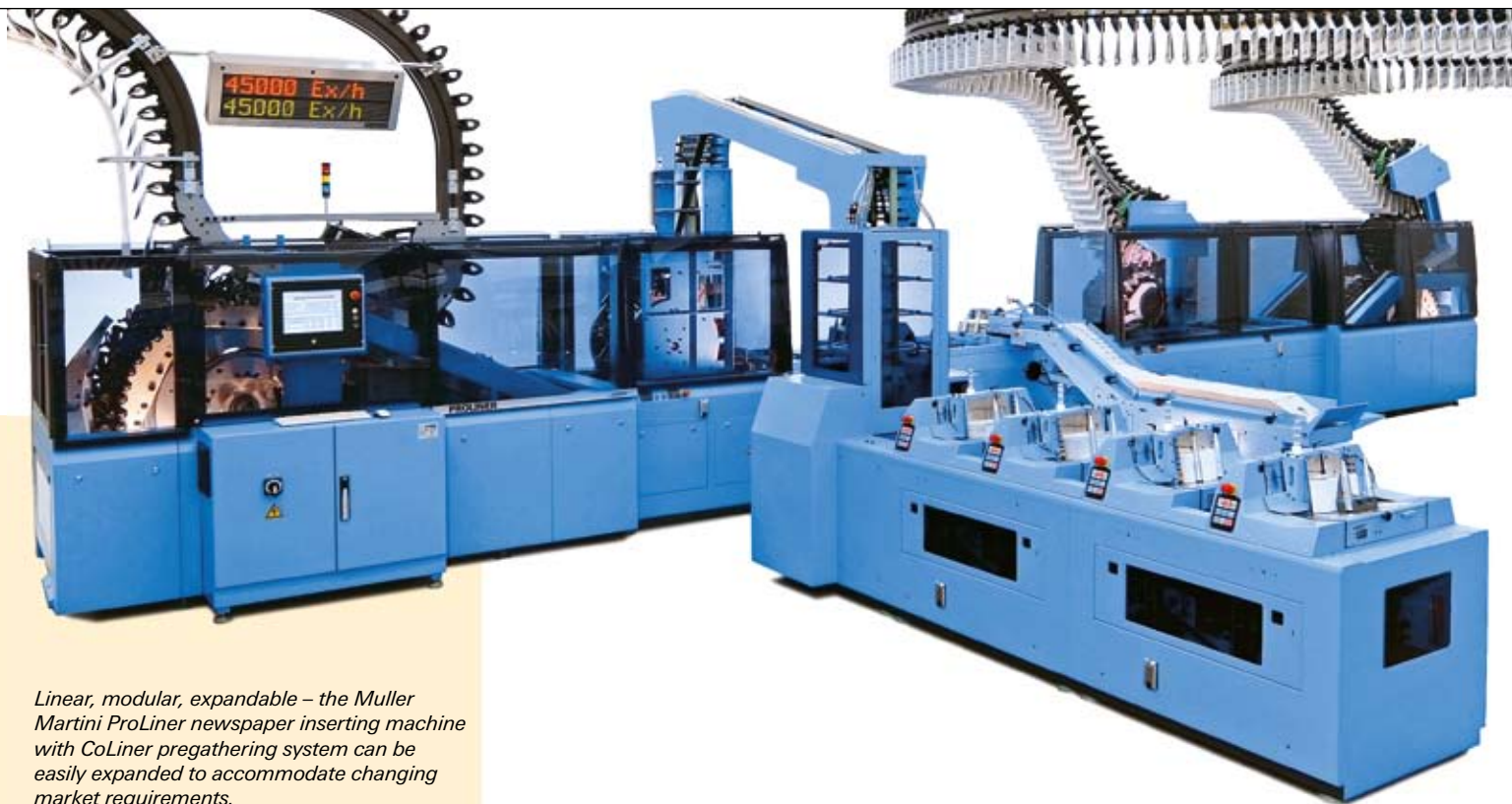


Muller Martini Inserting Machines: Linear, Modular, Expandable

Linear and modular newspaper inserting machines such as the Muller Martini ProLiner play to their strengths in daily production – particularly in the printing of weekly newspapers and advertising journals. They also have the facility to be easily extended to accommodate changing market requirements.



Linear, modular, expandable – the Muller Martini ProLiner newspaper inserting machine with CoLiner pregathering system can be easily expanded to accommodate changing market requirements.

► With a total volume of six million copies per week – of which 2.5 million are printed at the plant in Meckenheim, North Rhine Westfalia and 3.5 million are printed for the former East German states at the Weimar site in Thüringen – Schenkelberg print and media house is one of the largest producers of advertising journals in Germany. Schenkelberg prints just under 80% of this for external publishers; only a fifth is in-house material. The insert business is key to the recipe for success. Each newspaper contains anything from 1 to 16 inserts, practically all of which advertise commercial products, ranging from individual flyers to stitched brochures.

The inserts are mainly delivered on pallets. However, managing director Dieter Schenkelberg is particularly proud of an insert design created in house: Schenkelberg is the only newspaper printing house in Europe to print a gatefold newspaper, which is an incredible 126 centimeters wide when unfolded. This can also be printed in-line, as its own bind, in the newspapers.

Lots of inserts – all in one go for the ProLiner

According to Dieter Schenkelberg, the number of inserts has “grown considerably in recent years. And we are also expecting to see another increase this year, despite

the current economic crisis.” In order to prevent insert bottlenecks on peak days, his company is investing in both a 3-year-old drum solution and a new ProLiner that features 16 insert stations as well as two NewsStack stack formers, top sheet feeders, cross strappings and the Mailroom Production Control (MPC) management system at the Meckenheim plant.

For operations manager Matthias Mertens, numerous factors prompted the decision in favor of Muller Martini for the second newspaper inserting system, which goes into production in June: “As we are predominantly contract printers, we do not simply need to meet the production re-



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1 Special insert: The gatefold newspaper from the Schenkelberg print and media house is an incredible 126 centimeters wide. From left: Matthias Mertens (operations manager), Dieter Schenkelberg (managing director), Michael Tenbeitel (Muller Martini Germany, branch manager of Neuss).

2 With a weekly total volume of some six million copies, Schenkelberg print and media house is one of the largest publishers of advertising journals in Germany. Each newspaper includes anything from 1 to 16 inserts.

quirements of our customers; we also need to meet their demanding deadlines. The flexible ProLiner solution helps us achieve these goals – what’s more, it also offers substantial benefits when dealing with lots of inserts with a wide range of formats. The MPC also helps us to meet our customers’ diverse insertion requirements and allows us to work with a huge variety of structures. Because we have such a large number of zones, we have to do a lot of preparation work and thanks to the new software we will speed up significantly.”

Growing With the Market Thanks to Modular Systems

Schenkelberg print and media house is not only focusing on the present, it is also casting its eye to the future. “We must be equipped for the future and be ready to respond to increases in capacity at any time,” explains Mertens.

As Volker Leonhardt, Head of Marketing at Muller Martini Mailroom Systems AG in Zofingen, Switzerland, explains, this is where the ProLiner really comes into its own: “Modular systems enable correct investments to be made at any time, as everyone knows that high investment protection is crucial, particularly in capital-intensive system construction. In line with current production requirements, the ProLiner can be configured using a certain number of feeders and can then be expanded at a later date to accommodate increasing volume.” This way customers can grow with



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the market – true to the Muller Martini motto “Grow with Flexibility.” They can also adjust and expand the ProLiner at any time to meet new requirements, thereby making the right investment at the right time.

“The Operator Can See What Is Happening”

It’s clear that linear systems, such as the ProLiner, facilitate later expansion of the line, and Volker Leonhardt is positive that it also provides four other crucial benefits for production that is subject to increasingly tight deadlines:

- ▶ Firstly, the linearity enables you to gain an optimal overview of the process – the operator can see exactly what is happening, which is particularly important when remedying any faults.
- ▶ Secondly, along with our pocket(-opening) principle linked to our linear sys-

tems, this ensures a high level of production reliability because inserts cannot fall out and the product is processed in a more gentle manner.

- ▶ Thirdly, the amount of maintenance work required is minimal, thereby ensuring high availability. This is thanks to the fact that there are few moving mechanical parts, apart from in opening mode.
- ▶ Lastly, it facilitates insert logistics, as the feeds are operated from both sides, allowing the next job to be prepared ‘on the fly’.

One aspect that, according to Matthias Mertens, also plays a vital role at Schenkelberg print and media house is: “In light of our numerous zone and edition changes, it is vital that we lose as little time as possible between individual products.”

ProLiner New with CoLiner

The new CoLiner pregathering system is the perfect match for the linear and modular inserting machines that are traditional at Muller Martini (AlphaLiner, NewsLiner, ProLiner, various SLS models). It can be easily docked to the ProLiner inserting line and provides maximum flexibility in the smallest of spaces.

A major benefit of the CoLiner is that it cuts newspaper printers’ operating costs thanks to only being activated when it needs to be used; this reduces wear and

energy consumption. The second: Thanks to its lateral integration into the inserting line, it eases the burden of all-too-present tight space requirements. The CoLiner is also linear and modular and can be expanded similarly to the main line if required.

The first CoLiner in the world is in use at Kieler Nachrichten, together with a new ProLiner and three existing NewsLiner A inserting systems. “Due to the market requirements and tighter deadlines, we decided in favor of expanding our inserting

capacities,” says Sven Fricke, Technical Manager of Kieler Zeitung GmbH & Co. Off-setdruck KG in Kiel. According to Fricke, the decision came about after in-depth testing of the ProLiner with CoLiner: “We think that this solution best meets our requirements thanks to its modularity – especially as with the CoLiner we see the opportunity to extend our existing machines.”