



10.10.2018 / Volker Leonhardt

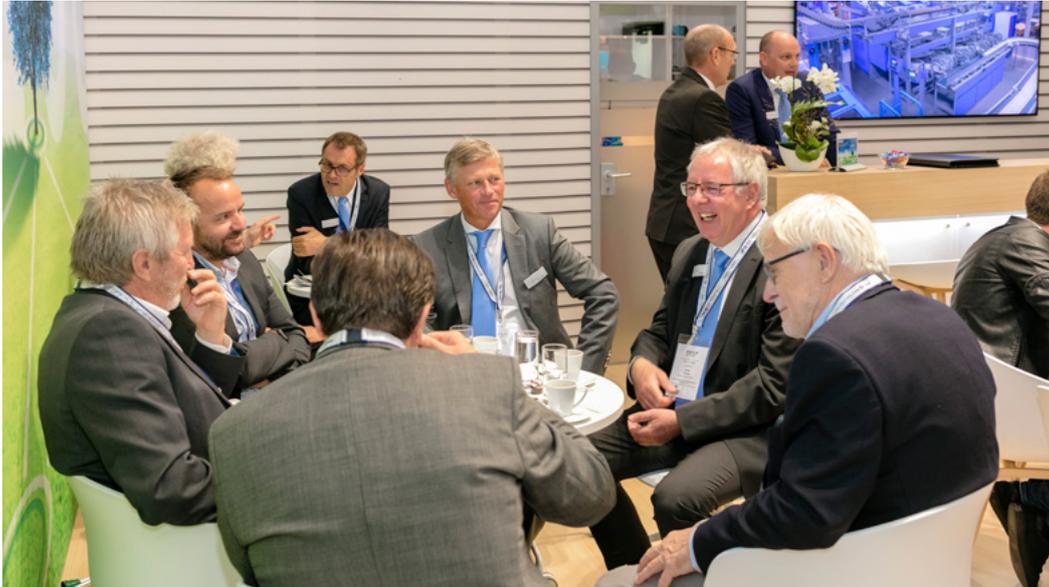
## IFRA – Muller Martini Booth Attracts Large Numbers of International Visitors

**My experiences of the first two days of IFRA have been thoroughly positive – an excellent visitor response, large numbers of international customers and numerous interesting discussions.**

Muller Martini has every reason to be satisfied with the first two days of the IFRA World Publishing Expo & Digital Content Expo at Berlin's ExpoCenter City. The main topics of conversation at our booth include, in addition to investment projects, also retrofit and life cycle management, with the clear aim of making production more cost-effective.

The importance of IFRA (which remains manageable thanks to its compact size) as the leading trade fair for the newspaper industry is underlined by the fact that so many company owners, CEOs, chief technical officers and technical directors have made their way to our booth. Key questions, concerning not only here and now but also the future, call for an executive presence, which gives us the opportunity to talk to the people making the decisions. I've been particularly impressed by how many newspaper professionals from Asia have traveled to Berlin for the occasion. That's remarkable given that the three-day 2018 WAN-IFRA India Conference took place in the Indian city of Hyderabad just a fortnight ago.





Key questions, concerning not only here and now but also the future, call for an executive presence.

Two of the many topics that we will continue to discuss with our customers at our booth until tomorrow (Thursday) have clearly gained in significance in recent years. Virtually every newspaper producer is addressing the question of retrofit and the life cycle management of their systems. As we are demonstrating at the trade fair, Muller Martini has just the right answer to that key topic with its MMServices program. We ensure the long-term efficiency of systems, optimize operating costs and extend the life-time of equipment by means of manageable investments.

The aim of a retrofit program, higher degree of automation, workflow optimization or improved process control planning is always the same: increasing the efficiency of systems in order to leverage the cost-saving potential. Investments in the mailroom are designed to connect the individual work steps, with the resulting cost savings helping to compensate, for example, for the recent sharp increases in paper prices.

### »Finishing 4.0: Advanced Inserting, Zoning and Workflow Optimization.«

Muller Martini Motto

Under the slogan of “Finishing 4.0: Advanced Inserting, Zoning and Workflow Optimization”, we are showing visitors to our booth what that means. Finishing 4.0 in the mailroom means fewer manual interventions, an increase in automation and optimization of inserts (especially in view of increasingly small zones, which is a hot topic for the successful German weekly papers and advertisement papers), optimization of logistical processes and seamless reporting (as enabled by Muller Martini’s Connex.Info data and process management system).

Workflow solutions are key – since the publishing house and production locations of newspapers are often geographically separate due to consolidations, partnerships and mergers, connectivity with high-level management information systems (MIS) is of key importance, right from the allocation of inserts at the feeders of the inserting systems.





Muller Martini is demonstrating at IFRA how you can strengthen your position on the inserts market with an optimized workflow.

As “**your strong partner**” our mailroom experts will also be available tomorrow (Thursday), on the last day of IFRA, to explain how you can strengthen your position on the inserts market with the help of an optimized workflow. We look forward to seeing you there!

Kind regards

Volker Leonhardt,

Head of Marketing and Sales at Muller Martini Print Finishing Systems AG

