

# News Release For immediate release

## FOR IMMEDIATE PUBLICATION

### Denmark makes acquaintance with Q.I. Press Controls and EAE combination

**Oosterhout, April 2015** – It seems that the collaboration between Q.I. Press Controls and EAE is paying dividends. In the space of just over a year following the acquisition of EAE - a period in which the two organisations have continued to develop groundbreaking automation products - the print industry has become increasingly aware that the two companies are operating as a single entity. Joint orders are starting to pour in and Denmark too, is making acquaintance with the QIPC – EAE combination. Having been won over by the commitment shown by both organisations, the Trykkeriet Nordvestsjælland printing plant has singled out QIPC – EAE for the upgrade of its presses.

Trykkeriet Nordvestsjælland, based in Holbaek, Denmark, forms part of Sjaellandske Media. This local business, with a workforce of around 500, publishes four daily and 34 weekly newspapers, the latter alone which account for a circulation of 785,000. The organisation holds quality and accuracy in high esteem. Because both the current register system and the automation software were ten years old, the printing company decided it was high time to invest in an upgrade.



From left to right: Erwin van Rossem (Area Sales Manager Q.I. Press Controls), Niels Grinsted (Print Manager) & Jarl Söderqvist (Sales Manager Piculell & Söderqvist)

Despite these ageing systems being the IRS cameras from Q.I. Press Controls and the PrintPP software from EAE respectively, Trykkeriet Nordvestsjælland decided to carry out an extensive investigation among several potential suppliers. At the end of the day however, it was QIPC – EAE which came out top of the tree. The organisation’s reasoning was based on the possibilities for a closed-loop control and QIPC – EAE’s commitment to the printing industry, which may well lead to further innovations in the future.

The order consists of a software and hardware upgrade for the EAE PrintPP and the replacement of the IRS system by 4 mRC-3D cameras with AIMS for cut-off control and 8 IDS-3D cameras with AIMS for colour register. The upgrade is intended for a KBA Comet newspaper press with 4 full-colour towers and 1 folder. The IDS-3D cameras have been made suitable for colour control, which means that Trykkeriet Nordvestsjælland can invest in this at a later stage.

Trykkeriet Nordvestsjælland’s order was brought about in part by Q.I. Press Controls’ Area Sales Manager, Ewin van Rossen and the Piculell & Söderqvist agency. The latter has been working with Q.I. Press Controls for many years and is a highly valued partner. The order is a sign that QIPC – EAE is making good headway as a joint operation. Menno Jansen, managing director of Q.I. Press Controls, explains: *“We wanted to bring about a situation in which customers no*

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*longer make a distinction between the two of us, that is, they think of Q.I. Press Controls when they're in conversation with someone from EAE, and vice versa." As far as QIPC – EAE is concerned, the required outcome is that customers purchase complementary products from both organisations when placing new orders.*

Van Rossem is keen to put forward the argument for QIPC – EAE's complementarity: *"When, for example, a customer invests in products solely from EAE, they get production reliability. In addition, a combination of both - that is, a combination of automation with the modernisation of hardware - not only leads to improved performance, but also to cost savings in the long run."* The combination of QIPC – EAE stands for efficiency, effectiveness and cost cutting. The order now enables Trykkeriet Nordvestsjaelland to benefit from the advantages that QIPC – EAE has to offer.

### About Sjaellandse Medier A/S:

Sjaellandse Medier A/S was founded in 1870. As a result of several regional newspapers merging over time, the organisation has expanded to become a media company with thousands of shareholders and a workforce of 500 employees, with offices in 28 towns and cities throughout Denmark. Besides publishing a whole host of newspaper titles, the company is also involved in advertising, radio, television and online services. As the Nordvestsjaelland slogan goes: "When it comes to printing, publishing and distributing newspapers, we can turn our hand to just about anything." The organisation works to tight deadlines and sees itself as being a professional partner with respect to printed matter in general. Customers get what they want.

### About EAE Engineering Automation Electronics GmbH:

The Ahrensburg-based company is active in graphic industries, automation solutions and automation technology. The company, founded in 1962 by Richard Ewert, is the leading supplier of controls, automation solutions and software for newspaper printers. EAE's solutions are being used in all areas of a newspaper printing plant – from pre press to the mailroom. Worldwide more than 550 newspaper printing plants are using EAE's control systems to produce more than 125 million newspapers each day.

For more information on EAE please visit: [www.eae.com](http://www.eae.com)

### About Q.I. Press Controls:

Q.I. Press Controls develops and delivers innovative, high quality optical measure and control systems. We are globally active in the newspaper and magazine printing industry. Our total solutions are supported by a worldwide service network. These reliable systems are proven in the market of existing and new printing presses and offer our customers structural better results.

I am here... for you

For more information: [www.qipc.com](http://www.qipc.com)

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