Media information

Date 08.11.2022

No. PI 2349

Number of characters 1748

Contact Müller Martini AG

 Untere Brühlstrasse 17, 4800 Zofingen/Switzerland

 Phone +41 62 745 45 45

 info@mullermartini.com, www.mullermartini.com

A Second Vareo PRO for Sungwon Adpia

By investing in a second [Vareo PRO perfect binder](https://mullermartini.com/en/products-en/softcover-production/perfect-binding/vareo-pro/) from Muller Martini, South Korea's first web-to-print print shop, Sungwon Adpia Co., Ltd. in the capital city of Seoul, is aiming to increase not only productivity but also the quality of its softcover products.

Since last December, Sungwon Adpia, which was founded in 2004 and employs around 300 people, has been relying on a Vareo PRO – in addition to a Eurobind 600 – and, according to Deputy General Manager YounHee Lee, has had very good experience with it. It will soon be joined by a second Muller Martini perfect binder of the same type with PUR nozzle gluing and glue application control – as a replacement for a model from another manufacturer.

*YounHee Lee (Deputy General Manager Sung Won Adpia): "We will additionally increase our productivity with a second Vareo PRO."*

YounHee Lee leaves no doubt as to why the company plans to use a Vareo PRO duo in the future for its perfect-bound catalogs and brochures printed in offset and digitally, with run lengths ranging from 100 to 20,000 copies per job. "Because our first Vareo PRO is proving to be extremely efficient and easy to operate, we will further increase our productivity with a second Vareo PRO." Especially since both perfect binders are linked inline with an [InfiniTrim three-knife trimmer](https://mullermartini.com/en/products-en/softcover-production/trimming/infinitrim/) from Muller Martini. "This further accelerates our barcode-controlled workflow," says YounHee Lee.

The plan is to put the second Vareo PRO into operation next November. A [Primera PRO](https://mullermartini.com/en/products-en/stitching-systems/saddle-stitching/primera-pro/), also from Muller Martini, started production at Sungwon Adpia back in August in order to be able to produce more efficiently in saddle stitching as well. The Primera PRO will then keep a BravoPlus Amrys company.