

## QIPC Performance Package for Le Matin

**Oosterhout, August 2016** – The printing plant of the Morocco-based newspaper *Le Matin* has decided to invest in a Performance Package from Q.I. Press Controls (QIPC) and Engineering Automation Electronics (EAE). Morocco's leading print concern will thus be taking maximum advantage of the recent takeover by QIPC of EAE and, in addition to acquiring an update of the EAE operating system, can now also call upon the services of a QIPC mRC-3D system for automation of colour and cut-off register.

*Le Matin* has been working effectively with EAE's operating system for a while now, but was in need of an update. The company was enamoured by the benefits offered by the Performance Package and, alongside the EAE update, also plumped to invest in QIPC's automation systems. "QIPC-EAE was the only supplier to offer us effective synergy and an outstanding opportunity to add automation solutions as well as upgrades to the existing equipment", explained a delighted Kamal el Alami, executive director of *Le Matin*.

As head of sales at QIPC-EAE, Erwin van Rossem was largely responsible for convincing *Le Matin* of the merits of the Performance Package. "It was clearly the best option for them", he argues. "An investment in an update of existing systems alone is difficult to justify. Adding the QIPC automation to the EAE systems update makes the investment made by *Le Matin* a tad more interesting."

The fact that QIPC-EAE gave a listening ear to *Le Matin's* needs was clearly an extra reason for the plant to place its trust in the Dutch-German supplier. "Our different expectations and conditions were expressly taken into account", reports Kamal el Alami. "Partnership is an important concept in this industry. There is a need for reciprocal support to ensure that our activities survive and that the end user can overcome the crisis in the printing industry."



*F.l.t.r.: Mr. Kamal El Alami (director Groupe Le Matin), Mr. Erwin van Rossem (Head of Sales QIPC-EAE), Mr. Mohammed Haitami (General director Groupe Le Matin) en Mr. Mostafa Nachat (Production director Groupe Le Matin)*

The Casablanca-based printing plant will be receiving hardware and software updates for the EAE PRINTPP, Control Console and INFO SYSTEM systems. In addition, fifteen mRC-3D cameras for colour and cut-off register will be fitted. In order for the control and automation systems to work in sync, full integration of the QIPC system in the EAE operating system will of course be required. Kamal el Alami: "We look forward to being able to offer our customers a better service thanks to the quality improvements these systems provide."

QIPC-EAE is likewise extremely satisfied with the order which will be delivered in week 40. "*Group Le Matin* is the leading newspaper printer in Morocco and has several other heatset and sheetfed presses", Erwin van Rossem adds, emphasising the importance of the *Le Matin* deal. For Q.I. Press Controls this is the first ever order from a Moroccan client. *Groupe Le Matin* is a key player in the market: the success of this project represents a major stimulus to furthering the opportunities for the company in this market.

### About QIPC – EAE:

QIPC – EAE is the result of the acquisition of EAE by Q.I. Press Controls in 2014.

Q.I. Press Controls, the number one supplier of innovative, high-quality optical measurement and control systems, joined forces with EAE, the leading supplier of control, automation and software solutions for the printing industry. Supported by a global service network, the QIPC – EAE joint-venture delivers total solutions for web offset presses in the printing industry.

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From prepress to mailroom, QIPC – EAE provides solutions that not only lead to production reliability, but to enhanced performance as well.

For more information, go to: [www.qipc.com](http://www.qipc.com) & [www.eae.com](http://www.eae.com)

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