



Printing Branch relies on QIPC's printing automation for the quality of printing

Oosterhout, June 2020 - Printing Branch, part of Gansu Daily Newspaper Group, has been using Q.I. Press Controls' (QIPC) automatic colour register system mRC-3D for over a year. The Chinese printing company is pleased with the speed, stability and efficiency gains that the automation of the Dutch specialist for the printing industry has yielded for their production process.

Price winning printing group

The investment in new press automation, in 2019, of Printing Branch, was part of a large-scale modernisation within the company. Printing Branch combines newspaper and commercial book printing and is the largest newspaper printer in the north western provinces of China. It currently prints more than 60 newspapers and magazine titles, including People's Daily, Gansu Daily, Global Times and Lanzhou Morning News. The group has already received several awards for the high quality of their printing. "We focus on our customers, consider green development important and give priority to quality," explains Lan Ning, deputy manager of Printing Branch, choosing QIPC. "We constantly make our employees aware of the importance of quality and environmental protection and consider it important with our partners".



A look at the Printing Branch printing plant

Speed, stability, efficiency

Printing Branch now has four QIPC installations at its disposal: one on a 2010 Goss Magnum 45 press, one on a 2015 Goss Magnum 45 press and two on a 2019 Goss CC system. "Thanks to QIPC's continuous investment in new technology, the system is very user-friendly," says Lan Ning. "The advantages of the mRC-3D system are the speed with which everything works, the stability and the reliability. In addition, we can work more efficiently and the workload of the operators has been reduced".

Chinese market

QIPC remains very active in the Chinese market. The local head office was replaced by an intensive cooperation with local agents such as Gämmerler, an agent who knows the Chinese market and all its needs through and through. The order placed by Printing Branch more than a year ago was a first success of that collaboration. "We still see a lot of potential in the Chinese market," says Erwin van Rossem, Director of Global Sales & Marketing at QIPC. "So we remain active there, even in this challenging period. We see the positive feedback from Printing Branch as encouragement.

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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