

Market leader north Bengal reaffirms confidence in Q.I. Press Controls

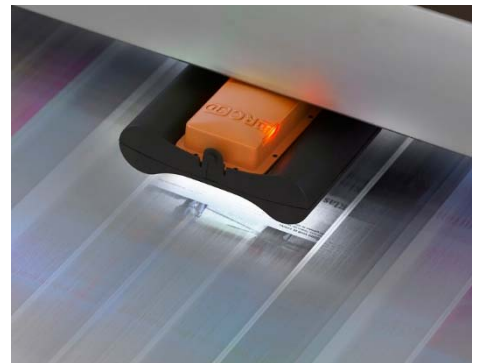
Oosterhout, November 2019 - The collaboration between the printing company of the daily paper Uttar Banga Sambad and Q.I. Press Controls (QIPC), the Dutch specialist in measuring and control equipment for the printing industry, will be further intensified. Uttar Banga Sambad, the largest newspaper in the northern region of West Bengal in India, is investing in automatic colour register control.

Satisfied with current installation

The collaboration between Uttar Banga Sambad and QIPC started four years ago. Since then, the Indian printing company, based in Siliguri, has been using QIPC's measurement and control equipment. To great mutual satisfaction. "Uttar Banga Sambad is market leader in northern Bengal", says Rakesh Dave, Managing Director of QIPC-EAE India. "They have the largest circulation in the Siliguri region. The fact that they have approached us to extend the cooperation shows how satisfied they are with the current installation."

Update and expansion

The new installation consists of two different parts. Uttar Banga Sambad invests in 10 mRC-3D cameras for automatic colour register control and 2 more mRC-3D cameras serve as an extension of the existing automation system. "The current systems really needed an update", Rakesh Dave knows. "Their main motivation for this new investment is to save on waste. In addition, thanks to our systems, they will also be able to deliver better and more consistent print quality."



mRC-3D with AIMS

Historical player

Uttar Banga Sambad is an important newspaper in the northern Bengal region. A newspaper with history, because it was the first newspaper printed in West Bengal that did not come from Calcutta. Rakesh Dave calls it the 'mouth of northern Bengal'. With a 63 percent market share in the region, it is by far the most important newspaper. Five regional editions are currently being published: Siliguri, Jalpaiguri, Coochbehar, Alipurduar and Malda. "You understand that the satisfaction of such a large customer is important to us and we assure them that we will maintain our high service and performance standards all through," concludes Rakesh Dave.

About Q.I. Press Controls:

Q.I. Press Controls develops and delivers innovative, high quality optical measure and control systems. We are globally active in the newspaper and magazine printing industry. Our total solutions are supported by a worldwide service network. These reliable systems are proven in the market of existing and new printing presses and offer our customers structural better results.

I am here... for you

For more information: www.qipc.com

I AM HERE:

Q.I. Press Controls
Oosterhout - The Netherlands
Phone: +31 162 408 222
Email: info@qipc.com
www.qipc.com

