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New competitively-priced **register control solution** helps newspaper printers in India improve their bottom line

Newspaper Printers in India see growth and challenges this year



The key takeaway from the 2016 WAN-IFRA Conference in Kolkata, India was that the newspaper printing industry is growing but also faces challenges to stay profitable in 2017.

According to Manfred Werfel of WAN-IFRA, the printed newspaper market has grown 5% in India over the last year. This growth shows that newspapers continue to have potential in the market but face challenges to control costs and keep their presses running efficiently.

Although print newspaper distribution has declined around the world, the industry is still growing in India due to increasing literacy rates driving demand for regional-language media throughout the country. The smaller regionally focused newspaper printers in India have had to make the decision of not using a register control system, purchase a very low cost solution or make a costly purchase for a high quality system. QuadTech engineered an affordable, high-quality register control product - providing newspaper printers the best of both worlds.

QuadTech Inc., has been working with newspaper printers for nearly four decades, and has developed a highly economical register control option designed for single-width, single-folder newspaper press applications. The new Register Guidance with MultiCam® TRIM™ was launched at drupa 2016 in Düsseldorf, Germany. QuadTech showcased MultiCam TRIM at PRINTPACK INDIA in February in Greater Noida.

MultiCam TRIM was specifically developed to handle harsh press-room conditions, and was based on the company's proven MultiCam system. QuadTech's MultiCam is the world's best-selling register camera, with more than 15,000 distributed worldwide.

The LED-based MultiCam TRIM camera has the ability to read multiple mark patterns across the web, scanning diamond-shaped marks as small as 0,50 mm. The system can be configured to control up to eight towers and one folder from a single operator control station.

The new Register Guidance with MultiCam TRIM also features a simplified user interface that requires very little operator training, which eliminates the problem of retraining new employees from the constant turnover at most printing facilities. On a touch screen display, press operators have immediate visibility to register problems on press, and can switch quickly from tower to tower and unit to unit, making fast manual or automatic corrections during the press run.

Since no calibration is required, newspaper printers can look forward to saving on maintenance costs and reducing downtime, in addition to makeready waste savings achieved through quickly pulling the job into perfect register. Printers also have the option of adding full web cutoff control.

Press manufacturer Manugraph India, Ltd. is a long-time partner of QuadTech. According to Pradeep Shah, Managing Director of Manugraph, "We look forward to utilizing the MultiCam TRIM technology to meet the needs of our local customers. Over the years, we have been very pleased with the products and services provided by QuadTech."

Karl Fritchen, President of QuadTech, comments, "Our customers asked for a highly economical register control alternative and we are excited to deliver MultiCam TRIM, which is significantly lower-priced than comparable options on the market."

Printers who require more functionality such as advanced job configuration and storage, fanout and plate cocking control, front-to-back register control, and control of additional webs, towers, and folders can opt for QuadTech's proven and feature-rich Register Guidance with MultiCam.

For newspaper printers in India, it is all about reducing waste, providing excellent print quality and doing it while controlling costs. Fortunately, QuadTech quality is affordable.