

The World's First ROLAND 50 for Eastern Germany

Board capabilities prove convincing for the Eckenfelder printing house

Small, but certainly one of the stars on the manroland stand: the new ROLAND 50 in 36/52 format is proving to be a real crowd-puller at drupa. The world's first press is destined for Wenigenlupnitz in the history-steeped Wartburg County of Thuringia.

The ROLAND 50 on manroland's stand at drupa is well on the way to writing a new piece of printing history. This is one interpretation, at least, of the crowds around the press. A3 printers can use the technology of the ROLAND 50 to upgrade production to a higher level in the 36/52 format and acquire new business. What's particularly convincing in this format class: its print quality and its substrate flexibility. Two arguments that appeared more than cogent for Eckenfelder GmbH & Co. KG: they ordered a five-color ROLAND 50.

Why a ROLAND 50?

One of Eckenfelder's corporate strengths is give-away and calendar production. The board capabilities of the ROLAND 50, with a printing stock flexibility of up to 0.8 millimeters, are accordingly a decisive investment criterion. To quote Managing Directors Christof Eckenfelder and Daniel Eckenfelder when asked why they are not investing in one of the better-known pico presses: "We are familiar with the technological know-how of the manroland presses, which we're now finding in the pico format as well. We want our production output to excel in terms of quality and flexibility. This pays off for our customers and our own production process, and we're confident of achieving this with the ROLAND 50."

XXL technology in 36/52 format

And indeed, the platform and technological features of the "big" ROLAND presses have been incorporated: double-size impression cylinders and transferers ensure mark-free sheet travel and concomitantly excellent print quality. Produced in the assembly facility at Mainhausen, the ROLAND 50 is set to end up in Eastern Germany.

Captions:

Gratified by the small press's big impact: Dr. Markus Rall (left) congratulates Daniel Eckenfelder who bought the world's first ROLAND 50.

The printing company Eckenfelder: this hall will be the home of the first ROLAND 50.

manroland AG is the world's second largest printing systems manufacturer and the world's market leader in web offset. manroland employs almost 9,000 people and has annual sales of some Euro 2 billion with an export share of almost 84%. Web and sheetfed offset presses provide solutions for publishing, commercial and packaging printing.

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