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SWEDEN LAUNCHES WORLD'S FIRST COST-SAVING, ECO-FRIENDLY PRINT-ON-DEMAND NEWSSTAND



Meganews has developed a machine that prints high quality copies of glossy magazines in minutes.

Print-on-demand services such as [Faber Finds](#) have been around for a while now, enabling publishers and authors to save money by only printing copies when an order of their book has been placed. However, the technology is still in the most part stuck in libraries, universities and publishing houses. Sweden-based [Meganews](#) is now bringing it to consumers, developing a machine that prints high quality copies of glossy magazines in minutes.

The company recently launched its service in Stockholm, where passersby could choose from a range of popular titles, pay the standard cover price by credit card and wait around two minutes for their copy to be printed. Using technology provided by Japanese printing firm [Ricoh](#), the magazines are created from digital files of the latest edition of each title and reproduced with full color and images to a similar quality to those made by traditional digital printing presses. The machines are connected to the web, allowing instant updates when a new issue is ready for the public or a correction needs to be made. For publishers, this means none of the costs involved in upfront printing, distribution or returned stock. There is also an obvious environmental benefit to this type of production, cutting unnecessary paper usage and subsequent recycling of unused copies. The video below goes into detail about the benefits of such a service:

<https://www.youtube.com/watch?v=ZE5-F-cOGbQ>

As well as providing benefits to major magazine publishers, the concept could provide niche titles a way to sustain their business, broadening the industry's landscape. Having already teamed up with many Swedish publishers such as **Bonnier Tidskrifter** and **Egmont**, could Meganews work in your part of the world?

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Website: www.meganewsmagazines.com

Contact: www.meganewsmagazines.com/index2.htm#contact-page