

## Genuine Affection: the LITHOMAN and the North

Leading publisher Aller Tryk A/S banks on an Augsburg press for its Danish production facilities

**Probably every Scandinavian has handled a product from the Aller publishing group at some time, two million from five million Danes even every week. Aller Tryk A/S is Scandinavia's leading magazine printer who will soon be installing a 48-page LITHOMAN from manroland in its printing center close to Copenhagen.**

The Norwegian and Swedish printing plants of the Aller Group have been producing with LITHOMAN presses for some years now. In the future the Danish printing company Aller Tryk A/S in Taastrup will follow suit. Managing Director Jesper Jungersen already knows what he can expect from the LITHOMAN. "For us production reliability along with flexibility is of the utmost importance. We have seen at our other locations that this is what the LITHOMAN delivers. Our confidence in this manroland rotary press is correspondingly high." Aller insists on low unit costs and ultra-efficient production. This is why they invested in a 48-page LITHOMAN in short-grain format that will be the first press with this configuration in Northern Europe. The LITHOMAN, the market leader in Denmark, is to replace one of three competitor presses and will be installed in the spring of 2010. Aller Tryk A/S has 115 employees, was established in 2002, and is one of Scandinavia's largest and most modern printing plants. Its range of services includes prepress, commercial web, and sheetfed offset printing, plus extensive finishing operations. An impressive fact: Aller prints eight of Denmark's best-selling weekly magazines, popular titles that are avidly read by young and old, male and female. The printing company belongs to Carl Allers Etablissement A/S, Copenhagen, a publishing house with a history that goes back to 1873. This family-owned company provides Scandinavia with around three million weekly magazines.

### **LITHOMAN: reliable and efficient production with high print quality**

Aller's objective is reliable and efficient production with high print quality. As a result a LITHOMAN press is to be installed at the company's Danish production facilities as well. As Jesper Jungersen points out: "Our aim is environment-friendly production which means printing products of the highest quality using as few resources as possible. This is what convinced us with the LITHOMAN technology and the paper waste savings in particular."

### **Caption:**

The hard facts behind the 48-page rotary press sound very promising: with a cylinder circumference of 890 mm and a maximum web width of 1,980 mm, the LITHOMAN has a top speed of 60,000 cylinder rph and can print up to 48 A4-page products per cylinder revolution. With programmed acceleration ramps, QuickStart reduces makeready time and start-up waste.

manroland AG is the world's second largest printing systems manufacturer and the world's market leader in web offset. manroland employs almost 8,700 people and has annual sales of some Euro 1,7 billion with an export share of 80%. Web fed and sheetfed presses provide solutions for publishing, commercial and packaging printing.

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Photos can be downloaded from [www.manroland.com](http://www.manroland.com) in the category **Press**.

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