

## manroland a strong brand in China

ROLAND 700 HiPrint continues to be much sought-after in China

**At the end of 2011 the strong Chinese printing market lived up to its reputation with printing companies busily ordering printing systems from manroland. In 2011 China once again proved to be by far manroland's largest single sheetfed offset market ahead of Germany and Brazil. The trend towards high-end presses and Value Added Printing thus continues in China.**

In China manroland has a tradition for being a markedly strong brand and customers' trust in the Offenbach sheetfed printing presses continues to be very high. Now, just before the Chinese New Year on 23 January 2012, the level of investments reaches a peak. This is proved by three large orders summing up to an amount within the lower double-digit millions euro range. It is the ROLAND 700 HiPrint, often with a coating unit, that has been ordered especially frequently for years. Moreover manroland's large-format presses are coveted in China.

### With ROLAND 700 on the way to the leading printing company

Jiangsu Post Printing Factory in Changzhou City, a town in the West of China, has relied on manroland for 15 years. That's why for the expansion of the machinery park another manroland press was the obvious choice – this time a four color ROLAND 700 HiPrint. "The more advanced a press is, the easier it is to operate, and manroland presses are very operator-friendly," says Lin Chao, Deputy Factory Director of Jiangsu Post Printing Factory. "I was chief printer for five years and we had hardly any problems." With the new four color ROLAND 700, the company now has three ROLAND 700 presses to ensure they can continue delivering printed products of the highest quality. Jiangsu Post Printing Factory, a member of Jiangsu Post, focuses on providing postal printing service. It started business around 30 years ago with a few old-fashioned manual presses. Lin Chao recalls: "When we installed our first manroland press, many printing companies from other cities came to visit us." This first ROLAND 700 gave the company the opportunity to considerably expand its business and prosper. Now Jiangsu Post Printing Factory belongs to the best postal printing companies in China and the quality of its printed products has led to many national awards.

### From one production record to the next

While maintaining consistently high printing quality, output has continually increased. For example, only a few years ago, the company was printing a double-digit million number of New Year cards. Today it is 100 million. According to Lin Chao, over the last three years the company has set new production records and enjoys an annual growth of 20 percent. In addition, there were licensing agreements in connection with the 2008 Olympic Games and the world fair Expo 2010 in Shanghai. The ROLAND 700 HiPrint is one of the world's best high-end sheetfed

manroland AG is a leading printing systems manufacturer and the world's market leader in web offset. Webfed and sheetfed offset presses provide solutions for publishing, commercial, and packaging printing.

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offset presses. The new press at Jiangsu Post Printing Factory is equipped with the automatic plate changing system PowerPlateLoading (PPL) and QuickChange functions to reduce and optimize make-ready times. For example, thanks to QuickChange Surface a 50 percent time saving can be reached when cleaning the ink fountain. All this means best preconditions for Jiangsu Post Printing Factory to strengthen its position among the top addresses of Chinese printing companies.

**Captions:**

Lin Chao, Deputy Factory Director at Jiangsu Post Printing Factory in Changzhou City, is glad about its growing ROLAND 700 HiPrint family. (© Jiangsu Post Printing Factory).

manroland is successful in China with three large orders for numerous ROLAND 700 HiPrint-presses in six and seven color configurations. (© manroland)