

PRESS RELEASE

The new IPG printing house of six billion HUF in Vác was launched

According to the IPG president, Hungary needs fresh solutions

Budapest, 22 September 2008.

Only within 8 months, the printing house of the Icelandic-owned Infopress Group (IPG) in Vác was completed, and it is already producing, so the quality transition of the Hungarian printing industry can be started. In Hungary, this was the first time for 16 years, that such a brand new device had been installed, so the market supply develops in quality. Infopress Group goes on with the already announced timing by launching its 6000 m² large printing house with nine billion page yearly capacity. The company dedicates a big role in its business plan for the production of marketing publications, brochures and premium magazines. The group plans further investments in Europe.

Launching its new 6000m² printing facility, **Infopress Group Hungary (IPG)** has announced that production of its high quality, high volume print solutions is now underway in Vác.

Construction of this state-of-the art facility was completed in only eight months and is the result of a six billion HUF investment by its parent company Infopress Group.

IPG Hungary represents an important step forward in transforming the quality and capacity of the Hungarian print industry. The facility's state-of-the art, high precision device from Manroland is the newest technology of its category to be installed in the country for over 16 years. And the machine, called a Rotoman-N 16, is capable of producing an astounding 300 pages per second, all at the highest quality standard of print. Two such presses are to be installed at Vác site, one is already producing, the other will start working end of September.

Annual capacity at the new site is around nine billion pages. IPG Hungary is focusing its business efforts on the production of marketing publications, brochures and premium magazines.

Infopress Group's President and CEO Birgir Jonsson said:

“Hungary needs fresh printing solutions, and our presence here means new opportunities for businesses whose standards are as demanding as our own. Our dedicated team of professionals and our modern technology mean we can offer world-class printing, with a fast turnaround and consistently high quality.

“Already a major player elsewhere in South Eastern Europe, Infopress Group has a proven track record as a strong and reliable partner. We understand our clients' needs and can offer them the most effective solutions.”

The key to the success is, that its professionals latch on to the work already in the planning phase of a publication, and propose the most optimal solutions for its clients already during the preparation.

Infopress Group is already a leading company in the Romanian and Bulgarian printing industry, with the critical mass to be able to fulfil large orders from multinationals. It also has plans for further investments in Europe and is currently exploring the potential of the German and Austrian markets.