

## HINDU ORDERS MRC WITH Q.I. PRESS CONTROLS

**Oosterhout, February 20<sup>th</sup> 2011** – Q.I. Press Controls India has received the order from Mitsubishi India for an mRC+ system. This automatic colour register control solution will be installed on the MHI Diamond Space press of The Hindu in Bangalore consisting of two 4-high towers, one mono and a folder. With 13 printing sites and a readership of 4.06 million, The Hindu is one off the biggest newspaper groups in South India.

“This order is of great value to us as it is the first order we have received from both Mitsubishi and The Hindu. It will be a very important reference in order to increase our installed base in this area as there is a lot of potential growth”, states Mr Vijay Pandya, Managing Director of Q.I. Press Controls India. Besides offering local support Q.I. Press Controls India also manufactures and delivers the intelligent measuring and control equipment for its local market. This together with the fact that in-depth technical research proved the technology used is the best available in the market convinced both Hindu and Mitsubishi. Mr Vijay Pandya continues: “We continuously strive to improve the effectiveness and productivity of the printing processes, so that our customer will get the best printing quality possible, while keeping the paper waste as low as possible. With our local service department we can offer excellent and customized support.”



The Hindu, started in 1878 as a weekly newspaper and became daily in 1889. From then on they have known a steady growth to its current circulation of over 1.4 million copies and a readership of about 2.2 million. The Hindu uses modern facilities for news gathering, page composition and printing. They have thirteen centers including the Main Edition at Chennai (Madras) where the Corporate Office is based. The printing centers at Coimbatore, Bangalore, Hyderabad, Madurai, New Delhi, Vizag, Thiruvananthapuram, Kochi, Vijayawada, Mangalore, Tiruchirapalli and Kolkata are connected with high speed data lines for news transmission across the country.

### 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.

We are here... for you

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

### **I AM HERE:**

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