

Press Release

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Muller Martini at the IFRA in Berlin: exciting look into the mailroom with a pair of VR glasses

“Efficient processing of inserts” – with this subject, Muller Martini struck a chord with the newspaper producers at the IFRA World Publishing Expo in Berlin. The stand was well-attended on all three days of the fair, and the numerous customers took the opportunity to discuss the current market challenges and new mailroom projects with the Muller Martini experts.

Volker Leonhardt, Head of Marketing & Sales of Muller Martini Print Finishing Systems Ltd, took positive stock all round of the three days in Berlin. “The fair was surprisingly well-attended, and people from the world of newspapers view the IFRA World Publishing Expo as a key platform for exchanging ideas with manufacturers.” He was particularly pleased “that the numerous visitors of our stand came from many different countries, which emphasizes the international significance of the trade fair.” Highly popular at the Muller Martini stand were the virtual reality glasses, which allowed visitors to take a three-dimensional tour of one of the most modern mailrooms in Europe. A best-practice example was used to give an impressive demonstration of how more than one billion inserts a year can be processed efficiently.

Image caption

Muller Martini could welcome numerous newspaper experts from across the world to its stand at the IFRA in Berlin on all three fair days.

Although the IFRA “has become a manageable fair,” Bengt Föbker, Managing Director of Pressedruck Potsdam GmbH in Potsdam, attributes a significant role to it: “I am pleased that this fair still exists because it gives me the chance to visit many suppliers.” Muller Martini echoed this sentiment. “We took the opportunity to discuss strategic future matters and various expansion capabilities of our mailroom.”

Gert Nielsen, Administrative Director of the Danish newspaper producer Erritsø Tryk A/S, would also not want to miss the IFRA: “It continues to be an important fair for me, where I can talk to the most varied systems manufacturers within the shortest period of time.” He

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took the opportunity to discuss the details of a planned mailroom project at the Muller Martini stand.

For Uwe Günther, who was particularly interested in inserting technologies at the Muller Martini stand, the IFRA has also not lost its high significance. The CEO of the Dessauerstrasse GmbH & Co. Betriebs-KG printing house in Munich says he prefers an annual cycle, “but I could imagine leaving out the newspaper fair in the drupa years or integrating the IFRA in the drupa.”

Since the inserts business is booming, Muller Martini presented its unique monitoring-and-tracking module Connex.Info 4.0 for the mailroom for the first time in Berlin under the motto of Finishing 4.0 – Advanced Inserting, Logistics and Connectivity. The numerous advantages of the new Connex.Mailroom, which is replacing the previous Muller Martini MPC (Mailroom Production Control) system, were also highlighted.

As “your strong partner,” the Muller Martini experts showed what tools can be used to exploit opportunities in the inserting segment and discussed the numerous logistical challenges with the mailroom specialists. The successful life-cycle management of the machines, as provided by Muller Martini with its ^{MM}Services, also attracted great attention among customers. It ensures the long-term cost effectiveness of the systems, optimizes operating costs and extends the life-time of the equipment by means of manageable investments.

Here you can find more photographic impressions of the Muller Martini stand at the IFRA World Publishing Expo in Berlin