

# Sweden moves to on-demand newspaper, magazine printing from kiosk

SWEDEN: Meganews, a Swedish company has created a print on-demand newsstand, providing an innovative way to print and sell a range of newspaper and magazine titles.



During the next six months, the stand will be tested in airports, hotels, hospitals, grocery stores and other malls across the country.

Described as a world first, the Swedish journalist and TV profile Lars Adaktusson, his brother Hans and their company Meganews Sweden initiated the concept. Ricoh supplied the technology, Sweco created the software, card terminal and screens and LA + B designed the stand.

The newspaper vending machine with Internet access prints, in real time, over 200 magazines and journals and takes just two minutes.

## Decrease in costs

"This concept reduces publishers' costs for distribution and logistics," says Tian Horn, executive GM responsible for direct sales operations, including production printing and software at Ricoh SA. "It is also more environmentally responsible and saves on transportation and the product is a direct response to the growing need for on-demand printing. Purchases are made on screen, using a credit card, ensuring convenient and secure transactions."

According to a survey conducted by the research institute Innventia, called Life Cycle Assessment, which gives the green light for new media solution, fossil greenhouse gases generated during the life cycle of a magazine printed in a Meganews kiosk are approximately 60% lower, compared to a title printed and distributed in the traditional way.

The reason for this is that 40% of traditionally printed journals are not sold and must be returned to go directly to recycling. A number of Sweden's leading publishers are participating in the project, including Bonnier Tidskrifter, Aller Media, Albinson & Sjöberg, LRF Media, IDG, Talentum and Medströms.

For more, visit: <https://www.bizcommunity.com>