**Martin Automatic joins DScoop**

Leading American manufacturer of unwind/splice and rewind technology for web applications, Martin Automatic, has been accredited by HP to supply automation for its 6K and 8K digital presses.

Speaking for Martin at the recent DScoop EDGE held in St Louis, VP Sales & Marketing Gavin Rittmeyer explained: *“For more than 50 years, we have been helping printers and converters turn conventional presses into non-stop profit-making centers by reducing downtime and increasing productivity. I am delighted to say that we are now bringing this technology to the digital print sector, and especially to HP web presses.”*

Martin was the first to fit an automatic butt splicer to an Indigo label press, and the company is now working with the HP PageWide Group to automate a 42” wide T420 paperboard packaging press for a customer in America. When installed later this year, the Martin will unwind rolls up to 84” in diameter without slowing the press from its 500 ft/min production speed.

*“We are confident that HP web press users will grow to appreciate Martin’s ‘Keep it Simple’ approach to engineering and the advantages that automation offers in everyday production,”* he said, adding *“We look forward to engaging with DScoop members at the regional summits held around the world, and explaining how automation increases profitability by reducing downtime and waste – both important aspects of sustainability.”*

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**Photo caption:**

DScoop.jpg – Martin Automatic VP Sales & Marketing Gavin Rittmeyer explains some basic laws of physics at the DScoop Edge event in St Louis