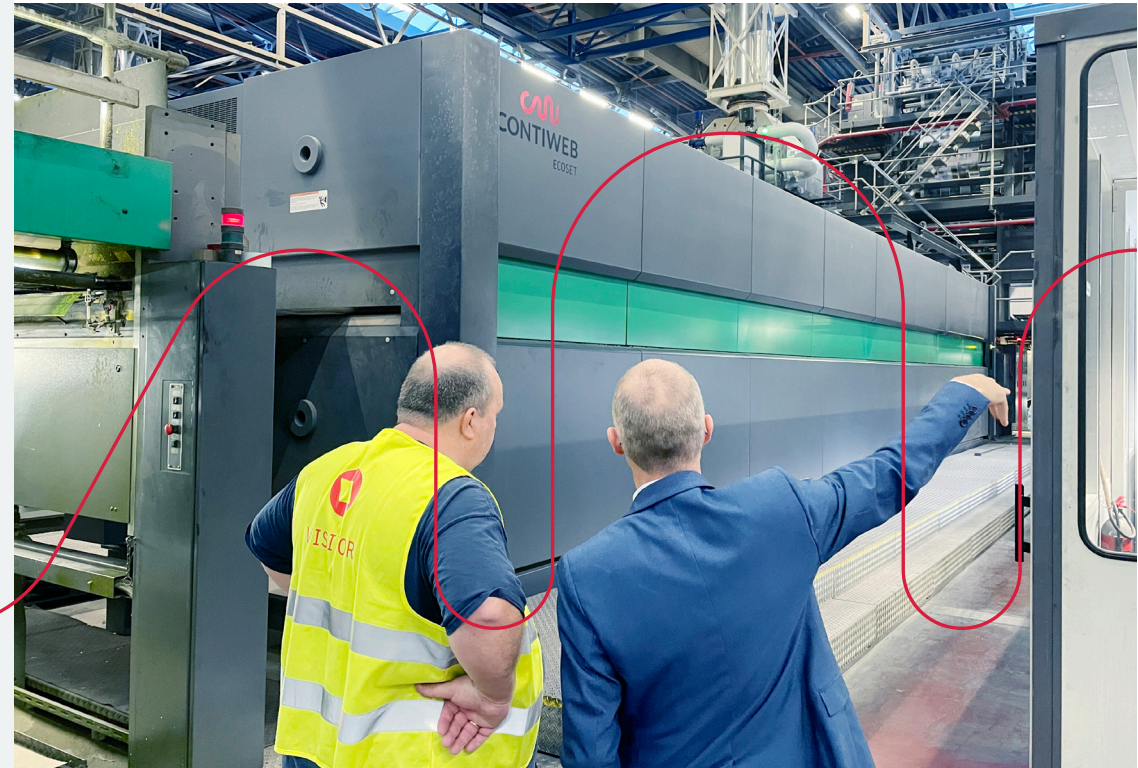


CASE STUDY

Roularta Printing chooses Contiweb to help achieve carbon neutrality

Ten years ahead of
the European Union's
2050 target


CONTIWEB



 **Roularta
Printing**

Realizing *your full potential*

As environmental regulations tighten on the printing industry, the need for sustainable solutions becomes more significant. Belgian commercial printing experts, Roularta Printing, recently had new Contiweb hot air dryers installed onto their printing presses to reduce gas and electricity consumption, helping to create a more sustainable solution for its customers. The addition of Contiweb equipment epitomizes Roularta's desire to be a market leader in implementing action towards becoming carbon neutral.

Roularta Media Group, including its printing division, Roularta Printing, is the market leader in magazine production in Belgium and the second largest magazine publishers in the Netherlands, covering the Dutch and French languages. Printing for clients ranging from weekly news magazines to business, lifestyle, medical, local media, and more; Roularta has extensive experience in the industry.

As part of its plan to become carbon neutral by 2040, in 2023 Roularta replaced three old dryers with new Contiweb dryers - two Contiweb Ecoset/T dryers and one Contiweb Ecodry. This investment comes after a previous successful Contiweb dryer installation in 2020. Having spent two years measuring its carbon footprint level, Roularta made these additions to its existing presses to reduce the gas and electricity consumption that arises from its printing processes.

Integrated afterburning as game changer

Although some printing companies switched from gas to UV drying, Roularta Printing opted to stick to gas heated burners.

"UV drying is something we looked at carefully, but we have not found any technical solution that can support our business, speeds, quality needs and safety standards as well," according to Steven Renders, General Manager of Roularta Printing.

The newly installed Contiweb's Ecoset/T and Ecodry systems are hot air web offset dryers that integrate drying and afterburning in a single unit. The integrated afterburners on the dryers incinerate solvents from the printing ink to produce clean air from the exhaust while the resulting thermal energy is re-used in the subsequent heating process, cutting energy consumption.

Renders says: *"The integrated afterburners are a real game changer for us. Previously, every press we owned was connected to an external afterburner. We saw on the last line 50% savings on the gas consumption and about 30% on the electricity consumption. This indicated we could expect the same results on the other lines. Ultimately, it was an easy decision to continue the progression across our print processes."*



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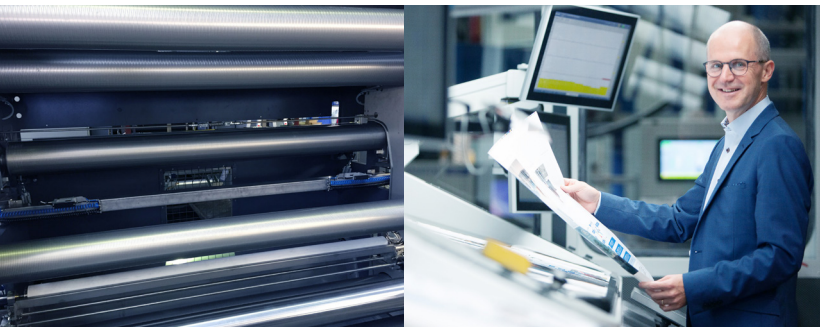


Sustainability is driving investment

The Contiweb equipment forms a key part of Roularta's wider overall sustainability plan that it has been implementing for 10 years now. While there is pressure from the European Climate Law to be completely carbon neutral by 2050, Roularta has been ahead of the curve, setting its own carbon neutrality target of 2040. Renders says: *"You can decide to spend the money now, or you can wait for the legislation and spend the money in 10 or 15 years. We felt it was better to spend it now and demonstrate to the market our clear sustainability plan and real actions that are making a difference to back it up."*

"We are committed to making sure that our sustainability plan is not just a good idea that we talk about, but something that is tangible and achievable. Customers can come and see our certified calculations that prove the benefits of the enhancements we are making."

"Our presses are occupied for 24 hours, six days a week, so we had tight windows for the installations. Critically, Contiweb were able to stick to the scheduled seven calendar days for each addition."



Looking to the future with environmental practices

In addition to the installations of Contiweb dryers, Roularta has demonstrated its guarantee to creating a sustainable production environment. It has pledged to install 3,600 solar panels in 2024 to become more self-reliant in energy consumption, as well as making improvements to insulation and lighting.

Renders continues: *"Once we have cut the gas and electricity consumption of our presses, there is only a limited number of ways we can make further improvements to them. We have to be innovative in how we make our factory and the area around our presses more sustainable to help us achieve our carbon neutral goal."*

A successful partnership

Renders expressed that Roularta's satisfaction with Contiweb has not been only due to the impact of the new equipment, but also the speed of which its handling team was able to install it with minimal interference to the printing output: *"The partnership is running smoothly. After the success of our previous Contiweb installation, we didn't need to be convinced on the benefits of additional equipment. Our presses are occupied for 24 hours, six days a week, so we had tight windows for the installations. Critically, Contiweb were able to stick to the scheduled seven calendar days for each addition."*



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About Roularta Media Group (RMG)

RMG is a Belgian publicly-listed multimedia group and a leader in magazine brands (general and business news, women's and lifestyle brands) in Dutch and French, local media in Flanders (primarily Sunday newspapers, location-based advertising online and on TV screens, networking events, etc.), provincial newspapers (Krant van West-Vlaanderen), and financial and business newspapers (De Tijd and L'Echo, in which RMG holds a 50% stake).

In the Netherlands, RMG has the secondlargest portfolio of magazine brands (opinion, investing, 50+, sports, lifestyle, and special interest). In Germany, RMG is a market leader in media for the fifty-plus audience.

With Roularta Printing Services, RMG operates the largest offset printing factory in Belgium, producing high-quality newspapers, magazines, and catalogs for the Belgian and international markets.

In total, Roularta Media Group employs approximately 1,300 full-time employees, with consolidated revenues of €343 million.



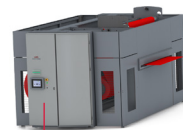
More information

Scan the QR code, access our Sustainable Savings Estimator, and discover potential energy savings and carbon footprint reduction tailored to your specific situation!



Contiweb is a global leader in the development, production, sale and support of state-of-the-art web-fed auxiliaries for a wide range of commercial printing and packaging production applications. With advanced solutions for drying, automatic splicing and fluid application, Contiweb has taken the core competencies gained from its long heritage in web offset and successfully applied them in the digital inkjet and packaging sectors.

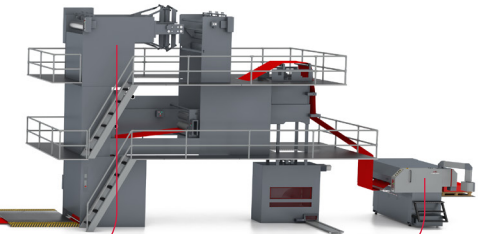
Realizing your full potential



Automatic paper reel splicing to keep printing without production stops.



Energy efficient drying to reduce costs and increase sustainability.



Pre-folding for the most efficient production process.

Fast in-line sheeting for a cost-effective workflow.



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