

Press Release

POLAR 66 came, was seen and bought...

Sales numbers of POLAR's digital cutter have also almost doubled, partly due to high visibility at trade fairs

For almost a year now, POLAR has been promoting its POLAR 66 machine with very transparent pricing in Germany. At digital trade fairs and events, like the HP stand at this year's Fespa, the Océ Production Printing Summit or digi:media it's been easy to see that customers are tremendously interested in a sturdy cutting machine for the 35 x 50 format. At these three events alone we recorded more than a dozen orders.

Michael Neugart is delighted to see this significant sales increase: "For some time, our smallest ones' huge potential has not been fully exploited". Discussions with customers and suppliers of digital printing machines continue to confirm that POLAR 66 is setting its own standards in this offset class when it comes to quality, cutting accuracy and functional range. If the good price is also communicated transparently, success is almost guaranteed. In Germany, the sales of POLAR 66 have more than doubled since last year. Also in other markets where we are able to follow the same marketing concept, sales numbers are rising dramatically. Digital printing is one of the growing markets in our industry and our 66 cutting machine perfectly complements the suppliers' line of products."

Extra information:

POLAR 66 is specially meant for the needs of digital printing businesses. The hydraulic machine for simple cutting jobs is mainly designed to handle the 35 x 50 offset class. The P-Net networking concept allows it to be integrated into the digital workflow which also ensures a perfect connection to digital printing.

The new optional barcode scanner reads specific job data and the appropriate cutting program can be automatically called up. This not only saves time, but also helps to avoid mistakes.

POLAR is currently offering POLAR 66 in Germany and various other countries at a special price as of 14,990 euros.

Click here to see a video of POLAR 66

http://www.polar-mohr.com/produkte/produkt_uebersicht_en_1009.html.

Please visit also our website:

www.polar-mohr.com



The photo shows a POLAR 66 X cutter