

## Press Release

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### High Demands on New and Used Machines

## Investment Security for Today and Tomorrow

**Is High Productivity Only Possible with a New Investment? Muller Martini has shown that it is a reliable partner when it comes both to new machines and extending the life cycle of existing systems.**

With market requirements changing rapidly, the matter of investment security is currently of particular importance to graphic arts businesses. Companies are seeking solutions not only for today, but also for tomorrow and the day after tomorrow. Whether the choice is made for new equipment or a used machine is secondary. What is important is that production systems satisfy current and future requirements.

### Highly Automated New Machines

New machines have the advantage of enabling more efficient production and making it possible to react promptly and flexibly to customer requirements thanks to higher net output or improved product quality. That allows graphic arts businesses to attract new customers or regain jobs that have been lost since they can now provide better quality and short delivery times.

The trend toward smaller runs and shorter processing times together with higher quality color printing creates new opportunities for innovative products. As a result, digital printing is increasingly becoming the focus. There are, however, solutions that are designed both for offset and digital printing. For instance, a digital ready Presto II saddle stitcher fitted with signature feeders for conventional use can be expanded for use in digital printing in the future. That provides customers with a greater degree of investment protection.

### Extended Machine Use Provides Alternative

However, is it possible to survive in the graphic arts business over the longer term without investing in new machinery? At the current time, price pressure is forcing many businesses to improve the productivity of their existing equipment at the minimum expense or to invest in a used machine.

In parallel with new technologies, Muller Martini supports the trend toward using existing machinery for longer periods with its comprehensive service portfolio. <sup>MM</sup>Services extends the economic life-time of systems and makes them fit for new business models thanks to upgrade options. Companies do not necessarily have to do without state-of-the-art technology even in the case of relatively old machines. Regular maintenance and updates are key to sustaining productivity and profitability.

### **<sup>MM</sup>Services – for the Extended Life Cycle of Equipment**

As part of <sup>MM</sup>Services, our specialists take care of machine relocations, installation and commissioning, and ensure high process reliability. Upon request, the whole system can be inspected and potential for improvement identified. These findings enable the equipment to be suitably retrofitted or extended. With a service contract, Muller Martini provides regular preventive maintenance for long-term maintenance of productivity and consistently high profitability.

Muller Martini's service package comprises both regular maintenance of equipment and in-depth training and further training of personnel. Our specialists pass on their expertise and provide tips and tricks that make the daily work of the operating personnel easier. Training can take place either at the customer's site or at the Muller Martini Training Center.

### **Individual Solutions with Used Machines Too**

Whether a machine is new, has been in use for some time or was purchased second hand, regular maintenance, retrofits and extension equipment are essential for the high productivity and profitability of the production system. A service program tailored to the needs of our customer therefore has a long-term effect, providing investment security for today and tomorrow.

### **Image captions**

#### **PI-1848 QR-Code.png**

*For more information on <sup>MM</sup>Services, please scan the QR code.*

#### **PI-1848 MMServices.jpg**

*The <sup>MM</sup>Services portfolio from Muller Martini comprising seven modules extends the life cycle of equipment and ensures cost-effective production.*

#### **PI-1848 Presto II Digital.jpg**

*The Presto II saddle stitcher Presto II from Muller Martini is digital ready, which means that it provides investment security.*

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### **Muller Martini Marketing AG**

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