

我们就是印刷  
WE ARE PRINT.™



#### THE MARKET

MAN Roland is one of the world's largest manufacturers of printing systems with operations in more than 140 countries and 10,000 employees worldwide. A third of all newspapers in the world are printed on a MAN Roland press and the company enjoys a world-famous reputation for providing the latest technology in printing systems for newspapers, commercial, web and sheetfed printing.

The company's technological innovations include designing the world's fastest sheetfed press – the ROLAND 500 – introduced to the market in 2002. The small format press for packaging and commercial printing has a capacity of 18,000 sheets per hour, and was designed to meet the trend in the packaging industry for shorter print-on-demand runs to meet tight deadlines.

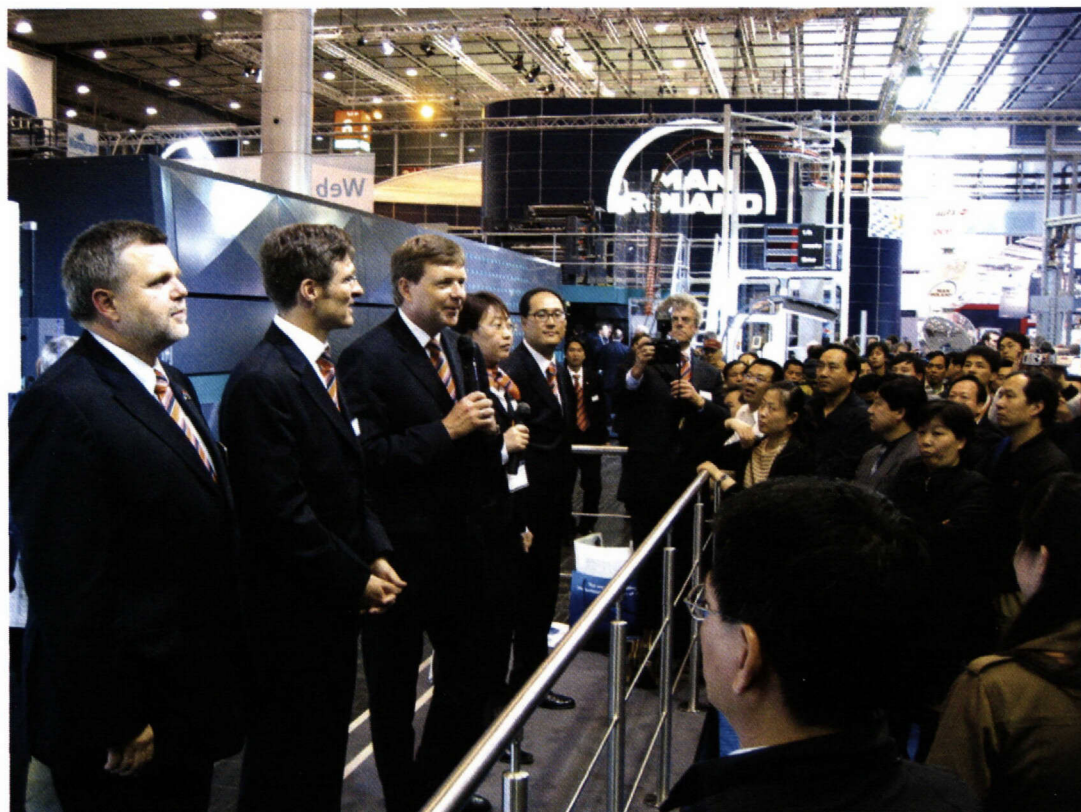
With 150 years of printing experience, MAN Roland provides expert total solutions for all printing needs, from prepress to postpress, as well as printing supplies, service and spare parts. By providing the best technological equipment, MAN Roland is able to ensure excellent print quality for its customers, who include international newspaper, advertising and publishing companies.

The company, which generates an annual turnover of more than €2 billion, recognises that its success is built on customer satisfaction and places a high priority on the needs and interests of its customers. As part of this commitment, a team of highly qualified solution engineers are on hand to provide after sales service and support. In fact, half of MAN Roland's employees in China are in the service department.

As China's leading printing system manufacturer, MAN Roland takes its responsibilities to the industry seriously and has taken a key role in developing the Chinese printing industry to ensure a strong business' infrastructure across the region. With the printing market set to increase tenfold in the next decade, MAN Roland is set for strong growth and greater success in China.

#### ACHIEVEMENTS

MAN Roland is the global market leader for Webfed presses – every one in three newspapers in the world is printed on a MAN Roland press. MAN Roland is also the second-largest



manufacturer of sheetfed presses and is internationally renowned for technological innovation and superior quality.

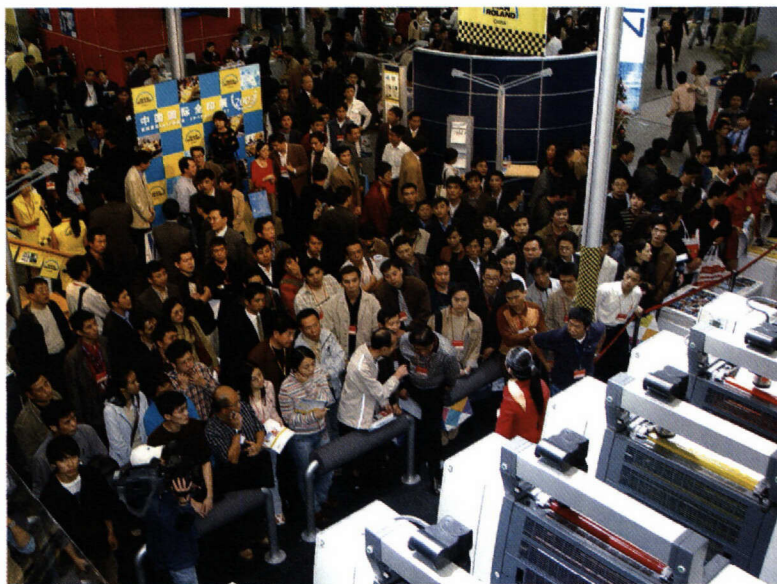
To reflect its industry leadership, MAN Roland rolled out a new corporate slogan in 2004 – "WE ARE PRINT". With products of the highest quality, enhanced by comprehensive service and interface technologies, the new slogan highlights the assurance MAN Roland is able to give as a world leader in printing equipment. "WE ARE PRINT" is a pledge to customers, employees and the entire print community that they can

depend on MAN Roland for all their printing needs.

#### HISTORY

MAN Roland's distribution network in China dates back to 1921. Today, MAN Roland Greater China offers a full range of printing products and services to the Chinese printing and publishing industry. As partner to the regional printing and publishing industry, MAN Roland Greater China distinguishes itself by two outstanding qualities. Firstly, it offers a full range of print-related equipment and services from 30 leading manufacturers. Secondly, it has operations in Hong Kong, Shanghai, Beijing, Guangzhou, Shenzhen, Chengdu and Taipei, with full-service offices in Hong Kong, Shanghai and Taipei, in order to meet the demands of a huge and growing market. With over 200 employees, the company is capable of extending its vast distribution and customer support network to serve when and where it is needed.

The Chinese printing industry is divided into three basic segments: publications, commercial and packaging. MAN Roland continually monitors and analyses developments in the market in order to provide customers with state-of-the-art technology tailored to their specific needs – with the ultimate aim of reducing



costs, increasing production and enhancing product quality.

MAN Roland considers Greater China as a core market for the global printing and publishing industry. The rapid growth and continuing efforts of MAN Roland in China underlines its long-term commitment to the region as well as its vision of becoming the most preferred graphic arts supplier in Greater China.

MAN Roland's success in China has been driven by managing director Dr Markus Rall, with his team of professional solution engineers who provide unmatched skills and service. This team includes Stefan Dittmann, general manager of web presses, who established the MAN Roland China Newspaper Customer Association, the only association for newspapers in China; and Eric Wong, general manager of sheetfed and postpress, who successfully rolled out small, medium and large format sheetfed presses to the market. These core members of MAN Roland China have greatly contributed to the company's success in the country.

MAN Roland is a member of the MAN Group, a Fortune 500 company which also specialises in aerospace and commercial vehicles.

### THE PRODUCT

MAN Roland printing products can be clearly differentiated from others on the market by their strength of quality and the professional service that customers receive from the company's highly qualified solution engineers. MAN Roland products and services include:

- Newspaper printing machines
- Sheetfed offset press – book printing, product packaging, advertising materials printing
- Postpress solutions including book binding machines and cutters
- Printing supplies such as ink, blankets, and printing chemicals
- Professional service, consultation and after-sales service
- Spare parts for the MAN Roland newspaper and sheetfed press



### RECENT DEVELOPMENTS

As one of the world's largest printing technology and systems suppliers, MAN Roland China is fully committed to developing the Chinese print industry. In 2005, the company launched a scholarship programme to improve printing education and technology in China. The MAN Roland Scholarship for Printing Professionals



rewards students who demonstrate outstanding achievement in scientific research, academic performance and practical experience.

The scholarship provides a platform for print industry students to show off their talents and encourages constructive competition, as well as promoting information exchanges and discourses. MAN Roland makes 53 scholarships available and the highest sum awarded is Rmb10,000.

MAN Roland is continuously opening new offices to provide better coverage and bring the

company's service closer to its customers. The newest addition to the MAN Roland network is its Chengdu operation which was recently opened in line with the Chinese government's "Go to the West Strategy".

### PROMOTION

To maintain MAN Roland's substantial market share, the company will continue to provide first-class customer service, to deliver value for money products, to develop the Chinese printing industry, and to build a strong business infrastructure across the region.

MAN Roland uses a range of promotional tools to cultivate brand awareness and establish influence. These include advertising in major industry magazines in Hong Kong, China and Taiwan, and issuing weekly company press releases.

In China, MAN Roland achieved excellent word of mouth

referrals and sales during the All In Print Exhibition held in Shanghai in October 2003. While in Germany, MAN Roland was one of the most important attractions at Drupa 2004, the world's largest industry exhibition held in Düsseldorf every four years.

### BRAND VALUES

MAN Roland is one of the world's largest printing systems manufacturers. With two-thirds of newspapers in China printed on a MAN Roland press, it is no wonder that the company motto is "WE ARE PRINT".

MAN Roland places the highest priority on customer satisfaction. A team of professionals provide service and training for customers, enabling them to get maximum production from the equipment. This comprehensive service, teamed with MAN Roland's premium products, guarantees the highest print quality.

In 2005, MAN Roland replaced its familiar blue arch corporate symbol with a new three-dimensional metallic logo. The change reflects the technological leadership of the company as well as the financial strength and stability of the company's parent – the MAN Group.

### THINGS YOU DIDN'T KNOW ABOUT MAN ROLAND

- MAN Roland has 66 percent Chinese market share of the newspaper print industry
- A third of all newspapers in the world are printed on a MAN Roland press
- MAN Roland is the largest packaging printing provider in the world
- MAN Roland is the world market leader in webfed printing and the world's second-largest provider of sheetfed offset printing systems
- MAN Roland is a subsidiary of the MAN Group, a Fortune 500 company which is one of Europe's leading engineering groups that specialises in industrial services, commercial vehicles, diesel engines and turbo machines