Heidelberg

drupa 2012 special

HEI FLEXIBILITY

HEI END

HEI PRODUCTIVITY

HEI ECO

DISCOVER HEI

HEI EMOTIONS

HEI INTEGRATION

HEIDELBERG

DISCOVER +H≡I

Today's print media service providers are faced with an extremely dynamic and challenging market. Anyone wishing to achieve business success in an environment of this kind needs to optimize their business model. It is therefore vital to capitalize on the most profitable industry trends.

At drupa 2012, we are presenting a portfolio of solutions geared to current market requirements – solutions that are extremely effective, highly efficient, financially beneficial and ecologically expedient. Discover innovative products and services from Heidelberg that will make your business stronger for years to come – in every market and in every scenario. Discover HEI.

+H≡I ECO

We provide eco-friendly consumables. The equipment and technologies we supply cut waste, reduce process emissions and are extremely energy-efficient. We deliver environmentally friendly printing that also brings you economic benefits – true to our motto "Think economically, print ecologically."

+H≡I EMOTIONS

Our Duo, LPL and special machines enable you to print extremely demanding jobs. We have special technologies, inks and coatings that will make your print media look and feel great. With our cold-foil modules and coatings units, you will achieve brilliant image effects that satisfy customers' every emotional whim and enable you to benefit from the attractive margins of the luxury segment.

+H≡I FLEXIBILITY

Anicolor is the perfect solution for making the shortest of runs profitable while also benefiting from offset quality. And digital printing systems are ideal for producing personalized or customized print products. Our Prinect print shop workflow enables you to combine offset and digital printing with equal ease to ensure a flexible response to customer requirements and enable you to handle both the shortest of runs and high-finish print products.

+H≡I INTEGRATION

We enable you to get the most out of printing and information technology, and to reach the maximum number of potential customers. We can help you open a Web shop that is available 24/7, so that you can integrate your portfolio into the booming online marketplace to maximize your profits.

+H≡I PRODUCTIVITY

With an output of 18,000 sheets per hour, our equipment offers the ultimate in high performance – even in perfecting mode. Prinect adds the finishing touch to your entire workflow. Our training and consulting services will optimize your business model. We ensure your equipment remains operational by offering round-the-clock access to our global service network of extremely well-trained service experts. The enhanced productivity this brings will give you the edge, even when competition is particularly fierce.

+H≡I END

We have the perfect hardware and software solutions and all the services you need for industrial packaging printing, including special consumables for applications in the pharmaceutical and food sectors. With our help, you will be able to handle with ease the series production of even the most unusual folding cartons. So you, too, will ultimately become a big player.

DISCOVER +H≡I

Identifying Potential,
Utilizing Opportunities

Dear Reader,

It gives me great pleasure to welcome you to this edition not only as Heidelberg CEO but also – for the first time – as drupa president! As you are well aware, I've taken up this office in turbulent times. Debt crises, currency uncertainties and volatile financial markets have had a marked impact on our industry. The situation is exacerbated by the considerable geographical shifts that are emerging in the globalized printing industry. At the same time, requirements within individual countries are changing as well. In short, the world of print media production is undergoing dramatic change.

Anyone who doesn't adapt quickly enough to the new circumstances will suffer in the process of natural selection. After all, the iron law of evolution applies to business, too. Only companies that know how to read the signs of the times and make consistent use of the opportunities that present themselves will survive. As drupa president, I can assure you that our industry still offers these opportunities. The print market is undoubtedly undergoing dramatic changes and yet, thanks to its gigantic volume of more than 528 billion U.S. dollars (400 bn. euros), it still offers an abundance of potential for success.

We at Heidelberg have done everything in our power to help you harness this success. At drupa, we will once again be presenting innovative products and services that help you capitalize on key industry trends. Our extremely powerful XL perfecting press that prints 18,000 sheets per hour and a special dual coating version including inkjet technology, for example, enable you to optimize your cost/benefit ratio (HEI Productivity). With the Speedmaster XL, you can meet even the most unusual customer requirements in the highly profitable luxury segment (HEI Emotions). New Prinect modules and the highly cost-effective Speedmaster CX and SX series help make sure your print shop benefits from the booming online business (HEI Integration). You can also take advantage of the rising demand for very short or personalized print runs through the highly automated combination of innovative digital and offset printing solutions together with matching postpress equipment (HEI Flexibility). New Varimatrix and Diana X folder gluers along with Saphira consumables suitable for the food sector are opening up additional business potential in packaging printing, a segment that continues to enjoy growth (HEI End). What's more, our completely carbon-neutral trade show booth will also offer you numerous products and services to help boost the green credentials of your production processes (HEI Eco). To find out how a team of specialists can make the most of your business, why not cast a glance over our training and consulting services (HEI School)?

Read on to find out more about some of the drupa innovations from Heidelberg designed to strengthen your business in the long term – on every market and in every scenario. Discover HEI!

Yours,

Bernhard Schreier
Chief Executive Officer
Heidelberger Druckmaschinen AG

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Heidelberg
News
**drupa 2012
special**

**STEPHENS & GEORGE
PRINT GROUP
MERTHYR TYDFIL.UK**

"Our customers are very sensitive to prices. That's why we're always on the lookout for solutions that will enable us to cut unit costs still further."

ANDREW JONES, CHAIRMAN AND MANAGING DIRECTOR

For Andrew Jones, time is always of the essence. The only thing the Managing Director of Stephens & George slows down for is his favorite pastime, shooting. Otherwise Andrew likes to live in the fast lane, no matter whether he's driving his sports car along the country roads of Wales or ensuring top performance in his print shop. That was certainly the case last September, when there were over 14.5 million sheets in B1 format to be dealt with.

The order books are full. Just recently, the print shop – which employs a staff of 220 – signed a lucrative contract with publishing house Haymarket, thus expanding its position as the largest manufacturer of customer and staff magazines in the U.K. However, the economic situation in the country is tough and prices for paper have risen a full 20 percent in the last two years alone. "The only way we can make up for that is by working as cost-effectively as possible and reducing throughput times," says Andrew.

Andrew plans to take only a passing look at new machines while at drupa. After all, over the past few years he has invested in three Speedmaster XL 105 presses with perfecting devices, a move that greatly increased the company's printing capacities. Nonetheless, with postpress barely able to keep up with the rapid pace set in the pressroom, he is intending to visit the Heidelberg stand to take a look at new high speed folders and saddlestitchers. However, his main interest lies elsewhere. "We need software solutions to further automate our processes. We are also keen to get special training from Heidelberg to help our employees streamline our workflows and achieve even greater efficiency without compromising on quality," adds Andrew. "That's what our customers expect from us, and that's exactly what we aim to deliver."
www.stephensandgeorge.co.uk

QL-ART
BEIJING, CHINA

"The demands on our consulting quality and process management are growing continuously. We are committed to improving both – that's why we're attending drupa."

GUOLIANG ZHU, CO-OWNER AND MANAGING DIRECTOR

When Guoliang Zhu gets off his plane in Duesseldorf, he'll have flown 4,856 miles (7,815 km). Guoliang, the Managing Director of Beijing-based print shop QL-Art, is already looking forward to the long trip as he has numerous questions that he needs answering at drupa. "What matters to our customers first and foremost is that we keep pace with their constantly changing needs," explains Guoliang, who is a keen golf player in his free time. "However, this can only be achieved if we standardize all workflows as far as possible, optimize supplier management, and streamline internal processes." Ultimately, Guoliang is committed to continuing to offer his customers what has made QL-Art successful: "Customized solutions and services that give customers real added value."

The prospects are good. Since China loosened economic controls in 1998, Guoliang's full-service company, run with his two business partners, has grown continuously. In the last three years alone, QL-Art has recruited 50 new employees, expanding its workforce to 200. QL-Art's list of customers is equally impressive, featuring global corporations such as Google, McDonald's, Samsung, BMW, Hewlett Packard, and 600 other companies. The technology used by QL-Art also meets every need. Guoliang took a digital press and a Speedmaster SM 74-5+L into operation three years ago, added a further Suprasetter 105 in 2011, and a Speedmaster XL 75-5+L is already on the way to their factory.

Apart from postpress automation solutions, Guoliang will therefore be focusing less on new equipment at drupa. "I'm interested primarily in how we can combine digital and offset printing more effectively and further stabilize the interaction between inks, paper, and inking and dampening rollers. And I'll be looking out for what training solutions Heidelberg can offer our staff to enable us to further increase the efficiency and service quality of QL-Art. That's what's critical for us, both now and in the future."

www.ql-art.com

GOTPRINT
BURBANK, USA

"Prices are falling and competitors are only a mouse-click away on the Internet. Therefore, my goals for drupa are to find out how we can streamline our processes and which products and services will help boost customer loyalty."

RAY HARTOONIAN, MANAGING DIRECTOR

Speed is of the essence for Ray Hartoonian. The Managing Director of the GotPrint Online Printing Company in Burbank, California, is always developing new strategies to cut throughput times and boost customer loyalty. "Internet customers march to a different beat," says Ray. His solution – to offer a faster and better service.

Prinect workflow solutions are therefore right at the top of his drupa agenda. However, Ray is not bringing a shopping list to Duesseldorf. He wants to get an overview of all the trends and solutions. "In three days, you can see solutions for all your printing needs," he says. The move to web-to-print proved to be a good decision. Formerly a family company, the business has flourished within the last 10 years. It now has a workforce of more than 350 employees and sites in Kentucky, Texas, and Maastricht in the Netherlands. Every day, the online specialist produces thousands of commercial products, mainly advertising materials, for private customers and small and medium-sized enterprises.

Although more and more companies are constantly pushing their way onto the market, Ray remains unconcerned. He and his managers are happy to adapt the business to meet changing customer require-ments. At drupa, he will therefore be on the lookout for technologies and machines that will enable GotPrint to offer special products and processes, e.g. in finishing or postpress. Staff training is another important topic. "In our market there's only room for five or six big companies in the near future. We intend to be one of them," says a confident Ray.

www.gotprint.net

CUSTOMIZED SOLUTIONS FOR GROWING MARKETS

INTERVIEW WITH MARCEL KIESSLING AND STEPHAN PLENZ // The print market is in upheaval. Despite the global volume being virtually constant, the individual market segments are developing very differently. Any company looking to grow in such an environment needs to use the most profitable industry trends to its advantage. In an interview with Management Board members Marcel Kiessling (Services) and Stephan Plenz (Equipment), *Heidelberg News* asked about the innovations Heidelberg is offering its customers for this purpose.

HEI FLEXIBILITY

HEI EMOTIONS

HEI INTEGRATION

HEI END

HEI PRODUCTIVITY

HEI ECO

MARCEL KIESSLING //
MEMBER OF THE HEIDELBERG MANAGEMENT BOARD
AND RESPONSIBLE FOR HEIDELBERG SERVICES

Marcel Kiessling (51) joined the Management Board of Heidelberger Druckmaschinen AG in January 2010. Previously, he headed up Lead Market Atlanta (U.S.), where from 2004 onwards he held the role of President Heidelberg Americas, Inc. and Manager of the America region. Kiessling made the leap to the United States as Chairman of the Management Board of Heidelberger Druckmaschinen Vertrieb Deutschland GmbH and Head of the Market Center Germany/Switzerland. As a business graduate, Kiessling started his career at Heidelberg in 1989 in Product Management Small Offset Presses.

STEPHAN PLENZ //
MEMBER OF THE HEIDELBERG MANAGEMENT BOARD
AND RESPONSIBLE FOR HEIDELBERG EQUIPMENT

Stephan Plenz (46) was appointed Member of the Management Board responsible for Technology and Operations at Heidelberger Druckmaschinen AG in July 2008. He has been responsible for Heidelberg Equipment since April 2010. From February 2005 onwards, Plenz had been Head of Assembly and Logistics before also taking on the role of Head of Production at the Wiesloch-Walldorf site. By this time, Plenz, who joined Heidelberg in 1986 as a mechanical engineering student, had already held several managerial positions in press production, assembly and postpress.

Mr. Kiessling, Mr. Plenz: Hall 1 will contain the entire Heidelberg portfolio at the upcoming drupa. Have your developers had fewer ideas than usual?

Stephan Plenz: Far from it! We have confined our presentation to a single hall because we felt it would be inappropriate to simply ignore the current macroeconomic situation given the underlying conditions in large parts of the printing industry. More than ever, we need to provide print shops with exactly the right solutions to deliver business success in a changing market environment. Consequently, we have systematically focused our research and development activities on the current market trends and the maximum customer benefits for each trend. This has resulted in nearly 60 innovations geared specifically to market requirements and specific investment opportunities. In other words, Hall 1 has numerous new products and services to help our customers capitalize on the key market developments. Our "HEI" topics at the show reflect this approach.

This year's presentation is being held under the "Discover HEI" banner. What exactly is there to discover?

Marcel Kiessling: Put it like this, visitors to drupa will be able to see five print shops with highly representative model workflows. Three of the five workflows reflect different business models for commercial printing, while the other two are solutions for packaging printing. All five workflows – and in fact our entire trade show presentation – will be carbon neutral.

Wait a minute – you mean you will be reproducing five print shops in your hall that will be operating on a carbon-neutral basis for the entire two weeks? Including all power requirements, all print jobs, etc.?

Plenz: That's right! The trend toward green printing is growing strongly worldwide and we are responding to this development with our "HEI Eco" solutions. As a pioneer in this field, we are keen to show customers attending the show all the options available. In line with our motto – "Think economically, print ecologically" – we are focusing on cutting or even eliminating CO_2 and other emissions such as noise, dust and isopropyl alcohol. Naturally, the same also applies to process waste. The general principle is that conserving resources delivers economic benefits. All the presses indicate their energy efficiency per one thousand sheets, which makes it easier for our customers to save electricity. They also all benefit from either alcohol-free or alcohol-reduced production, and both the presses themselves and their print jobs benefit from carbon offsetting. "HEI Eco" is thus an integral part of our entire drupa presentation. Numerous innovations benefit the environment. Naturally, this also includes special Saphira consumables. One way of finding out more about these is to go on one of our HEI Tours. What's more, the Heidelberg Services team is currently offering a consulting program called "Print Shop Energy Efficiency" to help print shops massively reduce their energy consumption and CO_2 emissions. This will enable companies to cut their energy costs by as much as 20 percent. What's more, all Anicolor presses will benefit from carbon-neutral delivery as a standard from drupa onward. All other models are also available with carbon offsetting on request. We have chosen to support "natureOffice's" environmentally and socio-politically valuable reforestation project in Togo. Last but not least, we will also be presenting the Heidelberg ECO Printing Award 2013 at drupa. This will be the third time the award has been made. It is the only international environmental award that enables print shops from different countries to demonstrate their green credentials and share ideas on environmental protection.

There are no doubt other trends besides green printing that will be highlighted at drupa. What are the key market developments and your associated solutions?

Kiessling: Run lengths in commercial printing will continue to shrink – down to single-copy production – but print products still need to look good. Print service providers therefore have to be able to ensure the profitability of short and very short runs with extremely fast and frequent job changes. To do so, they need highly automated processes that – depending on the job – achieve the required result using offset or digital printing, or even a combination of the two. We will be reproducing this very scenario in one of our three commercial printing workflows. Our Prinect workflow software and the latest version of Prinect Digital Print Manager help print shops master the balancing act between offset and digital printing – a perfect example of "HEI Flexibility."

Plenz: Appropriate output devices for this application are the brand new Speedmaster SX 52-5+L Anicolor and the Linoprint C 901. This digital printing system achieves close to offset quality and benefits from a wide range of inline finishing options. Incorporating features from the XL class, the new SX family delivers short makeready times, minimal paper waste and many different surface finishing options. This naturally applies to the SX Anicolor in particular. By combining the two printing methods, users can thus kill several birds with one stone. They can respond flexibly to very different customer needs involving short and very short runs while also producing eco-friendly print products that look great.

"WE HAVE SYSTEMATICALLY FOCUSED OUR **RESEARCH AND DEVELOPMENT ACTIVITIES** ON THE CURRENT **MARKET TRENDS** AND THE MAXIMUM **CUSTOMER BENEFITS** FOR EACH TREND. THIS HAS RESULTED IN NEARLY **60 INNOVATIONS** GEARED SPECIFICALLY TO MARKET REQUIREMENTS AND SPECIFIC INVESTMENT OPPORTUNITIES."

STEPHAN PLENZ

Kiessling: I would like to add something if I may. The compact Suprasetter A75 platesetter used with the SX family benefits from far lower power consumption than comparable equipment and can now image at resolutions of up to 5,080 dpi. This high resolution is vital for applications such as security printing. We naturally use Saphira consumables for all production steps because they are perfectly coordinated with the relevant equipment. What's more, our Prinect software links print production to the Internet.

Why is that?

Kiessling: Because the Internet has become essential as a sales channel and a means of ensuring customer loyalty. The new Prinect Web-to-Print Manager provides the online link for our customers' production operations. This module simplifies data handling between Web portal and production, automatically generates print jobs, creates intelligent mixed forms and feeds the production-optimized results into the workflow – complete with process monitoring, online approvals and soft proofing. It is even possible to track the progress of print jobs live on a smartphone or tablet PC using the Prinect Mobile app, which also represents a valuable customer service function. In short, we are giving even smaller businesses everything they need to make the transformation from traditional offset printer to cutting-edge media service provider in the booming online business world. That's what we call "HEI Integration."

Great as that may sound, it requires both investments and the courage to try something new. What if a traditional offset printer doesn't feel confident about using the Internet and digital printing?

Plenz: It's still possible to significantly improve flexibility by making a relatively small investment. Our second commercial printing workflow shows how. It centers ▶

around four-color Speedmaster SM 52 and SM 74 presses. Why? Because both boast state-of-the-art technology and deliver an outstanding cost-benefit ratio thanks to their comprehensive range of standard features. These presses still ensure highly efficient production of four-color jobs but, better still, they can grow along with your needs. For example, a variety of retrofit kits enable you to gradually increase your level of automation and thus your productivity – a tried-and-tested means of dealing with the ever-present pressure on prices. Consequently, customers benefit from excellent investment security and value retention.

Kiessling: For instance, many smaller print shops are still losing valuable time during the inking-up process. And yet both standard presses are fully compatible with Prinect, and such is the modularity of Prinect itself that it is possible to gradually move toward a level of process automation that also cuts paper waste. Even a standard color measuring system such as Prinect Easy Control is often worth its weight in gold. What's more, our training courses help print shops achieve ISO-certified offset printing. Prinect Netprofiler enables us to offer on-site calibration of spectral color measuring systems for consistent coloring. The investment involved pays for itself in no time at all. Naturally, the Speedmaster SM 52 and SM 74 also support alcohol-reduced printing, while Saphira Eco Kits and other eco-friendly consumables also enable you to meet your customers' demands for green print products.

What if my customers suddenly want to print in more than four colors?

Plenz: The new Speedmaster SX 74-5+L is the ideal solution. Like all SX presses, it combines tried-and-tested stability with performance-boosting innovation. The SX 74-5+L can be used with a huge range of substrate thicknesses, benefits from

"**PRINT SERVICE PROVIDERS** HAVE TO BE ABLE TO ENSURE THE PROFITABILITY OF SHORT AND VERY SHORT RUNS WITH FAST AND FREQUENT **JOB CHANGES**. TO DO SO, THEY NEED HIGHLY AUTOMATED PROCESSES THAT – DEPENDING ON THE JOB – ACHIEVE THE REQUIRED RESULT USING OFFSET OR DIGITAL PRINTING, OR EVEN A **COMBINATION** OF THE TWO."

MARCEL KIESSLING

equipment such as the AutoPlate Pro automatic plate changer and is an extremely energy-efficient machine. It does cost a little more but goes a long way to meeting the growing demand for print products that stand out from the crowd. What's more, you have the opportunity to win larger customers through spot colors and coatings.

But larger customers don't necessarily want longer runs. They are more likely to be looking for a very wide range of print products. And postpress operations can then become a bottleneck...

Plenz: That doesn't have to be the case, though. As already mentioned earlier, process optimization is the key here, too, because the aim is to complete a large number of small jobs quickly. Your postpress equipment also needs to be highly adaptable. Equipment such as the Stahlfolder Ti 36 and Stahlfolder Ti 52 from Heidelberg has been designed with this in mind. Both folding machines benefit from the new Compact Control Technology machine control system and user-friendly operation for far shorter makeready times. Thanks to a wide range of configuration options, they also support many different fold types, including fold-gluing and gatefold applications. Combining the Ti 52 and Ti 36 even enables medium-format print products to be folded to the smallest of final formats. This means you can produce everything from brochures and flyers to packaging inserts and can do so from a single source – your own print shop!

Speaking of packaging inserts, what is the situation with regard to packaging printing as such?

Kiessling: In the context of largely stable global print volumes, packaging printing is enjoying comparatively high growth rates. Any company that wants to benefit from this, though, needs to be able to ensure perfect quality for even the most

complex folding cartons, with both short and long runs and at reasonable prices. We refer to this as "HEI End." To meet all these demands, production needs to be highly industrialized and completely reliable. Without a process control system such as the Prinect Packaging Workflow, without automatic color measurement and control systems, without reliable and well-maintained machines and without a made-to-measure business model, it is impossible to be a major league player in the printing industry.

And what exactly will you be offering major league print shops in Duesseldorf?

Plenz: One option is the Speedmaster XL 105-6+LYYL with integrated inkjet device and Prinect Inspection Control. Its surface finishing options enable users to satisfy all kinds of unusual customer requests for print products with greater emotive appeal – something we refer to as "HEI Emotions." We will also be unveiling the Speedmaster CX 102-6+L with logistics and a heat recovery system on the dryers. What's more, this press is equipped with our new, fully automated AutoPlate Pro plate changer. For folding carton manufacture, our Diana X 115 folding carton gluing machine now also supports a pile turner at the feeder, the Diana Inspection Control module and the Diana Braille module. Last but not least, we are unveiling the Varimatrix 82 CS, a new entry-level machine for cost-efficient embossing and die cutting.

So how do I benefit as a major league manager?

Plenz: Both presses deliver top productivity, but they offer different skills. Thanks to the Prinect Inspection Control sheet inspection system, the XL offers an additional inline quality check for optimum process control and reliability at top speeds. If an error does creep in despite everything, Prinect Inspection Control identifies it and the inkjet device in the

coating unit marks the relevant sheet. The code reader on the Diana X recognizes this marking and the folding carton gluing machine's ejector module removes the defective sheet. The Speedmaster XL and the Diana X thus ensure perfect teamwork when it comes to eliminating errors. With its very own Diana Inspection Control module, the Diana X 115 can now also check blanks independently – and can do so during the gluing process. As a result, users benefit from several automatic process monitoring options – each one a highly efficient solution for providing customers with top-class products. Equipping the Diana X with a pile turner naturally boosts its overall productivity further still. Benefits of using the Diana Braille module include the opportunity to open up pharmaceutical applications in the packaging printing market.

Is Heidelberg Services offering anything new for packaging printing?

Kiessling: Absolutely! For example, we will be exhibiting a Saphira consumables package geared specifically to food packaging. Specific hygiene regulations apply to packaging for all types of foods. Among other things, they stipulate that inks, coatings and other process components must not come into contact with foodstuffs – even after printing. To use the specialist jargon, this means there must be no "migration" from the completed folding carton into the packaging contents. We have approved a complete set of consumables for this purpose. Printers can use these consumables to manufacture chocolate or cereal boxes and packaging for frozen foods. We have also made significant additions to our Performance Services, including a kind of Web-aided status monitoring service. This enables your press to regularly inform Heidelberg of its operating status using the Internet and our Remote Service tool. The relevant data is assessed ▶

HEI INTEGRATION

HEI END

HEI PRODUCTIVITY

by Heidelberg experts and complemented by findings from press inspections on site. If the analysis identifies a potential problem, it can be prevented before it actually occurs – at the most convenient time for your company. You can find out more about these and many other Performance Services at the heart of Hall 1, where we have set up a dedicated area with our Services experts.

If I've been counting correctly, there's still one more workflow to go. Is that right?

Plenz: Yes – and this one delivers top productivity in industrial commercial printing. It is in this segment that we will be presenting the most new developments at drupa.

Kiessling: To control all production and administrative processes as efficiently as possible, we are offering our customers the very latest management information system in the form of the Prinect Business Manager. This system delivers greater transparency for enhanced productivity. Print shops in this category will also no doubt be interested in the Suprasetter 105 with its new Clean Out Unit and fully automated Auto Cassette Loader or Dual Cassette Loader. In addition to representing the ultimate in prepress automation technology, this platesetter has also become more compact – despite its higher output. Thanks to its smaller processor, it uses fewer chemicals and less energy. That cuts operating costs and protects the environment – as does the Clean Out Unit which, together with our Saphira Chemfree plates, ensures an outstanding combination of quality and eco-friendliness.

Which new presses will enable your customers to squeeze the last ounce of efficiency from their production operations?

Plenz: Machines like Speedmaster XL for the B1 format, which we launched last year, deliver lean production – that is to say

"HEI Productivity." With its uncompromising focus on top productivity, this model now achieves speeds of 18,000 sheets per hour in perfecting mode, too. The newly developed "pacesetters" in the perfecting device and delivery boost productivity by up to 20 percent, which results in significant competitive advantages. With a totally reliable "speedster" of this kind, it is possible, for example, to print long magazine runs that benefit from the legendary Heidelberg quality in no time at all – and we all know that time is money. Alternatively, you can use the new Speedmaster SX 102-8-P with CutStar sheeter as the backbone of your online printing business by processing countless short runs incredibly quickly with optimized repeats to benefit from the booming Internet business. For medium-format printers, I would recommend the Speedmaster XL 75-5+L. It is hard to beat in this format for straightforward, resource-saving and thus efficient printing with great-looking results. As we all know, printing starts with postpress. It is therefore vital that it does not become a bottleneck, especially at maximum print speeds. That's why the new Stitchmaster ST 500 is flexible and fast enough to ensure profitable stitching even with shorter runs that involve frequent job changes. That naturally also applies to surface-finished products, which are in ever greater demand. At the end of the day, we offer our customers the perfect set of tools to help them achieve success in the most promising market sectors. And we'll have even more innovations on show at drupa for this purpose. Drop by our stand in Hall 1 and get ready to be surprised!

Thank you for this interview! ∎

PRINT-BUYERS & DRUPA-HIGHLIGHTS

What requirements do influential print buyers place on print service providers? What do they find particularly important? Six print buyers, including the Metro Group, Robert Bosch GmbH and Audi, reveal all – while Heidelberg uses the next 34 pages to show which drupa highlights will help meet their high expectations.

◄H∃I ECO

"We expect our print service providers to deliver a carefully thought-out concept for avoiding emissions. This includes the use of sustainably produced energy and green consumables."

JOACHIM PLUTTA, INTERNATIONAL PROCUREMENT, METRO GROUP ADVERSTISING, DUESSELDORF

The METRO GROUP is a major international trading concern, with some 280,000 employees from around 180 nations working at approximately 2,200 locations in 33 countries. The Group's comprehensive wholesale and retail offering is available at Metro Cash & Carry, Media Markt and Saturn consumer electronics stores as well as in self-service stores and department stores.

The Group's print materials – taking in everything from simple flyers, sales promotion materials and direct mailing campaigns to customer magazines, catalogs and the demanding annual report – are largely coordinated and commissioned centrally by METRO GROUP Advertising GmbH (MGA), headquartered in Duesseldorf. Some print runs feature over 20 million copies. Print products are important to the METRO GROUP because they help spread information and boost its profile. "As a trading concern, the METRO GROUP is close to the market, which is why we value short response times and fast implementation just as much as consistently high quality," says Joachim Plutta, International Procurement, MGA.

"As sustainability is a strategic value driver for us, we attach great importance to environmentally friendly print production," explains Katharina Meisel, Head of Branding & Publishing at the METRO GROUP. "For example, we are constantly increasing the amount of environmentally friendly paper we use – at present it makes up over 80 percent," adds Plutta. When selecting service providers, the company places great value on certifications to FSC, PEFC and climate-neutral printing. In the future, the Group will also increasingly demand compliance with the ISO 14001 and ISO 16001 standards, says Plutta. "We expect our print service providers to deliver a carefully thought out concept for avoiding emissions," he explains. This includes the use of sustainably produced energy and green consumables." The aim, adds Plutta, is to achieve a print product on an entirely sustainable basis. "This, in turn, means that the whole print process must be designed to meet the criteria for environmental compatibility and sustainability. Print buyers and consumers would welcome the establishment of an independent testing authority and the award of a corresponding seal of quality – similar to FSC for paper."

www.metrogroup.de

HEI ECO

Saphira Eco Starter Kit

Saphira Eco Starter Kits facilitate entry into "green" printing. The consumables they contain pave the way for environmentally friendly and reliable production in print shops – and do so right from the outset. The products are approved specifically for ecological sheetfed offset printing, are perfectly coordinated and are produced in line with the strict guidelines of the ISO 9001/14001 standards. The consistent material quality delivers reliable printing values and properties. This eliminates the need for laborious experiments and makes it possible to combine outstanding print results with a low environmental impact, thanks to low emission values and the use of renewable and recyclable raw materials. It is extremely easy to meet the statutory requirements and industrial performance standards. After all, the consumables are subject to the strictest environmental criteria and, in line with the REACH regulation, do not contain any SVHCs (such as CMRs, PBTs or vPvBs). The Saphira Eco Starter Kit is also suitable for alcohol-free printing.

Saphira Eco Line

The Saphira Eco line helps companies stay in the black when using green printing. Offering the world's first complete portfolio of environmentally friendly consumables in this form, the Saphira Eco line covers the entire value-added chain from prepress to postpress. The products – so far including CtP printing plates, inks, coatings, adhesives, and washup and dampening solutions – are subject to the strictest environmental criteria in the print media industry. Heidelberg has adopted the toughest regulations from major eco labels for each product group in its catalog of criteria. These criteria and a list of all available Saphira Eco products can be found on the Heidelberg website. The process of selecting, procuring and marketing the Saphira Eco materials has been certified by an independent body. That way, the Saphira Eco line makes it easier for print shops to achieve certification as part of national or international environmental programs, such as Nordic Swan or the European Ecolabel. At the same time, print shops benefit from stable production and the highest quality, because – like all Saphira products – the Eco line is perfectly coordinated with technology from Heidelberg.

NEW

Speedmaster CX 102-6+L

As a pioneer of ecological printing, Heidelberg develops solutions to eliminate or reduce process emissions, CO_2 and waste. The high energy and resource efficiency of the Speedmaster CX 102 make it the most environmentally friendly press in its class. One way of reducing energy requirements even further is to employ a heat recovery system at the press. Heidelberg has developed a system that reuses heat from the exhaust air of the DryStar Combination dryer for the drying process. As all peripherals are perfectly coordinated with the press, they are highly efficient and designed to save energy and resources. The complete elimination of alcohol by equipping the press with a special package makes another important contribution to ensuring environmentally friendly print production. The Speedmaster CX 102 also sets standards in terms of productivity. Reinforced side frames, printing unit bearings and the gripper system from the Speedmaster XL series ensure reliable and low-vibration sheet travel at top speeds of up to 16,500 sheets per hour. The high level of automation, e.g. with the new fully automated AutoPlate Pro plate changer, speeds up the setup and production run processes considerably. Ink zone calibration and optimization with Color Assistant Pro, the Prinect Inpress Control spectrophotometric inline measuring and control system for inking and register, and the intuitive and ergonomic feeder control panel with touchscreen combine to increase productivity, reduce waste and thus cut CO_2 emissions in the long term. This results in a print process that delivers eco-friendly operation at lower costs.

NEW

Speedmaster SX 52-5+L Anicolor

The Anicolor inking unit is a zoneless short inking unit with dampening system. Straightforward operation quickly paves the way for uniform inking without spending a lot of time on settings. This cuts paper waste by up to 90 percent compared to machines with conventional inking units and is the ideal solution for standardized printing. As paper has the biggest impact on the carbon footprint, this technology supports ecological printing in the long term. An engraved screen roller located between the chambered blade and the inking form roller ensures extremely stable inking and thus reproducible quality at all times. The Speedmaster SX 52 Anicolor is produced, transported and delivered to the customer on a carbon-neutral basis – just one more example of the environmental commitment demonstrated by Heidelberg. The Anicolor innovation cuts the costs of offset printing in short print runs significantly, thus ensuring optimum offset quality at cost-effective prices and with the best possible green credentials.

HEI ECO

NEW

Printshop Energy Efficiency

Improving eco credentials often helps boost operational success, because saving resources usually means cutting costs, too. That is why Heidelberg has extended its consultancy services to include the Printshop Energy Efficiency Program. In cooperation with partner companies, Heidelberg helps print shops identify and intelligently implement potential energy savings. The measures look beyond production to take in the entire company. Key factors include heat recovery, load profile management, compressed air and lighting. Efficient management of the energy flow certainly pays off because it enables print shops to cut their energy costs by up to 20 percent and eases compliance with statutory regulations. Clever marketing concepts ensure that these measures also help boost the company's image.

Suprasetter A52/A75

The Suprasetters for small and medium formats are guaranteed to impress with their compact design. Even the manual basic machine boasts a small footprint. Equipped with a loading system, the Suprasetter A52/A75 is in fact the smallest CtP platesetter in its class. The optional Auto Top Loader (ATL) or Dual Top Loader (DTL) attachment transforms the device into a fully automatic system that images different plate formats at the same time and removes the slip sheets. It also delivers excellent imaging quality and impressive cost-effectiveness. The entire Suprasetter range works with laser technology developed exclusively by Heidelberg and can be integrated into the Prinect workflow. The A52/A75 also comes top of its class in terms of environmental compatibility. It exhibits the lowest energy requirements and produces the least waste heat. At an ambient temperature of up to 30 degrees, no additional air-conditioning system is needed. Anyone wanting to open up new customer segments can equip the machine with a lenticular solution or the 5080dpi high resolution option for security printing.

NEW

Suprasetter 105/A105 ACL/DCL

The Suprasetter 105/A105 ACL/DCL is a real all-rounder. New functions ensure the CtP platesetter is even more versatile, economic and environmentally friendly than ever. The fully automatic Auto/Dual Cassette Loader (ACL/DCL) plate loading unit delivers maximum flexibility in plate production. Users working in the 27.56 × 39.37 inch (70 × 100 cm) format can now choose between one or two cassette compartments according to their requirements. In addition to the two formats that are available directly in the loading system, users can also manually load additional plate formats. The optional turntable helps boost eco credentials by turning the imaged plates around 90 degrees on the transport tape so they are delivered in portrait rather than landscape format. This makes it possible to use a smaller processor with an infeed width of 33.46 inches (85 cm), which results in lower investment costs, up to 45 percent less space requirement, and far lower chemical and power consumption. This is particularly true when using Saphira Chemfree plates in conjunction with the Suprasetter Clean Out Unit.

⊢Ξ⊏ EMOTIONS

"Our print products convey the emotion and passion with which we run our business because they give customers a real sense of what we stand for."

FLORIAN HETTLER, DIRECTOR OF GASTRONOMY, PARTY & CATERING, MEMBER OF THE MANAGEMENT BOARD, ALOIS DALLMAYR KG, MUNICH

With passion, an eye for detail, and a never-ending supply of creative ideas that make gourmets around the world close their eyes with delight, Munich-based coffee and fine foods specialist Dallmayr has for 300 years been tempting its customers with culinary treats that are in demand far beyond the borders of Bavaria's capital city. The same applies to the Gastronomy, Party & Catering division headed up by Florian Hettler. Hettler (48) is responsible, among other things, for a two-Michelin-star restaurant, a café bistro, a bar, the Dallmayr delivery service, and, last but not least, Dallmayr's high-end catering. He also organizes the company's numerous print products. These include wax-sealed menus, event brochures that are as unique and surprising as the events they advertise, Christmas cards, flyers, and stylish image brochures that the company uses to pass on its own pleasure in culinary delights to its customers.

Dallmayr works with numerous print shops. When selecting service providers, Hettler attaches great importance to quality, which he safeguards through regular audits and close personal involvement. "We aren't print specialists," says Hettler. "We therefore expect creative and proactive consulting services with the aim of achieving maximum impact on our target groups." Hettler believes without a doubt that this can be achieved, above all, with high-quality printing on premium paper: "Print is the best medium for conveying messages that stick in the mind. We want to give our customers something beautiful that they can take away with them, that represents our values and that reflects our passion. In other words, we want to make a lasting impression." **www.dallmayr.de**

+H∃I EMOTIONS

Speedmaster XL 75-5+L

The Speedmaster XL 75 is the perfect solution in the 19.69 × 27.56 inch (50 × 70 cm) format class. Delivering top performance, superb offset quality, maximum productivity and great versatility right the way through to packaging printing, it gives print shops a vital edge over the competition. The Speedmaster XL 75 minimizes throughput times by combining top speeds of 18,000 sheets per hour with consistently high-quality print results. The Speedmaster XL 75 from Heidelberg offers integrated solutions for all areas of UV applications, with customers getting everything – ranging from commercial printing and packaging to high-quality surface finishing – from a single source. What's more, components cut makeready times and speed up the entire production process while also ensuring consistently high print quality. These include: the fully automatic, simultaneous AutoPlate XL plate changer, ink zone calibration and optimization with Color Assistant Pro and the Prinect Inpress Control spectrophotometric inline measuring and control system for inking and register. Sophisticated sensor systems such as automatic stream feed correction, sheet travel and sheet length monitoring and a pile height sensor ensure consistently high quality in both conventional and UV printing.

ISO certifications

Agencies and print buyers want to take no chances, particularly when awarding first jobs. They need proof that their print service provider meets the very highest standards in color fidelity and repeatability. That is why Heidelberg offers certification to ISO 12647-2. Print shops receive a fully comprehensive package from a single source – a service that is unique in the industry. This package includes everything from consultancy, prepress adjustments and press modifications, to inspection, certification, documentation and training. The Print Color Management program serves as the basis, with customers benefiting from the many years of experience and expertise that Heidelberg has built up in prepress workflow, profiling, calibration, CtP platesetters, color management software solutions and printing presses. More than 70 print shops around the world have already been certified to the ISO 12647-2 standard by Heidelberg, thus enabling them to demonstrate and market maximum color fidelity in black and white. However, the long-term benefits are just as important as the boost to the company's image. The preparatory Print Color Management program creates standardized and reproducible processes, which cuts makeready times, reduces waste, protects the environment and increases cost-effectiveness.

Alles was wir tun, ist für unsere Kunden.

CUSTOMER ONLY

⊣⊟⊨ FLEXIBILITY

"Our communication media reflect the innovative strength, flexibility and service orientation of Vodafone because we keep our customers individually informed via their preferred channels."

TIM SCHNEIDER, HEAD OF SALES PROMOTION AND EVENTS, VODAFONE DEUTSCHLAND, DUESSELDORF

With some 37 million cellphone customers and 1,600 shops, Vodafone is Germany's largest cellphone network operator and a one-stop shop for communication services. Through the large-scale expansion of the latest LTE radio technology, the company is also an innovation leader in this area. This also applies to the fields of landline telephony, data services and broadband Internet. With services tailored precisely to customer requirements, it is Vodafone's customer base that drives the company's corporate activities.

The communication strategy for sales also follows this approach. Depending on the particular target group, Vodafone flexibly switches between print products and digital media to reach its customer base. "Our customers decide how we should contact them and how they want to receive information from us," says Tim Schneider, Head of Sales Promotion and Events. "In our shops in particular, a broad section of our customer base is interested in printed documents that provide lasting information."

Accordingly, the company offers an extensive range of print products. A good 70 percent of these are offset products, including catalogs, high-quality image brochures and daily newspaper supplements with a circulation of up to 4.5 million copies. Digital printing accounts for around 30 percent. This includes direct mailings as well as personalized brochures that are printed on demand and describe customers' ideal cellphones.

Print shops must satisfy broad demands. Vodafone has tough requirements and looks to combine high ecological and ethical standards with excellent consulting expertise, state-of-the-art equipment, speed and flexibility. "It could be the case that a job has to be finished two days earlier than planned and we need 10,000 fewer or 20,000 more copies," says Schneider. "This means that our print service providers have to be extremely flexible so we can meet the wide-ranging communication expectations of our customers without compromising on quality."
www.vodafone.de

╪╦╪ FLEXIBILITY

NEW

Speedmaster SM 52-4

The Speedmaster SM 52 two- and four-color models are ideal for short and medium-sized commercial print shops that want to respond flexibly to a wide range of customer requirements. The standard features of the Speedmaster SM 52 have been expanded and tailored precisely to the needs of these print shops. Successful Speedmaster technology at an attractive price offers production and investment security by delivering high print quality, reliability and long-term investment value. The Speedmaster SM 52 features an impressive level of user-friend-liness and ergonomics. It can be controlled precisely and with the greatest of ease via the Prinect Press Center Compact and the innovative, process-oriented operator guidance system Intellistart. Unique in its class, the suction tape feeder ensures optimum sheet transport. Automation components such as AutoPlate and automatic, programmable washup devices help minimize makeready times. The Prinect Easy Control color measuring system is integrated into the press control station and helps cut paper waste.

NEW

Linoprint C 901

The Linoprint C 901 is an advanced digital color production system. It can process a whole host of printing materials and exhibits impressive versatility, scalability and performance. The flexible workflow, magazine feeder and inline finishing options are ideal for small print volumes and variable data printing. In short, the Linoprint C 901 boasts cost-effective production for very short runs and variable data, workflow integration via the Prinect Digital Print Manager and the fastest printing speed in its class (at a rated speed of 90 A4 pages per minute on media up to 300 gsm in perfecting printing, e.g. duplex mode). The oil-free PxP toner ensures optimum image quality. The reliability, flexibility and straightforward operation of the digital color printing system produce results similar to those achieved in offset. A compre-hensive media library for automating the media settings delivers high-quality results in a fast production workflow. The system also supports a broad range of automated postpress solutions. Last but not least, operators can exchange many components quickly and easily themselves, thereby maximizing the productive time of the Linoprint C 901.

NEW

Speedmaster SX 74-5+L

Combining the innovative and pioneering technology of the Speedmaster XL series with the successful platform of the Speedmaster SM 74, the Speedmaster SX 74 sets new standards in its performance class. The machine configuration can be customized to meet the requirements of various print shops. Configuration options include anything from two to 10 printing units, with or without a perfecting device or coating unit. De-pending on the relevant requirements, the Speedmaster SX 74 can be equipped flexibly with a number of components, such as the fully automatic AutoPlate Pro plate changer, ink zone cali-bration and optimization with Color Assistant Pro and the PerfectJacket Blue and TransferJacket Blue jacket technology. These turn the Speedmaster SX 74 into a highly automated machine for a sustained boost to productivity.

NEW

Eurobind 1300/1300 PUR

The Eurobind 1300/1300 PUR combines adhesive binding with maximum flexibility – with run sizes from one to 5,000. The Eurobind 1300/1300 PUR (polyurethane), a professional four-clamp adhesive binder, is ideal for processing folded signa-tures or single sheets in run lengths of one to 5,000 copies. Its strengths include automatic block thickness measurement, an adjustable jogger in the infeed area, a user-friendly 15-inch touchscreen, a high-quality spine preparation station, a PUR nozzle application system for spine gluing, a fully automated ver-tical cover feeder with double scoring system, and a high-quality lift-type delivery with integrated grippers. The Eurobind 1300 PUR is equipped with an innovative PUR nozzle application system and enables even, reproducible adhesive application, a precise start/stop action and efficient glue utilization.

✛HEI FLEXIBILITY

NEW

Stahlfolder Ti 52

As a flexible folding machine for medium formats, the Stahlfolder Ti 52 has an infeed width of 20.47 inches (52 cm) for processing all popular print formats up to 19.69 × 27.56 inches (50 × 70 cm). It boasts straightforward operation, versatility in everyday use and high productivity in continuous operation. The modern design of the Stahlfolder Ti 52 enables optimum folding quality at low operating costs. Its comprehensive equipment configuration enables many different fold types. The new CCT (Compact Control Technology) digital control system combines straightforward operation with high reliability in production. The ACC 2.4 digital control unit makes it possible to integrate as additional process steps fold-gluing with gluing attachment, or gatefolding with the FFP pneumatic gatefold buckle plate.

NEW

Speedmaster SM 74-4

The Speedmaster SM 74 two- and four-color models are ideal for print shops that need to respond flexibly to a wide range of customer requirements or are looking for growth in a changed market environment. The standard features of the Speedmaster SM 74 have been expanded and tailored precisely to the needs of these print shops. Successful Speedmaster technology at an attractive price offers production and investment security by delivering high print quality, reliability and long-term investment value. The highly flexible Speedmaster SM 74 processes a wide range of substrates – from lightweight paper to board. The delivery ensures perfect stacking and thus rapid finishing – regardless of whether it is configured as a standard-pile delivery or a convenient high-pile delivery. The Speedmaster SM 74 features an impressive level of user-friendliness and ergonomics. It can be controlled precisely and with the greatest of ease via the Prinect Press Center Compact and innovative, process-oriented operator guidance system Intellistart. Unique in its class, the suction tape feeder ensures optimum sheet transport. Automation components such as AutoPlate and automatic, programmable washup devices help minimize makeready times. The Prinect Easy Control color measuring system is integrated into the press control station and helps cut paper waste.

HEI FLEXIBILITY

NEW

Prinect Digital Print Manager

Integrating digital printing systems from Heidelberg paves the way for maximum productivity. The Prinect Digital Print Manager makes it possible for Heidelberg digital printing systems to be integrated seamlessly into the Prinect management and production workflow. This way, print shops can switch flexibly between offset and digital production depending on the job at hand, produce print products using a combination of the two methods or, for example, use the most cost-effective printing process for advance runs, main production runs or reprints. In addition to color-consistent hybrid production, the Prinect Digital Print Manager also enables personalized printing. Its special document-oriented user interface makes it possible to set the parameters for typical digital print products (such as personalized flyers and other print-on-demand applications) quickly and efficiently – from impositioning all the way through to postpress. It goes without saying that, regardless of the print process selected, users can manage, plan and produce all orders centrally in a single workflow system. What's more, feedback from the digital printing systems can be used directly, e.g. for actual costing or machine- and job-specific analyses.

Prinect Performance Benchmarking

Print shops deliver outstanding services day in day out, but how do they rate in comparison with competitors? Prinect Performance Benchmarking has the answer. This software-as-a-service solution enables print shops to measure and compare their performance based on tried-and-tested lean management principles. For this purpose, the print output of the Speedmaster presses from Heidelberg that are connected to the Prinect Press Center is recorded online and delivered to a secure Internet portal. Companies participating in the benchmarking service can access anonymous data that is updated daily to see how they measure up against print shops in selected regions around the world. Companies can be sure that the information is relevant because they are grouped according to their business model, job spectrum and equipment. The information can even be accessed on the move, with Prinect Mobile enabling users to call up the latest performance data anytime, anywhere on their smartphone.

Prinect Mobile

With Prinect Mobile, your print shop fits comfortably in your jacket pocket. The smartphone and tablet app enables access to the Prinect workflow data – anytime, anywhere. This means that users who are on the go can still keep an eye on the latest job status or shift progress. And transparency is enhanced with a host of additional functions, such as new icons that display the processing status of an operation at a glance ("in progress," "suspended," "finished"). The "Utilization" and "Scheduling" status reports are another new feature for customers who use the Prinect Scheduler for job planning. For instance, these reports help sales staff at customer sites quote reliable delivery dates by supplying them with information on machine utilization capacities and the jobs scheduled for the days and weeks ahead. In the future, it will be much easier to find jobs, because users simply have to enter only part of the relevant name in the input field – and the requested information will be displayed on the screen.

⊢H∃I INTEGRATION

"Bosch stands for excellent quality
standards that have to be reflected
in consistently high print quality
so as to strengthen the company's
brand and image."

PROF. UTA-MICAELA DÜRIG, HEAD OF CORPORATE COMMUNICATIONS, BRAND
MANAGEMENT AND SUSTAINABILITY, ROBERT BOSCH GMBH, STUTTGART

The Bosch Group is a leading global supplier of technology and services
that generates sales of approximately 65.6 billion U.S. dollars (50 bn.
euros) a year in the areas of automotive and industrial technology,
consumer goods and building technology. Bosch stands for diversity
and quality. Both these values are also reflected in the company's
print materials – from business cards, Christmas cards, flyers and
brochures through to newspapers, books and catalogs. "In every case,
we want our brand to be instantly recognizable in order to strengthen
our image worldwide and associate us with quality," says Uta-Micaela
Dürig. "This is why we attach great importance to top quality delivered
at high speed and with maximum efficiency."

The Bosch quality guidelines have been defined in an in-house
media standard for the production of sheetfed offset print products
since 2005. Print shops either have to be certified to ISO 12647-2 or
must pass an audit. Additional IT know-how is required from print
service providers when it comes to printing business cards. Bosch
uses a web-to-print solution that links the company's ERP system with
the print shop's IT system.

If employees need new cards, their data is entered directly into a
Web form. On approval from their superiors, the print data – including
the order created by the ERP system – is transferred electronically
to the print provider. As soon as the products have been supplied to
Bosch, the procurement process is concluded automatically via a
credit note. This means that the print shop doesn't have to issue an
invoice. "Thanks to this highly automated solution, we can conclude
the transaction as quickly as possible and ensure strict compliance
with our corporate design guidelines," explains Dürig.

When asked if there was still potential for improvement with the
company's print providers, Dürig replied with a smile: "There's
maybe just one thing that's missing – an "ordered today, delivered
yesterday" service!"

www.bosch.com

HEI INTEGRATION

NEW

Linoprint C 751

The Linoprint C 751 is the series for entry-level digital color production. With outstanding image quality and an exceptional range of functions, it offers the best specifications and reliability in its class. In short, the Linoprint C 751 boasts cost-effective production for very short runs and variable data, workflow integration via the Prinect Digital Print Manager and print speeds of up to 75 A4 pages per minute (65 pages as an option) on media up to 300 gsm. The oil-free PxP toner ensures optimum image quality. The reliability, flexibility and straightforward operation of the digital print system produces results similar to those achieved in offset. A comprehensive media library for automating the media settings delivers high-quality results in a fast production workflow. The system also supports a broad range of automated postpress solutions. Last but not least, operators can exchange many components quickly and easily themselves, thereby maximizing the productive time of the Linoprint C 751.

NEW

Prinect Web-to-Print Manager

Prinect Web-to-Print Manager is an ideal solution for companies that are looking for an easy and effective way of getting started in the rapidly growing online print business. This convenient shop system for print businesses and their customers is easy to operate and gives users an attractive new string to their bow. It integrates the entire process into the print shop workflow – from job acceptance via the online shop and generation of templates via web-to-print all the way through to highly automated print production. Depending on the business model, it is possible to operate several freely accessible or password-protected shops in parallel. All the key functions for customers are there – order processing (including shopping cart and approval process), comprehensive user administration, and shipping and payment processes. A further benefit of Prinect Web-to-Print Manager is its intuitive operation. For example, the user interface can be customized with just a few clicks of the mouse. No programming know-how is needed. Documents and variable data can be edited and processed directly in the customer portal. What's more, both Adobe InDesign and PDF files can be used as templates. Additional options include interfaces to payment and shipping systems along with analysis tools from third-party suppliers.

NEW

Speedmaster SX 102-8-P

The Internet offers print shops the opportunity to develop new business models. Print buyers can place print orders quickly and easily with their suppliers online. The fast turnaround demanded by these new processes calls for perfectly coordinated lean manufacturing processes and products that work continuously with high levels of productivity. The Speedmaster SX 102 combines the customer-focused technology of the Speedmaster XL series with the successful platform of the Speedmaster SM 102 to deliver precisely this performance and consistency. The shorter makeready and throughput times and ergonomic operation set standards in its performance class. Optimized sheet travel, the reinforced side frames of the printing unit and the cylinder bearings and gripper system from the Speedmaster XL series create the basis for consistently high production speeds of up to 14,000 sheets per hour. Lasting productivity is provided by the CutStar sheeter, fully automatic AutoPlate Pro plate changer, ink zone calibration and optimization with Color Assistant Pro, the PerfectJacket Blue and TransferJacket Blue jacket technology and the Prinect Inpress Control spectrophotometric inline measuring and control system for inking and register. Operation of the feeder and other machine functions at the feeder control panel with touchscreen is intuitive and ergonomic. It's higher efficiency and cost-effectiveness make the Speedmaster SX 102 the ideal investment for the future.

┼╕╕ PRODUCTIVITY

"Our print products embody the Audi brand, with a unique quality that reflects our passion for technology, design and sport."

MICHAEL FINKE, HEAD OF INTERNATIONAL ADVERTISING AND SALES MEDIA, AUDI AG, INGOLSTADT

With its slogan "Vorsprung durch Technik," Audi is one of the leading premium manufacturers on the international automotive market. Pioneering innovations, intelligent technology and the brand's inspiring design capture the imagination of customers all over the world. Thanks to its attractive range of models, Audi generates sales of around 45 billion U.S. dollars (34 bn. euros) and is one of the most profitable manufacturers on the market.

The brand values of dynamism, precision and progressiveness are echoed in the comprehensive range of print products that the group commissions worldwide from its headquarters in Ingolstadt. In Europe alone (not including Germany), this includes over 5 million soft- and hard-cover catalogs in a whole host of language versions. The enormous range of print products the company uses to communicate its brand messages also includes high-quality image brochures, trade show materials, brand books and special editions for specific models. "Creating our printed materials takes a great deal of time, effort and attention to detail – and the customers feel that quality in the end product," says Michael Finke, Head of International Advertising and Sales Media.

Naturally, a premium manufacturer like Audi also expects flawless quality from its print shops. This is monitored through regular audits and checked by an external service provider. High production capacities are also extremely important. "It's not every company that can simply produce 300,000 sheets for an A4 catalog with several different languages, an aluminum cover or Japanese binding – and all in the very best quality," explains Finke. However, it's not just the size of the print shop that's important to Audi. The equipment, a PDF workflow and staff expertise are also crucial factors. Confidentiality is an absolute must, particularly when it comes to launching new models. As Finke says: "We expect our service provider to understand not only the print product but Audi as a product, too."
www.audi.de

+H3I PRODUCTIVITY

NEW

Speedmaster XL 105-8-P

Lean manufacturing calls for precisely coordinated processes, and products that deliver maximum productivity and can be integrated seamlessly into the workflow. The Speedmaster XL series delivers precisely these properties. Only the XL can exceed Peak Performance in One Pass Productivity. Heidelberg developed the Speedmaster XL 105 that prints at 18,000 sph in perfecting mode for maximum productivity in commercial printing. The Prinect Press Center makes it possible to input format and air settings for the entire machine using just three parameters – substrate thickness, sheet length and sheet width. The sheet guidance system of the Speedmaster XL 105 ensures smooth and precise sheet travel regardless of the grammage and format of the substrate – and does so at speeds of up to 18,000 sheets per hour. The printer controls all functions centrally at the high-performance Prinect Press Center control station with the innovative, process-oriented operator guidance system Intellistart. Fully automatic simultaneous plate changing with the AutoPlate XL and the Prinect Inpress Control spectrophotometric inline measuring and control system for inking and register ensure minimal makeready times. The Speedmaster XL 105 is the benchmark when it comes to production speed, print stability and output. With more than 1,200 installations on the market, it is the only machine in this performance class.

Stahlfolder KH 82

The Stahlfolder KH 82 combines maximum productivity and flexibility with a professional approach to folding that delivers the best possible fold quality. Its intelligent automation and optimized operation improve machine utilization by shortening makeready times. The modular design of the entire Stahlfolder KH platform adapts flexibly to specific requirements, while the ergonomic control concept provides operators with efficient support. The Stahlfolder KH 82 can be integrated directly into the Prinect print shop workflow.

Speedmaster XL 145 and XL 162

Heidelberg is the only manufacturer to offer an end-to-end portfolio for packaging and commercial printers with solutions from a single source. The Speedmaster XL 145 and Speedmaster XL 162 are large-format presses in the Peak Performance class for these segments. Thanks to their high level of automation and parallel processes, they are the most productive large-format presses – for packaging, publishing and commercial printing. They support the fastest setup times in large-format offset printing. The blanket and impression cylinders are washed in parallel and a complete plate change takes less than two minutes. Almost all settings can be made at the Prinect Press Center. Additional touchscreens at the feeder and delivery make it possible to select numerous press functions. The Speedmaster XL 145 and Speedmaster XL 162 can be configured to meet customer requirements with a perfecting device, various logistics systems, fully integrated UV equipment and dual coating technology.
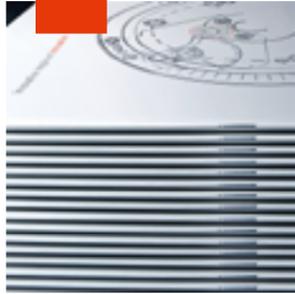
# ⊞ PRODUCTIVITY

NEW

Stitchmaster ST 500

The Stitchmaster ST 500 delivers exceptional flexibility and productivity for saddlestitching operations. It closes the gap between the Stitchmaster ST 350 and ST 450 and covers a wide range of requirements in the A3 format – both in terms of run sizes and product complexity. It has a mechanical capacity of up to 13,000 cycles per hour. The flexibility of the Stitchmaster ST 500 is ensured thanks to horizontal and upright feeders and a cover folder feeder. Adding trimmer processing options enhances the processing applications and provides customers with even greater versatility. Short makeready times are enabled by ease of access to the stitching heads, the quick-action device for changing stitching heads, a comprehensive automation package for the entire machine and user-friendly machine control. The Stitchmaster ST 500 can be integrated directly into the Prinect print shop workflow through the Prinect Postpress Manager.

Saphira Performance Kit Primer/UV

The Saphira Performance Kit Primer/UV helps print shops to shine in the eyes of their customers. Developed specifically for use with dual-coating machines from Heidelberg, these consumables make it possible to apply conventional inks, primer and UV coating inline in a single pass. After ink application, the primer is applied at the first coating unit followed by the UV coating at the second coating unit. Depending on requirements, the primer and UV coating can be applied to either the full area or only certain parts. This enables print shops to significantly boost their productivity and flexibility while ensuring maximum reliability in production. All materials – ink, coating, dampening solution additive and blanket – are perfectly coordinated and optimized for use on Heidelberg equipment. The Saphira Performance Kit Primer/UV is available for all dual-coating machines from Heidelberg.

NEW
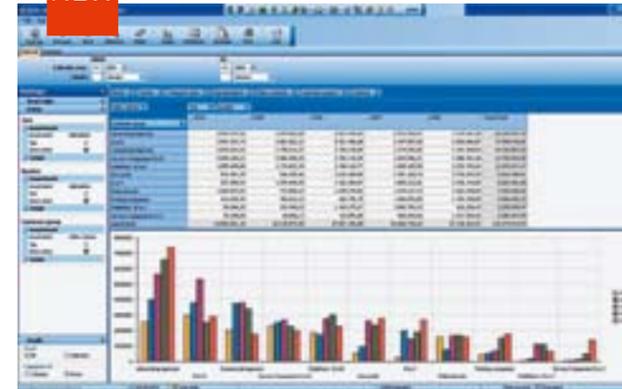
Prinect Business Manager

With the new Prinect Business Manager management information system (MIS), Heidelberg is able to offer a modular, high-performance software solution for the business management workflow in print shops. Based on JDF/JMF, the system also ensures a high level of integration with the Prinect production workflow. Users benefit from extensive process automation, far greater transparency and simpler data handling. Heidelberg is consistently working to enhance this integration of MIS and production. In the next development stages, which are already under way, the Prinect Business Manager will access the same database as the Prinect production workflow. As a result, job planning and production data will be available in the same system as, for example, job processing and materials management data. This will give rise to a print shop workflow with an unprecedented level of integration that embraces all areas of a print media company with a single system and thus offers the highest level of process automation available in the industry to date. The first steps in the ongoing development of this fully integrated workflow will be on show at drupa. Detailed information from the production stage – including preflight reports, thumbnails, planning data and the exact status of all the production steps – are directly available in Prinect Business Manager. Prinect is now merging two system environments that, despite JDF integration, have thus far remained separate in many areas.

Service Agreements

Service agreements from Heidelberg are tailored to print shop requirements. The Heidelberg Partner Program offers a choice of five packages: Maintenance Agreement, Remote Agreement, Value Service Agreement, Full Service Agreement and Performance Agreement. Depending on their requirements and business model, customers decide what matters most to them when it comes to increasing their productivity and machine availability. The options range from basic cover all the way through to special services to optimize operations for fail-safe production. Almost all service packages include the basic options "Remote Service" and "Rreventive Maintenance," each of which can also be covered in a separate agreement. Almost 80 percent of customers use the Remote Service option, for example, because it cuts downtimes and saves a lot of hassle. Some 70 percent of electronic disruptions and 90 percent of queries relating to Prinect software can be resolved online.

⊣HEI END

"Continuous process optimization and targeted innovations enabling faster makeready times are far more important than higher print speeds."

CHRISTIAN SCHIFFERS, DIRECTOR,
FACHVERBAND FALTSCHACHTEL-INDUSTRIE E.V. (FFI), FRANKFURT

Since 1948, the Fachverband Faltschachtel-Industrie e.V. (FFI) has been strongly committed to representing the interests of the German folding carton industry in the worlds of politics and media, in the brand goods and retail industries and on numerous committees. Based on sales, around 70 percent of the industry are members of the association.

Although the FFI plays only a minor role as a print buyer, it is right up to speed with the current market requirements and the associated challenges for print shops. "Ever more diverse job structures and shrinking run sizes are leading to sustained pricing pressure and a need to continuously boost productivity," explains Christian Schiffers, Director of the FFI. "As a result, it is much more important to ensure continuous process optimization to improve the ratio between makeready and productive times than it is to achieve higher print speeds."

Schiffers believes it is not only folding carton manufacturers that have to take action. In his opinion, press manufacturers also have a duty to make it easier for their customers to adapt to the changing market conditions through the use of suitable innovations. "This also applies to ensuring the safe production of folding cartons for the food industry," says Schiffers. "Here, too, machine manufacturers can make a vital contribution by offering suitable concepts and designs."

Nonetheless, Christian Schiffers sees good growth opportunities for print service providers in folding carton production – provided they have the necessary expertise. He believes that high color consistency is the key to successful repeat jobs or production at several locations. Additional potential can be harnessed by building up exceptional solution expertise in security printing and by designing age-, industry- and gender-specific packaging. "Thanks to their green credentials, outstanding printability and excellent potential for surface finishing, folding cartons will remain the ideal medium for efficiently conveying brand and product messages to consumers at the point of sale. Folding carton manufacturers stand to benefit long-term if they acquire the necessary know-how," says Schiffers.

www.ffi.de, www.inspiration-verpackung.de

HEI END

NEW

NEW

NEW

Dymatrix 106 Pro

Enabling cutting and embossing processes for demanding applications at maximum speeds, the Dymatrix 106 Pro boasts smooth and high-quality processing for a wide range of applications. The moving upper platen and register system are tried-and-tested components. The sheet width of the Dymatrix 106 Pro can be expanded to 32.28 × 44.49 inches (82 × 113 cm) as an option. The Dymatrix 106 Pro achieves maximum productivity with the optional DySet Pro sheet positioning system. An optical sheet sensor ensures precise sheet alignment using page or printing marks. Fine adjustments to the die-cutting plate can be made at the touch-screen. The process of setting tools in the cutting and stripping stations and in the delivery has been simplified. A revamped sheet brake that cleans itself during production ensures optimum output of multiple-ups.

Varimatrix 82 CS

In packaging and commercial printing, the Varimatrix 82 CS combines short makeready times, high quality and cost-efficiency for die-cutting and embossing processes in the 19.68 × 27.56 inch (50 × 70 cm) format. With a maximum sheet format of 23.82 × 32.09 inches (605 × 815 mm), it is the ideal complement to a Speedmaster XL 75 and is particularly suited to short runs. The Varimatrix 82 CS also shows its strengths with small sheet formats of 11.02 × 12.60 inches (280 × 320 mm). A preparation table, fine adjustment of the cutting plate and a user-friendly quick-action clamping system ensure quick and easy job changes and thus short makeready times. Boasting speeds of 8,000 sheets per hour and a high cutting force, the Varimatrix 82 CS increases productivity and combines significant added value in the finishing process with low investment costs.

Diana X 80 and Diana X 115

The Diana X 80 and Diana X 115 folding carton gluing machines can be used flexibly for the production of both standard and high-quality packaging. With production speeds of up to 2,130 feet (650 m) per minute, a high level of automation and an open and easily accessible modular design, they deliver maximum productivity, precise folding carton processing and optimum flexibility. This innovative technology makes it possible to customize the machines and expand them according to precise requirements. With a working width of 31.49 inches (800 mm), the Diana X 80 is ideal for processing pharmaceutical packaging, while the working width of up to 45.28 inches (1,150 mm) ensures that the Diana X 115 is the perfect solution for processing anything from standard to complex packaging.

HEI END

NEW
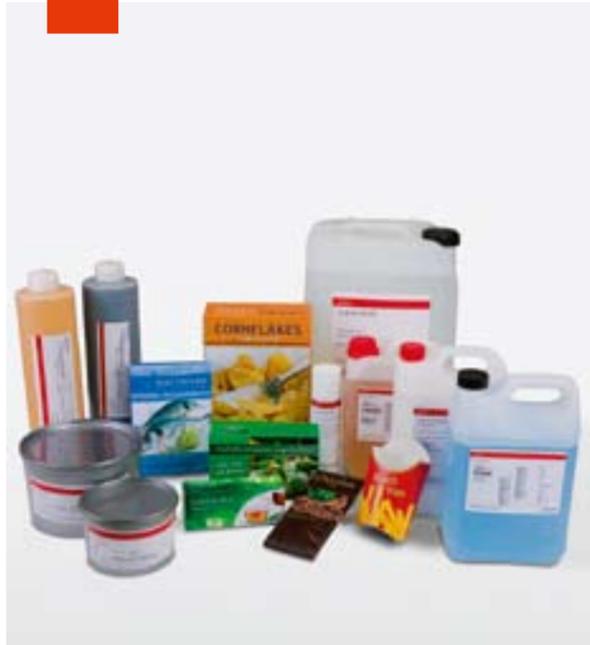
Low-migration consumables

Attractive food packaging whets consumers' appetites and en-
courages them to make a purchase. But the packaging must not
affect the food in any way. Depending on the application, low-
migration consumables from Heidelberg can either minimize or
completely eliminate this risk. Migration depends on a number
of factors, such as the design of the folding carton, the materials
used (e.g. cardboard, inks, glue) and how they interact. Process-
ing (e.g. drying) and the packaging application, such as whether
it is designed to protect dried or greasy foodstuffs, play a key
role in this respect. Heidelberg has taken all these aspects into
account. All materials – be they inks, coatings, dampening and
washup solutions, folding carton glue or lubricants – are specifi-
cally designed to ensure they do not impair the packaged prod-
uct. This is confirmed by the relevant test certificate (e.g. ISEGA)
ensuring that the materials are safe to use in food packaging.

Prinect for Packaging Printing

The Prinect print shop workflow from Heidelberg provides a whole range of functions for cost-
effective industrial production and long-term data management for packaging and label
printing, too. Prinect is specifically designed to optimize the makeready times of all equipment
involved in the workflow, which in turn speeds up the entire production process. Material
savings, reliability in production and optimum repeatability are additional factors that play a
key role in the further development of the workflow for the packaging sector. For example, the
Prinect Package Designer – the highly productive CAD/CAM (Computer Aided Design/Computer
Aided Manufacturing) software that integrates the structural design in Prinect – can display
contours, 3D images and dimensions via a special Adobe Illustrator plug-in. This enables pack-
aging designers to use Adobe Illustrator to design directly on the contour data and to run the
3D check straight away. Sheet assembly functions are also being constantly expanded to meet
customer needs in this area. Furthermore, production managers particularly appreciate the
clearly structured and precise production information that is used to approve and reliably execute
the planning, actual costing and workflow optimization processes.

BUSINESS
DEVELOPMENT

PRODUCTIVITY
OPTIMIZATION

TECHNICAL
SERVICES &
CONSUMABLES

PEOPLE
DEVELOPMENT

PROCESS
OPTIMIZATION

Going the Extra Mile

HEIDELBERG SERVICES // On today's markets, high-tech products alone are not enough. Businesses wanting to enjoy long-term success and profitability despite growing competition and pressure on margins must maximize efficiency in every area of operation – from the strategy right down to the process details. Services from Heidelberg can help.
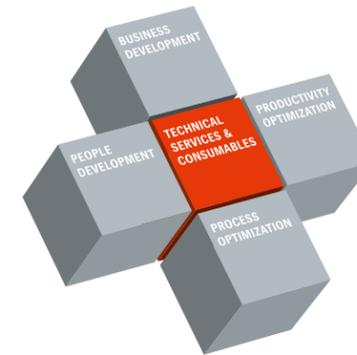

TECHNICAL SERVICES AND CONSUMABLES

Absolute stability in production – 24/7
Flawless quality with maximum availability

Ever shorter delivery times demand absolute stability in production. Every delay reduces the profit. Equipment must therefore work reliably regardless of whether it is run in one-, two- or three-shift operation. Users can rest easy with the technical services and consumables from Heidelberg, as they help ensure that equipment delivers tightly scheduled jobs to the highest quality standards. And they do so 24/7 – from the very first day of operation if a Saphira Starter Kit is used.

All Saphira products – from printing plates, inks and coatings to adhesives and cleaners – harmonize perfectly with Heidelberg equipment. Demand-based service and maintenance contracts tailored to individual business models ensure stable production and increased machine availability. If there is a problem, over 3,500 Systemservice experts are on hand to help find a solution as fast as possible. Remote Service and eCall also speed up the troubleshooting process. Around 70 percent of customer inquiries relating to electronic problems can be solved quickly via remote access. And some 95 percent of all service parts reach their destination within 24 hours. This prevents downtimes and saves a lot of hassle.
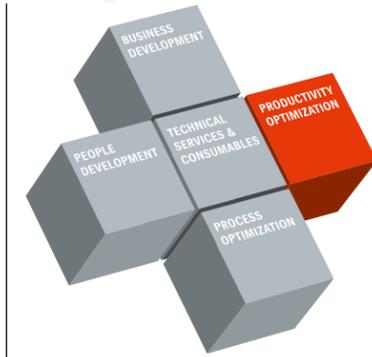
PRODUCTIVITY OPTIMIZATION

Achieving maximum performance
Identify potential, boost productivity

Once the high-performance technology has been installed, the key is to get the best out of it in day-to-day operation. With this goal in mind, experienced application specialists analyze the print shop's productivity and identify where improvements can be made. Various fitness checks ensure the equipment reaches its full potential. Print Color Management creates standardized and reproducible processes. This cuts makeready times and reduces paper waste while ensuring maximum color fidelity. These measures are also used for certification to ISO12647-2, which is performed by Heidelberg. Tailor-made Saphira products and Performance Kits are available for special applications, such as Anicolor, double-sided coating and "green" printing. They ensure that print shop machinery runs to its full potential – for maximum quality and productivity. And anyone who wants to know how their operations compare to the competition can look online with the Prinect Performance Benchmarking tool.
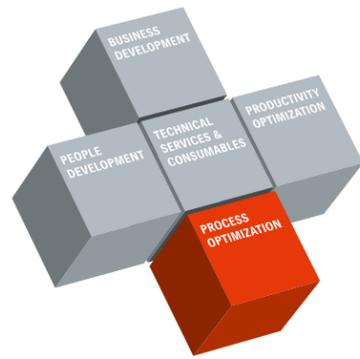
PROCESS OPTIMIZATION

Reduced outlay, greater earnings
Eliminate weaknesses and accelerate production

Potential for improvement is often found where it is least expected – in business processes. Outlay and costs can usually be cut by around 20 percent. This is why Heidelberg takes a close look at every process and works with the print shop to draw up a plan to eliminate short-comings. Synchronizing the material flow with production and ensuring a seamless workflow cut job throughput times. The Prinect print shop workflow links and automates process steps in organization and pro-duction. All it takes is the push of a button to perform time-consuming jobs such as press makeready. This reduces outlay and increases profit. It also enables print shops to keep an eye on their jobs and key figures – from costing, job planning and prepress through to press and postpress. With Prinect Mobile, the details can also be accessed at home or on the move. Anyone wanting to grow their business should integrate digital printing or web-to-print jobs into the Prinect workflow alongside traditional offset printing – for even faster and more flexible operations that are sure to impress customers.
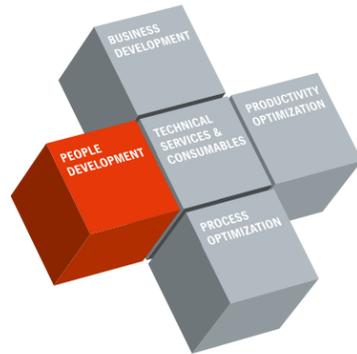

PEOPLE DEVELOPMENT

Knowledge – the key to business success
Practice-oriented training and strategy expertise

Knowledge gives businesses a competitive edge. And, as knowledge quickly becomes outdated, staff and managers must make sure they are up to speed. This is where the broad range of training and advisory services offered by the Print Media Academy comes in. Practical training courses and strategy-oriented seminars give participants the knowledge they need to perform their tasks perfectly and boost the company's success.

Operators find out how to make the most of their equipment and consumables, production managers learn how to handle the latest IT systems, and senior managers can update and expand their management skills. Topics range from process and operational organi-zation, to marketing, all the way through to successor planning in family-run businesses. On request, Heidelberg can hold training courses and production monitoring services on the companies' own premises. Last but not least, special events encourage printers and customers to share information. They help generate new leads and encourage participants to think outside the box.
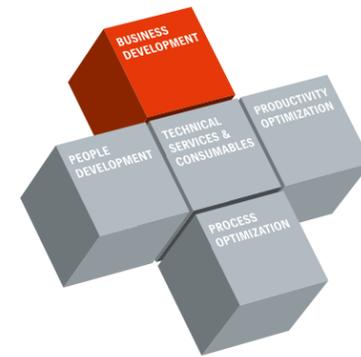
BUSINESS DEVELOPMENT

Every percentage point counts
Generate healthier profits

Sometimes, even small figures are worlds apart. This is true, for example, when most print shops generate an average profit of 1.5 percent of sales, while the best achieve 10 percent or more. There are plenty of ways to leverage untapped potential – and the specialists from Heidelberg Consulting know them all. They first analyze the strengths and weaknesses of a print shop and define parameters that are key to success. This information is then used as the basis for setting the course for higher profits. Heidelberg provides support for whatever measures are needed. Regardless of whether it's about realigning the corporate strategy, opening up profitable areas of business or customer groups, making the right investments or using lean manufac-turing to streamline processes, the end result is the same – a higher net profit.

Heidelberg Services
at drupa 2012

At drupa 2012, Heidelberg will be presenting an enhanced service portfolio that addresses current market requirements and individual customer needs. This will enable print shops to tailor their technical services more precisely to their business model in the future in order to increase productivity and machine availability and boost profit. The five packages in the Heidelberg Partner Program range from basic cover all the way through to special services to optimize operations for fail-safe production.

New functions in the Prinect print shop workflow pave the way to market segments that are exhibiting strong growth. The Prinect Web-to-Print Manager makes it easier for corporate and end customers to implement different business models. This module ensures that print shops have everything under control – from job acceptance and the online shop all the way through to template generation and highly automated print production. The Prinect Digital Print Manager module enables flexible offset and digital print production, while the Prinect Packaging Workflow facilitates the mass production of folding cartons and labels. A world first is the integration of the Prinect Business Manager – the Heidelberg management in-formation system – into the production workflow. Print shops can use this to control all their administration and production processes from a single system. This is a real bonus in terms of transparency and productivity.

"Green" services and consumables help improve eco credentials and therefore boost operational success. Compa-nies can cut their energy costs by up to 20 percent if they task Heidelberg with optimizing their consumption. The Saphira Eco line ensures end-to-end environmentally friendly production. The world's first complete range of consumables meets the requirements of the major international environ-mental certificates. And the Saphira Eco symbol is effective in advertising this fact.

Heidelberg will be showcasing its range of services both centrally in the Heidelberg Services Center (Hall 1) and in the Solution Areas for commercial and packaging printing.

Breaking New Ground

THE FUTURE OF PRINTING // In principle, printing still involves applying ink to paper. But what does the future hold? Application engineers and developers at Heidelberger Druckmaschinen AG are testing and implementing new methods designed to open up completely new areas of business for printing. Their efforts may well give rise to untold opportunities for the print media industry.

CRISTALA //
THE COATING WITH AN EMBOSSED LOOK
Delivering yesterday's future today, patented Cristala coating technology from Heidelberg conjures up fine structures on substrates that look and feel as though they've been embossed. This effect is achieved by combining special patterns created at the prepress stage with a transparent coating. Print shops should get in touch with their Heidelberg contact for further details about the coating's surprising tactile qualities and eye-catching gloss effects that become apparent when the substrate is tilted in a given direction.

Functional printing is an increasingly important focal point for R&D. All properties that enhance a print medium are considered to be "functional." These can be new decorative or visual features but also electrical or electronic in nature. The research work is aimed primarily at developing new applications for the print media industry, such as unusual surface finishing technologies that will help print shops stand out further from their competitors. "Brand manufacturers are always on the look-out for new effects," says Frank Kropp, Head of Research and Development at Heidelberger Druckmaschinen AG. "We want to use innovative applications to enable our customers to benefit from the growing demand for ever-more specialized print products."

Functions for look and feel. This is why researchers and developers at Heidelberg are investigating coatings and special effects whose fine structures deliver both visual and haptic effects. Take the special effects achieved with a coating called "Cristala," for example. The fine pattern of lines created in a transparent coating generates effects that are both tangible and visible (in the form of gloss effects that become apparent when the substrate is tilted in a given direction). Investigations into special 3D or holographic coating effects are also under way. The developers are also working on ways of expanding the utilization of existing equipment. These

include solutions for special-effect pigments that open up new applications for Anicolor or Speedmaster Duo models.

Functions for the future. However, when it comes to new functions for print products, the developers are not just focusing on innovations designed to appeal to the human senses. Heidelberg is now also working with several cooperation partners on printed electronics. Their work focuses on electrically conductive liquids that can be applied to a substrate in a similar way to inks and coatings. This technique is already being used to print simple electronic circuits. Although these circuits do not (yet) offer the same level of functionality as, for example, RFID chips, they are much cheaper to produce than their silicon-based counterparts. What's more, the areas of application for printed circuits by far exceed the scope of today's standard barcodes. "By building up our expertise in printing functional materials, we are looking to open up completely new areas of business for the printing industry," adds Kropp. The cooperation partners' joint laboratory in Heidelberg, InnovationLab GmbH, is focusing developments on the aforementioned circuits and on new manufacturing processes for photovoltaic modules, displays and illuminated advertising elements. The circuits are printed in the form of OLEDs (organic light emitting diodes).

Functions for today. Opto-electronic components are also playing an increasingly important role in the manufacture of print

media – in the area of UV drying, for example. Innovative UV LEDs for curing UV inks and coatings are more energy efficient and environmentally friendly than conventional UV tubes. Furthermore, their "cold light" does not heat up machine parts, which ensures that temperature-sensitive substrates can be processed with ease. Heidelberg customers can already benefit from these advantages thanks to a newly developed UV LED drying module. In contrast, laser drying is still a vision of the future – just like the further developments in opto-electronic arrays for imaging in digital printing systems. "But we're working on these," says Kropp.

Visitors to drupa can see this inventiveness for themselves in the "Innovation Gallery" in Hall 1, where researchers and developers from Heidelberg will be providing insight into the future of printing technology. ■

CRISTALA
Glamorous & Cool

Recorded by Heidelberg with:
Suprasetter, Speedmaster,
Saphira, Dymatrix

Printed in Germany: Print Media Center, Wiesloch-Walldorf

MEN AT WORK // EPISODE 10
BERNHARD RIPPERGER //
HEIDELBERG SYSTEMSERVICE

Muscles of Iron and Nerves of Steel

When **BERNHARD RIPPERGER** (45) is not sitting in a plane on his way to installing or repairing machines for customers worldwide, the Heidelberg Systemservice technician is busy training colleagues around the world. A passionate rugby player, Ripperger loves his job – even if the work means he is often on the road for weeks at a time and is always having to fight against the clock. His next big project is to install Speedmaster XL 105 at drupa.

When will you start the installation?
Immediately after Easter. My colleagues and I will first assess the installation space in the trade show hall and examine the foundations and supply lines. The printing units and other components will then be brought in and acclimatized so we can start with the installation.

You only have 10 days for this job. How will you manage it?
We'll be working in two shifts around the clock. There are five or six people on my team. We'll take the early shift, starting at 7 a.m. and handing over to the other team at 7 p.m. I'll be in the hotel by around 8.30 p.m.

Working 12 hours a day for two weeks is sure to take its toll. Where do you find the energy?
From the pleasure I take in my work and my ambition to do well. Having a task like this is motivation enough. When I'm working at a customer's site, I also have to keep going until the machine is up and running again. It's not a nine to five job. I stay fit by mountain biking and playing rugby.

You've even played on Germany's national rugby team. What do you like about the sport?
Rugby calls for power, technique and speed. Even when playing for the veterans, I give 100% in every game. The sport provides a balance and helps me stay calm and concentrated even in stressful situations. I also like the fact that any battles fought on the pitch are forgotten as soon as the final whistle blows and that you can join your opponents afterwards for a drink in the bar.

How and where do you relax?
I like eating out once I have signed off for the evening – I enjoy trying out new places. Customers and co-workers often have insider tips for me. After sports, I like to take a hot bath. That soothes any aches and pains. Unfortunately, my body is no longer as young as my head still seems to think it is!

157 YRS PASSION4PAPER
PERFECTION
HIGHSPEED
CREATIVE
ULTIMATE
WHITE
DESIGN
INNOVATION AS A TRADITION
HIGH QUALITY
HIGH PRODUCTIVITY
ABSOLUTE
PREMIUM
DIFFERENT
HIGH END
UNIQUE

DRUPA
2012
DÜSSELDORF

PREMIUM 1855
WHITE

HEIDELBERG & SCHEUFELEN

An old flame never dies: the "Pro Patria" high-speed printing press was first presented in Heidelberg over 120 years ago – and Scheufelen conquered the market with the first art paper at the same time.

Since then, both companies have led their fields – and will be presenting their latest innovations at the drupa 2012.

One thing has remained the same over the decades and centuries: optimum print results with printing machines by Heidelberger Druckmaschinen and paper by Scheufelen. You have the proof in your hands.

VISIT US AT THE DRUPA 2012: HALL 7.1, STAND B 27

THE SCHEUFELEN BRANDS: HEAVEN 42, BVS, BRO AND PHOENIXMOTION

Things not to miss at drupa 2012

Customer Centers – your first port of call
The four Heidelberg Customer Centers at drupa 2012 are manned by staff who know you and your market inside out. Talk with our sales representatives from your region. They will be happy to provide you with all the advice and support you need.

Innovation Gallery
What does the future hold for print technology? What new prospects and business potential will it offer you? Our Innovation Gallery in Hall 1 provides the answers to these questions. Find out about new processes and application technologies, some of which are already in use. Examples include printed electronics, 3D and holographic effects, UV LEDs for energy-efficient curing of UV inks, and innovative ideas for laser drying. Prepare to be amazed!

Expert Centers – experts in dialog
What lies behind our technology and service innovations and how can you utilize them to best effect? Who is better placed to answer this question than the experts from Heidelberg? Manning our four Expert Centers in Hall 1, they will answer all your questions and use impressive practical examples to show you how best to meet the requirements of today's customers.

Break-Out Sessions
Experience top performance hands-on. After each presentation there will be Break-Out Sessions on the machines that focus on selected issues relating to technology and services. This will give you the opportunity to get a close look at our technology and services in practice and discuss all the details with our specialists.

Heidelberg Services Center
Extensive services from a single source – and all the relevant information under one roof. Visit our Services Center at the heart of Hall 1 and speak to the experts from Heidelberg. They will tell you all about our extensive range of Technical Services, Performance Services, and consumables. Discover how you can make your print production even more stable and optimize the availability and performance of your machines. Discover service hands-on:

• Technical Services and Remote Service/Monitoring
• Wide selection of consumables
• Software training in the Heidelberg Classroom
• Individual workflow demonstrations at the Prinect Bookable Stations
• Expert discussions on training and consulting
• Remarketed Equipment

Prinect Bookable Stations
Prinect is the operating system for print shops that enables you to boost your performance long-term. At eight Prinect stations in Hall 1, we will be showcasing the Prinect system with individual product demonstrations. From the entry-level workflow, web-to-print, and the packaging workflow to a fully integrated print shop, you can put all the Prinect modules through their paces and see the benefits for yourself.

You can book the following demonstrations at the show by visiting the Prinect information counter at the Heidelberg Services Center:

• Professional Management Information System
• Extension of Business through Online Shops
• Complete Integration of the Print Shop
• Electronic Production Planning
• Smart Prepress Workflow
• Optimized Production in Prepress
• Automatic Versioning
• Smart Automation with Web-to-Print
• Reliable Generation of Gang Jobs
• Optimized Production in Pressroom and Postpress
• Maximum Availability of Reports and Analyses
• Optimized Production in Packaging
• Prepress Workflow in Packaging
• Creative Design in Packaging

Heidelberg Classroom
Move to the top of the class in all subjects relating to workflow, consulting, consumables, and energy-efficient print production. The daily specialist presentations in the Heidelberg Classroom pack a great deal of expert knowledge on all Performance Services from Heidelberg into just 30 minutes.

The presentations entitled "Vision 2020 – The Future of Print in the Media Mix" are a class apart. Every day at 1.30 p.m., selected speakers will present the latest processes and application technologies in German (G) or English (E):

• Neue und zukünftige Anwendungen für Druckprodukte (G)
• The Future of Folding Cartons (E)
• Inkjet Market and Technology Outlook (E)
• New Cross-Media Applications (G/E)
• Gedruckte Elektronik – Zukünftige Anwendungen des Druckens (G)
• Inkjet and Production Printing Applications (E)
• Digital Printing for the Commercial Printer (E)
• Forschung im Bereich des funktionalen Druckens (G)
• Zukünftige Entwicklungen in Web-to-Print-Geschäftsmodellen (G)
• Ökonomie und Ökologie sind keine Gegensätze in der Druckerei (G)
• Druckanwendungen für mobile Endgeräte (G)
• Zukünfige Trocknungstechnologien (G)
• Zukunft der Marketing-Kommunikation (G)

A detailed agenda is available from the Heidelberg Services Center in Hall 1, where you can also book the free presentations directly.

HEI LIGHT Tours – take a tour with us
Join our one-hour HEI LIGHT Tour and discover all our innovations, products, and solutions. In just 60 minutes, one of our experts will give you a comprehensive overview of the entire Heidelberg portfolio – including all the latest industry innovations. Once you have booked your tour at www.drupa.heidelberg.com, simply report to the HEI Tours Meeting Point at the Services Center.

Commercial Print Solutions & Services

+HEI FLEXIBILITY
Use solutions from Heidelberg to tap into the full range of applications in small- and medium-format commercial printing. This presentation focuses on products that have been optimized to suit your needs and will grow with you, such as a Prinect entry-level solution, presses up to the 50×70 cm (19.69×27.56 in) format, the appropriate postpress equipment, and Saphira Eco consumables to boost your green credentials.
English: 10.30 a.m. and 2.00 p.m. | German: 12.00 p.m. and 3.30 p.m.

+HEI PRODUCTIVITY
Perfectly coordinated products and processes are key if production is to be both lean and green. Top-quality perfecting printing in one pass gives you a vital edge in productivity in the field of industrial production. The three-drum perfecting device from Heidelberg ensures register accuracy and optimum stability in the production run. Experience Peak Performance at 18,000 sph in perfecting mode. We also offer highly productive prepress and postpress machines along with a coordinated service portfolio that will enable you to optimize and streamline all your processes.
English: 11.00 a.m. and 2.30 p.m. | German: 12.30 p.m. and 4.00 p.m.

+HEI FLEXIBILITY
Find out about our profitable, resource-conserving solutions for short and very short runs. Anicolor enables cost-efficient printing of short runs in offset quality. With the Linoprint C 901 and Linoprint C 751 digital printing systems, you can gain a foothold in the market for very short runs. Combining offset and digital printing is another way of moving into new areas of business. You will also discover solutions for using the Internet to win new customers.
English: 12.30 p.m. and 4.00 p.m. | German: 11.00 a.m. and 2.30 p.m.

Packaging Solutions & Services

+HEI PRODUCTIVITY
Discover the expertise of the solution provider. Heidelberg is the only manufacturer to be showcasing the entire folding carton production process in a single hall – from prepress and press to postpress. The perfect interplay of all Heidelberg products ensures optimum productivity, efficiency, and reliability in production. The integrated packaging workflow is a vital success factor for efficiency and transparency in folding carton production. You can benefit from greater reliability in production thanks to coordinated technologies and measuring systems that form an integral part of workflows and machines. This will also result in lower levels of paper waste and thus enable you to make a valuable contribution to green printing.
English: 12.00 p.m. and 3.30 p.m. | German: 10.30 a.m. and 2.00 p.m.

print media trade show – drupa
May 3 to 16, 2012

Opening hours
Weekdays from 10 a.m. to 6 p.m.
Saturday and Sunday from 10 a.m. to 5 p.m.

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Stockumer Kirchstraße 61
40474 Düsseldorf
Germany

Sat nav address:
D-40474 Düsseldorf
Am Staad

www.drupa.heidelberg.com

DISCOVER
+HEI

Customer Centers
1. Europe, Middle East & Africa
2. Asia-Pacific
3. Americas
4. Germany, France & Switzerland

Packaging Solutions & Services
19. Speedmaster CX 102-6+L NEW
20. Speedmaster XL 145 and XL 162 Exhibit with Prinect Press Center and Prinect Axis Control
21. Varimatrix 82 CS NEW
22. Linoprint L
23. Speedmaster XL 105-6+LYYL with Prinect Inspection Control and Inkjet Integration NEW
24. Dymatrix 106 Pro NEW
25. Diana X 80 and X 115 with Diana Inspection Control Module NEW

ⓘ Information
[AR] Augmented Reality
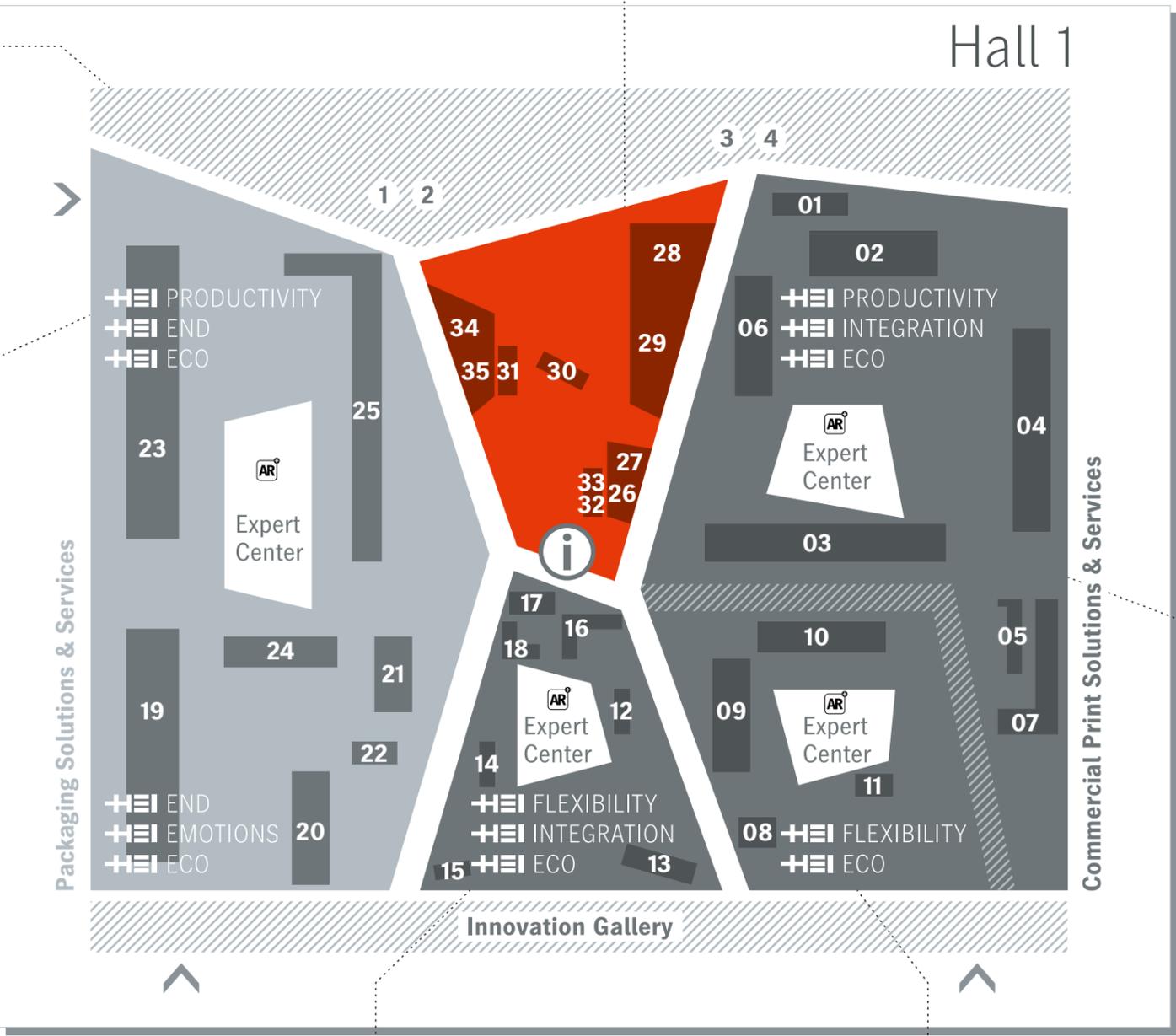
Heidelberg Services Center
26. Prinect Press Center
27. Prinect Image Control NEW

Performance Services
28. Heidelberg Classroom
29. Prinect Workflow/Bookable Stations
30. Remarketed Equipment
31. Remote Service/Monitoring
32. Printshop Energy Efficiency NEW
33. PMA Education and Consulting

Technical Services and Consumables
34. Systemservice
35. Saphira

Commercial Print Solutions & Services
01. Suprasetter 105 NEW
02. Speedmaster XL 75-5+L NEW
03. Speedmaster SX 102-8-P with CutStar NEW
04. Speedmaster XL 105-8-P NEW
05. Stahlfolder KH 82
06. Stitchmaster ST 500 NEW
07. Eurobind Pro

Map labels

Packaging Solutions & Services

Commercial Print Solutions & Services

HEI PRODUCTIVITY
HEI END
HEI ECO

Expert Center

HEI END
HEI EMOTIONS
HEI ECO

Expert Center

HEI FLEXIBILITY
HEI INTEGRATION
HEI ECO

HEI PRODUCTIVITY
HEI INTEGRATION
HEI ECO

Expert Center

HEI FLEXIBILITY
HEI ECO

Expert Center

Innovation Gallery

Focus on the environment

Heidelberg is committed to protecting the environment. Both our solutions portfolio and our activities surrounding drupa set a clear example when it comes to sustainability. For example, all products in Hall 1 and the entire Heidelberg trade show presentation benefit from carbon offsetting. All activities – from the assembly and dismantling of the stand to print products and our employees' travel to and from the event – are carbon neutral.

FSC MIX From responsible sources FSC® C008807
Print CO2 compensated

Commercial Print Solutions & Services
12. Suprasetter A75
13. Speedmaster SX 52-5+L Anicolor NEW
14. Linoprint C 751 NEW
15. Linoprint C 901 NEW
16. Stahlfolder TH 56
17. Eurobind 1300 NEW
18. Polar 80 NEW

Commercial Print Solutions & Services
08. Speedmaster SM 52-4 NEW
09. Speedmaster SM 74-4 NEW
10. Speedmaster SX 74-5+L NEW
11. Stahlfolder Ti 52 NEW

Other Heidelberg solutions at drupa 2012

Speedmaster XL 75-5+L with UV technology
IST Metz GmbH, Hall 2, Stand B20

Speedmaster SX 52-5+L Anicolor with UV technology
marks-3zet, Ernst Marks GmbH & Co. KG, Hall 3, Stand D34

Stitchmaster ST 450
Hugo Beck GmbH & Co. KG, Hall 14, Stand D33

Diana X 80 and Easygluer 100
Print Media Center Langenfeld