

manroland latina looks after South America

manroland establishes Market Organization headquartered in Mexico

Since May 2009 manroland latina, a subsidiary of manroland AG, has been responsible for the Mexican market as well as the markets in Bolivia, Ecuador, the Caribbean, Central America, Colombia, Peru, and Venezuela.

manroland has a large installed base of sheetfed as well as commercial and newspaper web presses in Latin America. Brazil and Mexico are the largest markets in the region which is why the two central Competence Centers are located in these countries.

Stefan Deuster, Managing Director of manroland latina, reports that: "We now offer the entire manroland portfolio of products and services across the whole region. With manroland USA and my colleagues at manroland do Brasil we have established what we call a Transamerican Supply Chain to provide the entire continent with spare parts and service."

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 supporting its customers in Latin America to acquire pre-owned and reconditioned presses.

In order to provide the best customer service, manroland latina has established its headquarters for Mexico in Mexico City and set up a network of sales and service offices spread over the subcontinent.

Caption:

Stefan Deuster is the new Managing Director of manroland latina. | © manroland latina.

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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