

## First autoprint for Austria

Herold Druck orders COLORMAN, XXL autoprint

**The first COLORMAN, XXL autoprint in Austria is to be installed at Herold Druck in Vienna. This printing company relies on technological progress and its association with manroland.**

Three years ago, Herold Druck und Verlag AG caused something of a sensation as a pilot user of UV technology for newspaper printing, and now this Vienna printing company has opted for groundbreaking technology once again. The first COLORMAN, XXL of the autoprint series and the first six-page wide newspaper web press in the Alpine Republic will commence production at Herold Druck at the end of 2010.

### King of the newspaper-printing mountain

Herold Druck specializes in printing newspapers and supplements, is known for its enthusiasm for innovations, and has relied on printing technology and project management from manroland for 17 years. The reason why is the level of quality that this customer insists on. Is being the first with technological innovations one of Herold's stated objectives? "If being the first means having a competitive edge, above all as far as economy in newspaper printing is concerned, then that is worthwhile. More important however is aligning our company to be fit for the future and choose the right technology to that end. And this is what we have found with autoprint," explains Leopold Kurz, Chief Executive Officer of Herold Druck und Verlag AG. To what extent did the successful start-ups of autoprint presses in Germany influence the decision? "Of course we observed this during our investment planning and visited the printers in Osnabrück and Chemnitz. What we saw there regarding workflows and print results made our decision an easy one."

Herold prints the daily newspapers Die Presse, the Wiener Zeitung and the freesheet Heute. As a contract printer, Herold is doing well with commercial printing and is to offer an even wider product range in the future. "Herold Druck needed solutions for more flexible production of commercial jobs and especially for short runs," reports Bernhard Bitzl, Regional Sales Manager for Webfed Printing Systems at manroland. "Short runs and the big COLORMAN, XXL newspaper press are not a contradiction. Fully-automated production changeover ensures a cost per copy that is absolutely economical."

### Vienna Modernism: the COLORMAN, XXL autoprint at Herold Druck

The COLORMAN, XXL with two printing towers and extensive autoprint equipment is to be installed in a modernized production hall at the new Vienna Central Railway Station complex. Once the press is installed, the APL (Automatic Plate Loading) system with its robotic arms will reduce plate changing times to a

**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](http://www.manroland.com) in the category **Press**.

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mimimum. The Inline Control Systems QuickStart for pre-inking, InlineCutoff Control for automatic cut-off register control, InlineTension Control for web tension, and InlineTemperature Control for ink and dampening solution will ensure consistent quality and thus faster production with much less start-up waste. The press will be prepared for APL logistics, the plate logistics system, to be retrofitted.

**Caption:**

Austria's first COLORMAN, XXL is to be installed at Herold Druck in Vienna. | © Herold Druck und Verlag AG.

At Herold Druck und Verlag AG, Chief Financial Officer and Chief Technical Officer Thomas Unterberger, and Chief Executive Officer Leopold Kurz, are making their printing company fit for the future with APL (Automatic Plate Loading). | © Herold Druck und Verlag AG.