

## Technology was the decisive factor

COLORMAN, XXL to print the Mittelbayerische Zeitung starting in 2010

**Over a year ago, the Mittelbayerischer Verlag KG with its newspaper Mittelbayerische Zeitung made a future-oriented investment decision: the publishing house ordered a highly-automated COLORMAN, XXL autoprnt newspaper press from manroland. The printing system is scheduled to start production in a redesigned printing center in January 2010.**

The Mittelbayerische Zeitung is a regional daily newspaper with headquarters in Regensburg, Germany. With 13 regional editions and a daily circulation of around 130,000 copies, the paper's distribution area in Bavaria extends from the Upper Palatinate to parts of Lower Bavaria. The Mittelbayerische Zeitung, along with the publishing company's own free advertising newspaper Rundschau with a weekly circulation of some 500,000 copies, are produced in Berliner format by the Mittelbayerisches Druckzentrum GmbH & Co. KG. This printing company has been an independent subsidiary of the Mittelbayerischer Verlag since January 2006 and is a modern, high-performance, dependable newspaper printer that has been in business for over 60 years. Its print portfolio is widely varied: from medium circulations right up to circulations running into the millions. In addition to the Mittelbayerische Zeitung, which has appeared in an updated layout since November 2007, the company produces Sunday and weekly newspapers, freesheets, magazines, and advertising supplements as a contract printer.

### Most automated press on the market

To ensure smooth production day after day, the company required the best possible printing system with the best possible technology. Therefore, in 2008, they decided to invest in a COLORMAN, XXL autoprnt. A decisive factor for the investment decision: the manroland system is equipped with the most modern newspaper printing technology available and is the most automated press on the market today. "The decision for manroland was a technological one. The many years of experience with 6-2 technology were of prime importance and one reason why we considered manroland as the right partner for our future. manroland develops groundbreaking technologies for the printing industry that go beyond the printing process as such," is what Ludwig Grüneisl, Managing Director of the Mittelbayerische Druckzentrum, says about his company's investment.

The COLORMAN, XXL autoprnt will be used to print products of up to 72 pages and has a web width of 1,890 millimeters, a cylinder circumference of 940 millimeters, and a maximum speed of 45,000 revolutions per hour. For the Mittelbayerische Zeitung, and for all modern newspaper printing companies, short makeready times are becoming increasingly important; partly because runs are

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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split more and more often, and partly because the competition among printers is fierce. This environment demands customized solutions which manroland can provide through the highest level of automation. This includes the fully-automated APL plate loading system as well as highly-automated inline control systems for color register, cut-off register, and ink density control.

**Caption:**

Well-Known landmark in Regensburg: the Steinere Brücke. | © City of Regensburg.