

Latin America: manroland now directly active locally

manroland establishes a new Market Organization for Brazil

Since May 2009 manroland do Brasil, a subsidiary company of manroland AG, has been responsible for sales of the entire manroland product range in Brazil and will very soon also be responsible for service of the range in Brazil and other Latin American countries.

Franz von Fürstenberg, Managing Director of manroland do Brasil, is optimistic: "manroland has always been regarded in Latin America as a very powerful brand that stands for high-tech and the highest quality. Every day at the moment, and particularly in Brazil, customers welcome us and are very relieved. Therefore we are now building on the positive aspects of the past and offer products, services and consultancy which have already made manroland users successful in other markets. Various customers that have products from our competitors want to be looked after by manroland for both webfed and sheetfed presses which is a clear indication that our profile in the marketplace has been much too low in recent times. We are about to rapidly and noticeably change this and will be placing special emphasis on service."

In order to provide the best customer service, manroland do Brasil has established its headquarters for Brazil and Southern Latin America in São Paulo and set up a network of sales and service offices spread over the entire subcontinent. manroland do Brasil will also take care of Argentina, Chile, Paraguay, and Uruguay. manroland has a large installed base of sheetfed as well as commercial and newspaper web presses in Latin America, whereby Brazil has the largest press population followed by Mexico. This is why the two big competence centers are located in these countries.

Besides printing systems, the manroland portfolio includes a comprehensive range of services (printservices, printcom, printnet, printadvice). In addition to selling new printing systems and consumable materials, manroland will be helping its customers in Latin America to acquire pre-owned and reconditioned presses.

Caption:

Franz von Fürstenberg is the Managing Director of manroland do Brasil. | © manroland.

manroland AG is the world's second largest printing systems manufacturer and the world's market leader in web offset. manroland employs almost 8,700 people and has annual sales of some Euro 1,7 billion with an export share of 80%. Web fed 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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