



pressrelease

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MAN Roland Nordic Boosts Market Position

Successful start of the ROLAND 700 Next Generation

Successful in the past years already, Northern Europe is becoming more and more interested in MAN Roland presses: sales success during the first eight months of this year has been most satisfactory, and the outlook is bright.

Hitting big in the print markets of Northern Europe is the ROLAND 700 Next Generation with the models HiPrint and DirectDrive. With more than ten presses ordered since its introduction at the beginning of the year, this press generation meets exactly the 3B format requirements in the Nordic countries. Counting also the ROLAND 200, ROLAND 500 and ROLAND 900 series, Nordic printers this year to date have invested in about 20 presses from Offenbach.

Why this success in the north at this particular time? Nordic printers and their customers – small companies and world brands alike – expect productivity, flexibility and outstanding printing quality. MAN Roland's Value Added Printing concept is an excellent answer to their market requirements. The concept offers printing companies diverse possibilities for setting themselves apart from their competitors by high printing quality, short makeready times, and variety of print enhancement. To this end, the printer is supported by a large number of QuickChange modules. Another factor of success are the people of MAN Roland Nordic. The team of more than 100 committed staff is united in a common goal: to give customers first-rate support throughout the life cycle of their investments.

Captions:

Satisfied MAN Roland customer: Lars Kjellberg, Managing Director of Printley AB, bought the first ROLAND 700 DirectDrive in the MAN Roland Nordic area.

Successful team: Denis Volgin, Area Manager Estonia/Latvia; Erik Hansen, Managing Director Norway; Klaus Danhamer, Chairman of Managing Directors Nordic and Managing Director Denmark; Markku Ilmelä, Managing Director Finland and Owe Karlsson, Managing Director Sweden.

MAN Roland Druckmaschinen AG is the world's second largest printing systems manufacturer and the world's market leader in web offset. MAN Roland operates out of Offenbach and Mainhausen, Augsburg and Plauen in Germany. It employs almost 9,000 people and has annual sales of more than EUR 2 billion with an export share of almost 82%. Web and sheet-fed offset presses provide solutions for publishing, general commercial and packaging printing.

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