

ROLAND 700 HiPrint starts up in Lodz

The Hornet printing company invests in production efficiency

Hornet in Lodz, Poland, celebrates the commissioning of its new ROLAND 700 HiPrint. The investment objective: to improve quality and productivity as a competitive advantage.

Hornet Sp. z o.o. in Lodz, Poland, installed a four-color ROLAND 700 HiPrint in mid-November 2009. This full-service printing company which is already a manroland customer will use the new press to print brochures, catalogs, posters and labels. And why does Krzysztof Majchrowicz, Managing Director of Hornet, bank on the ROLAND 700 HiPrint? "The quality the market expects from print products and thus from us as a printer is getting higher all the time. We also have to reduce our costs through for instance faster production with more efficient workflows. The ROLAND 700 HiPrint enables us to do both." Products from the printservices portfolio also contribute to efficient workflows: the company ordered the ColorPilot measurement and regulation system along with the TelePresence remote maintenance package. Tomasz Galant, Managing Director of manroland Polska, adds: "Production efficiency and product quality are the cornerstones of our Value Added Printing strategy. We want to vigorously support Hornet in converting the added value of technology and service into economic success."

Caption:

In November 2009 a ROLAND 700 HiPrint started up at Hornet in Lodz, Poland's second-largest city.

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manroland AG is the world's second largest printing systems manufacturer and the world's market leader in web offset. manroland employs almost 8,000 people and has annual sales of some Euro 1,7 billion with an export share of app. 80% (2008). Webfed and sheetfed presses provide solutions for publishing, commercial and packaging printing.

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Photos can be downloaded from www.manroland.com in the category **Press**.

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