



## **WAN IFRA India 2016 Conference**

Kolkata, India

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Stand Number: 8

## **News Release**

5/8/2016

### **Trelleborg uses WAN IFRA to announce increased focus on Indian newspaper market**

Trelleborg is to use the forthcoming WAN IFRA conference – 21<sup>st</sup> - 22<sup>nd</sup> September, Swisshotel, Kolkata, India – to announce its increased focus on the Indian newspaper market. The company has recently appointed Maniraju Bora as Sales and Technical Director for the South West Asia region. He has worked in the industry for more than 25 years and has an excellent technical knowledge of offset printing blankets and newspaper presses.

“Trelleborg is already a major supplier of offset blankets to the Indian newspaper segment, with an established dealer network across the country and with leading brands such as Vulcan, Rollin and Printec,” says Maniraju Bora. “Some products, like the neutral-feed Vulcan 202 and the positive-feed Vulcan Royal Web and Rollin Graffity Plus, are household names amongst newspaper printers.

“The company is further strengthening its presence in India in order to meet the needs of the growing newspaper sector, which is bucking the trend encountered in many other countries. The combination of a truly worldwide overview with a local reach allows us to provide customers an unrivalled package of products and service, with dedicated solutions for single-width, double-width, and commercial heatset presses. Trelleborg is also a leader in metal-back and ‘no-pack’ blankets.

“The R&D facilities at the Lodi Vecchio factory in Italy are extensive and the highly innovative experts are constantly pushing forward the boundaries of blanket technology. Their flexible and original approach to situations, and that of other technical teams at the manufacturing facility, means that we can work closely with newspaper printers in India to design or adapt blanket solutions to meet their specific requirements.”



In addition, Trelleborg has introduced several easy to download software tools. These include a 'configuration' product that allows users to select the correct blanket by entering the application sector, such as web coldest, web heatset, single-width, double-width, combi or UV. The software is quick and easy to use and has been designed with the help of offset printing blanket experts in Trelleborg.

There is also a dealer locator app, which provides a simple way of finding your nearest dealer. Distributors and customers can benefit from the Trelleborg Printing Academy, which provides ready access to comprehensive technical details of products and applications in a straightforward presentation format for all newspaper application products.

"Trelleborg is a pioneer in offset printing blankets and we deal extensively with both end users and press manufacturers," says Maniraju Bora. "With feedback from around the world, the management is able to see new trends coming over the horizon, for example, the move towards printing stocks with lower gsm, the use of high density pigment inks, plus the increasing popularity of FM screening and UV technologies.

"We look forward to welcoming all visitors and delegates at WAN IFRA to come to our stand, number 8, to discuss their requirements."

**-ENDS-**

**For more information or high-resolution images, please contact:**

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**Profile of the Trelleborg group and Trelleborg's printing solutions operation:**

**Trelleborg's printing solutions operations**, part of Trelleborg Coated Systems, offers first class solutions for the printing industry with worldwide recognized brands, such as Vulcan®, Rollin®, Printec® and Axcyl. Its solutions are leading edge in the offset and flexo printing markets for a variety of applications including newspapers, magazines, catalogs, business forms, labels, metal decorating and packaging. [www.trelleborg.com/printing](http://www.trelleborg.com/printing)

**Trelleborg** is a world leader in engineered polymer solutions that seal, damp and protect critical applications in demanding environments. Its innovative solutions accelerate performance for customers in a sustainable way. The Trelleborg Group has annual sales of SEK 30 billion (EUR 3.25 billion, USD 3.60 billion) in over 40 countries. The Group comprises five business areas: Trelleborg Coated Systems, Trelleborg Industrial Solutions, Trelleborg Offshore & Construction, Trelleborg Sealing Solutions and Trelleborg Wheel Systems, and the operations of Rubena and Savatech. The Trelleborg share has been listed on the Stock Exchange since 1964 and is listed on Nasdaq Stockholm, Large Cap. [www.trelleborg.com](http://www.trelleborg.com)