



News service MAN Group

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MAN Roland: Success in digital printing – Al Ghurair ordered DICOWeb

One of the largest print companies in the Middle East, Al Ghurair Printing in Dubai, is investing in a DICOWeb from MAN Roland. The order was realized at drupa 2004. Facing the demand for short print runs and the need for faster turnaround times in their magazine and commercial print production, Al Ghurair Printing wants to improve its profitability by going into digital offset printing.

Al Ghurair is a family-owned, highly diversified group based in Dubai, United Arab Emirates, with diverse business divisions such as real estate, oil refinery, food production and print. The group employs a staff of 18,000.

The printing division, Al Ghurair Printing & Publishing Co. LLC, produces a vast range of products, ranging from text books to monthly and weekly magazines, daily newspapers, directories and advertising work. A large proportion of their production goes to export markets in the UK, Europe and Africa. They are the largest textbook publisher in the region printing for Qatar, Saudi Arabia, Oman and other countries in the region as well as for African countries, and lately also for Iraq.

Al Ghurair have constantly been modernizing their operation, mainly in the fields of pre-press, database publishing and finishing; and in printing, a ROLAND 710 has just been installed. At drupa 2004, they now decided to go into digital printing with MAN Rolland's DICOWeb.

The DICOWeb will be used for shorter print runs of magazines, advertising, general commercial work and direct mails. As schools curriculums are constantly widened, also text books are now going into run lengths below 10,000 copies and can therefore be printed more economically with the DICOWeb.

Achieving shorter turnaround times is another goal that Al Ghurair wants to reach with the DICOWeb. An interesting and growing application in this context are publications for exhibitions. As there are over 50 exhibitions per annum in Dubai, print work like daily magazines or newsletters in short runs are an attractive business, however extremely short deadlines have to be achieved.

Khalid Abdulla Al Ghurair, the visionary Managing Director of Al Ghurair Printing & Publishing Co. LLC, says: "Our print runs are constantly getting shorter, and publications are getting more diversified. We found that the DICOWeb is ideally suited to complement our existing presses for these applications."