

New LITHOMAN for Swiss Printers AG

Largest Swiss printing company raises the bar in industry standards

With its investment in a 72-page LITHOMAN press, Swiss Printers AG has further solidified its position in offset printing. The press will replace the gravure printing system at the company's Zofingen location by early 2011.

Economic production with high print quality

"Expanding our capacities in web offset helps us to strengthen our position on the market and among our competitors in the field. The LITHOMAN convinced us across the board. Technically speaking, modern equipment provides greater flexibility for our company and allows us to meet our customers' needs more fully," explains Rudolf Lisibach, Managing Director of Swiss Printers AG, as to the reasons for the company's decision to acquire an additional press from the world market leader. Bernhard Bitzl, Regional Sales Manager Web Presses at manroland, states: "LITHOMAN stands for reliability and efficiency in production with a consistently high print quality. Especially for high-volume printing, large output quantities are accompanied by excellent quality and press availability."

About Swiss Printers AG

With 1,100 employees, Swiss Printers AG is the largest corporation in the Swiss printing industry and is composed of four printing companies: Ringier Print Zofingen AG, Zollikofer AG in St. Gallen, NZZ Fretz AG in Schlieren and Imprimeries Réunies Lausanne S.A. In recent years, the Swissprinters Group has invested in manroland technology to strengthen its competitiveness on the national and international market. The company uses a total of six manroland 16-page presses as part of its operations. Most recently, a 32-page ROTOMAN went on-edition at the St. Gallen location in 2008; in Zofingen, a 16-page ROTOMAN was first commissioned in 2009. With its newly acquired 72-page press, Swiss Printers AG has set an industry-wide benchmark in commercial web offset printing.

Caption:

The LITHOMAN provides high-quality output for large volumes. | © manroland,
Photo: Brechenmacher & Baumann.

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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