



## **WAN IFRA India 2018 Conference**

Hyderabad, India

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## **News Release**

24/08/2018

### **Trelleborg Presents Printing Blanket Solutions Tailored to the Indian Market at WAN IFRA 2018**

Trelleborg's printing solutions operation continues to expand the capabilities of offset printing blankets for use in the newspaper industry. Visitors to WAN IFRA 2018, September 25<sup>th</sup> – 27<sup>th</sup> in Hyderabad, India, will be able to hear how these developments can be utilized to improve the productivity of their press.

Maniraju Bora, Sales and Technical Director for the South West Asia region, says: "We are increasingly tailoring offset printing blanket solutions to suit individual printer's requirements and over the last few years we have been working ever more closely with newspaper groups to understand the needs of their pressrooms and how we can provide a blanket solution that improves productivity while maintaining consistent high-quality print.

"Products such as Trelleborg's Vulcan Metal Times, Vulcan 202, Vulcan Royal Web, Rollin Graffity Plus and Rollin Hipage are household names amongst newspaper printers in other countries and we are now launching them into India with modifications to local requirements."

Trelleborg has developed several easy-to-use, downloadable software tools, including a 'configuration' product that lets users select the correct blanket by entering the application sector, such as web coldset, web heatset, single-width, double-width, combi or UV. Trelleborg has a well established network of experienced partners throughout India that provide local, on-site support and the company has developed a dealer locator App that offers a simple way of finding the nearest dealer.



“The comprehensive work carried out at Trelleborg’s extensive R&D facilities at the Lodi Vecchio manufacturing facility in Italy has created offset blanket solutions that match the specific needs of the Indian newspaper market,” continues Bora, who has more than 25 years of experience in this sector. “Printers need the flexibility to customize blankets according to the type of stock they are handling, the press being used and other relevant factors such as press age etc.

“Trelleborg’s mission is to provide the Indian printing industry with training, advice and after-sales support that is unrivalled. The blanket is crucial to the profitability of the press and we increasingly help newspaper groups use blanket technology to reduce cost-per-copy on their presses. Our experts provide training on selecting the correct blanket, settings on the press, and maintenance and storage of fabric-backed and metal-backed products.

“An in-depth knowledge is becoming even more important because of the rapidly changing landscape in the industry. For instance, the growing use of different stocks that have their own surface characteristics, the implementation of UV, low migration inks, high-density pigment inks, neutral founts, FM screening and more have a major impact on the printing process and the printing blanket.”

Trelleborg will have a team of senior management and technical experts on its booth no 1.3 at WAN IFRA 2018, enabling visitors to discuss the current and future blanket requirements of their single-width, double-width and commercial heatset presses.

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**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®, Sava 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 about SEK 32 billion (EUR 3.28 billion, USD 3.69 billion) and operations in about 50 countries. The Group comprises five business areas: Trelleborg Coated Systems, Trelleborg Industrial Solutions, Trelleborg Offshore & Construction, Trelleborg Sealing Solutions and Trelleborg Wheel Systems. 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)