What will give you the Competitive Advantage?
Flexibility Counts
EUROMAN can handle a variety of options at high speed and high quality

Intelligent Ink
ColorPilot's color measurement system creates consistent results

The Game Has Changed
The ROLAND Direct-Drive's combination of features are unique to the market.

A Hot Hand
PRINTVALUE's family of services offer a complete solution for every press

Risks & Rewards
Project Management can be the difference between a broken promise and a reality.

One Touch Printing
The future of newspaper printing has arrived, and it's all about automation.

News Briefs
More information about manroland's quality line of products for the pressroom

Expressis North America was printed on a ROLAND 708PLV with Inline Foiler Prinador at Finlay Printing, Bloomfield, Connecticut.
In the printing industry, “Value-Added Printing” is a term that is now not just something printers use to fill a specific niche, but it’s a tool that they can use to get ahead and stay ahead. Making ideas come to life on the printed page for creative-minded clients is now becoming a necessary part of staying alive in the increasingly competitive business of print.

manroland’s mission was to find a creative foiling solution that could do one-pass cold foil printing, was scalable, was able to retrofit to existing presses, and most of all, met manroland’s highest quality standards. They found it in the ROLAND InlineFoiler Prindor. Introduced as a prototype at Drupa 2004, InlineFoiler Prindor’s success was soon resonating throughout the world, and in 2006 it received a GATF InterTech Award.

Automating the application of foil metallic effects to printed products by incorporating the process into the printing cycle, InlineFoiler Prindor provides printers with a cost-effective way to add value to their products, while eliminating the need for hot foil stamping and time and expense associated with off-line techniques. The exclusive innovation can be installed on two printing units of any new or recent vintage ROLAND 500 or 700 HiPrint.

Foil is applied true-to-register, and repeated overprinting of the foil produces incredible new effects which used to take much longer to create. Not only that, but because this process occurs inline, it can be combined with coating and UV processes on different units.

Depending on the desired foiling effects, InlineFoiler Prindor can be equipped as a single-reel, or as a multi-reel (ROLAND 500 can accommodate up to three reels, ROLAND 700 HiPrint, up to five) device. With multi-reel, foil widths can be flexibly adapted subject to the printed materials, so foil waste is always minimized. Upgrades for QuickChange reels to further diminish makereadies, and manroland’s standard pre-press technological upgrades are also available.

This issue of Expressis North America was printed on the InlineFoiler Prindor currently installed at Finlay Printing in Bloomfield, Connecticut, as an example of the great work our products and our customers are doing in the market today.

 InlineFoiler Prindor offers the possibility of multiple reels of foil, of multiple widths on one press.
The EUROMAN has been designed for dynamic markets with high growth rates. The press’ versatility gives a printer the ability to change the press capabilities to whatever product the customer desires, meet deadlines by utilizing the efficiency and automation designed for high output, and in the end, improve both the quality of the printed work, and its owners’ bottom line.

**The first of its kind.** EUROMAN brings the versatility and flexibility of the 4X4 format to commercial heatset printers who are trying to maximize their profitability and expand their profit margins.

EUROMAN achieves those objectives by automating virtually all its makeready functions - workflow, color, plate-change, and folding options are all automated, and easily adjusted to fit the product need.

EUROMAN replaces the traditional double-web 38” commercial web press with a more efficient single-web, four-unit design. With its 2:3:3 folder, EUROMAN can produce 16-page quarter-folded products, 32-page quarter-folded product, 16-page tabloid product, 32-page digest products, as well as products with lower page counts.

**Fast and furious.** EUROMAN can produce periodicals in the collect mode at the rate of 35,000 copies per hour. With its quarter folder, it can run at the rate of 60,000 cph. And with its optional double quarter folder, speeds up to 70,000 cph can be attained.

Combine high production rates with EUROMAN’s exceptional quality, and the result is a press that can improve the profitability of any printer looking to expand its line of products, and still meet deadlines with ease.
“(The EUROMAN) has completely changed our product make up, improved our web quality opening new markets and raised the level of expectations from sales through manufacturing. We are viewed as a cutting edge company.”

Tom Sikora, Vice President Sales & Marketing, HGI Company Inc.

Practical application of automation. 

manroland has developed high-quality Closed-Loop control systems for color and cut-off register. HGI Company Inc., the first printer in North America with a EUROMAN, banks on this technology. “We emphasize our ability to make rapid turn times through our automated color and folder set ups in comparison to our competition. Color control systems allow for less waste and time on press in addition to going proof less.” said HGI’s Vice President of Sales & Marketing, Tom Sikora.

The EUROMAN has dryers with optional thermal afterburner technology to achieve an especially high level of energy efficiency, without having to sacrifice quality or power. EUROMAN’s unique folding options allow the operator to shut down the cross-fold cylinder when it’s not needed to save energy and prevent wear. This is smart design for companies that not only need flexibility and quality, but are also thinking about the future of the planet.

It’s all about the makereadies. At HGI Company, EUROMAN’s automated features have allowed them to add heatset web capabilities to their printing facility without having to increase their labor costs.

Sikora remarked, “We feel that we have a tremendous advantage in our makeready speeds and plate change capability, this allows for competitive pricing while maintaining good margins. The single web also gives us the ability to produce high quality with less labor. HGI Company is constantly going from one format/trim size, (tabloid, standard, digest) without effort because of the folder automatic folder change and memory settings most printers want to produce fewer options.”

Diverse application possibilities
High quality at all speeds
Energy-efficient drying capabilities
Excellent folding quality
Efficient automation for color & cut-off register
Print Drives Marketing Results

...a proven fact based on the research findings communicated in our Print With Purpose campaign. Print With Purpose defines the role of print in our rapidly-evolving marketing landscape and demonstrates its positive impact on the bottom line. It’s a tool designed to provide insight and inspiration to decision-makers involved in choosing print and all who play a role in its creation and execution. To receive a copy, call 1-800-663-1813.
Matching color and keeping it consistent during the print run is one of the most demanding tasks for a printer. Visual judgment of a picture is influenced by each printer’s subjective color perception, and by differences in lighting and colors in the area where the printed sheet is inspected. These influences, along with the inherent variations of the offset process, lead to differences in the printed results.

Only measurement and regulating technology combined with standardization and control methods can help the printer to evaluate the print objectively and achieve results that are reproducible.

manroland’s ROLAND ColorPilot measuring device is guided by motorized rail or by hand over a print control strip and measures all the solid ink and tone value patches of the print control strip across the entire width of the sheet. After measuring is completed, the density deviations of all inking zones are displayed on the screen.

Based on this successful system, manroland has now taken the next technological step and introduced ROLAND InlineColorPilot for color control integrated in the press. InlineColorPilot measures ink density at full production speed without needing to pull sheets from the delivery. Density is measured in the relevant patches of the print control strips on the substrate using the standards known from ColorPilot.

Using a series of up to seven high resolution sensors, InlineColorPilot enables the complete print control strip to be measured after only three sheets, regardless of the number of inks printed. Because no sheets need to be pulled to perform a color analysis, the convenience and accuracy of InlineColorPilot is virtually unsurpassed. Unlike similar competitive devices, InlineColorPilot does not require movement, making it extremely low maintenance, and meets ISO requirements for measurement of wet ink conditions inside a press.

Faster regulation of color and earlier detection of changes in the press means less waste for the printer, and quality assurance methods integrated into the production process enable the print shop to verify its quality standards, for its own purposes, and for customers.

Intelligent Ink

With manroland’s ROLAND ColorPilot and ROLAND InlineColorPilot color measurement and calibration is done with ease. Using advanced CCI (Computer Controlled Inking) technologies, reproducible quality is achieved, every single time.
The Game Has Changed

In a world where superior technology is everywhere, having one or two unique features is expected of a press. The ROLAND 700 DirectDrive stands apart with an abundant selection of unique features, and the ability to combine them in ways which mirror the print industry’s requirement for flexibility, quality, and innovation.

The ROLAND 700 series of sheetfed offset presses have always been a leader in the area of providing a diverse selection of features. Introduced to the market as the press with “over 3000 possible combinations of options,” the ROLAND 700 has developed over the past seventeen years as the press to beat when it comes to performance and quality. Now, with the introduction to the market of the ROLAND 700 DirectDrive, additional innovation and flexibility have been added to its long list of qualities.

The ROLAND 700 DirectDrive is the first sheetfed press in the world with electronically single-driven plate cylinders. This multi-tasking function allows the press to perform three processes at the same time, including a simultaneous zero time plate change. Plates can be changed using the DirectDrive’s APL system (Automatic Plate Loading) during the ink run-up time on the press, ideal for shops that need to perform numerous short jobs throughout the day with a minimum of makeready time between runs.

The DirectDrive function of the Roland 700 DirectDrive is only the beginning of the story. From the console, the press operator can also electronically change or correct print length and start of print during production if needed, creating less waste, and reducing downtime to make adjustments.

The ROLAND 700 DirectDrive also provides options for manroland’s exclusive off-press makereadies with print-net, manroland’s award-winning CIM (Computer Integrated Manufacturing) system. Add manroland’s world-famous perfecting, coating, and sheet travel technologies to the mix, our unbeatable designs for infeed and delivery, and of course, manroland’s unmatched print quality, and this press gives new meaning to the word “Groundbreaking.”

No other sheetfed press on the market offers such a range of unique value-added features in one package. The ROLAND 700 DirectDrive is manroland’s answer for the players who want to win at the challenging and changing game of print.
The ROLAND 700 DirectDrive can reduce makereadies by up to sixty percent through the interplay of several different technologies. By combining directly-driven plate cylinders (allowing simultaneous plate-changes) and fully-automated plate loading (APL), the entire plate-changing process can be performed in concert with other processes.

"With the DirectDrive doing 10 plates at one time, we were achieving our makeready and run waste goals after only three months with a 50 percent reduction."

John Glick, Vice President of Sales, Central Florida Press

The configuration possibilities of the ROLAND 700 DirectDrive are virtually unlimited: four to twelve printing units, short and long perfectors, in-line configurations with coating modules and quality control systems. Its high substrate versatility also makes the ROLAND 700 DirectDrive the ideal press for paper and cardboard – especially with short runs.

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Single motor driven plate cylinders
Patented double clutch system to redirect powerflow
Real multi-tasking, simultaneous processes
Zero time plate change - NO additional time needed
Electronic correction of print length
Flexible start of print
PRINTVALUE. 1440° Service: Now That’s a Hot Hand.

Four 360° services, all aimed at making yours the perfect printing system: printservices®, printcom®, printnet®, and printadvice®.
"Understanding a printer’s challenge is what PRINTVALUE stands for. It is a comprehensive support program that is flexible and adaptive for any sheetfed, commercial web or newspaper environment,” states Vince Lapinski, manroland CEO.

manroland was the first press manufacturer to respond to the market early with an extended service portfolio to surround the customer with a comprehensive group of products they can count on for the entire life cycle of their press. What this means to our customers is they get the benefit of over 160 years of experience in the market, our research and development, and our technical knowledge, straight from the factory.

Perform at a higher standard. Today’s printing presses are expected to perform to a level never before seen. Downtime, waste, and energy usage must be minimized. Quality and speed must run at the press’ maximum capability. printservices is the portfolio of services to make it happen.

printservices includes training and certification, designed to utilize the potential of the people who run your pressroom, process analysis to provide your pressroom with the information you need to reach your performance goals. Service contracts, remote service, spare and wear parts, and even upgrades and retrofits allowing you to make the necessary technical modifications to react to today’s changing market conditions.

Perform consistently. Using tested and certified process-compliant system components provides a stable environment for your press to perform. That is why manroland printcom consumables are thoroughly tested in manroland’s own research and development laboratories, and through practical applications. Whether you are looking for blankets, lubricants, rollers, or wash, you can be assured we have an option for your press. Dependable and cost-effective consumables from printcom will minimize the downtime and increase quality on any press.

Perform with intelligence. Whether you are looking to integrate automated production in the world of Newspaper printing, increase efficiency with digital workflow in Commercial Web, or realize automated job preparation for a sheetfed pressroom, printnet has a solution. Creating maximum production transparency through realizing the future of print production with printnet can create new business models and create consistent and documented quality for your customers.

Perform at your potential. Whether you are analyzing your current organization or you are looking for advice on a new investment, printadvice provides customers with an umbrella of consultancy services guaranteed to deliver your ROI.

Today’s market requires printers to have tools at their disposal to differentiate them from their competition, and manroland’s PRINTVALUE products are designed to give our customers the competitive advantages they need to be successful.
Risks & Rewards

A good Project Management team can be the difference between your printing dreams becoming a broken promise, or making them a reality.

What is the difference between a successful project, which delivers on its promises and delivers the returns that we projected in ROI considerations, and a project that fails to deliver those returns? The answer: performance. But how can we assure that the performance is there upon startup as predicted?

An important key in this scenario is successful project implementation, and the way to achieve it is through professional Project Management. Machine manufacturing as well as the printing industry haven’t always been quick in adapting comprehensive project implementation practices. Suppliers were tempted to standardize not only the product but also the customer situation. Today, each project has distinguishing conditions and circumstances, and each customer’s expectations are unique. This reflects on the way suppliers interact with customers in order to successfully implement projects.

Often times, investments in new press equipment are the largest single equipment investments a print operation will make. In that sense, even a relatively small format press can be a large scale project for the printer, and must be implemented successfully.

Large scale project management is basically risk management. As business integration becomes more and more important, projects become more complex in nature. Complexity can come from a large scale job, but also from a high degree of technical complexity and workflow integration. With the growing technological complexities of today’s pressrooms, projects require a far greater level of skill and attention to detail.

Another key to project success is performance. Ultimately, what printers are buying when investing in new equipment is performance. The benefit of professional Project Management and successful project implementation is most apparent in an efficient press start-up. Efficient press start-ups minimize dysfunctional cost, and as a result help secure the financial success of a project.

A traditional way to look at projects is like a puzzle to be solved. However, large scale and complex projects are far more than just bigger puzzles with more pieces. Due to the growing level of workflow integration, a project can’t be looked at as an isolated entity. There are no edge-pieces of the puzzle that can guide us in the process of putting everything together. Rather than straight, clear cut lines, workflow integration presents us with many interfacing challenges, and a lot of grey area. Also, there is no picture on the box that illustrates how everything has to look at the end. Many deliverables of a project are functional, not hardware that you can touch or feel.

Print production brings along many variables that can influence the outcome of a production line. Uncertainty is a fact of complex production systems, and Project Management allows printers to embrace uncertainty, and manage it.

Key Success Factors to Project Management:
- Early integration in the pre-contract phase,
- Ensure that proposed solution is the customer’s best choice

Customer Oriented Project Management:
- Deals with complexity
- Reveals bottlenecks earlier in the process
- Increases transparency of processes and costs
- Minimizing dysfunctional cost; this starts in the earliest stage by choosing the right equipment and implementation path, to achievement of full performance level.
- Facilitates the development of solution proposals and supports decisions on the upper management level
- Bridges functional department limits, and supplier complexity

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- by Kai Schüler, Director
Web Project Management, manroland Inc.
The Future has Arrived.

The next step for Web Printing is a “One Touch” solution. manroland is meeting that challenge with autoprint.

**The Vision:** Printing on even the largest-scale web printing operations, at the push of a button, with only one operator, at only one control console.

**The reality:** At the press of a button, tasks are performed that previously required countless separate actions: for makereadies, production changeover, printing and maintenance. With manroland’s autoprint Web presses, full automation is within your reach, and no longer just a dream for the future.

Modular operating concepts, substantially reduce makeready processes, such as APL logistics, which is included with COLORMAN autoprint presses at locations in Germany. APL logistics operates under the printnet workflow system. In either the control console area or the CTP room, plates are scanned by the PlateScan allocation control, then automatically transported via rails to the robot arm in their proper press location where “APL” immediately puts each in-place.

Also, the QuickStart software program optimally presets the press for each run, eliminating the need for the operator to habitually interact with ink key settings. This brings the press ‘on edition’ very fast, typically within approximately 200 copies. In addition to software, QuickStart includes on-site manroland training to help print operations adopt new practices and become more proficient at reducing waste.

Sams remarked, “manroland has demonstrated that autoprint delivers in the three most critical areas for news operations today — enhanced print quality, waste reduction, and automation — from prepress to finishing. And it does so like no other press on the market.”

Or to put it in other words: the vision of automated printing is becoming a reality.
News Briefs

PowerPrinters Certification Training Course

PowerPrinters Certification offers a comprehensive training program that focuses on developing press crews in the areas of the printing process and press operating techniques. The structured education program has several levels; each one building on the previous course, ensuring that the trainees learn the suitable skills for their level of knowledge. “The content of the Certification course is focused to the printing process, not a specific press type such as manroland for example,” states Jason Elliott, Director of Service Support Operations “This provides us a lot of flexibility to offer the program to manroland or non-manroland accounts and continue to build our reputation as being the high performance business partner.”

ProServ Preventive Maintenance

Your pressroom is the engine that drives your business. It helps you beat your deadlines. It energizes your customer relationships. It powers your profits. You can’t afford for it to falter. That’s why it’s so important to protect your investment in technology with timely preventive maintenance. manroland makes it easy with ProServ. ProServ gives you a choice of four preventive maintenance plans, each more intensive than the next. The result: you can select precisely the level of coverage you require, and budget it with an annual fixed-price payment. Every ProServ plan begins with a safety check, then goes on to ensure that your manroland presses are at their peak productivity and capable of delivering the highest print quality, consistently and reliably. So your clients are never disappointed and your profits never stop growing.

printcom Certified Consumables - Blankets

printcom blankets are specifically designed to maximize press speed and achieve the highest quality. Their buffed surface provides superior solvent resistance while reproducing precise halftones and full solids.

Our revolutionary surface also leads to improved plate wear resulting in lower waste, improved productivity, and fewer costs related to reproducing printing plates. Blanket washing time and intervals are also significantly reduced leading to lower operating costs and reduced waste.

printcom’s enhanced compressible layer minimizes gauge loss, provides superior rebound properties, and excellent smash resistance, extending the life of your blankets.

Order our certified consumables online at: www.manrolanddirect.com

ROLAND 50

A ROLAND 50 is larger than meets the eye. manroland’s first printing press in 36/52 format, the ROLAND 50 is equipped with double-size printing cylinders and transferers. The small format press even proves its true size with its delivery. Even though it’s a small format press, the ROLAND 50’s delivery is still over 27.5 inches deep.

The double-size printing cylinder (a principle derived from the medium and large formats) and the double-size transferer enable contact-free sheet travel. This is especially important for thicker materials. Smooth sheet travel also contributes significantly to mark-free sheet travel.

Basically, with the ROLAND 50, you are getting all of the advantages of manroland’s medium and large format technologies in a smaller package. And when you include our integrated PressPilot technologies, that’s really saying something.

ROLAND 200

Totally redesigned from its predecessor, the new unitized ROLAND 200 is frequently called upon for two- and four-color printing of high-quality catalog/sell sheets by commercial printers and form printing by in-house printing departments at universities and governmental entities.

The press has been designed to meet the needs of the rapidly growing number of printers entering the four-color market. It also is frequently selected as a supplementary press for larger press equipment. Printers who want an easy-to-use four-color press that offers fast setup and easy runability without extensive operator involvement often look to the Roland 200 because it offers all of these benefits and much, much more.

ROLAND 900, 900XXL

With comparable makeready times, this highly automated large-format press produces considerably more multiple-up images than presses in smaller format classes.

The more options you have, the more orders you can obtain. With the ROLAND 900 you can specify your own product portfolio. Substrate versatility ranges from the thinnest paper to the thickest carton. Thanks to the relatively flat sheet travel path, even stiff substrates can be printed safely and in high quality.

QuickChange and Inline options are in abundance with the ROLAND 900. QuickChange Coating, QuickChange Clamp, and QuickChange Surface are all designed to save time in the pressroom, and Inline-Backprinter, InlineSheeter, and InlineSlitter all open up new worlds in money saving paper use and reduced waste.

But just because this big press is efficient doesn’t mean it skimps on quality. The combination of premium-quality drive gears and hydro-damping, plus a longitudinal shaft for presses with five or six print units prevent play in the gear teeth which ensures outstanding printing quality. The ROLAND 900 and 900 XXL carry manroland’s name and our reputation for performance in the pressroom.
What really stands out is its ability to bring in new creative work.

With manroland’s Inline Foiler freedom of expression is unlimited. Creative minded clients can now realize what they visualize with spectacular images created with ink over foil. With the Inline Foiler you’ll challenge your clients’ imagination with virtually no color limitations to produce the highest possible resolution graphics with perfect registration at production speeds up to 16,000 sheets per hour. It’s one more way manroland’s Inline performance solutions can bring in new clients and even more work from your existing ones. WE ARE PRINT®