

## “The Presto II Is Optimally Designed for Our Product Structure”

Frotscher Druck in Darmstadt (Germany) lost a high-volume job, only to regain it within months. Shortly after dismounting two saddle stitchers, it needed to re-expand its print finishing capacity. The Presto II, which was originally intended primarily to be a backup for the company's existing Primera C140, was soon integrated into day-to-day production.



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1 Dana Frotscher, Management Assistant at Frotscher Druck: “The Presto II is prepared for digital printing, which means it suits our strategy perfectly.” Right: Frank Skorna, Sales Representative at Muller Martini Germany.

2 The Presto II saddle stitcher is optimally designed for Frotscher Druck's product structure thanks to its high degree of flexibility and short job changeover times.

3 In addition to the new Presto II, Frotscher Druck also uses a second saddle stitcher from Muller Martini: a Primera C140.

4 The Monostar perfect binder from Muller Martini has been in operation at Frotscher Druck for almost a quarter of a century.

► What does a printing plant with in-house print finishing do when it loses a high-volume saddle stitching job? Like it or not, it is forced to remove some of its saddle stitching capacity.

What does the same printing plant do when the same customer returns with the high-volume job immediately after the decommissioning of two saddle stitchers? It needs to invest again in a new saddle stitcher as quickly as possible.

#### Fast-Paced Investment

That is just what happened recently at Frotscher Druck in Darmstadt. The two PrimaPlus saddle stitchers from Muller Martini had barely been uninstalled, when a customer from the entertainment industry returned to Wolfgang Frotscher and asked the company founder, shareholder and managing director to take on the stitching of the pre-printed product inserts again. "We needed a second saddle stitcher to supplement the Primera C140 for capacity and backup reasons, so I had to look around promptly for a new machine," says Frotscher. The company leader, who had planned a visit to Hunkeler Innovationdays in Lucerne (Switzerland) in any case, immediately found what he was looking for at the Muller Martini booth in the form of the Presto II.

"That's just the solution I need!" Frotscher exclaimed to himself. Within a few weeks the Presto II with two twinfeeders, a folder feeder, a three-knife trimmer and a banderoling system from Palamides was installed in Darmstadt.

#### Wide Product Range, Frequent Changeovers

In addition to the company's almost 30-year partnership with Muller Martini, the quick setup times on the Presto II, which was first unveiled at drupa 2012, argued of the machine. The company prints up to 30 different kinds of manuals with a total circulation of roughly 400,000 copies produced in two-up production every day in the 10x10 cm and 11x11 cm formats. With this high number of job changes, the amount of time saved in changeovers certainly adds up. "The first weeks of operation showed that we made the right decision," says Wolfgang Frotscher's daughter Dana, who has a degree in IT for media. She works as an assistant to the management and has been involved in the family business for ten years. "The Presto II is optimally designed for our product structure thanks to its high degree of flexibility and short job changeover times."

In addition to manuals, Frotscher Druck also produces around 30 industry journals,

all in A4 plus/minus format, for customers mainly from the Frankfurt/Rhine-Main Metropolitan Region. Like the game instructions, they are wire-stitched using both the Presto II and the Primera C140. A good third of the magazines are perfect bound using a Monostar from Muller Martini that has been in operation for almost a quarter of a century.

#### Ready for the Digital Future

The company, which was founded in 1983 and employs around 50 people in three shifts, still mainly prints saddle stitched products using the conventional offset method. Yet Frotscher Druck has been steadily expanding its digital printing division since commissioning an HP Indigo 5000.

"We recognized the changing trend and successfully developed digital printing as another string to our bow. That business unit is growing now," says Dana Frotscher. "The Presto II is prepared for digital printing, which means it suits our strategy perfectly. We're optimally equipped to meet the challenges of the future with our machine lineup." ◀

[www.frotscher-druck.de](http://www.frotscher-druck.de)

