



pressrelease

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MAN Roland becomes a contributing partner to Cal Poly's Graphic Communication Institute

Expanding its ongoing commitment to advancing education and research in the graphic arts, MAN Roland has made a "Gold Partner" donation to the Graphic Communication Institute (GrCI) of the California Polytechnic State University in San Luis Obispo.

Developed to serve the graphic communication industry, the GrCI is the arm of Cal Poly's Graphic Communication Department where academic, educational and research resources are applied to the challenges printers are facing today from competing media.

Where Theory Meets Practice

"GrCI does research, testing, product evaluations, consulting, and conducts industry seminars and workshops," says Harvey Levenson, Department Head of the Graphic Communication Department. "Its existence relies on providing services to the industry and on industry support." The Institute was founded by the Graphic Communication faculty and the department's advisory board in 2001.

In announcing its donation, MAN Roland CEO Vince Lapinski pointed to the vital role of the Institute. "Alternative media continue to advance in terms of both technology and marketing," he said. "Printing needs to keep pace. That's the job of the GrCI, and MAN Roland is proud to contribute to its efforts."

The GrCI is one of just a handful of action-oriented think tanks devoted to the printing industry. Its main mission is to promote print as the most effective form of mass communication, and reinforce that message among advertisers, marketers, print buyers, businesses, and the general public.

"We can achieve this by making sure that those in our field have the technological, management, and overall operational know-how to project the printing industry as the best for disseminating advertising and information," Levenson declares. "The programs and services

MAN Roland Druckmaschinen AG is the world's second largest printing systems manufacturer and the world's market leader in web offset. MAN Roland operates out of Offenbach, Augsburg and Plauen in Germany. It employs 9,000 staff and generates annual sales of \$2.7 billion (EUR 2 billion), with an export share of 82%. Web and sheetfed offset are its major product lines for publishing, general commercial and packaging printing. MAN Roland is the only printing press manufacturer to be a partner of the WAN (World Association of Newspapers). In North America, MAN Roland Inc. operates a network of five regional sales and service facilities, staffed by over 250 employees.

MAN Roland Inc.
800 East Oak Hill Drive
Westmont, IL 60559
www.manroland.com

For more information:
Vince Lapinski
Chief Executive Officer
630.920.5853
lapinski@mru.com

Cathy Lapinski
Web Marketing Manager
630.920.3587
clapinski@mru.com

Deanna Brusa
Marketing
630.920.5850
brusa@mru.com

For the agency:
Michael Balton
917.597.1925
michael_balton@nakinc.com

provided by the GrCI help do just that. Students, faculty, and industry experts are involved in this effort to promote and improve the printing industry.”

MAN Roland’s Susan Klutnick, Sales Manager for Commercial Web Operations, holds a seat on the Graphic Communication Department advisory board. “I’ve been a long-time advocate of the Cal Poly program and was fortunate to participate in the development of the GrCI,” she says. “MAN Roland becoming a partner will make the Institute stronger in its efforts to help printers succeed in a media marketplace that is growing more competitive and complex every day.”

MAN Roland customers will benefit from its partnership with the Institute in more immediate ways as well. For instance, the GrCI will provide the press maker with three of its research white papers that MAN Roland will distribute to customers and prospects. The topics are: “Cross Media Communications,” “Estimating for Digital Printing,” and “Virtual Proofing.”

Considering The Bottom Line

But the ultimate benefit can best be expressed in bottom line considerations. Says Levenson: “Research at Cal Poly clearly indicates that print will survive as a medium of choice in advertising, marketing, and communication only if the printing industry. . .”

He follows with a detailed list of requirements that includes embracing such advancements has on-demand printing, providing added value products and services, increasing focus on niche markets, and investing in new technology that fulfills market desires. “At Cal Poly, we hope to lead the industry in these directions through the products and services of the GrCI,” Levenson says.

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CAPTION

Cal Poly State University, San Luis Obispo, California. Home of the Graphic Communication Institute (GrCI) where industry is served through research, testing, product evaluations, consulting, seminars and workshops. MAN Roland has joined with the GrCI as "Partners in Education" in supporting the Institute's mission.

About Cal Poly's Graphic Communication Department

Founded in 1946, Cal Poly has one of the largest Graphic Communication programs in the United States (www.grc.calpoly.edu). With over 33,000 square feet of laboratory space, Cal Poly continues to advance the educational offerings for students studying printing and imaging management, electronic publishing and imaging, packaging graphics, and design reproduction technology. In conjunction with Cal Poly's Orfalea College of Business, the Graphic Communication Department offers an MBA with a specialization in Document Systems Management.

The Graphic Communication Department also houses some of the most modern laboratory facilities in graphic arts education and is supported by many of the world's largest printing industry vendors. The department received national accreditation by the Accreditation Council of Collegiate Graphic Communications and also houses the Graphic Communication Institute at Cal Poly (www.grci.calpoly.edu) to conduct research, testing, product evaluations, consulting, seminars, workshops, and conferences.