

# Successful première for new Schur Wamac high-speed inserter A 1455 at Zeitungsverlag Schwerin in Germany

## Inserters A 1455 – a convincing concept

The newly developed high-speed inserter A 1455 from Schur Wamac, which was introduced at IFRA 2009 as an evolution model of the NewsStar – presented 2007 – celebrated a successful première in operation at Zeitungsverlag Schwerin GmbH & Co. KG (ZVS).

Being the heart of the highly efficient Schur Wamac mailroom production line the A 1455 is able to improve productivity and flexibility already a few months after start up. Speed, reliability and handling comfort of the inserter are convincing. After the fusion of Schur Packaging Systems and IDAB WAMAC end of 2008 the Scandinavian company has bundled their competence and established themselves as an innovative and powerful supplier of the printing industry.

## Solutions with great prospects

The future directed million-investment will replace two existing inserting systems working at ZVS since 1994. Hopper capacity, productivity and also the control systems were no longer state of the art technology.

Thomas Meyer, Technical director of the mh:n-group in the north of Germany with printing plants in Büdelorf, Pinneberg and Schwerin, decided for the custom-made solution of Schur Wamac which attracts with technical and economic strength.



*Per year there is a total of approx. 100 million inserts at ZVS with sizes between postcards and newspaper formats and paginations from single-sheet to 48 page-products*

## Custom-made suits for champions league

After an intensive period of investigation at the manufacturer's Swedish production plant the ZVS management was convinced very fast about the benefits of this investment. As the expert comments the group has got very positive experience with different installations of this manufacturer already in the past. After different projects at the plant of A. Beig in Pinneberg which continuously were upgraded within a short time he sees the right time to 'wear Schur Wamac's custom-made suits also for the Champions League.'

## Competence needed

"We know Schur systems at Pinneberg since a couple of years. The inserter models A 655 and A 855 were able to reach a high increase of productivity in both off-line and on-line operations. The experience we made with the A 1455 and the other Schur Wamac post-press equipment in Schwerin since end of October/beginning of November meets our high expectation. The performance of the NewsStar, being installed there before, was topped. Schur Wamac is on a good way to profile the company with technical competence and quality of service for higher challenges."



*The A 1455 has a smooth handling where a single gripper conveyor carries the main product through the complete inserting process. (Schur Wamac patent)*



*Zeitungsverlag Schwerin (ZVS) is the leading media company in this region. Also other companies of the sh:z-group were able to work successfully with both offline and online inserting solutions from Schur Wamac*

## New alliance creates an all-star-team

"In 2009 we were the first user of the NewsStar inserter which was replaced after a cost neutral suggestion by the new A 1455. We were very happy about this situation because Schur Packaging Systems and IDAB WAMAC were unified to a strong company with high competence and innovation. The company guarantees an attractive market for individual post-press-systems."

## Change of values defines new efforts

“This fact is extremely important because times changed and the newspaper press is no longer the heart of many printing plants. In periods of economic crisis and shrinking circulations there is no need for a hype demanding more and more faster and bigger machinery. The mailrooms must be able to follow the presses and innovative equipment is needed which performs with solid construction and reliability. Ideas are important to reach a high production flexibility for attractive high-quality products at reasonable costs. These arguments are evident for a cooperation of the systems in harmony. Despite negative propaganda the newspaper market has a future. Printers have to recognize their chance, create ideas and do the right investment decision. We went this way together with Schur Wamac and we are convinced to realize the benefits in a short time.”



## Leading media-group of the region

Since 2005 Zeitungsverlag Schwerin GmbH & Co. KG is a daughter of medien holding:nord (mh:n), to which belongs also Schleswig-Holsteinischer Zeitungsverlag (sh:z), the group with the highest circulation volume in the North of Germany. ZVS publishes one of the North-East Germany's largest regional daily newspapers, the Schweriner Volkszeitung.

The leading newspaper appears with 11 regional issues in Mecklenburg Vorpommern and Brandenburg with a daily circulation of 110,000 copies. Beside nine advertising newspapers reaching a weekly circulation of 350.000 copies also external orders are printed. Per year there is a total of 100 million inserts with sizes between postcards and newspaper formats and paginations between single-sheet and 48 page-products.

## Productivity and reliability guaranteed

Thomas Meyer: “With the high-speed inserter A 1455 and the other equipment around Schur Wamac fulfils the requirements of these challenges at a high level. The new inserter includes 12 hoppers – six more than the former systems – and performs as a guarantee for productivity and save production. The reachable net production speed of 45.000 cph (depending on the products processed) is not needed permanently but gives a secure feeling. The professional construction offers a high handling comfort and provides many interesting technical details. The improved control system and the optimized zoning with a minimum of one copy are typical for this new generation. With the introduction of a new and advanced hi-speed inserter A 1455 Schur Wamac is able to match the toughest and most efficiency-requiring inserting demands in the market. The project

management did a professional job for example when connecting the production line to the Print Roll-system or modifying the hopper loading system. Replacement of the NewsStar, delivery, installation and start up of the new A 1455 was done trouble free and in a very short time.”

## Innovative equipment for higher benefits

The high capacity inserter A 1455 is the result of combining high speed inserting technology from IDAB WAMAC with Schur hopper technology. The A 1455 inserter can run with or without overlap and can be equipped with up to 40 hoppers. Inserts are fed manually or automatically from storage system. The A 1455 has a smooth inserting process where a single gripper conveyor carries the main product through the complete inserting process. After a pick-up point (storage system or press delivery) the product remains in the same gripper until it reaches the delivery point (stacker or rewinding system). There are no additional transfer points.

Each hopper can be individually controlled which enables the selection of a combination of inserts for each main product.

The optimized zoning gives the possibility to individualize each newspaper product allowing to add a competitive edge to the product with no waste time and loss of productivity when changing zones.

The A 1455 inserter has a user friendly control system with Graphical Users Interface (GUI) and touch screen. All control functions are accessible during production and operations statistics can be called up any time.

Capacity reaches up to 45 000 cph depending on the products processed and the number of pages.



Thomas Meyer, Technical Director of the mh:n-group (right), and the Schur Wamac Sales Managers Gunter Fietzke and Nils Kreinfeldt are inspecting the innovative construction of the new investment