

MBO America Declares Inkjet Summit “A Winner”; Spotlight on Company’s Unique Cost and Speed Advantages for Digital Finishing

May 19, 2014, Philadelphia – MBO America, celebrating its 30th anniversary with numerous events, new programs, new headquarters and demonstration center, and the most comprehensive range of digital and hybrid postpress equipment in the marketplace; declared last month’s Inkjet Summit, in Ponte Vedra Beach, Florida, a major success.

MBO America Director of Sales, Lance Martin, says that the Inkjet Summit was a perfect venue for the company to show off its latest successes and new equipment for digital and hybrid shops. Martin says the well-targeted event allowed him to “reintroduce MBO to the digital inkjet crowd.”

“MBO is one of the most well known, and well-established, finishing equipment companies in the world, and so the older printing firms don’t realize that we are a completely different company today, having greatly expanded our product offerings over the past decade,” says Martin, whose advanced background in inline finishing, web controls, secure document finishing, press auxiliaries and system applications served him in positions with RR Donnelley, Gunther, and MCSI.

Charlie Pesko, EVP, nGage Events, says, “We are thrilled that a finishing leader like MBO America has stepped up to further complete the circuit of technology being represented at the Inkjet Summit. MBO America joins the group of successful companies serving the burgeoning inkjet marketplace with technology that is simply remarkable.”

Martin says, “Given the success that MBO America had at this year’s event, we are very much interested and looking forward to participating alongside the high profile attendees and presenters again at the next Inkjet Summit!”

The New MBO America: The Largest, Fastest, Selection of Traditional and Digital Finishing Solutions

The “new” MBO is the product of a decade of development and a highly precise acquisition strategy. The culmination of these investments will be shared during MBO America’s first Open House in its new facility, scheduled for July of this year.

MBO America will showcase solutions covering digital web finishing, die cutting, packaging, direct mail, and more.

Beginning with Finishing

Martin says that he was able to demonstrate how companies like Philadelphia-based ANRO Printing, have benefitted from looking at their production workflows from the perspective of postpress; i.e., effectively, putting finishing first, at the Inkjet Summit.

“The advances made in our postpress systems and software influence the production flow tangibly,” Martin told attendees. “For instance, the new MBO K8 RS is the world’s fastest folder, capable of running 18,000 pieces per hour. With this machine, customers can maximize their press usage because job throughput times at the finishing stage are significantly reduced.”

Beginning with Finishing will be the theme for MBO America’s educational efforts, which brings attention to the impact of postpress on the bottom line.

“Teaching the market about these considerations is one of MBO America’s top priorities this year,” Martin says. “If printers and finishers audit and subsequently change their production workflows without consideration for finishing, they are missing a tremendous opportunity to optimize the production process.”

The New MBO America: New multi-functional headquarters

MBO America, one of MBO’s worldwide offices, is in a new and expanded facility housing Americas headquarters, distribution, and a demonstration and education facility in the Philadelphia/New Jersey metropolitan area. Travel to and from the new building is easy, with numerous international and domestic airports a short distance away.

The strategically located Marlton, New Jersey facility allows MBO America to easily serve the Pharmaceutical, Commercial Finishing, Packaging, Die Cutting, and Digital Finishing sectors in the Americas. From intricate folds and die-cuts to niche packaging with special standards, MBO has come around the last turn, edging out the competition with next-generation achievements in direct to finish, speed, and flexibility.

Next Up: MBO America Open House

Loyal customers and new friends who want to see MBO America’s newest technologies are being invited to attend MBO America’s **Beginning with Finishing Open House**, scheduled to take place July 28 – 30, 2014, at the new facility outside of Philadelphia. Invitations are being mailed to MBO America customers and contacts. A limited number of additional invitations are available by contacting: info@mboamerica.com; or by registering online at: <https://www.eventbrite.com/e/beginning-with-finishing-registration-11451522813>.

About MBO America

MBO America celebrates 30 years and over 10,000 US installations as the most comprehensive postpress finishing solution provider in the western hemisphere. MBO America develops a broad array of cutting edge, high-performance finishing solutions for conventional, digital, and hybrid print operations, and fulfills specialized needs upon request.

MBO and MBO America are internationally renowned for superior customer and technical support, as well as top-notch consultation services. In 2014, MBO America is adding a variety of customer engagement opportunities that will build on existing, successful activities such as its popular, quarterly training seminars.

For product information, images and videos, visit MBO America's new website at <http://www.mboamerica.com>. For service related inquiries, contact: 1 800 626 8810, or email: service@mboamerica.com.

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