



Balkan Print Forum News

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*The Fourth Balkan Print Forum meeting will take place
on 22 and 23 October, 2009 in Bucharest, Romania.*

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XXL Press Technology in Format 36/52

It is essential for smaller printing companies. to offer and produce the most varied jobs quickly and economically. If a printing company can add the extra dimension of product value to production efficiency, it improves its competitive position further. manroland's strategy of Value Added Printing is designed to help printing companies do just that – every printing company, whether family-operated or corporation. The new ROLAND 50 in the 36/52 format was developed with this groundbreaking claim in mind.

ROLAND 50 – one of the most innovative printing technologies in 2008

At the German Printing Industry Innovation Awards in October 2008, the ROLAND 50 in the pico format 36/52 earned second prize in the category Technology. The ROLAND 50 stands for added value in the small format on account of printing quality and flexibility in substrates. For the printer, this means: a wider portfolio of products and services, accessing new fields of clientele – resulting in added sales and greater competitive strength.

Dr. Markus Rall, member of the manroland Executive Board, responsible for the Sheetfed Press Business Area, comments: "The ROLAND 50 has entered the market only a short time ago, but its printing quality and substrate variety provide an obvious added value that has been quickly recognized by the professional public. Our Value Added Printing strategy aims to equip a printer with the technology that enables the company to successfully position itself in the market."

ROLAND 50 – conquering new fields of business

In the 36/52 format the ROLAND 50 establishes a new standard of printing quality and substrate flexibility. Only the ROLAND 50 processes substrates from 0.04 – 0.8 mm. 0.8 mm – that enables printers in format class 36/52 to gain new customers and access new fields of business such as calendar production. The standard pile height of 700 mm is among the highest in competition, and the optional maximum format of 38 x 53 cm can make for advantages in production. Not only producing mass but also delivering high class in the form of printing quality is ensured by the XXL technology in the small format. Having the same platform as the large manroland printing systems, the ROLAND 50 shares with them the important technological characteristics: double-diameter impression cylinders and transferers ensure marking-free sheet travel and thus excellent printing quality. Sturdy construction, 1-person operating convenience, high degree of automation and the possibility of network integration are further important features of the ROLAND 50.



Cardboard printing in small format with a ROLAND 50: the substrate used for this wine carton is 0,75 mm thick.

New: inline inkjet system on a sheetfed press

Often requested by printers and presented by manroland at the Technology Forum held in Offenbach in November 2008: an inkjet system for a sheetfed off-set press, namely the ROLAND 50. A wine carton printed in accordance with Process Standard Offset using printcom inks was imprinted with consecutive numbering and a text by an inkjet system with two printing heads located in the delivery. This new inline inkjet system makes it possible to add personalisation or batch numbering for example to products printed on an offset press in one pass.



ROLAND 50

The first small press that is twice as large.

A ROLAND 50 is larger than meets the eye. The first printing press in 36/52 format, the ROLAND 50 is equipped with double-size printing cylinders and transferers. The smallformat press even proves its true size with its delivery. With a pile height of 700 millimeters, the ROLAND 50 is one of the leaders in its format class.

Mark-free sheet travel. The double-size printing cylinder (a principle derived from the medium and large formats) and the double-size transferer enable contact-free sheet travel. This is especially important for thicker materials. Smooth sheet travel also contributes significantly to mark-free sheet travel.

High delivery. The ROLAND 50 offers one of the highest deliveries in 36/52 format, with a maximum pile height of 700 millimeters.

High register stability. The robust construction with cast side frames ensures stability and precision. Effort and material wear are minimized throughout the entire service life.

Short makeready time. Remote adjustment of lateral, circumferential, and diagonal registers, automated plate loading with EPL™ (ErgonomicPlateLoading), fully automated blanket washing devices (option), and easy-to-clean ink fountains with special coating all help reduce makeready time.

Simple operation. The integrated PressPilot offers a wide range of functions: RCI remote ink key control, ink presetting via JobCard or PressManager smart (option), display in different languages, remote adjustment for circumferential and lateral register +/- 1.5 millimeters, and remote adjustment for diagonal register +/- 0.3 millimeters.

*Info: manroland AG
Illustration: manroland AG*

Roland 700 DirectDrive Starts Production at Digital Print, Bulgaria

The Bulgarian Digital Print, Varna, subsidiary of the company Billboard, Sofia, Bulgaria, has purchased the first Roland 700 DirectDrive in the country. The machine will be installed and is scheduled to start production in March 2009. It is a full-format five-colour system with coating module. Efficient production of short runs with short makeready times and very high quality of the printed product have been the convincing advantages for Digital Print to buy the Roland 700 DirectDrive.



The ROLAND 700 DirectDrive operates with directly driven plate cylinders in all printing units. The use of the groundbreaking technology in combination with QuickChange, the makeready-reducing package with many presetting functions, and APL, the automatic plate change system, can substantially cut makeready times. With simultaneous plate change system and parallel makeready operations in blanket-cylinder, impression-cylinder and inking-unit wash-ups, plus ink feed, can be saved up to 60 percent of makeready time.

Info: manroland Bulgaria

Initiative of the Bulgarian Media and Printing Cluster

On their annual meeting the Printing Industry Union of Bulgaria and the Bulgarian Media and Printing Cluster have decided to start an initiative for building a new ecological enterprise together with some Bulgarian companies who are specialized in waste management. There are many good and positive opportunities in the implementation of the idea for collecting,

treatment and recycling of the waste from the printing plants. Most important for the Bulgarian specialists is the processing of flexo-print waste, pressure-sensitive labels and stickers, inks and chemicals. The formation of such waste-handling company is absolutely necessary for the Bulgarian printers who want to take the responsibility for preserving the environment and for the strict compliance of the European norms.



Info: Printing Industry Union of Bulgaria

SEMEE Federation's Gala

On February 9th, 2009 the Hellenic Federation of Printing Media Communication SEMEE organized in Athens the annual "Federation's Gala" with the participation of many members and suppliers.



Every year during the Federation's Gala SEMEE honours one of the members, for his valuable contribution in the development of the printing branch. This year the honoured member was Mr. Ioannis Kotsonis.

The companies manroland AG, Graphics SA, MEL SA and Tselikis Nikolaos SA were the sponsors of the event. The night was full of great food, drinks and fun. The participants cut the traditional New Years cake which contains one and only lucky charm (This used to be a golden pound in the past history).

This year the Hellenic Federation will be honoured to organize the Annual General Assembly of Intergraf, which will be held in Athens on June 11th – 14th 2009.

*Info: Hellenic Federation
of Printing Media Communication*

“The Best Printer of the World” Award Goes to A4 Ofset, Turkey

Cape Town, South Africa hosted the competition, organized by the leading paper producer, Sappi. A4 Ofset was awarded the “Elephant”, the grand prix of the competition of the “Sappi International Printer of the Year”, held on 3rd of October 2008 in Cape Town. A4 Ofset is the only one Turkish printer to win this important prize.



A4 Ofset has won the degree “best of Europe” and successfully reached the grand prix in the category of catalogue in the competition of the “best of the best” in Cape Town, where winners from Europe, Asia, North, Central and South America, Australia and Africa competed.

More than 7000 print products from all over the world participated in this highly prestigious competition, regarded as the “Academy Awards” of the printing industry. Having won the Gold Medal in the European Leg in May, A4 Ofset has been given the credit to compete for “The Best of the World”. The company reached

the top in the catalogue category and received a Bronze Medal in the general category out of 717 competitors from 34 countries.

The founders of A4 Ofset, Mr. Alparslan Baloglu and Mr. Alptekin Baloglu joined the award ceremony, held in the South African Prime Ministry House, with the gold winners in 9 categories from all continents. Mr. Ralph Boettger, General Coordinator of Sappi, pointed out that the winner receives not only the title “Best Printer of the World” but also a 22 kg bronze sculpture of an elephant, symbolizing both South Africa and the leadership, the courage and the strength to reach excellence in print quality.

A4 Ofset has won the Grand Prix in the catalogue category, leaving North American and Indian gold winners behind.

“For the last four years by perpetually being a finalist in the European Leg of this outstanding competition and winning several medals, we, as A4 Ofset, have shown that Turkish print house technology and capability have already reached the universal standards and we have proved that. Winning the prize in the world’s final competition and taking it to our homeland, is an outstanding success for A4 Ofset”, said Mr. Alparslan Baloglu.

Mr. Alptekin Baloglu pointed out that it has been a little worrying as much as surprising for the finalists seeing the production quality and the pricing advantages of the Turkish print products. He added that the award is very important for promoting the exporting capacity of A4 Ofset.



The catalogue that won the grand prix has been produced by designers from the Zebra Design Factory, independent from the clients. The catalogue was named “letter” and has been designed not for promotional purposes but for a better adapted purpose – to push upward the evolution of the design business.

Info: BASEV, Turkey

News from Serbia

Media Law and Legislation Council Discussion

The Media Association of Serbia will discuss the draft versions of the unauthorized joining and the ownership of the public newspapers and the draft version of the Foundation act of the Printing Legislation Council. The executive board will discuss the draft in February. In the meeting will participate the representatives of the Ministry of Culture and the members of the working group who have prepared the draft version.

The Media Association of Serbia Signed a Contract with ABC Serbia

The company „Adria Media Srbija“ has signed a contract with „ABC Serbia“ regarding the monitoring of the print runs of their magazines. Starting in January 2009 the weekly magazine „Story“ and the monthly housing magazine „Moj stan“ will be incorporated in the ABC system.

In the company statement is announced that since its establishment „Adria Media Srbija“ with its business politics and strategy is trying to regulate the market using European and world standards. Therefore AMS intends to support the work of ABC and to contribute to the further development of the printed media in Serbia.

In the last few years AMS has been the leader in the field of published advertisements. This new business decision will enable the clients to receive more relevant information about the magazine readership. It is important to know not only how many people are reading the magazine but also who are the readers. Therefore the act of joining to the ABC monitoring system will be accomplished with a number of public market surveys.

New „BORBA“

After a long period of time, the new-old daily newspaper „Borba“ has had its promotion on the Serbian publishing media market. It has a new graphic layout, new content, format and print quality but in the heading reminds the readers that the first issue of the „Borba“ has been printed in 11.11.1922.

Since 12.01.2009 „Borba“ can be purchased at the newspaper kiosks at a price of 30 RDS. The newspaper is designed with more print sheets and its format is between the Berliner and the tabloid. It is printed in Grafoprdukt, Novi Sad.

„Lepota i zdravlje“ Among the Most Read Monthly Magazines in Croatia

The magazine „Lepota i zdravlje“ (Beauty and Health), which is published in Croatia from July 2008 by the Serbian „Color Pres Group“ has entered the list of the top 10 most read monthly journals in the country. According to the November survey of the agency „Media Puls“ which monitors the ratings of the printed media in Croatia, „Lepota i zdravlje“ was given 4,2 points and rank 9.

The magazine is read mainly by women. It is already the most read monthly in Serbia during the last seven years. The Macedonian version „Ubavina i zdravlje“ has gained that title two months ago. The Bosnian version of „Lepota i zdravlje“ is already a leader in Bosnia and Herzegovina. The Slovenian version is amongst the top 5 magazines in the country. This year will be published the first issue for the market of Montenegro.

Ringier Gives the Best Offer for the Weekly Paper NIN

The Serbian Privatization agency announced that the Ringier company, Serbia, owner of the daily newspaper „Blic“ has offered 800.000 Euros for buying 70 % of the corporate part of the weekly paper NIN. This offer is 40.000 Euro higher than the offer of the newspaper company „Novosti“.

Ringier has proposed 186.607 Euro for investments. The competitor did not have any investment proposal. Both companies accepted the responsibility for a minimum social programme.

Info: Union of Graphic Engineers and Technicians of Serbia



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of the Balkan Print Forum News will be
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