



## PRESS RELEASE

POLAR-Mohr Maschinenvertriebsgesellschaft GmbH & Co. KG  
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### **drupa was a success for POLAR**

**POLAR sees a high readiness to make investments which is an eloquent reflection of the positive mood shown by the 260,000 visitors. The fair has demonstrated that the offset printing sector is very lively and digital printing continues to grow. In both areas, POLAR is very well placed with its product portfolio.**

The main attractions on the POLAR stand were the two laser cutting machines, as well as LabelSystem DC-11plus and CuttingSystem 200 PACE. Especially the Digicut ECO and Digicut PRO models met with great interest. Customers were not only fascinated by the technology of laser cutting, but also by the diverse applications.

#### **Sales hit for POLAR**

After many difficult years drupa 2016 represents a powerful ray of sunshine. The customers not only showed great interest, but also an enormous willingness to invest. The number of contracts we concluded reflects the positive spirit. POLAR is very satisfied with the course of the trade show. We sold numerous stand-alone machines and quite a number of cutting and die-cutting systems right from the booth. Besides, we managed to initiate many interesting projects. Once again, POLAR has proven to be an innovative and reliable partner for its customers.

#### **Digicut ECO and PRO laser cutters**

Digital laser cutting opens up new opportunities to increase the added value. In Digicut ECO, POLAR is offering a device which is designed for small quantities and special materials. The Digicut PRO model was presented for the first time. It is designed for producing creative finishings on an industrial scale.



*Impressions of the POLAR stand*



*POLAR CuttingSystem 200 PACE*



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*POLAR Digicut PRO*

### **The first carbon neutral POLAR machines**

For most visitors it was worthwhile coming to Hall 1 where Heidelberg, POLAR and other partners were exhibiting. The distinct conceptional design of the hall was very attractive, and a lot of future-oriented innovations were offered. In addition, the machines installed in Hall 1, including all of the POLAR machinery, were carbon neutral.

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### **Information on POLAR**

An independent family business, POLAR develops efficient solutions in the post-press branch and positions itself as a global, trend-setting technology company. The range of products includes components and systems for networking and automating various processes from loading, via jogging, cutting and die-cutting right through to unloading and banding. We have been producing cutting machines that are perfect for Print-on-Demand markets working with formats up to 46 x 64 cm under the MOHR brand since 2012. Another member of the POLAR Mohr group is Dienst Verpackungstechnik GmbH, a business producing components and systems for the automatic packaging of goods, primarily in the food industry.