

Press Release

Date: 29.08.2018

No. PI 2154

Number of characters 2012

Contact Muller Martini AG

Untere Brühlstrasse 13, 4800 Zofingen, Switzerland

Tel. +41 (0)62 745 45 75, Fax +41 (0)62 751 55 50

info@mullermartini.com, www.mullermartini.com

Primera MC – PCP Acquires a Fourth Saddle Stitcher

Precision Colour Printing (PCP) Ltd. in the English town of Telford has invested in a Muller Martini Primera MC to provide capacity for its healthy **job volumes in the saddle stitching** segment.

From mid-September, no fewer than four Muller Martini saddle stitchers will be operating at PCP, when two Prima machines and a Primera C140 will be joined by a brand-new Primera MC. They will all run at full capacity. The company, which was founded in 1979 and is based in the Shropshire employs 240 people and prints over 400 magazines, brochures and catalogues – encompassing consumer and B2B magazines, sports programmes and retail leaflets. Managing Director of PCP, Alex Evans, explains that the investment in the new Primera MC is designed “to provide capacity for our increasing volumes and to replace our oldest saddle stitcher model, a 321 machine which was removed in late August.”

*Image caption*

*The Primera MC is equally well suited to short and medium-sized runs as to long runs and rush jobs.*

The Managing Director gives four reasons why PCP – which also uses beside a KM412 a Bolero perfect binder from Muller Martini – opted for the Primera MC. “First, we solely use Muller Martini systems for saddle stitching. Second, we’ve been impressed with our first Primera. Third, there’s no alternative on the market for our needs. And, fourth, the Primera MC is optimally suited to our wide range of run sizes.”

At PCP jobs range in size from 8,000 to – in exceptional cases – 500,000 copies, with an average run size of between 38,000 and 42,000 copies. With its speed of 14,000 cycles per hour, the Primera MC is optimal for that job structure since it is equally well suited to short and medium-sized runs as to long runs and rush jobs. Its innovative Motion Control Technology reduces setup times and enables extremely short processing times, resulting in maximum profitability.

*Learn more about actual trends in the saddle stitcher market in our blog article: …*