

MBO Spotlights Modular Solution at Xeikon Café

Pharmaceutical leaflets will be placed under the production microscope at the packaging innovations event

XEIKON CAFÉ, BELGIUM - March 5, 2015 – MBO's expertise in digital pharmaceutical leaflet production will be highlighted at the Xeikon Café Packaging Innovations event, taking place in Antwerp, Belgium from March 10-12, 2015. At the event, attendees will have the opportunity to see a Digital Pharmaceutical Leaflet Solution, where 4-up, 16-page pharmaceutical leaflets will be produced.

The portfolio of the leading supplier of folding machines and peripheral units includes feeders, unwinder and rewinder systems, and sheeters, for offset and digitally printed products. MBO also supplies Herzog+Heymann systems, renowned for its specialty solutions, mailing systems, miniature and large folding machines for mailing, pharmaceutical leaflets and packaging.

At the event, MBO will present a Digital Pharmaceutical Leaflet Solution, which consists of a UW500 unwinder, SVC525C sheeter and KL112.1 folding machine, with the 177 Vertical Stacking Delivery. Being produced are 4-up, 16-page pharmaceutical leaflets on 40gsm from roll.

“The Digital Pharmaceutical Leaflet Solution that we are showing is just a small sample of MBO's huge product portfolio,” states Frank Bahmer, CEO of MBO America. “We will be highlighting how we can do much more, by combining the strengths of MBO and Herzog+Heymann, and hope that this event will help customers understand the advantages of our modular approach.”

MBO Pharmaceutical Leaflet Production Presentation

Bahmer will discuss this, and more, during his Pharmaceutical Leaflet Production presentation at the Technical Conference on March 10, at 3:30 pm; March 11, at 3 pm; and March 12, at 3:30 pm. Live presentations of the MBO digital line will take place throughout the show.

On participating in the event, Bahmer expands: “It is a great opportunity to meet existing customers and those with an interest in how their services can be developed while being supported by us. We also want to learn more about the market challenges and opportunities and how we can help businesses develop and increase their profitability.”

“Digital print production enables a wide range of jobs to be produced but some of these need specialist finishing due to the nature of the product or the substrate used – pharmaceutical leaflets is one of them,” comments Jeroen van Bauwel, Director Product Marketing at Xeikon.

“To ensure our customers are as supported as much as possible throughout the whole production chain we have developed relationships with leaders in their field and the MBO Group is one of

those. We look forward to seeing how our customers can further develop their services with such world-class manufacturers.”

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 service@mboamerica.com

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