

Abu Dhabi banks on ROTOMAN

First manroland printing system for United Printing & Publishing

One of largest printing houses in the Gulf region, United Printing & Publishing (UPP) in Abu Dhabi, has now installed its first ROTOMAN from manroland. The investment by this innovative printing company is to boost their production of high-quality magazines and catalogs.

The contract was signed in June 2009 and already in August the manroland project team started the installation of the press in the new UPP Printing Center. Since early November, United Printing & Publishing has been producing magazines, catalogs and schoolbooks on the ROTOMAN. As Peter Kuisle, Executive Vice President for Webfed Printing System Sales at manroland, emphasizes: "UPP was convinced above all by manroland's professional project management." Important factors behind the decision in favor of manroland and not for a competitor system were the reputation that ROTOMAN presses enjoy in the Gulf region, the short delivery and installation times, and local support from manroland's service hub in Dubai.

Inline finishing opens up new possibilities

"The new UPP management wanted to make changes to make the company fit for the future. We were in the right place with the right product at the right time", is Peter Kuisle's pleased response to gaining a new business partner in the Gulf region. United Printing & Publishing emerged from Emirates Media Inc. which was founded in the early 1970s and was established as a subsidiary company of today's Abu Dhabi Media Company (ADMC), a leading media concern in the region. The rapid growth is due to a company policy that relies on further development, quality and service. The ROTOMAN provides UPP with new possibilities for succeeding in a fiercely contested market for high-quality magazines and catalogs. At present UPP mainly produces print products for its parent company ADMC but is expanding its capacity with a view to gaining jobs from national and international customers as well.

Caption:

Installation of the ROTOMAN at United Printing & Publishing in Abu Dhabi commenced only two months after the contract was signed. | © Dynagraph.

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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