



News service MAN Group

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MAN Roland Takes Stock of its drupa Results: New Orders Exceeded Expectations

Discussions about new applications, automation and added value dominated drupa 2004. "It was very apparent that our solutions for these areas, along with our innovative product range, have convinced customers from all over the world" is how MAN Roland's CEO Gerd Finkbeiner summarised the company's successful drupa on the last day of the show. He announced that orders booked at drupa amount to EUR 470 million.

Different approaches and courses of action must be aimed at bringing the focus of industry efforts back onto the added value of print products. And this includes developing additional business ideas by offering a wide range of applications. Otherwise one is often faced with the paradox of good turnover but poor profitability. "Things are not yet good," remarked Mr. Finkbeiner, "but we have generated positive vibes by showing our customers many innovations and developments that can benefit them and their customers in turn. At drupa 2004 we've done everything in our power to strengthen print so that optimism returns to the industry after three years of recession. And so all of us at MAN Roland are very encouraged that the show has been a success for us, with orders booked at drupa amounting to EUR 470 million which is well above our moderate expectations."

The international printing industry met at MAN Roland

The expectations for drupa were not only exceeded in terms of sales but also regarding the number of visitors and the interest shown in PrintCity in Hall 6. MAN Roland has reaped the benefits of an intensive and systematic market programme based upon more than 70 product innovations and has a long list of projects to work on in months to come. The proportion of highly-qualified decision-makers among the some 395,000 visitors was higher than at the last drupa four years ago. Around 70% or almost 280,000 visited PrintCity in Hall 6 where they saw the MAN Roland exhibits. And PrintCity was the busiest hall at the show, with the world's most modern printing plant spread over 16,000 square metres most convincingly demonstrating the concept of networked production in a real-life situation. The proportion of international visitors was just below 60% and they came from all regions of the world. All business units received orders from all continents – among other places from Argentina, Mauritius, the United States, Japan, China and Korea, right through to the Asian regions of Russia.

A major attraction: total integration with printnet

The fascinating presentation in the Integration Center was rewarded with many positive reactions. Visitors could see and easily follow how the jobs produced here by the PrintCity partners ("PrintCity Connection", "Nasty Beast", "Print Works") were planned, controlled and monitored through all stages starting with data acquisition from a Management Information System and proceeding through prepress, press and postpress.

Inline solutions for added value in sheetfed printing

Orders from 36 countries were spread over MAN Roland's entire range of sheetfed presses in small, medium and large-format: the ROLAND 200 in the drupa "Special Edition" dark-red design, the ROLAND 300, 500, 700, right up to the ROLAND 900 in XXL format which will in future be the first modern large-format press to produce standard and Citylights posters in



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Poland among other places. Visitors from Eastern Europe showed a great deal of interest in MAN Roland products and placed many orders. The medium-format ROLAND 700 models, including special configurations for inline embossing and perforating, or cold-foil laminating with the ROLAND InlineFoiler PRINDOR system, or the widest variety of coating applications, are in great demand. And innovations such as QuickChange considerably reduce makeready time as well as boosting productivity with the frequent job changeovers necessitated by short run, just-in-time deliveries. MAN Roland also presented technology of the future in the form of **direct drive** for sheetfed presses, the first manufacturer to offer this feature.

Web offset printing: high-performance products and superior project competence

Numerous orders for ROTOMAN and LITHOMAN presslines in 32-, 64- and 80-page formats underline the market relevance of commercial web offset printing in general and the growth opportunities for High-Volume printing in particular. PMP Printing of Australia ordered six LITHOMAN presses in one hit, a decision that typifies the future-oriented investment programme of the biggest commercial web offset printer in the Southern Hemisphere. MAN Roland, the world's leading manufacturer of web offset presses, also reported numerous sales of all its newspaper press models. These are configurations customized to suit each user's specific requirements. The **DICOWeb** attracted a great deal of attention, and one of these plateless digital presses was sold to a leading company in Dubai, Al Ghurair, where it is to produce textbooks and other teaching materials. At this JDF drupa 2004 the DICOWeb was on display as a symbol for totally integrated printing.

Services: added value as a key competitive factor

MAN Roland's range of services plays an increasingly important role for supplier and customer alike. Life Cycle Management for instance is a key factor for pressline dependability over its entire lifetime. Consumable materials optimised for use on the press assure top print quality and high net output. New service products such as TelePresence provide the fastest possible online support when service is needed, plus preventive maintenance using the very latest diagnostics systems.