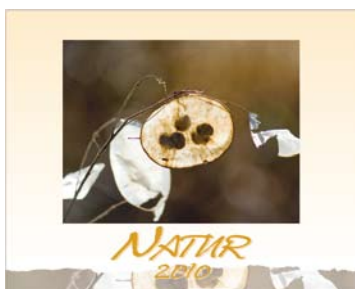


Eckenfelder GmbH & Co. KG

Carton printing in small format

manroland



ROLAND 50: versatile and flexible

The ROLAND 50 is a powerful performer: thanks to XXL technology it processes substrates up to 0.8 millimeters thick with ease and with absolutely no marking as well. Calendar specialists Eckenfelder GmbH & Co. KG in Wenigenlupnitz near Eisenach in Germany were immediately convinced about the suitability of this small-format printing system for carton printing. Here the first ROLAND 50 to be sold and installed worldwide has been in production since August 2008.

The A3-format ROLAND 50 impresses with its printing quality and substrate flexibility. Two attributes that joint managing directors Christof and Daniel Eckenfelder expect a lot from: "We know the technological level of manroland presses from our six-color ROLAND 700 HiPrint with coating module. Now with the ROLAND 50 we have a planable, industrial-scale production environment in small format as well with high productivity."

Optimal for carton. Eckenfelder is a fully-integrated calendar publisher and produces a wide range of advertising calendars. Customer-specific advertising imprints on the carton stub of the calendars are printed in short runs on the ROLAND 50 which features a maximum speed of 13,000 sheets per hour. This is where the ROLAND 50 shows its strengths because, even with substrates up to 0.8 millimeters thick, printing quality is excellent. Here the new ROLAND 50 and the existing ROLAND 700 HiPrint complement one another in an ideal manner: the customer-neutral calendar sheets are printed in long runs on the ROLAND 700 HiPrint. ■■



German
Printing Industry
Innovation Award

More brilliance for great printed products

Award-winning XXL technology in small format. The XXL technology of the small ROLAND 50 has been taken over from the larger ROLAND printing systems. The winner of the 2008 German Printing Industry Innovation Award is the first small-format printing system to be equipped with double-size impression cylinders and Transferfers. These ensure markless sheet travel and thus excellent printing quality, proving that production efficiency and product value have nothing to do with press format or the size of a printing company.

High productivity is a key factor. Another decisive reason for investing in the ROLAND 50 was the short makeready time made possible by the EPL™ (ErgonomicPlateLoading) automatic plate changing system, fully-automated blanket washing, and the ink fountains equipped with QuickChange Surface that makes them easier and faster to clean. These makeready time advantages really add up with frequent job changeovers. "The press has been in production since August 2008 and, like all the other presses, is in multi-shift operation," is how Christof and Daniel Eckenfelder describe the heavy workload of their new acquisition. The integrated delivery of the ROLAND 50 has a maximum pile height of 700 millimeters which is amongst the highest in its format class. This results in fewer pile changes during production, even with thick substrates.

Producing calendars for more than 40 years. The parents of Daniel and Christof Eckenfelder started producing calendars in 1968 close to the town of Tübingen. In 1996 the company moved to central Germany, in the Wartburg region not far from Eisenach. The location change was accompanied by a management generation change. Today this rapidly growing company has around 80 employees and offers its customers some 180 different types of calendars. The product portfolio not only includes such items as pictorial calendars, appointment calendars, and postcard calendars, but also special productions in formats up to 600 x 700 mm. One of the company's strengths is a good price/performance ratio. As Daniel Eckenfelder explains: "We offer fair prices and top quality; this is a prerequisite for success in business. Our aim is to treat our customers as partners and have an open and honest relationship with them." In a similar manner, the Eckenfelder company has also been associated with manroland for many years.

"With the ROLAND 50 we benefit from the outstanding cooperation we enjoy with manroland. This new press is a perfect supplement to our calendar production and exactly what we need," Daniel Eckenfelder is pleased to report.





Technical Data

Printing system and equipment:
Five-color ROLAND 50,
format 360 x 520 mm

Customer profile

Product portfolio: Wall appointment calendars, horizontal format calendars, diaries, pictorial calendars, desk stand-up calendars, advertising give-aways

Markets: Promotional material industry, advertising agencies, printing companies

Certification: ÖKOPROFIT® 2006, 2007

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