

Trelleborg, in collaboration with its partner distributor Thunderbolt, will meet South African offset printers for a frank and open debate between suppliers and customers. The Road Show will start in Durban on the 10th of the next November and will end on the 16th in Johannesburg, with a mid-date in Cape Town on the 14th.

“For several years the industry in South Africa has been beset by a multitude of issues and there are few signs of this changing in the near future. Many printing firms have closed, amalgamated or been taken over, while there are pressures on costs at every single stage of production.” explains Wayne Stevens, managing director at Thunderbolt Solutions in South Africa “The exchange rate between the South African Rand and the Euro makes big equipment purchases from European manufacturers extremely difficult. At the same time, the never ending move to shorter runs and the demands for ever faster turnaround of work means that printers have to ‘work clever’ as never before. “

The Road Show will provide a unique opportunity for South African printers to put any offset blanket-related questions they have direct to key Trelleborg and Thunderbolt personnel in a relaxed, face-to-face environment. The efficiency of a press can be affected significantly by the offset blankets fitted and we believe passionately in helping printers achieve their maximum profitability.

“When a printer fits a much more robust offset blanket on his press - achieving better resistance to smashes and edge marking plus consistent top class reproduction - he can often see an immediate and significant increase of productivity and profit” says Wayne Stevens.

Vulcan brand blankets are very common among South African printers who choose Trelleborg and Thunderbolt. The Road Show will be attended by Vulcan blanket customers and potential users as well as a technical expert from Trelleborg’s Italian factory, where the industry-leading Vulcan products are manufactured.

“One of the main challenges in any market that is under stress is in convincing potential users that the benefits, and opportunity for increased profit, far outweighs the extra cost of a premium blanket” says Matthias Horn, Regional Sales Director for Trelleborg Printing Solutions “It’s usually by testing the Vulcan products themselves that printers see this is true and there have been some significant improvements in sales over the last year as well as growth in areas such as heatset web offset, which is very encouraging. We know our Trelleborg users are in good hands!”