

Manroland India and Bowe Systec ink partnership deal

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Manroland India and Bowe Systec announced the launch of their new partnership deal for mail insertion and sorting systems in India at a recently held event in New Delhi.



Manroland India will be the new sales and service partner for Bowe Systec's products in India through its nationwide distribution and service network. Bowe Systec and Manroland India are both member companies of the Possehl Group in Germany.

Bowe Systec, headquartered in Augsburg, Germany, is one of the leading European suppliers of high-speed inserting systems, mail sorting systems, card mailing systems and innovative software, and is also one of the world's leading solution providers for modern print and mailroom centres.

With 18 subsidiaries throughout Europe, the USA and in Japan, plus local general agencies for over 50 additional countries around the globe, the mailroom specialist is able to cater to local market requirements on an intensive and individual basis.

Since 2010 Bowe Systec has been owned by the Possehl Group, which generates annual sales of around €2.5 billion with a global workforce of over 10,000. The sole shareholder of L Possehl & Co is the charitable Possehl Foundation in the Hanseatic City of Lubeck.

Manroland India has six offices in India and more than 23 factory trained engineers and channel partners spread across eight centres in India, Manroland India feels it is well positioned to lead the Bowe Systec products and services in India.

"We are very pleased to introduce Manroland India as our new sales and service partner in India. With a strong sales distribution and service network from across six offices in India, we are confident that in Manroland India we have found the right partner to grow our business in India. We look forward to a strong partnership," said Joachim Koschier, CSO, Bowe Systec.

"We are delighted about our new partnership with Bowe Systec in the Indian market and look forward to a fruitful partnership. With their world class products in mailroom and inserting systems sector, Bowe Systec is a perfect addition in our existing product portfolio and we are excited about introducing these excellent products in India," said Natasha Tandon, head of marketing, Manroland India.

<http://www.printweek.in/News/325990,manroland-india-and-bowe-systec-ink-partnership-deal.aspx>