



## **WAN IFRA India 2017 Conference**

Chennai, India

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Stand Number: no. 5.02

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### **News Release**

#### **Trelleborg Expands Partnerships in Indian Newspaper Market**

Since the last WAN IFRA conference, Trelleborg printing solutions operation has made significant strides in pushing forward the boundaries of offset blanket technology relating to newspaper production and at the forthcoming WAN IFRA 2017 the company says it will be speaking to customers about working even more closely with them in the future.

Maniraju Bora, Sales and Technical Director for the South West Asia region, says: "Newspaper groups need suppliers that are true partners, which understand the challenges and issues they face and are able to provide innovative solutions. Trelleborg manufactures the industry's best known brands, with Vulcan 202, Vulcan Royal Web and Rollin Graffiti Plus, being household names amongst newspaper printers.

"Over the last few years a great deal of work has been carried out at Trelleborg's extensive R&D facilities at the Lodi Vecchio manufacturing facility in Italy to create offset blanket solutions that match the specific needs of the Indian newspaper market. Printers need the flexibility to customize blankets according to the type of stock they are handling, the press being used and other relevant factors such as press age.

"At WAN IFRA 2017 we will be telling visitors about the enhancements that have been made to our metal-backed blanket range. We are increasingly involved in helping newspaper groups use blanket technology to reduce cost-per-copy on their presses. Our experts provide training on selecting the correct blanket, settings on the press, as well as the maintenance and storage of metal-backed products, which can have quite specific requirements.



“The number of blanket suppliers to the Indian printing industry is growing, but few of these companies provide any sort of training, advice or after-sales support. The blanket is crucial to the profitability of the press and it is not something that can be dropped off at the printer’s factory and forgotten about.”

Trelleborg has developed several easy-to-use, downloadable software tools, including a ‘configuration’ product that lets users select the correct blanket by entering the application sector, such as web coldset, web heatset, single-width, double-width, combi or UV. There is also a dealer locator app, which provides a simple way of finding the nearest dealer. Distributors and customers can also benefit from the Trelleborg Printing Academy, which provides ready access to comprehensive technical details of products and applications in a straightforward presentation format for all newspaper application products.

“A sound knowledge of the issues is becoming even more important because of the changes taking place in the industry. The increasing use of different stocks that have their own surface characteristics, the implementation of UV, the interest in low migration inks and high-density pigment inks, plus FM screening; all of these things have a major impact on the printing press and the blankets fitted to it,” concludes Bora, who has more than 25 years of experience in offset blanket technology for the newspaper sector.

Trelleborg will have a team of experts on its booth no. 5.02 at WAN IFRA 2017, which takes place from 12 to 14 September in Chennai. Visitors will be able to discuss their current and future blanket requirements of their single-width, double-width and commercial heatset presses. The company has a well established network of experienced dealers throughout India that provide local, on-site support.

**-ENDS-**

**For more information or high-resolution images, please contact:**

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