

## Tuna Matbaacılık sticks to proven combination with Q.I. Press Controls

**Oosterhout, April 2020** - Printing company Tuna Matbaacılık equips its recently acquired press with the latest automation of Q.I. Press Controls (QIPC). In this way, the Turkish printing company maintains the successful combination between the manroland UNISET 75 newspaper press and the QIPC automation the previous owner of the press in South Africa also used. The Dutch specialist in measuring and control equipment for the printing industry installs its innovative mRC-3D system for colour register and cut-off control at the print shop in Ankara.

### Press takeover

Tuna Matbaacılık is one of the more modern printing companies in Turkey. The company operates five presses, including the manroland UNISET 75 which it acquired two years ago from a print shop in South Africa and on which mainly school books were printed. The press was already equipped with QIPC automation in South Africa, but these systems stayed with the vendor. "From the moment the press arrived in Turkey, we knew that we also wanted to invest in automation to improve product quality and reduce waste," says owner Tuna Yıldırım. In the end, the investment was slightly delayed, but today Tuna Yıldırım is proud to announce that the press will be re-equipped with QIPC automation.



**manroland UNISET 75**



**Tuna Yıldırım, owner Tuna Matbaacılık**

### Future vision and conditions

The total of six mRC-3D cameras (two for cut-off control and four for colour register control) will allow the press to work more efficiently with less waste and a higher quality end product as a result. Tuna Yıldırım explains the choice for QIPC by pointing out the future vision of QIPC and the conditions offered: "QIPC is fully focused on the printing industry. They also continue to invest in research and development within this industry. In addition, the "value for money" and delivery time were excellent".

### Long term

Both Tuna Matbaacılık, QIPC and Bora Erdem of Derintrade, QIPC's agent for Turkey and the person who brought both parties closer together, are looking forward to a successful long-term cooperation. Tuna Matbaacılık: "The contact so far has been perfect and Harold Drinhuyzen of QIPC had an answer to every question or problem we have encountered so far". Harold Drinhuyzen, Area Sales Manager at QIPC: "We were very impressed with Tuna Matbaacılık's print facility, which looks very modern and tidy. We are very pleased that he has chosen our automation. It shows that we are performing well on newspaper presses and possibly it also makes other Turkish printers consider QIPC".

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# News Release For immediate release



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For more information: [www.qipc.com](http://www.qipc.com)



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