

manroland web systems at drupa 2016

manroland web systems presented their financial results, strategy and technological highlights at the press conference.

manroland web systems, Augsburg, as part of the press conference to begin drupa 2016, introduced their interpretation of the market, their strategic orientation and technological highlights. The main focuses are extending their market leadership in web offset printing, the further development of the successful start to their digital printing business as well as the establishment of their new web offset printing machine GEOMAN e:line.

Jörn Gossé, managing director of manroland web systems, was able to announce a continuous improvement in market share for new machines for manroland web systems for the year 2015, despite the shrinking market for web offset printing machines. "manroland web systems has a market share of 45% and our strategy is clear: a further strengthening of our market position." To this end manroland web systems has expanded its market organisation. Since 1. April 2016 a new sales and service organisation "Greater China" has existed. In order to continue their success in delighting customers worldwide with innovations, manroland web systems are investing 7% of their turnover revenues from new machine sales into Research and Development. Financially the Augsburgers are on a good path: a turnover figure of 240 million euros in 2015 allowed manroland web systems to achieve an EBIT of 6.2 million euros.

Innovations in web offset printing

The latest result of the commitment to development at manroland web systems is being presented at drupa for the first time; the GEOMAN e:line for newspaper printing. The principle of the COLORMAN e:line is now being implemented on the more compact 16 page GEOMAN e:line machine. With up to 96,000 cylinder revolutions per hour the GEOMAN e:line may be adapted to the individual requirements and the financial situation of the newspaper house thanks to the various equipment packages possible. The variable folding technology offered by manroland web systems is a reason for their commanding position in the commercial printing market. It was a strong argument behind the orders for several 96 page LITHOMAN systems recently.

Innovations in Automation

manroland web systems are offering new Inline Control Systems within their automation solution PECOM-X. The Inline ink density measurements in newspaper printing, Inline Density Control with micro markings, have been successfully put into production in Druckhaus Bamberg. In the commercial printing sector, the fastest ink control system InlineSpectral Control (ISC) is now available.

manroland web systems GmbH is the leading manufacturer of web-offset printing systems. The company provides integrated solutions for commercial web offset, newspaper and digital printing. A worldwide sales and service network also markets ancillary printing equipment and pressroom products as well as software products and innovative workflow management systems.

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Innovations in Service

All of the innovations demonstrated are directly targeted towards cost savings, productivity and flexibility improvements, as underlined by Alexander Wassermann, managing director of manroland web systems. That goes for all machine upgrades and retrofits. These service products generate a real added value – WE ADD VALUE. manroland web systems regard the service contract at Star Tribune, Minneapolis, as trailblazing, explains Wassermann. For the first time the Augsburgers are carrying out an upgrade of machines from a competitor, with a turnover figure in the millions. In order to perfectly accommodate their customer's requirements, manroland web systems has structured its service offerings in three business fields: Solutions, Support and STORE. The completely newly designed manroland web STORE now presents itself as a modern Online Shop for the most efficient supply of spare and wear parts.

Innovations in Digital printing

"The digital print sector shall be further developed as a result driving factor at manroland web systems" emphasises Gossé. There are already 20 digital inline folding units from FoldLine and FormerLine producing, worldwide. manroland web systems are placing great hopes and expectations on their leadership in workflow integration, as Jörn Gossé explains. Because that is one of manroland web systems core competences: Alongside the production planning software MasterQ, WorkflowBridge (for industrial post processing) has also established itself on the market.

manroland web systems is looking forward to lots of chats with customers and visitors at the live presentations of a digital workflow which will be presented several times per day on the FoldLine in Hall 14, Stand C41.

Caption

Presenting a live digital workflow daily: manroland web systems at drupa 2016 in Düsseldorf. | © manroland web systems

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