

Magazines printed in one pass

ROLAND 700 HiPrint long perfector goes to Sweden

Sweden continues to rely on premium printing technology to increase production efficiency: Sjuhäradsbygdens Tryckeri AB now produces magazines on a ROLAND 700 HiPrint with a perfecting system.

Printing companies in Northern Europe are among the most innovative in the world. An eight-color ROLAND 700 HiPrint with a perfecting system recently started up at Sjuhäradsbygdens Tryckeri AB in Borås in the south of Sweden, 70 kilometers east of Gothenburg. The press will print mainly magazines but also advertising matter and books. The volume of jobs in the advertising sector in particular is growing. This perfecting press enables Sjuhäradsbygdens Tryckeri AB to produce 4/4-color magazines in one pass which speeds up their workflow and gives them a competitive advantage. Besides higher productivity, the quality aspect is very important for Sjuhäradsbygdens Tryckeri AB. This company banks on the ColorPilot plus system for color measurement and control. Print control strips can be positioned anywhere across the sheet which is very practical for perfected jobs. The ROLAND InlineObserver with six cameras enables the printers to see inside the press in order to make the right adjustments for optimal sheet travel.

Besides manroland print quality, Sjuhäradsbygdens Tryckeri AB especially appreciates manroland service. The company also has two four-color ROLAND 700 presses, one of them a perfector.

Caption:

An eight-color ROLAND 700 HiPrint now stands in Borås, Sweden. | © Borås Stad.

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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