Press Release

# Superior Litho Accentuates Its Quality Assurance, Continuous Improvement, and Sustainability Initiatives With Koenig & Bauer Systems

As well-known brand customer expectations increase, this Southern California printer makes it a mandate to utilize the finest processes and controls to ensure total quality management

* The company has built a culture around continually analyzing workflow and processes for the highest customer satisfaction
* As technology evolves, Superior continues to incorporate new advanced automated systems for closed loop quality control
* Its two newest Koenig & Bauer printing presses are equipped with inline QualiTronic and PrintCheck, quality control systems, and Sensoric Infeed System to allow high speeds and consistent color and register

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Dallas, 05.08.2025  
As one of the leading award-winning, large-format paperboard packaging printers in the U.S. catering to well-known brands, Superior Lithographics counts quality as the most important attribute for its customers and is one of the firm’s six core values, which also include safety, respect, communication, teamwork, and creativity.

“It may seem cliché, but quality is definitely ranked highest to our customers,” says Jared Rounsevell, Director of Operational Excellence (OpEx) at Superior Lithographics. “This can be anything from print quality to functional quality or how well our products are running on our customers’ equipment.”

Rounsevell explains that Superior follows the principle that “quality is what the customer says it is,” an idea emphasized by Armand Feigenbaum, one of the key quality gurus of the 20th century. Rounsevell says that Superior takes that principle seriously, always striving to deliver products to its customers that meet their specific needs. Over the years, he says, the level of quality expected by its customers has increased in complexity, so Superior has had to improve its processes and controls to meet those expectations.

The Southern California printer, which produces folding cartons, sleeves/wraps, corrugated top sheet and litho labels, measures quality several ways, including manual visual inspection, camera/automated inspection, and physical tests. Improvements in technology have made inspection easier, says Rounsevell, especially on its newer Koenig & Bauer printing presses that are equipped with automated systems that control color and analyze every sheet to ensure 100 percent quality.

“Our two newest Koenig & Bauer printing presses are equipped with inline QualiTronic and PrintCheck, an image inspection system, and offline ErgoTronic quality control systems, which is designed to optimize print quality and increase total job throughput,” says Rounsevell. “These systems, along with the Sensoric Infeed System, have led to great results on those presses. They allow our operators to run at high speeds while still maintaining consistent color and register throughout the run.”

While automation and new technology remain critical to Superior’s quality aspirations, its employees are equally as important. Superior emphasizes the Toyota Way principle that “quality is everyone’s responsibility,” regularly training employees on standardized processes and procedures to produce the best chance of a high-quality outcome. Team members meet regularly to review potential process improvement initiatives with each department focusing on streamlining processes and exceeding customer expectations.

“We continuously work to build quality into the processes, starting from our product specifications and design, all the way through manufacturing and shipping,” says Rounsevell. “Much of this process design relies on experienced people along with integrated quality control systems working together to have the highest level of sustainability and repeatable results. We always want to give our team the best tools available to aid in their production and quality results, both making their jobs easier and producing the highest quality outcomes for our customers.”

Interesting website: [www.superiorlithographics.com](http://www.superiorlithographics.com)

#### Photo:

The Superior Litho quality team (left to right): Jared Rounsevell, Director of Operational Excellence (OpEx), Jonathan Frank, Continuous Improvement Specialist, and Juan Morales, Quality Manager; accentuates its quality assurance, continuous improvement, and sustainability initiatives with Koenig & Bauer systems

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#### About Koenig & Bauer

Koenig & Bauer (US) is located in Dallas, Texas and a member of the Koenig & Bauer Group, which was established over 207 years ago in Würzburg, Germany. Koenig & Bauer’s claim, “we’re on it.” gets to the heart of Koenig & Bauer’s values and competencies for all target groups. The group's product range is the broadest in the industry; its portfolio includes sheetfed offset presses in all format classes, post press die cutting, folder gluers, inkjet presses and systems, flexographic presses, commercial and newspaper web presses, corrugated presses, special presses for banknotes, securities, metal-decorating, glass and plastic decorating.

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