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## Presseinformation / Press Release

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BNN, Karlsruhe, Germany

## A stronger presence on the print market

**The *Badische Neueste Nachrichten* is reaping the benefits of a state-of-the-art mailroom solution and as a result has been able to achieve a clear rise in efficiency and flexibility. Moreover, the technology offers higher production security and transparency across all processes.**

With sales of around 130,000 copies and more than 400,000 readers, the *BNN* is one of the biggest daily newspapers in the state of Baden-Württemberg. It is printed on a new Commander CT press from KBA, which runs at a speed of 45,000 copies an hour. This latest investment in printing has led to a considerable reduction in costs. “Due to the highly flexible production options, we have been able to achieve a much stronger presence in the marketplace”, explains BNN Technical Manager Georg Siepman.

As part of the technological realignment, BNN has also completely re-configured the mailroom. BNN has opted for two Ferag mailroom lines, with a 40,000-generation MSD2-C MultiSertDrum at the centre of each. Both lines are equipped with a MultiDisc winding and unwinding system and a DiscPool, as well as a RollStream precollecting system with seven hoppers.

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In the bundling sector, three units incorporating MultiStacker with topsheet production plus corresponding foil-wrapping and strapping machines are in use per line. Control of the mailroom lines is currently handled by LineMaster, with an option to purchase Ferag's Navigator system control.

One line has been upgraded with the StreamStitch inline stitching system and the SNT-U trimming drum. Used in conjunction with zoned inserting, this opens up new production potential for the company. "In our organization, we are fully aware of the advantages that come with a modern mailroom. We now produce faster – and therefore cheaper, too", Georg Siepmann can confirm.

((Legenden))



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