

## PRESS RELEASE

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### **Sandler installs HIBIS 104 high-end rotary flexo and screen printing machine from Steinemann Technology**

*Total flexibility and top quality in finishing print products with special effects /  
Separate machine for high-end finishing frees up press capacities for printing /  
HIBIS 104 running at almost full capacity just a few weeks after installation*

**Johann Sandler GesmbH & Co KG, based in Marbach/Austria, installed a high-speed rotary flexo and screen printing machine from Steinemann Technology AG of St. Gallen/Switzerland at the beginning of October 2008. The printing company has a very good reputation in the Austrian print and media market and, by taking this step, has now effectively positioned itself at the top in the high-end finishing segment as well. Sandler had spent a good two years intensively examining the question as to the approach the company should take in print finishing, and it had soon become apparent that installing a machine exclusively for finishing was the optimum solution.**

In the past, finishing was handled by an offset printing press equipped for mixed operation. "Mixed operation of conventional and UV systems is neither one thing nor the other. If you work like that, you have to accept sacrifices on either cost-efficiency or quality," says junior boss Hannes Sandler, explaining the reason behind the decision to invest in a separate machine specifically for high-end finishing. Just a few weeks after installation, he can already see that this investment was the right choice. As a result, Sandler today manages with two high-speed printing presses and has greater overall capacity thanks to the additional screen and flexo printing machine. Moreover, the capacity of the HIBIS 104 is already being utilised to a very high degree.

A good half of the orders come from other printers, about 25% originating from agencies. The rest is accounted for by the company's own print products, which Sandler finishes with special effects of all kinds. Particularly popular at the moment are UV structure, touch and relief effects, with varnish application rates in the region of 40 to 100 g/m<sup>2</sup>. However, there is also a noticeable increase in the demand for rub-off inks, as well as glitter and scratch-and-sniff varnishes, among others.

From Sandler's point of view, the two outstanding features of the HIBIS 104 are the extremely high varnish application rate made possible by the unique, multiply reusable HIBIScreen rotary screen and the high production capacity of roughly 7,300 finishing cycles per hour or easily 100,000 prints per day. After all, these features mean not only total flexibility and top quality as regards the realisable effects, but also cost-efficiency, even when processing very long runs. "Every single one of our customers is enthusiastic about the possibilities we can now offer them in high-end finishing," says Sandler. Especially since the full-service company is one of the few printers in a position to pull out all the stops when it comes to the post-press processing of finished print products. In this respect, it was clear from the outset that appropriate technical equipment for post-press processing would also be a decisive key to success. Against this backdrop, the company had already got down to serious business at this year's drupa and purchased corresponding equipment, including special die-cutting and folding machines.

#### **About Sandler ([www.sandler.at](http://www.sandler.at))**

The Sandler group of companies, based in Marbach/Austria, consists of the commercial printers Johann Sandler GesmbH & Co KG, established in 1982, and the packaging printers Sandler Druck & VerpackungsGmbH – two of the technically most modern printing businesses in Europe with a total of almost 5,000 m<sup>2</sup> production and warehousing space. With just 26 employees all in all, these two printers offer their customers a complete range of services from a single source – from initial consulting and creation, the prepress and press stages, all the way to finishing, post-press processing and logistics.

## **About Steinemann Technology AG**

**Made in Switzerland, successful worldwide.** Steinemann Technology AG is an innovative, globally operating company with headquarters in St. Gallen, Switzerland, and subsidiaries in China, Malaysia, Brazil and the USA. With its varnishing and laminating machines for the graphic arts industry, the Graphic Division of Steinemann Technology is known worldwide as a leading manufacturer of systems and solutions for the print finishing industry. In addition, the Steinemann Sanding Division with its innovative sanding systems is the worldwide market leader in the panel industry. In these exciting markets, the leader in technology offers its customers technically and economically groundbreaking systems, solutions and services – from machines for maximum productivity, all the way to reliable maintenance and spare parts services.

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