

MANUGRAPH INTRODUCES - ECOLINE

For the first time from an Indian Manufacturer - A single level operating press suitable for small to medium newspapers.

July 2014, Addressing the growing demand from customers locally, Manugraph has delivered the new **ECOLINE** press; a versatile single width, single circumference press for newspaper printing. The **ECOLINE** follows on the heels of recent new offerings such as the **M360** and **SMARTLINE** and continues Manugraph's trend in bringing new press designs to the global newspaper market.

"The newspaper industry is changing, and changing quite rapidly" said Mr.Pradeep Shah, Managing Director MIL. "At Manugraph we are fully committed to supporting this ever changing newspaper market with state-of-the-art press designs at affordable pricing levels."

Launched this year the new **ECOLINE** press is an innovative concept that allows for four-colour printing on just one operating level. Its compact footprint of 8.5ft height, and single level operation allows for installation in pressrooms with minimum floor space and ceiling heights. Shorter web leads between printing provides better print quality, improved colour registration and lower waste. The **ECOLINE** is available with a rated speed of 25,000 copies per hour and is equipped with many standard features that are considered "upgrades" on other presses.

"We continue to work very closely with our Indian newspaper partners. We listened to their need for a compact press at an affordable price and with the **ECOLINE** we now bring to the newspaper market India's first compact four-colour press! This will help the portability of news in the smaller tier 2, 3 and 4 markets. Not only will it provide strategic value to such markets, but additionally, it will help support multi-product business models and those publishers with shorter print runs" concluded Mr.Shah.

Initially the **ECOLINE** will be launched in India followed by introductions into other global markets. Manugraph welcomes the opportunity to demonstrate this new technology first-hand with a visit to the MIL facility in Kolhapur, Maharashtra. The **ECOLINE** will also be on display at PRINTPACK INDIA in February 2015, at NCR Delhi, stall number 174, Hall No 9, F-10. For more details on the **ECOLINE** please contact us on sales@manugraph.com
