

Open house at FTD Educação to inaugurate the first FormerLine in the Americas

Brazilian FTD Educação introduces the new FormerLine to its customers in the printing industry in March 2016.

Last year, the major textbook publishing house FTD Educação in São Paulo invested in the FormerLine variable folding system from manroland web systems in combination with a RIMA System book block collator, increasing its inkjet capacities at the end of 2015. For efficient, automatic job processing on the new digital printing line for book printing, FTD Educação also employs the Workflow Bridge and MasterQ software from manroland web systems.

As part of the inauguration of the first FormerLine in the Americas, manroland web systems worked with its local sales and service partner 'groupwork' in Brazil and host FTD to organize a major customer event, attended by around 30 representatives of the largest Brazilian printshops. Here, Roman Herold, Regional Sales Manager South America, as well as Christoph Blank, Sales Project Manager Digital, represented manroland web systems, while Franz Freiherr von Fürstenberg represented the Brazilian partner groupwork as Managing Director.

On March 16, FTD Educação opened its doors to showcase its new digital printing line. The accompanying program included a speech on the efficiency and function of the FormerLine, presented by Christoph Blank. In addition, the Production Director at FTD Educação, Reginaldo Soares Damasceno held a speech on the company and its business model. The highlight of the event was the celebratory start-up of the FormerLine. During the presentation, different book blocks were produced on the fly, with varying sizes and page counts to highlight the versatility and flexibility that the FormerLine book block solution offers to customers. At the same time, the visitors were able to look at individual printed products and see their outstanding quality for themselves. The book blocks were printed in line with an HP T 400 Color Inkjet webfed press from Hewlett Packard. To achieve a maximum workflow efficiency, the textbook publishing house created a separate, extensive working area for its new inkjet book production line, which was given special recognition by visitors to the open house. However, without a doubt, the performance of the digital FormerLine postpress solution was the main cause for excitement, with a degree of automation and integration unsurpassed on the market.

Roman Herold from manroland web systems together with Franz Freiherr von Fürstenberg from groupwork thanked Reginaldo Soares Damasceno from FTD for facilitating and implementing this special joint event in South America with a silver plate produced especially for the occasion.

manroland web systems GmbH is the leading manufacturer of web-offset printing systems. The company provides integrated solutions for commercial web offset, newspaper and digital printing. A worldwide sales and service network also markets ancillary printing equipment and pressroom products as well as software products and innovative workflow management systems.

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Caption

Franz Freiherr von Fürstenberg, Christoph Blank, Reginaldo Soares Damasceno, Roman Herold, and Ricardo Raimundo (from left) following the successful presentation of the FormerLine from manroland web systems to Brazilian customers. | © manroland web systems

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