Press release

# Polirom Packaging relies on Koenig & Bauer

Romanian packaging printer with new technology on course for growth

* Rapida technology in half and medium format
* Continuous investment in new equipment
* High customer satisfaction

Radebeul, April 26, 2023

Just a few years ago, Polirom Packaging in Iasi/Romania was producing with printing presses from a wide variety of manufacturers. Today the picture has completely changed. In addition to a Rapida 105, the company has two Rapida 76s with five and six inking units and coating equipment. The latest went into production just a few weeks ago. There are also two Omega Allpro 55 folder gluers. Within six years, the packaging manufacturer has continuously invested in today's modern equipment.

Polirom is a privately held group of companies that was founded in 1992. The first activities were in publishing. Later, the production of packaging for the pharmaceutical, cosmetics and food industries was started. Today, Polirom Packaging, Editura Polirom and Radio Hit belong to the group of companies.

**Folding boxes and leaflets at a high level**

Polirom Packaging mainly produces secondary packaging for the pharmaceutical industry made of paper and cardboard. The main products are one, two and three-point folding boxes, leaflets, self-adhesive labels - including highly finished products, for example on aluminium foil. The capacity is over 350 million folding boxes and 250 million leaflets per year. The 100 employees process 300 tons of printing material every month. With the new technology, further growth is now possible.

Vlad Boiciuc, IT & Technical Manager at Polirom Packaging, is delighted with what has been achieved: "The advice and support when purchasing and commissioning the presses was very important to us and we look forward to further growth with the investment."

Interesting website: [www.polirom.net/en/](http://www.polirom.net/en/)

**Photo 1:**

Brand new: the six-colour Rapida 76 with coater and extended delivery on one of its first days of operation

**Photo 2:**

Modern control center technology ensures automated processes and frees the operator from routine activities

#### Press contact

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#### About Koenig & Bauer

Koenig & Bauer is a globally active printing press manufacturer with headquarters in Würzburg (Germany). It supplies machines and software solutions covering the entire printing, finishing and converting process, with a particular focus on packaging. Machines from Koenig & Bauer are capable of printing on practically all substrates – the portfolio ranges from banknotes to board, corrugated, film, metal and glass packaging, and includes book, display, coding, decor, magazine, advertising and newspaper printing. With a history extending back more than 200 years, Koenig & Bauer is the oldest printing press manufacturer in the world and is today at home in virtually all printing processes. Together, the group companies count a total of around 5,500 employees. Koenig & Bauer operates manufacturing plants at eleven locations in Europe, alongside a global sales and service network. The annual revenue in the 2022 financial year was around €1.2bn.

Further information can be found at [www.koenig-bauer.com](http://www.koenig-bauer.com)