

ABB at the World Publishing Expo, Hamburg

Stand 4.500

Baden, Switzerland, August 21, 2015 – ABB, one of the leading suppliers of automation solutions for the newspaper industry, is convinced that printed newspapers will remain the cash cow of the news publishing industry for a long time to come and will be focusing at the World Publishing Expo on what it believes are the two most important criteria for success for newspaper production companies: keeping the presses running reliably and increasing efficiency by boosting the degree of automation.

ABB has modular press control and drives retrofit solutions for newspaper presses from all leading manufacturers. These solutions, which will be presented at the expo, give press owners the opportunity to replace the controls or drives on selected press units, thereby freeing up spare parts for the rest of the press and minimizing the cost of keeping the presses in reliable production. ABB will also explain its spare part strategy, which allows it to guarantee the availability of spare parts for at least 10 years after installation.

Keeping the presses running is one thing, but successful newspaper printers also have to ensure that they can produce as efficiently as possible and handle the ever-increasing complexity of the requirements of their advertising customers. This is where ABB's production management systems come in. ABB will explain the benefits of its latest integrated solutions with a special emphasis on its systems for the management for the whole production process across multiple print sites.

Automation systems, whether old or new, are of little long-term value without support. ABB will explain how its extensive pool of experts contribute to its outstanding telephone 24x365 SupportLine, which gives customers the support they need for their systems, even for those over 30 years old, with a call-back time of less than an hour at any time of day.

ABB is a leading automation supplier to the newspaper industry. ABB Printing (www.abb.com/printing) delivers solutions that provide unique and totally integrated end-to-end control, protect existing investments and provide management information essential to improving profitability.

Press Release



ABB (www.abb.com) is a leader in power and automation technologies that enable utility and industry customers to improve performance while lowering environmental impact. The ABB Group of companies operates in around 100 countries and employs about 140,000 people.

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