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Successful Muller Martini Presentation at the Printing United Expo in Dallas

The latest Finishing 4.0 solutions presented by Muller Martini at the Printing United Expo at the Kay Bailey Hutchison Convention Center in Dallas, Texas (USA) attracted substantial interest from a large number of visitors to the trade fair.

Using four print finishing systems designed for digital printing – the Presto II Digital saddle stitcher, the VBA endsheet feeder, the Vareo perfect binder and the InfiniTrim three-knife trimmer – Muller Martini gave a number of live demonstrations under the motto “Experience the Magic” to show how important of Finishing 4.0, zero make-ready, touchless workflow, high size variability and book-of-1 production are for bookbinderies in daily practice.

*Visitors to the Printing United Expo in Dallas were able to discuss a wide variety of topics with the entire Muller Martini team.*

“Our professional presentation was an ideal opportunity,” said Thomas Krischke, President and CEO of Muller Martini North America, “for us to give many visitors to the trade fair a closer look at our Finishing 4.0 philosophy, showing them that a fully automated production control system and touchless workflow substantially reduce manual interventions and that selective perfect binding of hybrid products using offset and digitally printed signatures is much more cost-efficient thanks to the barcode control system."

Muller Martini produced a number of different products live at its stand with variable page counts and variable content for a wide variety of market segments. In addition to the demonstrations, the traditional Blue Hour was also popular, giving visitors – which fortunately included a number of decision-makers – the opportunity to talk about a wide variety of topics related to the graphic arts industry with Thomas Krischke and the entire Muller Martini team of sales managers, product engineers and service technicians.

Andy Fetherman, Vice President of Sales and Technology at Muller Martini North America, also demonstrated his specialist knowledge at two well attended panel discussions entitled, “Book Industry Update: Digital Printing, Print Finishing Options and More” and “Developments in Print Finishing and Commercial Printing.”