

Wear parts in manroland STORE for down under

Web press users order online to get low prices and fast deliveries

Individualized price lists, convenient ordering procedure and low prices make the manroland STORE also attractive for customers in Australia and New Zealand. The warehouse in Sydney ensures fast deliveries.

Now, just like their colleagues in Europe, manroland web press users down under can order wear parts 24/7 via the Internet with a personalized access. With the new service team, the local warehouse and the online store, manroland can provide customers in the region with more personalized advice and deliver what they need faster and less expensively. These are decisive factors in supporting them even better to ensure trouble-free production and also strengthening relationships.

Some of the first customers to use this service are Fairfax Media, PMP Print, Hannanprint, and News Limited. Permanent dialog with customers determines the range of items available from the manroland STORE. The customers especially appreciate the attractive prices, fast access to price information, and prompt deliveries. There are no purchasing obligations in the sense of a minimum order contract.

Transparent prices and convenient ordering

The attractive prices are partly due to lower costs for processing the orders that in the past were placed by telephone or in writing. When the initial contact is made, manroland identifies all the items the customer needs and then analyzes the expected consumption. This leads to a carefully selected range of items at fixed prices that the customer can view at any time and the authorized buyer can select the items needed from a customer-specific parts catalog.

Navigation is clearly arranged and user-friendly: part numbers make the items easy to find and identify with the aid of pictures or additional information. It is also possible to search for assemblies or press components. If repeat orders are placed for the same items, appropriate templates can be created. Paul Steidle, Executive Board Member, Webfed Printing Systems, is satisfied: "This extension to our online customer support with the manroland STORE is an important part of our service business."

Caption:

Graham Wickham, Director of Technical Services of manroland Australasia, in the new Print Technology Center in Augsburg where printservices products are presented. | © manroland, Photo: Bernhard Radinger.

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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