

POLARIS TRYKK OPTS FOR MAXIMUM RELIABILITY BY INVESTING IN Q.I. PRESS CONTROLS' MRC-3D

Oosterhout, April 2014 – Polaris Trykk Trondheim, one of the largest printing plants in Norway, reinforced her trust in Q.I. Press Controls. After the investments for register and colour control in 2005, 2011 and 2013 for their plants in Trondheim and Alesund, they now will be the first Norwegian printer to install the mRC-3D technology.

The mRC-3D controlling colour registration and cut-off registration including sidelay control, will be fitted on their new composed 96-pages KBA Cortina press. This press is planned for installment in the fall of 2014 with the goal of providing savings in staff, maintenance and wastage. "In our Trondheim facility we print approximately half of our total group production, which is about 46.5 million newspapers annually. Reliability is then of the utmost importance. With the positive operational and financial results achieved with Q.I. Press Controls solutions in two of our facilities, there was no doubt about having Q.I. Press Controls' mRC-3D on this new press", says Trond Singstad, Maintenance Manager Polaris Trykk Trondheim



Erwin van Rossem (Area Sales Manager at Q.I. Press Controls), Trond Singstad (Maintenance Manager Polaris Trykk Trondheim and Kjeld Haugesten (Managing Director Grafi-TEC).

He continues: "A state of the art press needs state of the art control equipment to deliver the best possible product efficiency, quality and reliability. That is the reason why we did opt to immediately upgrade Q.I. Press Controls' first generation colour register control (IRS) that was already partly on the press at the moment of purchase. Although this system could remain operational for many years to come, with the new mRC-3D technology we will have the same user friendly operator system. This together with the mRC-3D option AIMS (Automatic Ink Mist Shield) will surely result in even more increased efficiency."

Erwin van Rossem, area Sales Manager Q.I. Press Controls for Norway: "We are proud to have been given the trust of Polaris Trykk again. We are convinced that once more we will be able to offer a valuable contribution in achieving the intended, high-set goals. Kjeld Haugesten, Q.I. Press Controls' agent for Norway, adds: "It's excellent to have a site with the latest technology available in Norway."

About Polaris Trykk Trondheim:

Polaris Trykk Trondheim, formally known as Adressa Trykk, is part of the Polaris Media group which owns a total of 4 print plants throughout Norway. The plant in Trondheim is the biggest of the four. Besides the whole circulation of their main title "Adressa-Avisen" which is the oldest still existing newspaper of Norway, they print "Trönder Avista", "Verden Gang", "Dagbladet", "Dagens Näringsliv" and "Afterposten". In addition they print significant productions of advertising newspapers, weekly newspapers and various supplements of daily newspapers.

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

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