

## Media Release

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**Muller Martini at the World Publishing Expo in Amsterdam (Hall 11, Booth 450)**

## **Greater Cost-Effectiveness and Transparency in the Mailroom**

**Muller Martini to unveil the highly flexible and cost-effective NewsGrip F conveyor at the World Publishing Expo (October 13 to 15) in Amsterdam. Muller Martini's mailroom experts will show visitors how newspaper producers can successfully meet today's challenges.**

End products geared toward target groups, shorter lead times and the resulting increase in the complexity of production process are challenges for newspaper and mail-shot producers. Companies should not lose sight of the importance of added value under the increased pressure of competition.

### **World Premiere of the NewsGrip F Conveyor**

Muller Martini will prove its innovative strength in the mailroom equipment sector with the new NewsGrip F conveyor, which will be unveiled at the World Publishing Expo 2014. The backbone of the mailroom, the NewsGrip F, impresses particularly with its cost-effectiveness as the fastest and most economic conveyor in its class.

### **Greater Transparency in the Mailroom with Connex.Mailroom**

Management by numbers is increasingly important for all graphic arts businesses. That requires systematic and reliable production figures, which Connex.Mailroom, the data and process management system from Muller Martini, provides in real-time. Connex.Mailroom records and compiles the production data of all connected production lines, offers optimization options and creates transparency in the mailroom.

### **High Degree of Availability and Productivity**

The reliability of production systems in a mailroom is crucial, since, in newspaper production especially, lead times are often extremely short and equipment is heavily used owing to shift operations. Muller Martini provides reliable and comprehensive support with its <sup>MM</sup>Services portfolio. The customized investment protection program ensures that existing equipment continues to run at optimum productivity levels for as long as possible throughout its life cycle or brings productivity back to its peak.

**Muller Martini Marketing AG**

Companies need to satisfy current customer needs with cost-effective production and operate their existing equipment for longer, while also staying as flexible as possible so that they can meet future market demands. Under the Fit for Profitability slogan, Muller Martini will address precisely these challenges at this year's World Publishing Expo and present cost-effective solutions for newspaper and mail-shot producers.

**Muller Martini, Your Strong Partner at the World Publishing Expo**

In hall 11, booth 450, mailroom experts from Muller Martini will be available to talk with visitors and show them how they can increase their flexibility, improve the cost-effectiveness of their existing mailroom and boost productivity with new and innovative equipment.

**Image caption****PI 1863 Endprodukt.jpg**

*Folding, stitching, cutting and inserting – the newspaper mailroom systems from Muller Martini are optimally designed for the complex production of effective newspaper and insert products geared to target groups.*