

FOUR LARGE CHINESE DAILIES IMPROVE QUALITY BY Q.I. PRESS CONTROLS' COLLABORATION WITH GOSS CHINA

Oosterhout, December 2010 – Q.I. Press Controls strengthens its foothold in the Chinese newspaper printing industry. In close cooperation with Goss Shanghai, twelve Goss Magnum 4-high printing towers were equipped with Q.I. Press Controls' latest generation mRC+ colour register systems with register marks in 2010.

These with mRC+ equipped Goss Magnum coldset presslines went into daily Chinese newspaper production at HuNan Daily in Changsha, GanSu Daily in LanZhou, TianWen Xinhua in ShaoYang and People's Daily in Xi'An. Chinese people like reading their newspapers. Chinese reader's attitude towards newspapers is therefore insisting on good and sharply printed colour quality; just to experience an accurate impression of advertising details and proper editorial understanding. Chinese newspapers are not only studied at home but very often read from vertical public glass covered cabinets. Obviously the thousands of Chinese character-types, either in horizontal or top-down reading, must remain in perfect quality, specifically when they are multicolour printed. To meet this consumers- and more importantly advertisers need, hardly none of today's Chinese newspaper presses is installed without colour register automation. Q.I. Press Controls' mRC+ colour register solution has the reliable performance to become Chinese newspaper printer's favourite in a short time.



Goss Magnum, single width newspaper press typical for the Chinese region.



mRC+ colour register camera

Goss Magnum presslines are manufactured in a Goss subsidiary in Shanghai. This single webwidth pressline is dedicated for the Asian market, to serve a flexible multiple web full-colour newspaper production. Chinese newspaper production is modernising these days. Pressure from newspaper printing entrepreneurs to save on waste and gain in print quality at the same time is leading towards investments in press and auxiliary automation. But also responding to increasing salaries in the Chinese industry. Q.I. Press Controls' solutions meet these requirements perfectly.

About Q.I. Press Controls:

Q.I. Press Controls is the global leader in the supply of innovative and high-tech closed loop control equipment for all web offset printing presses. They offer a total solution for fully automated press control: colour and cut-off register control (mRC), closed loop colour control (IDS) and automatic fan-out control (ABD). In addition they offer the web based production database MIS, the Intelligent Quality Management System (IQM), which completes Q.I. Press Controls' innovative portfolio. Each Q.I. Press Controls' system is designed to generate substantial cuts in printed waste and costs while enhancing and stabilizing the quality of your printing process at the highest level. With proven examples of return on investment times often less than one year, Q.I. Press Controls helps customers to always stay one step ahead of the competition, with the latest technology.

We are everywhere! With eight offices worldwide and global agencies, Q.I. Press Controls guarantees a fast personal customer service and support network. For more information: www.qipc.com

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