



“We Needed an Additional Line for Selective Binding”

ProBind Mohn Media Binding GmbH had planned to primarily use its new Primera C160 as an additional saddle stitcher for selective binding. However, now that Der Spiegel is wire-stitched in Marienfeld, the Primera is now also used to make Germany's leading news magazine on one day a week.

► The volumes that are printed and processed into logs using a Muller Martini system at MOHN Media Mohndruck GmbH, before being finished at ProBind in Marienfeld just under 15 kilometers away, are impressive.

660 Million Products

In addition to 330 million softcover telephone books, catalogs and magazines, which are bound using several Corona lines from Muller Martini, the company also saddle stitches some 330 million print products annually, with a slight upward trend in recent years.

Besides the half run of Der Spiegel for northern Germany, ProBind stitches numerous other magazines and catalogs with run sizes ranging from 30,000 to over one million copies. While the majority of its cus-

tomers for the roughly 80 magazine titles are based in Germany, the telephone directories and catalogs are predominantly delivered abroad.

Selective Binding Is In Fashion

“Since the catalogs we produce often have different covers and inserts, are personalized inside/outside and addressed, we needed a third line for selective binding to supplement our two Tempo 22s and replace an aged saddle stitcher 300,” explains Chief Production and Technology Officer Roland Witte.

Gerhard Klenner, Technology and Maintenance Manager, explains that the company chose the Primera C160 from Muller Martini “because we want to produce more cost-effectively, i.e. have quicker changeovers and process runs at a higher

1 From left: Sero Ince (machine operator), Roland Witte (Chief Production and Technology Officer), Michael Blanke (Plant Manager), Gerhard Klenner (Technology and Maintenance Manager), Ralf Hagenlücke (Technology Manager) and Reinhold Achnert (Sales Manager at Muller Martini Germany) in front of the new Primera C160 saddle stitcher at ProBind in Marienfeld.

2 From the Tempo 22 through the Supra to the Primera, machine operator Sero Ince feels equally at ease with all Muller Martini saddle stitchers.

3 Up to four inserts can be inserted inline and offline using the SITMA inserting machine M3.

4/5 Both the signatures (left) and the covers are fed to the new Primera C160 saddle stitcher using stream feeders.

speed". In addition to a cover feeder, eight flat pile feeders, two merchandise tippers, Asir 3 automatic signature image recognition, stream feeders for all feeders and a large monitor display, the extensive saddle stitching line includes a SITMA inserting machine M3 for up to four inserts, a Cheshire addressing system and two Robusto compensating stackers, one downstream of the Primera and one downstream of the SITMA.

Friday Is Der Spiegel Day

ProBind, which was established in 1999, employs around 500 people and operates almost 24/7, commissioned the new saddle stitcher before the company, which belongs to the Arvato/MOHN Media Group was awarded the major contract for production of Der Spiegel. Naturally, the Primera C160, together with the two Tempo 22s

and the Supra, is now also used to stitch the news magazine.

The production of Der Spiegel, which has been published on Saturdays for a few months now, is highly complex. The magazine is printed each Friday with a lead time of a little under 24 hours. With up to four inserts that vary by geographical destination and a label on the front page with each subscriber's address, to which Der Spiegel is delivered on Saturdays, production is highly challenging.

Double Production Boosts Productivity

While Friday is the new Primera C160's Der Spiegel day, on the other days of the week it can be used for the jobs it was originally intended to perform, in three shifts as for production of Der Spiegel, to the satisfaction of Plant Manager Michael Blanke: "Our new saddle stitcher from Muller Martini is

unrivaled in this segment. We benefit not only from the considerable size flexibility, but also from the fact that we can use the Primera in double production, enabling us to increase our productivity still further."

Witte also emphasizes another advantage of the recent investment: "We're highly familiar with Muller Martini technology so it's easy to make switches as all 40 of our machine operators can operate the two Tempo 22s, the Supra and the Primera. That, of course, also contributes to a greater output. We need such higher productivity in view of the current print finishing prices."

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