitcher configuration with six feeders, a cover feeder and an Apollo compensating stacker is not yet in use for digitally printed signatures because, to quote Groves, "in digital printing, we are currently concentrating on direct mail". The new Primera C130 is already set up for digital printing. Who knows what kind of products customers will ask for in the years to come?

"Our greatest strength is the ability to listen and respond swiftly", says Groves. "We talk to our clients about their needs, not as a printer but as a business partner. That is why we are confident to invest in complementary services such as direct mail and packaging in addition to conventional printing, because we know there is genuine demand." ◀

www.potts.co.uk



No More Waste Paper from Overruns

Only one year after commissioning a SigmaLine, Prime Press in Chekhov (Russia) is putting a second digital solutions system from Muller Martini into operation. "I'm optimistic about the future when it comes to digital black/white printing," says CEO Yakov Soskin.



► Prime Press already once before stole a lead on its competitors in Russia's graphic arts industry when Ivan Sytin laid the foundations in 1876 of the press group, which today has ten production sites across Russia, by producing the first mass print runs of military maps in Moscow. The traditional company, which employs a total of 3600 people in three shifts, again took a pioneering step 151 years after its foundation by investing in state-of-the-art digital systems and becoming the first

Russian printing house to process digitally printed signatures to hardcover books (in some cases also thread sewn).

Digital Printing: Great Potential

The proportion of the 40 million hardcover books and 143.5 million perfect bound and saddle stitched print products produced annually by Prime Press, exclusively for external customers, that involve digital printing is still small. However, CEO Yakov Soskin is convinced that "there is great potential for digital printing, especially for hardcover books in the higher quality segment".

As such, within just a short period of time, numerous specialist publishers, which have been customers of Prime Press for many years, have switched from offset to digital printing. "First, the initial costs are considerably lower," explains Soskin. "Second, we now only print exactly the number of books required by our customers, which means that there's no more waste paper from overruns."

Medium Print Runs: Profitable Niche

Prime Press, whose original production site in the center of Moscow is now used solely for administration purposes, has positioned itself in the mid-range market. Most of the books, all printed in black/white, have a print run of between 500 and 2000 copies, with the average being around 1000. "That's a profitable niche for us," says Soskin. "We don't regard print runs of 1 to 50 as an option for us."

While specialist publishers make up the vast majority of customers requesting digital printing, self-publishers are also increasingly finding their way to Prime Press. "We are known for that, and we benefit both from the fact that our customers are satisfied and that they spread the word around," says Soskin, not without pride. Since this market segment is also growing, Prime Press has a special department that attends to individual customers – from planning to distribution.

"We're constantly optimizing our customer service," says Soskin. "Taking care

1 Distinguished tradition: CEO Yakov Soskin (left) and Alexander Sabuga (Project Manager at Muller Martini Russia) take a look at a photo book produced by Prime Press.

2+3 The hardcover books are produced using a Diamant MC bookline (left) and two Ventura book sewing machines.

4 "I don't see any alternative to the SigmaLine on the market for signature solutions" (CEO Yakov Soskin).





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of customers is the most important component of digital printing. You can only sell the whole suit, not individual buttons. The better the suit, the better our bottom line is."

"No Alternative to SigmaLine"

To make sure that the suit fits perfectly, i.e. that the hardcover books digitally printed solely in Russian for Russian customers are immaculately finished, in 2012 Prime Press commissioned a SigmaLine from Muller Martini with a SigmaFolder and SigmaCollator in addition to an Océ printing press at its plant in Chekhov. Previously, customers mainly focused on printing, Soskin explains. "Today, however, the emphasis is clearly on print finishing – for books printed using both digital and offset methods. We opted for the Muller Martini system, because I don't see any alternative on the market for signature solutions."

The book blocks reach the Diamant MC 60 bookline with a BDM casemaker or two Ventura MC book sewing machines offline from the SigmaLine via the Collibri backgluing machine.

Second Line Coming Soon

"Since this solution satisfied our expectations" (as Soskin noted), Prime Press decided for capacity reasons on a second SigmaLine – again with a black/white inkjet digital printing press, but this time with a Kodak Prosper. It will be commissioned this fall and will contribute significantly to the further upsurge in the digital sector at Prime Press.

"I'm optimistic about the future when it comes to digital black/white printing," says the CEO. "However, when it comes to color inkjet printing, it depends to some extent on price and quality factors." ◀

"A Totally Different Workflow"

Prime Press's entry into digital printing 151 years after the company was founded also involved a paradigm shift in terms of book production. "Digital printing requires a new approach at all levels," emphasizes CEO Yakov Soskin. "The greatest challenge is adjusting your way of thinking. The digital workflow is totally different from the workflow for offset printing."

www.primepress.ru



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