

Easy implementation of exceptional print products

The PraxisDialog 27 dealt with special applications from work preparation through to printing

At PraxisDialog 27 held in Offenbach on 17 September 2009, manroland provided comprehensive information about special applications for sheetfed offset.

Implementing special applications requires the right people with the right technical equipment and the right technology. However, more is needed to achieve success: the appropriate creative idea and optimal workflows. manroland brought printers and media production specialists together and presented groundbreaking working methods and technologies. The audience showed great interest in the user reports and practical tips for optimally coordinated production processes.

Peter Reichard from Typosition called for all graphic designers to be kept informed about the latest possibilities and trends in print product enhancement so they can bear them in mind in the early stages of a creative concept. What remained open was "responsibility to get it or responsibility to provide it". Rüdiger Maaß from the Media Production Specialists Association emphasized how important it is that all parties involved in a project meet regularly to ensure that the project runs smoothly. Harald Margreff from Margreff Druck und Medien delighted the audience with his user report on the fascination of print products and shared his wealth of experience in cold foil enhancement.

Brilliant results

In the course of a live demonstration, manroland showed the visitors the astonishing and striking effects that special applications can provide with a good concept and sound preparation. A six-color ROLAND 700 HiPrint with ROLAND InlineFoiler Prindor and coating module produced attractive print jobs enhanced with cold foil and the production process was fully explained. The event drew to a close with an animated exchange of views and experiences.

Caption:

Excellent illustrative material was on display at PraxisDialog 27. | manroland.

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 in the category **Press**.

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