

Installations

Rotolito Lombarda increases capacity for European-wide services

The Italian publishing and commercial printer has installed a MGI JETvarnish 3D as part of a wider technology investment enabling the company to enhance its growing European publishing customers experience

Posted by staff on 11 September 2014 in Market · 0 Comments

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Italian publishing and commercial print supplier, Rotolito Lombarda, has completed installation of an inkjet technology based finishing system, the MGI JETvarnish 3D with I-foil. This latest addition to the company's production site in Cernusco Sul Naviglio, Milano – Italy, is the third significant technology investment in less than a year, following the installation of an HP T410 Inkjet Web Press and an HP Indigo 10000 Digital Press.



The investment in the MGI JETvarnish 3D is aimed at enabling the company to offer its growing European publishing customers a means to add value to digitally printed publications, for increased product differentiation and higher

profit margins. The MGI system will allow Rotolito Lombarda's customers to include special effects on the pre-printed sheets, such as spot varnish, hot foiling, embossing or 3D effects with three different levels of thickness, ranging from 8 to 100 microns.

Adam Phillips, UK business development director at Rotolito Lombarda, says, "The UK publishing industry is highly competitive and as such, publishers are looking for new ways to add value to products and ensure they stand out on the shelf. This new digital finishing system, in addition to our existing, traditional varnishing systems for offset printing, offers them a way to achieve this.

"Our continued investment in cutting-edge technology, combined with our market-leading approach to customer service and product quality, fuels our rapid growth in the UK market."

Rotolito Lombarda has also begun installation of its new manroland LITHOMAN IV press, enabling it to increase production capacity to meet European-wide demand for its products, as well as maintain its high-quality, quick turnaround service.



"At Rotolito Lombarda, we are always focused on continuous innovation and ensuring that our growing global customer base benefits from our extensive, head-quarter production facilities," says Paolo Bandecchi, president and CEO, Rotolito Lombarda. "By installing the latest printing and finishing systems, our customers, wherever they are in the world, can streamline their supply chains by using one supplier to fulfill numerous print jobs, confident that they will receive a consistently high-quality product and service."

The manroland LITHOMAN IV press will be dedicated to the production of magazines, books and commercial flyers and will be in operation by the end of October.

"This latest press installation will allow us to take on more jobs and deliver them in a shorter timeframe. By maintaining a fast, responsive service, we can help our customers take their book and magazine products to market faster or benefit from being able to develop time-sensitive marketing campaigns, which include high-quality printed collateral," says Bandecchi.

This new press will be the seventh web press in operation at the Cernusco sul Naviglio plant of Rotolito Lombarda. Other presses include: a second manroland LITHOMAN 48 pages, two manroland LITHOMAN 72 pages, two KBA 618 48 pages and a Mitsubishi 48 pages. Rotolito Lombarda's offset fleet now includes 10 sheetfed and 14 web presses.

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