
Presseinformation / Press Release

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Hua Shang Digital, China

At 90,000 through the mailroom

Chinese media company Hua Shang Digital is installing a 90,000-class newspaper press from KBA. A Ferag mailroom solution will convey and bundle the products – and do so at full speed. Hua Shang Digital has around 600 employees and prints daily newspapers that include *Hua Shang Bao*, *Xinwenhua Bao* and *Chongqing Shibao*. A total of 100 titles are printed under contract in Xian, for parent company Hua Shang Media Group and other publishers.

Every hour, the double-width press can produce up to 180,000 four-colour, 24-page daily newspapers. Both double folders are equipped with four UTR universal conveyors that transport the daily newspapers securely to four MultiStack stackers. By duplicating the two mailroom lines, Hua Shang Digital has gained a huge amount of flexibility and security. When it comes to performance, the UTR universal conveyors and MultiStack stackers are designed to handle the maximum 90,000-cph output of modern presses. So the press can run at full speed without being slowed by the mailroom lines. At the same time, the UTR universal conveyor allows production to be split between two MultiStack stackers, and thus offers solid back-up.

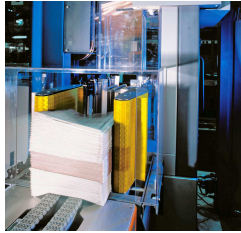
Integrated waste ejection – for Hua Shang Digital a key quality assurance component – brings more convenience to the mailroom. The company has also acquired two MemoStick application modules. These can be used on

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any of the four lines as and when required, allowing Hua Shang Digital to offer its customers an innovative advertising format.

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The MultiStack stackers are designed to handle the maximum 90,000-cph output of modern presses.

Please send **proof copies** to

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