

## Highest standards in packaging printing

Brasilgrafica relies on manroland's large format solutions

**The latest addition to the machine equipment of the Brazilian packaging printer Brasilgrafica in Baruerí, near São Paulo, is a six-color ROLAND 900 in format 6.**

The large format press ROLAND 900 with cardboard printing option will be used to print large packaging printing runs for food, hygiene and cleaning products. The company's well-known customers include Bauducco, Kraft Foods, McDonald's, Melitta, Nestlé, Procter & Gamble, and Unilever. With this order, Brasilgrafica puts its trust in manroland do Brasil, the market organization that has been in charge of sales and service in Brazil since May 2009. Franz Freiherr von Fürstenberg, Managing Director, is pleased with the successful start: "Despite a number of challenging conditions, we have been able to win back our customers for the manroland brand – thanks to its people and technology. Our entire team is highly motivated and we have an excellent product. Service is one of our biggest priorities. Our success – especially with a major customer such as Brasilgrafica – shows that we are going in the right direction."

### Quality policy that pays for itself

Brasilgrafica offers a model of how comprehensive quality policy can be implemented in a printing company. Its measures cover the production process, environment and company management. Investments in new technology that meets internationally recognized quality standards have been made for the press room, including the recently acquired ROLAND 900. The production process complies with quality management standards, which are inspected and improved by internal audits. Even sustainability forms a key issue: Printed, FSC-certified board from Brasilgrafica is recyclable and biodegradable. The inks are environmentally friendly and the varnishes are water-based. In addition, personnel development is extremely important to Brasilgrafica: the printing company hires qualified, motivated employees and works to support their professional development.

Nilo Cottini Filho, Managing Director of Brasilgrafica, explains his philosophy: "A rigorous quality focus leads to in-depth knowledge of the process chain, which is essential to good customer consultation. This is how we find optimum solutions for our customers. With just-in-time delivery, we are able to fill requests quickly while keeping costs low. These conditions are the primary prerequisites for our company's success."

### Caption:

Profitable quality strategy: Brasilgrafica regularly wins industry awards for its high-quality packaging.

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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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