

News Release For immediate release

QIPC-EAE supplies automation to Shanghai United Media Group again

Oosterhout, January 2020 - Shanghai United Media Group can continue to rely on press automation of Q.I. Press Controls (QIPC) and EAE Engineering Automation Electronics (EAE) in the future. The Chinese media group, one of the largest in the country, is updating its existing QIPC automation with a new mRC-3D colour register control system. The EAE control system will be updated as well. "The Chinese market continues to be of great importance to us."

More stable than other systems

The new installation of the Dutch specialist in measuring and control equipment for the printing industry will replace an old QIPC system. The positive experiences with the previous QIPC installation made Shanghai United Media Group decide to go with the Dutch automation again. "We used the old system for about ten years," says Jian Dai, Project Manager at Shanghai United Media Group Printing. The media group, which produces around 1.6 million printed copies every day, would like to continue this collaboration. Jian Dai: "In those ten years, QIPC automation has proven to be more stable compared to other systems. The fault margin is very low."



Mr Zhiping Tang, Factory Director Shanghai Media Group

Chinese market

In 2018, the EAE Print control system was installed at Shanghai Media Group. The new QIPC hardware is a next step in the collaboration between QIPC and Shanghai Media Group and is the result of the Dutch company's focus on the Chinese market. "QIPC-EAE already has quite a few installations in China," says Erwin van Rossem, Director of Global Sales & Marketing at QIPC-EAE. He sees great future potential at Shanghai Media Group, one of China's largest media companies, and also at other printing companies throughout China. "The Chinese market remains very important to us. We can serve new and existing customers perfectly, both from Europe and locally with our agent Pande Graphic Equipments."



The Goss printing press at Shanghai Media Group

Future-proof

The new mRC-3D system will be installed on a Goss Universal press. The 12 cameras will control the colour register. The EAE control system will be updated as well, with 6 new EAE control consoles, 2 INFO systems and NETPC. "The reason for this investment is mainly because the existing system is outdated," says Erwin van Rossem. "To ensure that production continues in the future, an update is required. Instead of the old system, Shanghai United Media Group will have a system that is more efficient and future-proof," says Erwin van Rossem. Jian Dai is counting on a reliable automation system: "We believe that this system is maintenance-free and will further optimise our press."

About QIPC – EAE:

QIPC – EAE is the result of the acquisition of EAE by Q.I. Press Controls in 2014. Q.I. Press Controls, the number one supplier of innovative, high-quality optical measurement and control systems, joined forces with EAE, the leading supplier of control, automation and software solutions for the printing industry. Supported by a global service network, the QIPC – EAE joint-venture delivers total solutions for web offset presses in the printing industry. From prepress to mailroom, QIPC – EAE provides solutions that not only lead to production reliability, but to enhanced performance as well.

For more information, go to: www.qipc.com & www.eae.com

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