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A new Vareo perfect binder for future managers in the graphic arts industry

Students at Hochschule der Medien (HDM) in Stuttgart, Germany, can now make their first experience of softcover production on a Muller Martini Vareo perfect binder and gain an insight into the growing importance of run-of-one production.

In my long career at Muller Martini, I have had the pleasure of speaking to a specialist audience about the current challenges facing the graphic arts industry and presenting Muller Martini's solutions on several occasions. I am always particularly delighted to give talks to young talent, as they represent the future of our industry. This was the case recently at Hochschule der Medien in Stuttgart, where Muller Martini officially handed over a Vareo perfect binder to Germany's leading training center for print and media specialists.

Almost 100 students, together with their Professor Dr. Volker Jansen, Rector Professor Dr. Alexander W. Roos and Dean Professor Dr. Edmund Ihler, did not want to miss the opportunity to witness the official inauguration of the compact all-rounder for perfect binding live in the HDM finishing hall. The fact that many of the attendees filmed the machine demonstration with their mobile phones shows how much interest the audience at the Stuttgart premiere showed in the Vareo.





Two of the students, Jessica Worms (studying advertising and marketing communication) and Sarah Weissbeck (studying printing and media technology), gave an impressive presentation on how our three-clamp Vareo perfect binder plays to its strengths, in particular, for run-of-one products. The [Vareo](#), which is predestined for both offset and digital production has already been installed around 200 times worldwide since its launch three years ago, making it a real success story. As part of their training course, they took a critical look at the issue of waste and produced a fully variable softcover book printed on an HP Indigo and produced on the Vareo with the title „fræsh“. The pictures and associated slogans alternate on each page. This made each of the 400 books unique - variable data printing and finishing 4.0 in its purest form.

About Hochschule der Medien in Stuttgart

[Hochschule der Medien](#) is a state university (sponsored by the state of Baden-Württemberg) and trains specialists in all aspects of the media. It covers all media areas – from printing to the internet, design to business administration, library science to advertising, media content to packaging technology, computer science to information science, through to publishing and electronic media. Currently, 5,000 students are enrolled on around 30 Bachelor's and Master's degree programs.



“It is our clear objective to always be at the forefront of technology,” said Dr. Alexander W. Roos at the Vareo inauguration in Stuttgart. “With the new perfect binder, we’re proving this in the production of run-of-one books.”

Ihr
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