

Press Release

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Muller Martini at the World Publishing Expo in Hamburg (Hall 4, Booth 520)

New Ideas for Newspaper Distribution

At the World Publishing Expo in Hamburg (October 5 to 7), Muller Martini will show newspaper producers at Booth 520 in Hall 4 how they can stand out from the competition and prepare for future markets.

Newspaper publishers worldwide are seeking ways to be successful in the highly competitive newspaper market by implementing new ideas. To meet that need, Muller Martini provides custom-fit system solutions for the mailroom, which are often developed directly in conjunction with the customer to suit their business model.

Innovative Business Ideas

A current example is the combination of the FlexLiner inserting system with the Connex.Mailroom data and workflow system at Druckhaus Walsrode in Germany. Thanks to switching from offline to online inserting, the printing plant is able to produce even more efficiently.

The MailLiner gathering system, which was developed specifically with direct mail companies in mind, is another impressive solution. It enables direct mail companies, which are under pressure due to wage costs, to switch from manual to automated compilation of insert sets. That allows them to restore their profit margins without having to resort to additional carrier products or foils.

Digital printing, which has also made inroads into newspaper production, calls for new ideas in the mailroom. Accordingly, Muller Martini has also delivered a customized inserting solution for the first digitally printed newspaper – Swiss printing house Mengis AG's Walliser Bote.

Muller Martin – Your Strong Partner

True to the Muller Martini motto of Fit for Future Markets, Muller Martini's mailroom experts look forward to discussing digital printings and other business models at Booth 520 in Hall 4.

Bildunterschrift

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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.