

Muller Martini Mailroom Systems



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Volker Leonhardt

GM Sales and Marketing, Muller Martini

Muller Martini Mailroom Systems



Muller Martini Versand Systeme AG

Volker Leonhardt

Added value – new business opportunities



- Application of self-adhesive labels
- Post-it, Booklets
- Variable forms and formats (dicutting)
- Varnishing, flavored ink

Labeling



- Print on demand of label prior to application
- Possibility to individualize

On demand label-print

Added value – new business opportunities



- Application of postcards, CDs and DVDs

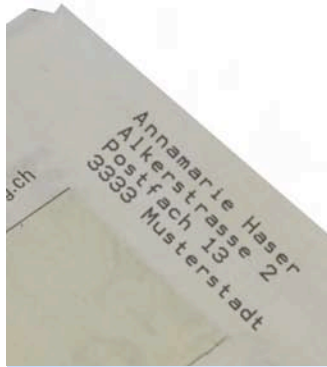
Card-gluing/CD-Application



- E.g. Shampoo, cosmetics etc.

Application of sachets, gimmicks

Added value – new business opportunities



- Single copy addressing, personal approach
- Online inkjet printing
- Specific information for subscribers

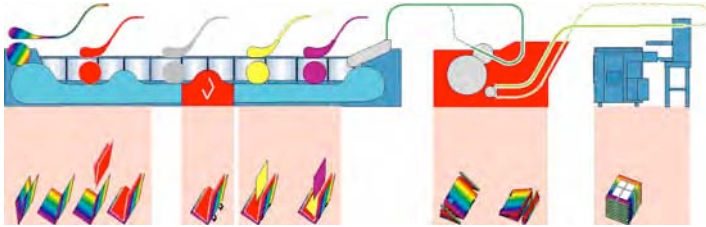
Single Addressing



- Secures newspapers coupon and inserts integrity
- Opportunities for premium ad placement atop package
- Protection against weather and dirt

Foil wrapping

Added values – new business opportunities



- Production of semicommercials in one path reduces production and process times significantly

One path productivity



- Integrity of entire package thanks to sealing at open side of newspaper
- Avoid inserts from falling out

Sealing

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