
Presseinformation / Press Release

Datum / Date	12.11.2012	E-Mail	edith.camen@ferag.com
Nr. / No	FP1293	Anzahl Zeichen / Number of characters	1803
Rückfragen / Enquiries	Edith Camen	Bilder / Photographs	2

Nordost-Druck GmbH & Co. KG, Neubrandenburg, Germany

Nordost-Druck flies the flag

By combining a modern newspaper press and a flexible inserting system, the Nordkurier publishing group is setting the scene for optimizing local editions of the Nordkurier newspaper in line with target groups.

With 14 regional editions, the *Nordkurier* print run peaks at around 100,000 copies. Other products like supplements and magazines round off the jobs spectrum. By investing in the Neubrandenburg facility, the publisher wishes to keep pace with increased demands for quality, productivity and flexibility and secure Neubrandenburg's role over the long term. In May 2012, a KBA Commander CT took over in the print hall.

Nordost-Druck CEO Lothar Prehn underlines that the splitting of circulations and a simultaneous rise in supplement volumes now demand a lot of planning and organization, and this can only be achieved with a state-of-the-art mailroom. Ferag was able to present Nordost-Druck with a winning concept, thanks to its modular configuration, demand-led performance specifications and production diversity.

The new mailroom line at Nordost-Druck plays a broad repertoire. At centre stage is a RollSertDrum inserting drum that processes up to 36,000 copies an hour. Waiting in the wings is the FlyStream precollecting system, configured for 20-in-1 production and thus able to handle the rise in

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supplement volumes. At Nordost-Druck there is a clear focus on making full use of the newly acquired resources by producing magazines and supplements in addition to daily newspapers. The prerequisites have been met through the integration of an SNT-U trimming drum and a StreamStitch inline stitching system into the mailroom line. The resultant expansion of the product spectrum has improved efficiency and market presence and means that almost all demands from the marketplace can be met.

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The FlyStream precollecting system is configured for 20-in-1 production, and handles the rise in supplement volumes.

Please send **proof copies** to

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