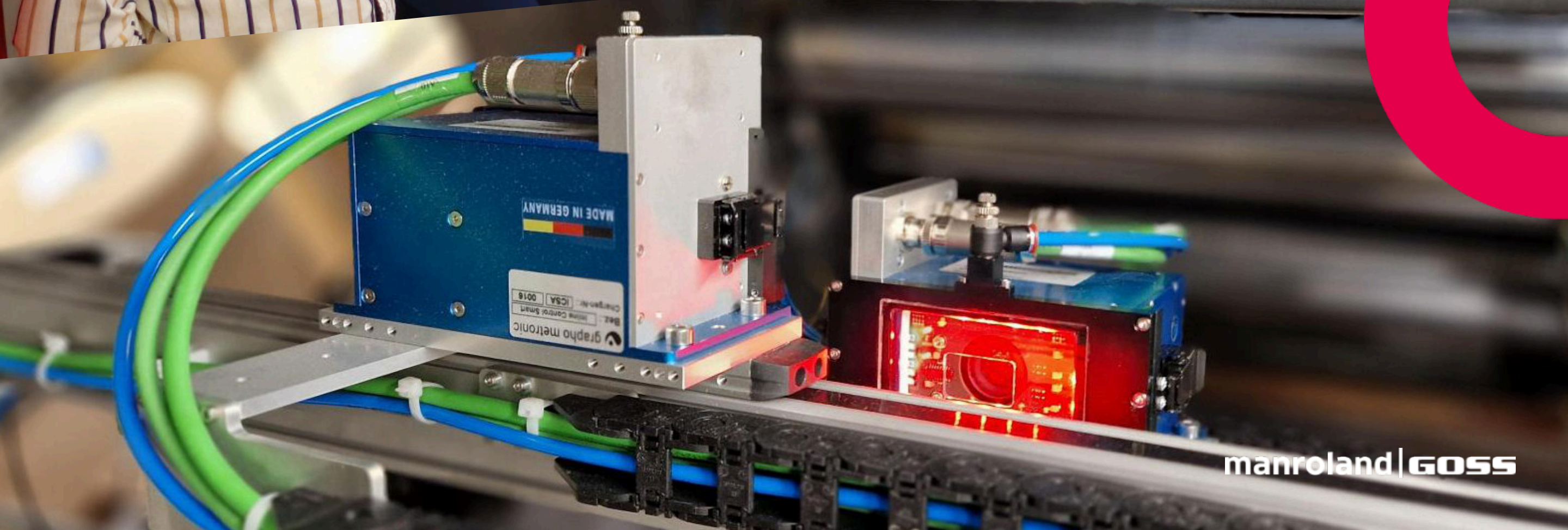


Success Story | 2025

# First Newspaper Printing Press

## equipped with IDCsmart

### Mediaworks Group modernizes with foresight



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The Mediaworks Group, one of Hungary's leading printing and media companies, produces high-quality daily newspapers, magazines, brochures, and catalogs in high volumes at its Szeged location. The UNISSET web offset press from manroland Goss, installed in 2008, delivers up to 70,000 copies per hour, with variable formats ranging from A5 to A2 and up to 96 pages in length.

Modern software and a high degree of automation ensure efficiency and top-notch quality. To continue meeting their growing demands, Mediaworks once again relied on the proven expertise of manroland Goss for the modernization of its facilities.

#### Challenge

The previously used inline control system for the UNISSET was technically outdated and could no longer meet the growing demands for quality and efficiency. Mediaworks was looking for a future-proof solution that would reduce operating costs, increase production performance, and stay within a clearly defined budget.

#### Flexibility over compromise:

#### IDCsmart now available for Newspaper Printing

With a new modular design, manroland Goss now offers a powerful and scalable version of the IDCsmart color control system for newspaper printing – economically feasible without compromising on quality or future-proofing.

The key advantages are as follows:

- **Consistently high quality** of production results
- **Minimized installation effort** – easy for the customer to integrate
- **Increase of productivity** through fast traversing color measurement
- **Stress-free production** thanks to robust OEM design

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Mediaworks is one of the first users of this new solution in the newspaper printing sector and directly benefited from its flexibility: the system was tailored to specific requirements and successfully integrated into ongoing operations.

#### A partnership on equal terms

The smooth implementation was made possible by an intensive, collaborative exchange. Regular coordination and transparent communication ensured that both technical and economic goals were fully achieved.



„Modernizing our printing system was clearly the right decision: it is the key to achieving color stability. Objective and uniform coloring was the goal, and it has been achieved.

The manroland Goss team's support is nothing short of exceptional. We are very pleased with the follow-up provided and the commitment to ongoing refinement.”

*Marancsik Roland  
Manager of Printing House*

#### Conclusion

The successful modernization in Szeged highlights how innovation, technological expertise, and customer-centricity create real value – both economically and qualitatively. Together with Mediaworks, we are shaping the future of printing: more sustainable, more efficient, and more flexible.

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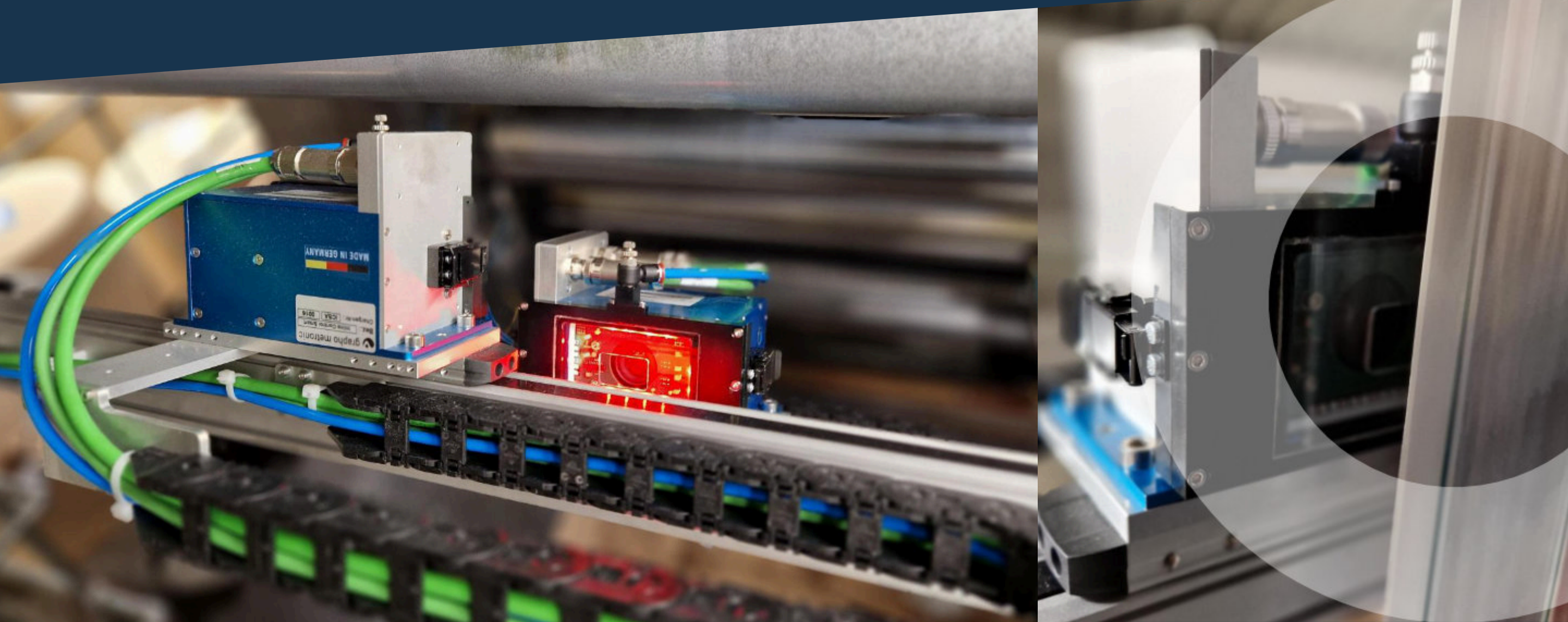
Mediaworks Group modernizes with foresight

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## About Mediaworks Group

The Mediaworks Group is one of Hungary's leading printing and media companies, with locations in Budapest, Győr, and Szeged. Since its founding in 2013, Mediaworks has combined cutting-edge printing technology with a broad portfolio of national and regional daily newspapers, magazines, and digital media offerings.

The company stands for innovation, quality, and comprehensive media expertise. Mediaworks employs nearly 2,000 staff and serves a large readership as well as numerous business customers with tailored printing and media solutions.





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