

Press Release

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IFRA in Berlin: Muller Martini demonstrates the efficient processing of inserts

At the IFRA World Publishing Expo in Berlin, everything will be about the topic of “efficient processing of inserts” at the Muller Martini booth F.05 in hall 21a from October 10 to 12.

Newspaper inserts are among the most commercially successful print products. German advertisement newspapers, for instance, have seen a rise in the share of third-party inserts in relation to total sales of nearly 30 percent over the past three years. Newspaper producers are, of course, pleased about the insert boom, but this also comes with major challenges for them. In order to efficiently process and successfully deliver large numbers of inserts to ever smaller zones, connecting individual work steps, from the take-off of the paper to the ramp, is becoming increasingly important.

Muller Martini will therefore not only present its unique monitoring and tracking module Connex.Info 4.0 for the mailroom for the first time at the IFRA World Publishing Expo in Berlin under the motto of “Finishing 4.0 – Advanced Inserting, Logistics and Connectivity”, but will also give visitors to its booth a virtual tour of Europe's most cutting-edge mailroom. A best-practice example will be used to demonstrate how more than one billion inserts a year can be processed efficiently. Muller Martini will show what high-performance inserting systems newspaper producers can use to keep track of insert processing and what sophisticated solutions can help them meet the major logistical challenges by covering every aspect of data handling.

As “your strong partner”, the Muller Martini experts will also show what tools can be used to exploit opportunities in the inserting segment, and they will discuss the numerous logistical challenges with the mailroom specialists. The successful life-cycle management of the machines, as provided by Muller Martini's ^{MM}Services, will also be a subject of these discussions. It ensures the long-term cost effectiveness of the systems, optimizes operating costs and extends the life-time of the equipment by means of manageable investments. In addition, extensive service support guarantees first-class product quality, major added value and long-term profitability.

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The numerous advantages of the new Connex.Mailroom, which is replacing the previous Muller Martini Mailroom Production Control (MPC) system, will also be illuminated. As regards the topic of "highly automated data collection", Muller Martini recommends trade fair visitors come to the Content Stage in hall 21b on Wednesday, October 11, at 1.45 pm, where a best-practice example for insert processing will be presented. The talk on "More Than a Billion Inserts – Challenges and Potential" will cover all aspects of insert processing, from data preparation through to delivery.

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