

GIORNALE DI SICILIA FIRST TO INSTALL mRC+ ON CERUTTI PRESS

Oosterhout, June 2011 – Giornale di Sicilia is a national newspaper situated in Palermo. Daily they print around 100.000 copies in at least seven to eleven editions. Sicilia has nine provinces and Giornale di Sicilia is distributed in all of them. They only print their own products and do so on a Cerutti Flexi G22D press (Flexo press). Giornale di Sicilia will now update this press with Q.I. Press Controls' mRC+ with register marks for automatic colour and cut-off register control.

It was the editors wish to have full panoramic spreads. As they now print the marks in the fold of the page, they searched for a solution with the smallest possible register marks in a new position. With its register marks of 0.6x0.6mm, especially developed for the Flexo press, the mRC+ will offer them the possibility to use the maximum available printable space. A reference visit to Harmsworth Quays Printing in London, where they already operate with these type of marks, convinced them that Q.I. Press Controls and GMDE, their agent for the Italian market, were the right partner in this business venture.

"With the mRC+ Giornale di Sicilia can reckon the production process will be more accurate and fast. The visit showed that even after 80.000 copies our marks were intact and of good quality," stated Koen Santegoeds, Sales Executive of Q.I. Press Controls. "The fact that we could offer native speaking engineers, facilitated by GMDE, together with proper training and service gave them trust in the project. With this installation we will have a good reference site for the Italian market."



Office of Giornale di Sicilia.

About Q.I. Press Controls:

QI 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.

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For more information: www.qipc.com

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