

On the road for printcom

Establishing printers' needs on the spot

Holger Debus, trained high-voltage electrician and electrical technician, has been working in the printcom field service of manroland since 2000. He drives around 80,000 kilometers (50,000 miles) per year to look after his 270 customers between Nuremberg, Passau, and Munich.

Together with five other colleagues, he supplies around 3,500 customers throughout southern Germany with process-compliant system components, such as printing plates, dampening solutions, washing agents, inks, and other materials. Holger Debus lives according to a pledge: Never let customers wait too long, and always look after them honestly. Whether a sheetfed or webfed press customer, they all have the same high demands for quality and concern for the environment. Debus knows now to convey the fact that printcom products are able to deliver the decisive added value over the long term. Customers see him more of an advisor than a salesman. Which means his phone also rings on the weekend. But that's not a problem, since he and his customers share a common goal: no production downtimes!

Being there

In field service Debus jumps right into the frenzy of his customers' day-to-day work. Announced or not, during his visits he experiences real printing operations. He sees the products they're happy with, or where problems may arise. Personal on-site discussions inform him of where specific needs exist, enabling him to recommend the right printcom product. For the most part, the products of the manroland portfolio, having passed comprehensive tests and earned a range of certifications, speak for themselves. But he still brings internal experts and technicians into the process by offering test runs. That's when customers really experience the printcom advantage, in cold print, with coating, or in color. Besides introducing and looking after established products, such as our high-tech blanket with its many technological advantages, our special dampening solutions for alcohol-free printing, or quality inks and round-the-clock delivery service for Pantone and HKS inks, Debus stays with entire pilot projects, such as the service for washing and exchanging cleaning cloths.

Caption:

Holger Debus (in front) visits Wolfgang Kurz, technology manager at the company Ant. Niedermayr in Regensburg, once per month. The company is one of Debus' six large customers. Niedermayr gets all process-compliant system components for his LITHOMAN, ROTOMAN, five-color ROLAND 700 and five-color ROLAND 700 with coating module from printcom. | © manroland.

manroland AG is the world's second largest printing systems manufacturer and the world's market leader in web offset. manroland employs 8,000 people and has annual sales of some Euro 1,7 billion with an export share of almost 80% (2008). Webfed and sheetfed presses provide solutions for publishing, commercial and packaging printing.

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