

## The success of the e:line family continues

Styria Media Group and Vorländer have decided for a series of the new newspaper printing class.

**The new newspaper printing range e:line from manroland web systems has established itself successfully in a difficult market because it offers immense benefits for the operator. Already in 2017, two large-scale printing houses have decided for these innovations in newspaper production.**

What does the sector need today? What is the perception of modern newspaper production? And what do service and future security mean for newspaper printers? The requirements of today's modern rapidly changing market demand continuity, stability and security with regards to the lifecycle of the system. The market however also demands creative new business models. manroland web systems is the high performing business partner for the printing industry and presents reliable and innovative solutions for these challenges, as proven by the impressive e:line series.

The e:line family consists of two versions; the COLORMAN e:line and the GEOMAN e:line. Both series have been developed for technically demanding customers who lay great emphasis on economically efficient production combined with reduced investment costs. Because efficiency in newspaper production is just as prevalent in the e:line systems' family genetics as profitability, ergonomics, energy savings and excellent printing quality.

### The aim is: Best-in-Class

The customer's benefit is in the e:line family program: higher throughput, diversity of printed products, reduced waste and lower manning levels on the press. This saves time, waste and of course, costs; all important points which serve to create benefits and ensure operators are competitive in difficult market circumstances.

### Styria and Vorländer: Pioneers take giant steps forward

The COLORMAN e:line from manroland web systems will help the Styria Media Group in Austria to achieve top performance levels in the future. The company is not only committing to cost savings through the partnership. Alongside the new press, a service contract covering a period of many years has also been signed. The printing house has acquired a partner, in the high performing manroland web systems, to deliver continuous innovation and reliability for smooth production.

True to its' company motto "Tradition meets Innovation", the Vorländer printing house has determined to comprehensively modernize its printing centre located in Dreis-Tiefenbach, Germany, with the Newspaper series GEOMAN e:line. Publisher Wolfgang Rothmaler evaluates the strategic decision for manroland and the

manroland web systems GmbH is the leading manufacturer of web-offset printing systems. The company provides integrated solutions for commercial web offset, newspaper and digital printing as well as flexible packaging printing. A worldwide sales and service network also markets ancillary printing equipment and pressroom products as well as software products and innovative workflow management systems.

**manroland web systems GmbH**  
Marketing & Communications  
86219 Augsburg

#### Dr. Daniel Raffler

Phone: +49 (0) 821 424-45 85

Fax: +49 (0) 821 424-12 00

daniel.raffler@manroland-web.com

#### Christian Seitz

Phone: +49 (0) 821 424-31 81

Fax: +49 (0) 821 424-12 00

christian.seitz@manroland-web.com

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GEOMAN e:line as ground-breaking for the future of his company: "We were convinced by the economic efficiency potential inherent in the innovations of the GEOMAN e:line and also see the long-term partnership with the market leader in web offset as the best precondition for consistently building on our success in Newspaper printing."

**Caption**

The e:line family consists of two versions; the COLORMAN e:line and the GEOMAN e:line.

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