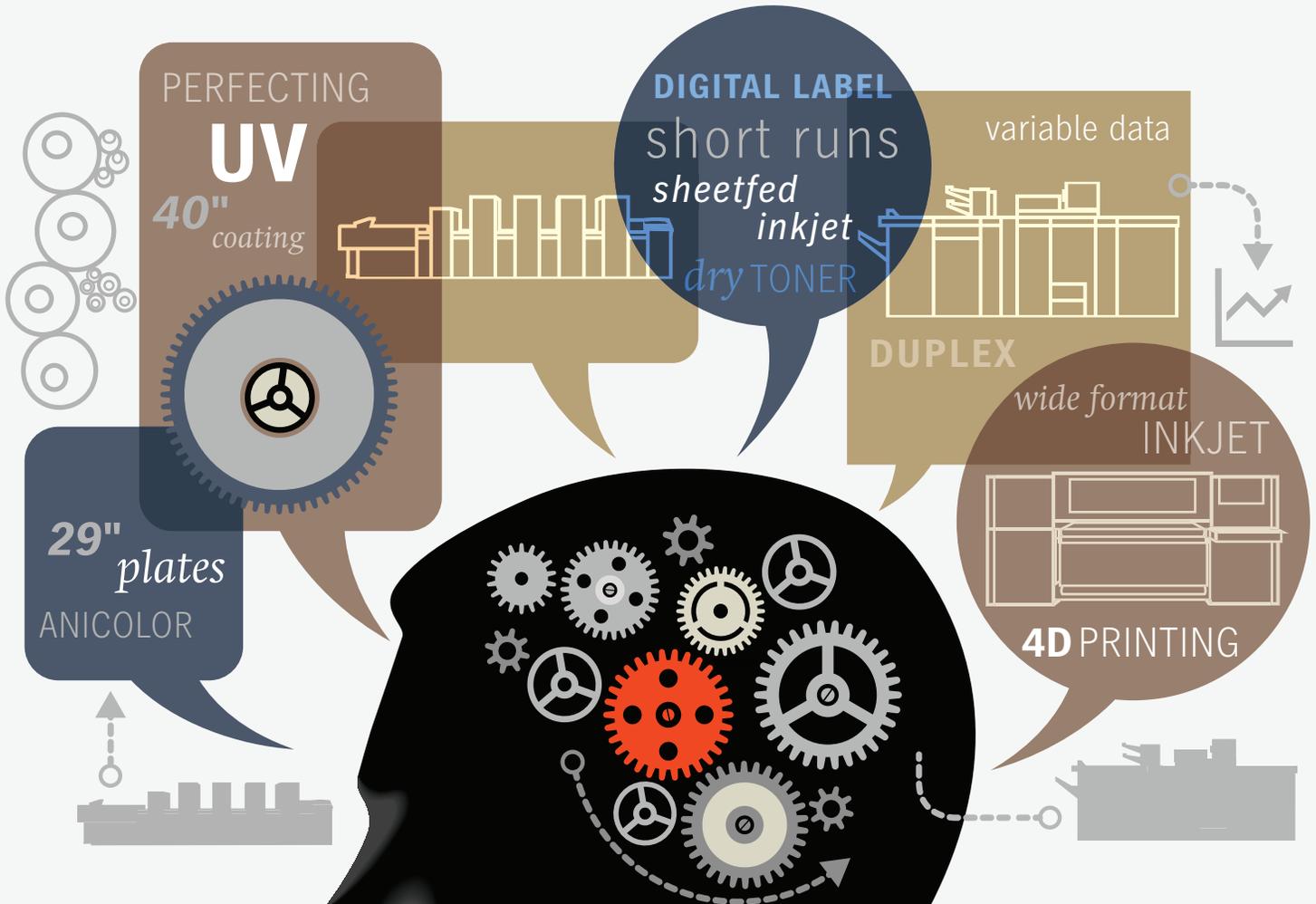


Heidelberg

Where Print Professionals Turn for Answers

DIRECT



DRIVEN to be
DIGITAL

NEW VENTURES AND SOLUTIONS FROM HEIDELBERG

Good to Better, Better to Best



Everyone at Contemporary Graphic Solutions focuses on continuously improving the quality of products and services we deliver to our customers. Today, there's simply no other way to manage a printing business. About a year ago, though, we decided that we could benefit from some outside perspective on what we were doing to increase productivity in our press department. That's how we got started with Heidelberg's Performance Plus program.

First, we completed an extremely detailed evaluation of every process step in the pressroom. Heidelberg's consultants inspected the machines, met with our operators, gathered masses of running data, and crunched the numbers. We then agreed to a performance percentage increase that we would achieve through makeready reductions, smarter equipment utilization, press-specific crew training, and other ways of doing better what we already did well.

It was a year-long commitment, but now that the first stage of our Performance Plus journey is nearly over, I'm happy to report that with Heidelberg's help, we beat the benchmark we set when we began. Our pressroom is more efficient and productive than ever, and our employees are passionate about keeping it that way. Best of all, our customers get even more of what we've always worked hard to give them: impeccable quality and unstinting service in return for the loyalty they've shown us.

Performance Plus taught us many things about process optimization, but it wasn't only about finding better ways to stage paper or faster techniques for hanging plates. Using Heidelberg's online testing system for press operators, we evaluated (and will re-evaluate) the entire knowledge base and skill set of our pressroom personnel. We also improved communications between the pressroom and the prepress department, and we are seeing this strengthened cooperation ripple out into other areas of the operation as well.

Our first year with Performance Plus proved that the math of process optimization can work when everyone buys in as enthusiastically as our team did. We'll self-monitor our progress in years two and three, checking in quarterly with Heidelberg. And after that...well, I think the answer is pretty obvious. In this business, the quest to be the best never ends, and that's road map enough for us.

Tim Moreton
President
Contemporary Graphic Solutions
Pennsauken, NJ

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New Tricks for Workhorse Speedmaster CD 102



Factory Hums for “Digital Offset 2.0” Speedmasters

The Speedmaster XL 75 Anicolor from Heidelberg is now in series production at the company’s main manufacturing center in Wiesloch-Walldorf, Germany. The press—the subject of the “Digital Offset 2.0” cover story in Issue 42 of *Heidelberg Direct*—has been delivered to commercial and packaging printers in Germany, Switzerland, and the Netherlands. It also has been installed at Heidelberg USA’s North American Print and Packaging Technology Center in Kennesaw, GA, where it was the centerpiece of a well attended customer demonstration day earlier in the year.

The Speedmaster XL 75 Anicolor has the same Anicolor zoneless short inking unit available on the smaller Speedmaster SM 52. This technology enables the B2-format press to come up to color with fewer than 30 startup sheets, cutting paper waste by 90%. Anicolor also makes the press extremely cost-competitive with similarly sized digital presses in runs as small as 250 sheets (see the data chart at the bottom of the page).

The new 40" Speedmaster CD 102 is now available for commercial and packaging printers seeking maximum flexibility in the substrates they use. It is equipped with the X Package of technical components incorporated from Heidelberg’s award winning XL technology, which maximizes the performance at a lower investment point. With the proven Preset Plus Delivery and the X Package of automation components, the Speedmaster CD 102 boosts productivity by about 40% over the drupa 2004 press series. The Speedmaster CD 102 has long been recognized as the workhorse of the industry and the most commonly sold press in its class around the world today. Substrates range from 0.03 mm (0.0012") paper to 1.0 mm (0.039") cardboard. Models are available with coating unit, UV, automatic washup devices, and the Preset Plus Delivery with various extension modules and dryer systems. Standard equipment also includes the Preset Plus Feeder, AutoPlate plate changer, and Prinect Press Center Compact press control with Intellistart operating system. The press can be integrated fully into the Prinect workflow and can also be connected to work with the Prinect Image Control color measuring and control system.





Ink Portfolio for DryStar LE UV

By using highly reactive UV inks, Heidelberg’s DryStar LE UV (Low Energy) drying technology reduces the number of dryer lamps needed in the press and cuts energy consumption significantly. Heidelberg now augments the technology with a coordinated ink series under the Saphira label. Available as Saphira Ink Low Energy UV 100 and 400, the inks exhibit excellent gloss properties and good screen dot quality on paper, cardboard, and nonabsorbent materials. Sheets that have been printed with Saphira Ink LE UV can go straight to finishing because they are dry upon removal from the press. Also available are complementary Saphira consumables such as blankets, coatings, washup fluids, and dampening solutions, providing DryStar LE UV users with everything they need from one source.

By the Numbers: Speedmaster XL 75 Anicolor vs. HP Indigo 10000

250 breakeven point of printed sheets	75% thicker printable material (32 pt.)
5X more printed 8.5" x 11" sheets per hour	2.5X thinner printable material (onion skin)
\$0 click charges; no forced consumable choices	90% ink and coatings savings per printed sheet

ECO Be energetic about energy efficiency

GOOD ENERGY MANAGEMENT AIMS TO ensure efficient use of energy in the print shop. The first step is to take inventory of what is consuming energy. There are then many options for increasing energy efficiency, especially in press peripherals, heating and lighting systems, and building insulation. Take the following steps to lower energy consumption and reduce CO₂ emissions:

IN EXISTING OPERATIONS

- Modernize heating/air conditioning systems, including thermal insulation
- Optimize air compression and distribution
- Install energy-efficient lighting that is appropriate to requirements
- Install IT systems that use less energy; unplug when not in use
- Ask your utility company whether it can provide power generated from renewable sources such as wind and water

WHEN INVESTING IN NEW EQUIPMENT OR BUILDINGS

- Use passive building design (solar heat retaining, highly insulated, heavily shaded, minimally dependent on outside power sources for heating and cooling)
- Integrate heat recovery concepts (especially with UV, which produces enough waste heat to make using it worthwhile)
- Install water-cooled peripherals (may be retrofittable)
- Use groundwater for cooling
- Install energy-efficient equipment that combines high performance with low energy consumption



Besides a standby mode, Heidelberg presses can have an on-press energy meter that measures and displays power consumption including all peripherals. This raises awareness of power consumption and lets the press crew optimize the operating conditions of the press to the lowest energy consumption (in kilowatts per hour) per thousand sheets.

Customers also can choose to make their equipment purchases CO₂ neutral. This means that Heidelberg will certify how many tons of carbon have been offset to compensate for greenhouse gas emitted during the manufacture of the press.

Saving energy and reducing costs go hand in hand. Even minor steps such as avoiding standby losses or modernizing the lighting can help cut energy consumption.



PRESS Crease and desist

PAPER CREASES WHEN IT'S STORED at an incorrect temperature or humidity or when press settings are faulty. Either way, if the sheet isn't perfectly flat, it can't achieve the perfect sheet travel that precision printing requires.

If the edges of a pile have dried out, the sheet will be shorter at its edges than it is in the middle, leading to cockling. In contrast, absorbing too much moisture makes the sheets wavy at the edges. These problems can be headed off by keeping the atmosphere as constant as possible during storage and production: relative humidity of 50% to 55% and room temperature between 20°C (68°F) and 22°C (78°F).

Incorrect feeder settings can also cause creasing. When set incorrectly the front lays can get stuck or make the side lay pull too much, and the result is a crumpled or misaligned sheet. Sheet transfer may be helped by adjusting the retainers, reducing the blast air at the feeder, and improving the air settings. Malfunctioning, soiled grippers may also be the culprits, leading to deformation or unevenness of the sheet. Clean and adjust them as necessary. In all cases, carefully monitor sheet travel to assure the problem stays solved.

POSTPRESS Diana, the QC huntress

THERE IS NO MARGIN FOR ERROR in pharmaceutical packaging, where end-user safety is the paramount concern. Packages printed with broken bar codes and other quality flaws have to be detected and removed from the production stream without hurting the efficiency of the process as a whole. Heidelberg's Diana X 80 and X 115 folding carton gluers have two ways of achieving this.

Using a high-resolution camera, the Diana Inspection Control module compares the entire printed image with either a digital proof (PDF) or a reference blank that has been scanned in during production. Even the slightest imperfections are reliably identified, and incorrect blanks are ejected at maximum machine speed.

Alternatively, the system can be used in the press. The straight version of the Speedmaster XL 106 has an inkjet option in the coating unit that works with Prinect Inspection Control to imprint error markings as quality problems are detected during printing. Then, a small, compact camera in the Diana is all that is needed to detect the Speedmaster error marking on the code of the carton's adhesive flap.

After die cutting, defective repeats detected by the system are automatically removed in the ejector module. The process assures 100% quality control and also saves money: only defective individual repeats are removed, not entire sheets.



PRESS Press-side checklist for CM

COLOR MANAGEMENT IS ABOUT getting an identical color impression on all output devices, including presses. But, because most color management takes place in prepress, the options for making corrections directly at the press are limited.

That's why the press has to be optimized for color-managed printing before the run begins. Even if you are using an online or inline color management device (the Prinect options are Easy Control, Axis Control, Image Control, and Inpress Control), the following list still needs to be optimized to ensure precise color control by the device (or your operator).

Be sure to address all of the following press conditions according to the operating manual:

- Well-maintained rollers (clean and velvety surface)
- Inking units adjusted
- Basic setting for oscillators (tolerance for ink fading at a maximum of 10%)
- Dampening units correctly adjusted
- Pre-dampening and post-dampening phases reduced to a minimum
- Dampening solution checked and replaced if necessary
- Smearing point of individual units determined
- Attention paid to even smearing at the plate edge
- A set type of blanket used in the print shop
- Pressure between plate and blanket at 0.1 to a maximum of 0.13
- Pressure between blanket and impression cylinder set according to thickness of printing stock; excessive pressure must be avoided

What Will Tomorrow Bring? Whatever We Prepare for Today



Jürgen Grimm was named president of Heidelberg Americas on April 1, 2014. With Heidelberg since 1995, he has served as head of marketing communications for sheetfed and as head of product management for Prinect and peripheral systems. He also directed sales and marketing for Heidelberg postpress in Germany and assumed full responsibility for Heidelberg's sheetfed business worldwide. Grimm received a Master of Business and Engineering (MBE) at Technical University in Darmstadt, Germany, in 1994.

Since taking this job in April, I have spent a lot of my time getting to know our U.S. customers. What impresses me most is the incredible openness that so many of them have toward new ways of doing things: improving their processes, changing their business models, and doing whatever else it takes to serve their customers better.

They have concerns as well, and while it's hard to generalize about a printing industry as big and diversified as this country's, I think I can put my finger on the one issue that seems to be at the forefront of every printer's mind. That is the almost complete lack of predictability in this business.

When a plant gets its manufacturing processes under control, these workflows can be scaled up and down to better handle fluctuations in volume.

What Heidelberg has learned from working with printing firms around the world is that when a plant gets its manufacturing processes under control, these workflows can be scaled up and down to better handle fluctuations in volume. We also have

learned how to identify plants that would be more efficient and profitable if they had less capacity, not more, than they are trying to support now.

We know that there are ways to cope with uncertainty, and this is precisely why Heidelberg's newest consulting service, Performance Plus, exists: to give our customers best practices for peak performance no matter what the business climate happens to be.

When our consultants visit a printing plant, they evaluate everything that determines how efficient the plant is: machine utilization, workflow, operator skills, and so

on. (For more information about how this works in Performance Plus, please see the article on page 7.) We sometimes discover that the plant is doing fine and needs no special intervention. In other cases, we can pinpoint bottlenecks that are wasting time, costing money, and keeping the plant from being as productive as it could be.

Measure and Optimize

Armed with this information, we can then recommend targeted solutions for improving processes, throughput, and profitability. The solutions we propose typically don't involve installing equipment, although we will recommend modernizing production departments that are in need of a makeover for efficiency.

I know that bringing outside consultants into a printing plant isn't an easy decision. Printing firms have strong company cultures and long legacies of self-reliance. These are admirable qualities, but they can make it difficult to know how well the company is performing and where opportunities for improvement might be. Heidelberg's consulting programs are all about providing those benchmarks.

Remodeling the Model

It brings me back to the point about openness to change and willingness to try new things, even if they are not part of the traditional business model. Heidelberg is opening up its own business model to new digital technologies, including some that are unprecedented for us—you can read all about them in the cover story in this issue. We think it's our best path into a future that looks bright even though we can't yet see everything that the future contains.

Our customers are thinking the same way about their futures. Unpredictability is a fact of business life. But, with good advisement and strong partnerships, even an unpredictable tomorrow can be something we all can look forward to.

—Jürgen Grimm, President, Heidelberg USA

Performance Plus: A Partnership for Next-Level Productivity

Performance Plus—the most in-depth consulting service yet offered by Heidelberg—helps printers set and hit realistic cost-saving targets by leveraging the process improvement routines they already have in place. Performance Plus accomplishes this by showing precisely what needs to be done to develop the most efficient procedures and deliver the greatest possible cost savings. The program's benefits begin in the pressroom, but after that, the good effects can spread through the operation as a whole.

Three “Plus” Five

Performance Plus is a three-step process with a five-part agenda. First, production data is gathered before and during an on-site evaluation. Next, using those numbers, Heidelberg's experts design a business case that defines the cost-saving goals. Then, with Heidelberg's guidance, the customer implements the master plan. Leadership, KPI tracking, process mapping, knowledge training, and asset management are the areas of focus throughout the exercise, kept on course through regular reviews and intensive consultation with Heidelberg.

This collaborative relationship is key, because Heidelberg has the same financial stake in the outcome of Performance Plus as the printer undergoing it. Charging no money up front, Heidelberg sets a fee equivalent to 50% of the targeted savings and collects only after the target has been hit.

Heidelberg's unparalleled understanding of what makes pressrooms efficient enables its consultants to devise a plan for lowering a pressroom's cost structure across the board, not just in individual quick fixes. By getting costs under control, Performance Plus pays off long-term in the form of higher productivity, more sustainable pricing, and healthier profit margins.

The process begins with the extraction of a full month's worth of running data from each press console. Analyzing this data pinpoints bottlenecks and identifies specific opportunities for

improving equipment utilization. Heidelberg's consultants validate what the data tells them through extended, in-person interviews with press department personnel and through observing production. They then combine machine data with operator feedback and performance observations to develop a reliable guide to optimizing pressroom procedures from that point forward.

Measurements and Milestones

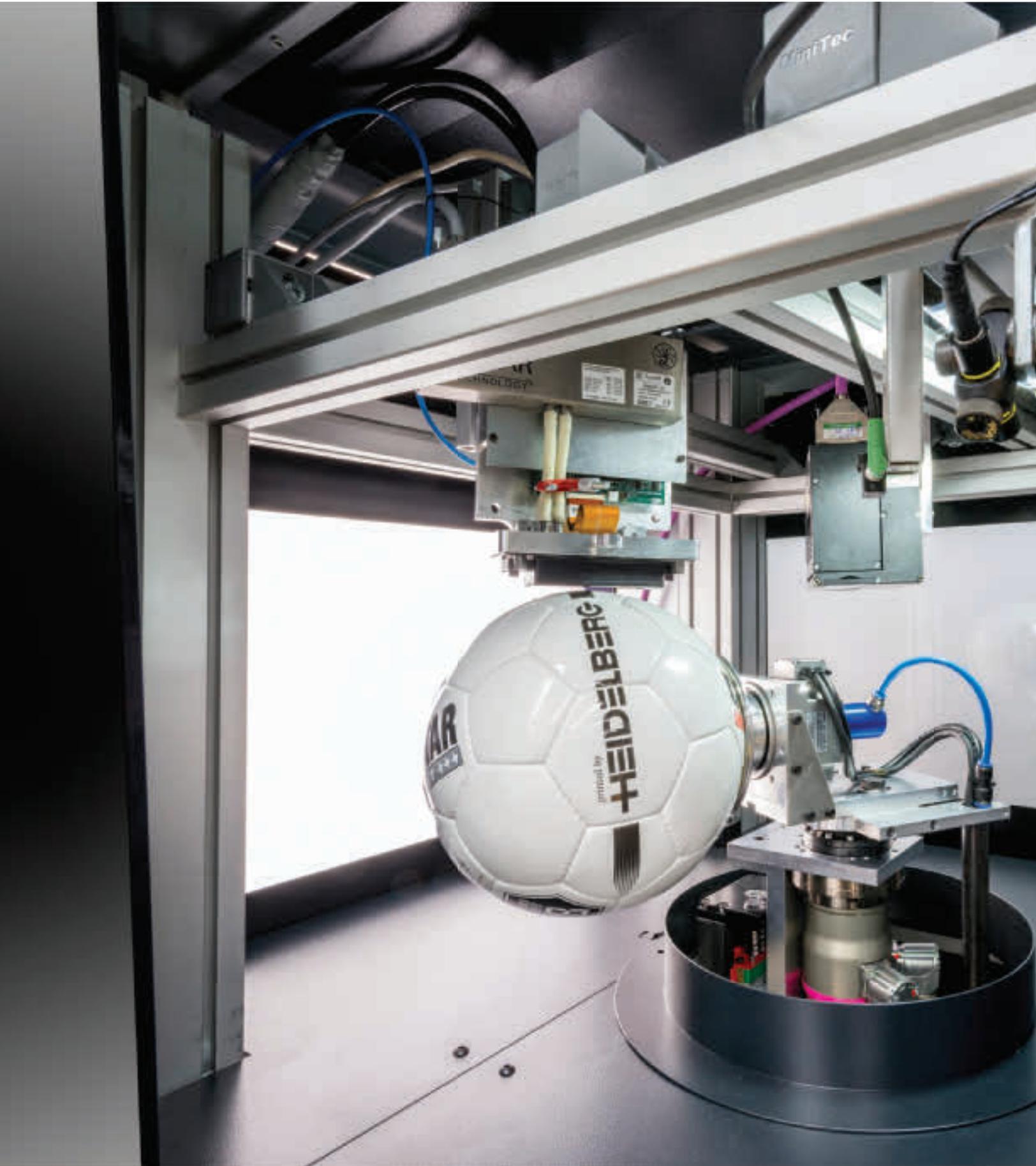
Heidelberg tracks output and savings for the duration of the project and charts milestones with the customer in monthly progress reviews. Heidelberg also assists with equipment maintenance and support, remote diagnostics, color management, and whatever else will contribute to the attainment of Performance Plus goals.

Attaining them in this methodical way takes time—one to two years, depending on how much intervention the pressroom needs. After that, the customer can protect everything that has been gained through self-monitoring and periodic check-ins with Heidelberg.

Performance Plus is targeted at companies that have annual revenues above \$10 million, Heidelberg presses manufactured since 2004, and, ideally, existing continuous improvement programs. Equipment to be evaluated must be covered by a Heidelberg service contract: either Systemservice™ 36plus or the Heidelberg Partner Program.

Performance Plus is relatively new, but results achieved by early adopters give a strong indication of how transformative a tool it promises to be. In Pennsauken, NJ, Contemporary Graphic Solutions recently met and exceeded its targeted 30% performance increase, saving hundreds of hours and thousands of dollars in the process. Watch for more success stories like this as other Heidelberg customers—perhaps your company—rise to new heights of productivity with Performance Plus.





Driven to Be Digital:

New Directions to Print Shop Success

In printing today, moving in “digital directions” means traveling to all points of the compass—there’s no longer any part of the print manufacturing sequence that isn’t driven by data and controlled by computers. It’s a familiar journey for Heidelberg, which has been building digitization into its products for more than 20 years with such technical milestones as the Speedmaster GTO-DI direct imaging press, the NexPress electrophotographic press, the Suprasetter series of thermal CtP systems, and the Prinect workflow architecture.

Heidelberg now invests almost one-third of its R&D budget in creating digital solutions—not because it is de-emphasizing its core business in offset lithography, but because it recognizes its customers’ increasing need to operate conventional and digital production systems in parallel. In its own right, digital printing offers many new revenue opportunities to shops equipped to take advantage of them. Heidelberg wants to equip its customers for success in digital production as comprehensively as it has always outfitted them for success in offset.

New and Precedented

These are the strategies behind a series of recent announcements about new developments from Heidelberg in the digital directions it is pursuing on behalf of its customers. The company is working on these projects in joint efforts with other industry-leading providers of digital production and workflow technologies—partnerships that lead to better products by synergizing and optimizing the assets that each provider brings to the task. Some of the solutions are available now or will be shortly; for others, the working deadline is the next drupa exposition in 2016.

The projects are diversified, and two of them—the Jetmaster Dimension “4D” printing system and a multichan- ▶

nel content publishing solution that links print to other media—represent entirely new ventures for Heidelberg. Common to all of them is Heidelberg's commitment to launching only solutions that meet its rigorous standards for product quality and customer satisfaction—benchmarks that haven't changed since the company began shipping its first high-speed cylinder letterpresses in 1875.

In 2014, the rising technology is high-speed production inkjet, a segment where Heidelberg intends to become a market leader. Its main bid for leadership will be in the form of a sheetfed inkjet press being developed in partnership with Fujifilm, the manufacturer of the Fujifilm Jet Press 720, the only inkjet press that Heidelberg considers equal in output quality to offset equipment. The best features of this press will be the basis of a new sheetfed inkjet platform from Heidelberg in format sizes up to B1 (28" x 40"). Built to compete in both the commercial and packaging print spaces, the press will accept an appropriately wide range of substrates for these applications.

Heidelberg's faith in Fujifilm inkjet technology also will be seen in a digital label printing system that the companies are co-developing

than 400 units of the Linoprint C digital printing system, a toner-based press it sources from Ricoh. Currently available are the 75 ppm Linoprint C 751 and the 90 ppm Linoprint C 901, both in a 13" x 19" format size.

“Digital Offset 2.0”

The Linoprint C devices complement another solution that has its own meaningful place in Heidelberg's definition of “digital”: Anicolor, the “digital offset 2.0” inking system now available as an option for the Speedmaster XL 75 and Speedmaster SM 52 sheetfed offset presses.

Anicolor consists of features that cut start-up waste to a handful of sheets. That makes Anicolor impressions cost competitive with digital prints in low volumes, enabling the economical production of short-run jobs on an offset platform. The print shop that pairs an Anicolor press with a Linoprint C device has all of its digital production bases covered: Anicolor for static printing with offset quality in short as well as long runs; and Linoprint C for jobs that specify very small quantities, personalization, or both.

High-speed production inkjet is a segment where Heidelberg intends to become a market leader.

Mastering Media Multiplicity

Achieving the next level of integration will take Heidelberg and its customers to what for most print shops is still unexplored territory: media-neutral, multichannel publishing. That will be-

with Gallus, a maker of label, folding carton, and screen printing systems. The platform, to be introduced this fall, brings together the running speed of flexo, the advantages of offset quality variable inkjet printing, and the productivity of inline finishing and converting. Heidelberg believes that with this press, label printers will be able to capitalize on a rising demand for labels in short runs with personalization and versioning.

All Three Ds, Plus a Fourth

Typically, mass-produced industrial and consumer items needing decoration have to be printed inline as a costly and time-consuming extra step in manufacturing. Offline alternatives such as film wrapping are similarly expensive and slow.

The Jetmaster Dimension “4D” digital printing system from Heidelberg (pictured on page 8) will make it possible to do the printing in multicolor UV inkjet after the items have been fully manufactured and finished. A synthesis of high-speed inkjet, robotics, and software, Jetmaster Dimension can handle the curved surfaces of three-dimensional objects ranging from soccer balls and beverage bottles to automotive panels and aircraft parts. The fourth “D” is personalization, a dimension that opens up vast new consumer market opportunities for users of the system.

Electrophotography is a proven technology that continues to figure prominently in Heidelberg's digital portfolio. Proof of toner's staying power is evident in the fact that the company has installed more

The fourth “D” in the Jetmaster Dimension “4D” digital printing system is personalization.

gin to change as printers investigate how Prinect Media Manager, co-developed with Heidelberg partner Neo7even, enables them to turn their customers' data into whatever forms of media communication their customers desire: Web sites, social media, mobile marketing, asset databases, apps, and online shopping, as well as traditional print. Modular and customizable, Prinect Media Manager is browser based, easy to learn, and intuitive to operate. (For a detailed description, see “W2P Primer” on page 11 of this issue.)

What should be clear is that in all of these ventures, Heidelberg sees a powerful advantage in working closely with expert partners—Fujifilm, Gallus, Ricoh, Neo7even, and others that will assist Heidelberg in its efforts to break into new markets its customers can profit from. Its joint strategy for inkjet, “Synerjetix,” will drive progressive development of the most capable systems for commercial, packaging, and industrial printing.

Heidelberg's commitment to digital printing is real, long-term, and enthusiastic—the same as its dedication to offset lithography. The company is moving fast in many different digital directions at once, but that's no cause for concern—just an indication of how worthwhile for Heidelberg and its customers all of these digitally driven explorations ultimately will be.

Prinect Media Manager Brings Multichannel Publishing to the Print Shop—and Bigger Share-of-Customer Rewards to the Printer

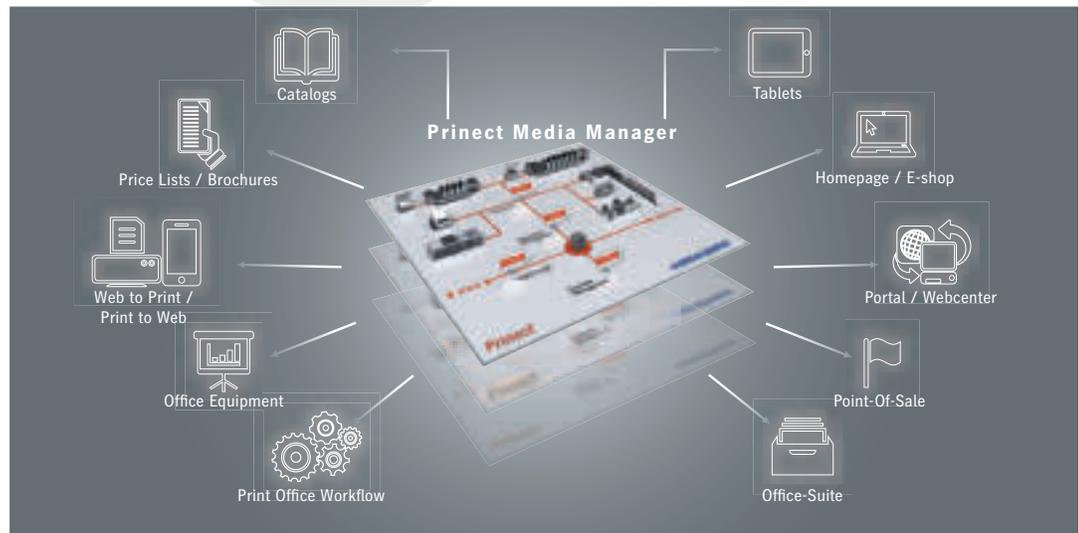
The alert on your Web-to-print dashboard says that a customer has just sent you a new data file.

Once upon a time, you'd just have printed it.

Today, you're going to multi-publish it instead.

As a Web portal customized with PURLs. As mobile-optimized messaging, advertising, and landing pages for smart phones and tablets. As an online shop for e-commerce. As social media feeds. And of course, as print: QR-coded brochures, price and parts lists, catalogs, and whatever other hard-copy collateral the customer typically requires.

In short, you're going to act as the go-to source for all of the publishing services that today's media-buying customers depend on for inbound and outbound marketing. And, you're going to lock in 100% of this profitable extra business with a simple but powerful tool called Prinect Media Manager—a new solution from Heidelberg that can quickly and easily take any print shop from a standing start all the way to full cruising speed as a provider of multichannel media communications.



No Need to Get Your Geek on

You don't need a complicated IT infrastructure, esoteric geek skills, or weeks of training to get started with Prinect Media Manager. It's entirely browser-based, and it does all the heavy lifting of database management and content coordination for you.

Let's say that you have to update a price in the template for a catalog. Prinect Media Manager sees to it that the central database also makes the change in all of the other media formats the customer's project includes. This lets you concentrate on the deliverables instead of on what's happening under the hood.

Heidelberg is debuting Prinect Media Manager in partnership with Neo7even, a multichannel solutions developer with roots in print production. It merges advanced tools for content creation, project management, databasing, e-commerce, and more behind a simplified interface that harmonizes the work of everyone connected with the job. As a part of the Prinect family, it's fully integrable with the print production workflows that Prinect customers already are using.

Flexible, Capable, and Affordable

Prinect Media Manager is modular and customizable to different kinds of print shop environments. Depending on what parts you use, it can be self-hosted or accessed in SaaS (software as a service) mode. When you decide to add modules, there are no exorbitant installation fees from third-party database programmers—just a smooth and economical

upgrade path to the capabilities you want. Here are just a few examples:

- **Layout:** a connection to an Adobe InDesign server brings the power of this universally used application to online print layout and customization.
- **Compare:** this module controls changes to all versions of documents and files, live and archived.
- **Flow:** an interface that illustrates and simplifies all phases of project workflow.
- **Marketing Calendar:** a dynamic timeline generates a complete overview of milestones and deadlines for marketing campaigns in progress.

No matter how complex the workflow becomes, Prinect Media Manager keeps everyone in the loop by providing a central, continuously updated point of contact for the entire project. On the Web-to-print side, Prinect Media Manager is designed to give printers who need one an easy, quick, and highly interactive entry into the webshop business.

Print Is Just the Beginning

The big news for printers is that they finally have a way to do more—much more—with customer data that they once were restricted to producing in hard-copy form. That means better operating margins, stronger differentiation from competitors, and tighter bonds with customers. At last, the profit of turning their data into multichannel output can belong 100% to the print shop.

Arkay Packaging:

“Innovation Is Our Mantra”



Mitchell Kaneff,
chairman and
CEO, Arkay
Packaging

After almost a century in the folding carton business, there's very little that Arkay Packaging hasn't tried or can't do to make packages powerful vehicles for brand communication. Equal measures of art and technology go into the cartons, set-up boxes, and vial cards that the Roanoke, VA, based printer and converter manufactures for high-end clients such as Procter & Gamble, Estee Lauder, Elizabeth Arden, and L'Oreal—accounts that regularly honor Arkay with preferred-provider awards for the unvarying quality of its work.

Mitchell Kaneff, the company's third-generation chairman and CEO, directs a multi-site operation with over 200 employees and annual sales above \$50 million. Primarily serving the cosmetics, pharmaceutical and health & beauty industries, Arkay caters to its brand-owning customers both as a manufacturer of secondary packaging and as a creative and strategic consultant. In this dual role, “we're a custom shop mass-producing custom artwork,” Kaneff says.

Since 1989, Arkay's preferred provider of equipment for this mission has been Heidelberg. Additions to the main plant in Roanoke over the last several years have included an eight-color Speedmaster XL 105 press with double coat-

ing, FoilStar foiling, and Prinect Image Control; a Speedmaster XL 106 configured in the same way; a Dymatrix Pro SCB diecutter; and a pair of high-output Diana folding carton gluers, an X 115 and an X 80.

Clean Sweep of Capability

With these investments, Arkay became the first U.S. printer to select Heidelberg as its sole source of a full set of package printing and finishing assets—a clean sweep of capability that has paid off handsomely in consistency and productivity.

“Each installation performed better than the last,” according to Kaneff, who cites the “outstanding help” Arkay received from Heidelberg in getting the machines up and running. He also notes the many practical advantages of having a “uniform platform” from one supplier when it comes to parts, training, maintenance, and other kinds of support.

Arkay uses its Heidelberg equipment to apply an array of self-developed decorative techniques—from UV-enhanced printing and foiling to tactile finishes, pearlescence, aperture lamination, reticulated (textured) coating, and other special effects—to give its packaging vibrant shelf appeal. With these methods at its disposal, says Kaneff, “Arkay has become the

Steven Spielberg of the packaging business”—a provider with the ability to give packages sensory dimensions that customers may not have imagined possible.

“Chemistry” Lesson Well Learned

Underneath the surface beauty, however, lies a solid base of packaging science. A package must be functional as well as beautiful, and functionality, says Kaneff, comes from managing the “chemistry” of heat, pH balances, and ink-coating-stock interactions as they come together in the harmony that makes the package look good and perform well.

With some clients, notes Kaneff, functionality can trump aesthetics as a critical requirement. For example, a client concerned about high-speed filling would insist on avoiding any line stopping defects. Kaneff knows there is zero tolerance for error in pharmaceutical packaging, so he also knows that Arkay—where uncompromising quality is a given—is especially suited for this exacting work.

New Patterns of Demand

It's all in the interest of adapting to changes in the packaging market—a curve that Arkay has been keeping ahead of throughout all of its 92 years in business. Today, says Kaneff, packaging customers want faster time-to-market, smaller inventories, and shorter runs: often, 15,000-, 10,000-, and 5,000-sheet jobs in place of the much greater quantities that used to define demand. That challenges Arkay to do all it can to cut makereadies and increase job throughput as it helps customers realize “multiple variations of ideas” for packaging design, Kaneff says.

Kaneff says that as he grows the business, he will continue to count on the support of his “artisans”: highly skilled employees who have served the company for decades in the “caring family environment” that prevails there. The other constant will be pushing the technical and artistic limits of packaging production for Arkay's customers.

“Innovation is our mantra and has been part of our DNA for over nine decades,” Kaneff says.

Simon Graphic:

Integrated Solutions Bring It All Together

“Market developments are forcing us to invest in cutting-edge technology in order to keep up with the competition and meet current delivery time, price, and quality requirements,” says François Simon, technical director of Simon Graphic (Omans, France). With a workforce of 35 and annual sales in excess of \$6.7 million, the print shop always needs equipment that makes it more productive, more flexible, and more innovative.

As a long-standing customer of Heidelberg, Simon Graphic has taken full advantage of the company’s broad portfolio of solutions. Last year, it installed a Speedmaster XL 106 five-color press with coating unit and energy-saving LE (low energy) UV drying technology. A Suprasetter 106 platesetter with multi-cassette loader, a fully automatic Stahlfolder KH 82 folding machine, and a Stitchmaster ST 500 saddlestitcher—the first machine in this series to be installed in France—also have recently been added. The Prinect print shop workflow ensures full integration of all the equipment.

This integrated solution from Heidelberg saves Simon Graphic a great deal of energy, while the individual machines’ high levels of automation and end-to-end color management lead to a significant reduction in paper waste. Simon Graphic is the only print shop in France to work with fully carbon-offset equipment from prepress and press to postpress operations. All CO₂ emissions generated during production and transportation are offset in full.

Revolutionary Developments

“In my printing career, there have been three revolutionary developments: computer-to-plate, the Prinect Inpress Control color and register inspection system, and the launch of LE UV technology,” says Simon. The shop first encountered Prinect Inpress Control in 2009 with the delivery of its Speedmaster XL 75, which was also the first press of this type installed in France. The system ensures consistently uniform inking and optimum print quality.

“Naturally, the Speedmaster XL 106 with LE UV technology has also been fully equipped with Prinect Inpress Control,” says Simon.

His brother Antoine Simon, the shop’s commercial director, notes that LE UV technology is ideal for meeting customers’ demands for ever shorter throughput times and ever shorter runs. “LE UV makes us more flexible and opens up new opportunities,” he says. “For example, we’re now able to process substrates that are considered to be problematic just as easily as standard paper. When it comes to paper for creative applications, we achieve top results without any significant difficulties in production.”

Thanks to the quality and exceptional gloss of the coatings, he adds, complex special effects can be achieved without using powder and with lower energy consumption.

All Coating Bases Covered

The new Speedmaster XL 106 currently prints exclusively with LE UV inks, but the coating

unit supports both LE UV and conventional UV coatings. This makes the press creatively ideal for Simon Graphic’s customers, most of whom are looking for high-quality print products with a wide range of coatings, including high gloss, matte, and silk matte.

Besides offering added value for customers, enhanced productivity throughout the production process also delivers cost efficiency and helps the company meet environmental targets. Dispensing with powdering, for example, raises productivity in printing on both sides by 30%. All printed sheets are output to a perfect standard regardless of substrate and print speed, which the shop usually runs to the maximum of 18,000 sheets per hour.

“The time saved in postpress is impressive, and our operators’ work is made much easier,” sums up François Simon. “A detailed analysis of production with Prinect Pressroom Manager shows that the productivity gains we achieve save us money as well as job throughput time.”



François (left) and Antoine Simon, directors at Simon Graphic

PRODUCT & SERVICES GUIDE

SAPHIRA CONSUMABLES

A WIDE RANGE OF CONSUMABLES TO COVER ALL OF YOUR NEEDS – FROM PREPRESS TO PRESS AND POSTPRESS. OUR EXPERTS PROVIDE TECHNICAL AND APPLICATION SUPPORT FOR SAPHIRA® PRODUCTS, AND ADVISE YOU ON HOW TO USE THEM.



PREPRESS PRODUCTS

Saphira Plates & Chemistry
Saphira Proofing Paper

PRESS PRODUCTS

Saphira Inks (Conventional & UV)
Saphira Coatings (Aqueous & UV)
Saphira Digital Inks & Supplies
Saphira Press Blankets
Press Room Chemistries
Press Room Supplies
Saphira Rollers
Saphira Wash Up & Go

POSTPRESS PRODUCTS

Saphira Stitching Wire
Saphira Cutting Sticks
Saphira Glue
Saphira Banderoles
Saphira Special Clean

PRINECT SOLUTIONS

PRINECT® INTEGRATES THE TRADITIONALLY SEPARATE AREAS OF MANAGEMENT, PREPRESS, PRESS, AND POSTPRESS – AUTOMATING THE ENTIRE PRINTING PROCESS, INCLUDING PRINT SHOP MANAGEMENT, ONLINE CUSTOMER CONNECTION, PREPRESS, AND DIGITAL PRINT WORKFLOW TO MAKE-READY OPTIMIZATION, COLOR, QUALITY, MACHINE OPERATION AND A FULL RANGE OF SERVICES.

PRINECT PREPRESS

Prinect Renderer
Prinect Color Toolbox
Prinect Shooter
Prinect PDF Toolbox
Prinect Prepress Manager
Prinect Remote Access
Prinect Signa Station

PRINECT PRESS

Prinect Axis Control
Prinect Calibration Tools
Prinect Classic Center
Prinect Digital Print Manager
Prinect Easy Control
Prinect Image Control
Prinect Inpress Control
Prinect Inspection Control
Prinect Online Kit
Prinect Press Center/Prinect Press Center Compact
Prinect Pressroom Manager

PRINECT POSTPRESS

Compufold Workflow CFW
Compustitch CSW
POLAR P-Net with Compucut
Prinect Postpress Manager
Production Data Management

PRINECT MANAGEMENT

Prinect Business Manager
Prinect Integration Manager
Prinect Media Manager
Prinect Web-to-Print Manager



PRINECT COLOR SOLUTIONS

Print Color Management (PCM)

COMPUTER-TO-PLATE DEVICES (CTP)

BASED ON THE EXPERIENCE ACQUIRED WITH SEVERAL THOUSANDS OF INSTALLED CTP SYSTEMS WORLDWIDE, THE SUPRASETTER® IS A PLATESETTER GENERATION THAT SETS NEW STANDARDS IN ALL FORMAT CLASSES.



PRODUCT NAME	IMAGE AREA, MAX.	RESOLUTION	PLATES/HOUR
Suprasetter A52	25.59 × 20.67"	2,540 or 2,400 dpi	Up to 27
Suprasetter A75	25.59 × 29.52"	2,540 or 2,400 dpi	Up to 22
Suprasetter A106	36.1 × 41.5"	2,540 or 2,400 dpi	Up to 18
Suprasetter 106	36.14 × 44.88"	2,540 or 2,400 dpi	Up to 15, 21, 27, 33, 38, 42
Suprasetter 145	55.63 × 57.48"	2,540 or 2,400 dpi	Up to 15, 25, 35
Suprasetter 162	55.63 × 64.17"	2,540 or 2,400 dpi	Up to 15, 25, 35
Suprasetter 190	55.63 × 75"	2,540 or 2,400 dpi	Up to 15, 25
SDP-Eco 1630IIIIR	15.9" × 28.25"	1,200, 1,500, 1,800, 2,400 dpi	Up to 78 (12 × 18" plate)



SPEEDMASTER PRESSES

SPEEDMASTER® SHEETFED OFFSET PRESSES OFFER A HIGH LEVEL OF AUTOMATION AND PRODUCTIVITY, PRIMARILY TARGETING INDUSTRIALIZED PRINTING OPERATIONS. THESE PRESSES CAN ALSO BE FLEXIBLY EQUIPPED FOR A WIDE RANGE OF SPECIAL APPLICATIONS.

PRODUCT NAME	# UNITS	MAX. SPEED (SPH)	MAX. SHEET SIZE	MAX. IMAGE SIZE	STOCK THICKNESS
Speedmaster SM 52	2 and 4	15,000	14.56 x 20.47"	14.17 x 20.47"	0.0012-0.016"
Speedmaster SX 52*	2-10	15,000	14.56 x 20.47"	14.17 x 20.47"	0.0012-0.016" (opt.: up to 0.024)
Speedmaster SM 74	2 and 4	15,000	20.87 x 29.13"	20.08 x 29.13"	0.0012-0.024"
Speedmaster SX 74*	2-10	2-7: 15,000, 8-10: 13,000	20.87 x 29.13"	20.08 x 29.13"	0.0012-0.024"
Speedmaster CX 102	2-8	16,500	28.53 x 40.16"	27.95 x 40.16"	0.0012-0.040"
Speedmaster SM 102*	2-6	13,000	28.53 x 40.16"	27.95 x 40.16"	0.0012-0.032"
Speedmaster SX 102*	2-8	14,000	28.53 x 40.16"	27.95 x 40.16"	0.0012-0.032"
Speedmaster CD 102	2-10	2-8: 15,000, 10:13,000	28.53 x 40.16"	27.95 x 40.16"	0.0012-0.040"
Speedmaster XL 75*	2-12	15,000 straight/perfecting 18,000 option (straight)	20.87 x 29.53" (C) 23.82 x 29.53" (F)	20.08 x 29.13" (C) 23.03 x 29.13" (F)	0.0012-0.032"
Speedmaster XL 75 Anicolor*	2-12	15,000	20.87 x 29.53" (C) 23.82 x 29.53" (F)	20.08 x 29.13" (C) 23.03 x 29.13" (F)	0.0012-0.032"
Speedmaster XL 106*	2-16	18,000 straight; 15,000 or 18,000 option for perfecting	29.53 x 41.73"	29.13 x 41.34"	0.0012-0.040"
Speedmaster XL 145*	4-12	15,000 straight; 12,000 perfecting 16,500 or 18,000 option for straight	41.73 x 57.09"	40.94 x 57.09"	depends on application; e.g. for board: 40pt
Speedmaster XL 162*	4-12	15,000 straight; 12,000 perfecting 16,500 option for straight	47.64 x 63.78"	46.85 x 63.78"	depends on application; e.g. for board: 40 pt

*Perfecting Option Available



PRINTMASTER PRESSES

EFFICIENCY IN SMALL FORMAT PRINTING. THE PRINTMASTER® SERIES IS SPECIALLY GEARED TO THE NEEDS OF SMALL AND MEDIUM-SIZED PRINT SHOPS THAT ARE GETTING STARTED WITH MULTICOLOR OFFSET OR WANT TO GROW IN THIS MARKET.

PRODUCT NAME	# UNITS	MAX. SPEED (SPH)	MAX. SHEET SIZE	MAX. IMAGE SIZE	STOCK THICKNESS
Printmaster QM 46	1-2	10,000	18.11 x 13.39"	17.83 x 12.99"	0.0016-0.012"

LINOPRINT DIGITAL PRESSES

THE LINOPRINT® IS AN ADVANCED DIGITAL COLOR PRODUCTION SYSTEM BUILT FOR RELIABILITY, FLEXIBILITY AND STRAIGHTFORWARD OPERATION WITH THE PRINT QUALITY OF AN OFFSET PRESS.



PRODUCT NAME	MAX. SPEED	MAX. SHEET SIZE	STOCK THICKNESS	MAX. MONTHLY VOLUME
Linoprint C 751	75 pg/minute	13 x 19"	300 gsm	350,000 A4/Letter Sheets
Linoprint C 901	90 pg/minute	13 x 19"	350 gsm	700,000 A4/Letter Sheets

VUTEK®/EFI SUPERWIDE FORMAT UV INKJET PRINTERS

EXTEND YOUR CAPABILITIES BY OFFERING A WIDER RANGE OF APPLICATIONS – FROM EXHIBITION GRAPHICS, FINE ART, PHOTOGRAPHIC REPRODUCTION AND POINT-OF-PURCHASE DISPLAYS TO SIGNAGE, BANNERS, POSTERS, AND COMMERCIAL GRAPHICS.

MODEL	CONFIGURATION	PRINT WIDTH	RESOLUTION	SPEED	NUMBER OF COLORS
H652	hybrid, rigid, & roll-to-roll	64" (1.3m)	up to 1,200 x 600 dpi	455 ft/hr	4 plus white
H1625 LED	hybrid, rigid, & roll-to-roll	64" (1.3m)	up to 1,200 x 600 dpi	458 ft/hr	4 plus white
GS2000	hybrid, rigid, & roll-to-roll	80" (2 m)	true 600 dpi or 1,000 dpi	2,000 ft/hr	8 plus white
GS2000 LX					switchable to 4 plus white
GS3250	hybrid, rigid, & roll-to-roll	126.5" (3.2 m)	true 600 dpi or 1,000 dpi	2,400 ft/hr	8 plus white
GS3250 LX					switchable to 4 plus white
GS3250r	roll to roll	126.5" (3.2m)	true 600 dpi or 1,000 dpi	1,200 ft/hr	6
GS3250r					
GS5000r	roll-to-roll	196.8" (5 m)	true 600 dpi or 1,000 dpi	3,100 ft/hr	4 and 8
QS2 Pro	hybrid, rigid, & roll-to-roll	80" (2m)	up to 1,000 dpi	up to 1,000 ft/hr	6 plus white
Q53 Pro	hybrid, rigid, & roll-to-roll	126.5" (3.2 m)	up to 1,000 dpi	1,200 ft/hr	6 plus white
R3225	roll to roll	126.5" (3.2 m)	up to 1,200 x 600 dpi	547 ft/hr	4 color
TX 3250	roll to roll (textile)	126.5" (3.2 m)	up to 1,200 x 600 dpi	1,000 ft/hr	8 color (solvent)



FOLDERS

HEIDELBERG OFFERS A COMPREHENSIVE LINE OF BUCKLE PLATE AND COMBINATION FOLDERS AND MAILING SYSTEMS AS PART OF THE STAHLFOLDER® SERIES. THEIR MODULAR DESIGN AND RANGE OF ACCESSORIES ENSURE MAXIMUM FLEXIBILITY AND PRODUCTIVITY



PRODUCT NAME	SHEET SIZE MAX.	SHEET SIZE MIN.	FOLD LENGTH MAX.	FOLD LENGTH MIN.	MAX. SPEED
Stahlfolder Ti 36	14 x 26"	3.1875 x 4"	17"	0.875"	6,300 in/min
Stahlfolder Ti 52	20 x 40"	4 x 5.875"	21"	1.5"	7,080 in/min
Stahlfolder USA B 20	30 x 50"	5.5 x 7"	26.5"	1.75"	9,000 in/min
Stahlfolder TH 56	22 x 50.375"	5.5 x 7"	22.875"	2.125"	9,000 in/min
Stahlfolder TH 66	26 x 50.375"	5.5 x 7"	22.125"	2.125"	9,000 in/min
Stahlfolder BH 82	32.28 x 50.39"	5.5 x 7"	24.41"	2.17"	9,000 in/min
Stahlfolder TH 82	32.28 x 50.39"	5.5 x 7"	26.38"	2.36"	9,000 in/min
Stahlfolder TH 96	37.99 x 52"	7.9 x 12"	26.38"	2.69"	9,000 in/min

PRODUCT NAME	SHEET SIZE MAXIMUM	SHEET SIZE MINIMUM	FOLD LENGTH MAX. 1ST STATION	FOLD LENGTH MAX. 1ST CROSSFOLD	FOLD LENGTH MAX. 2ND CROSSFOLD	FOLD LENGTH MIN. 1ST STATION	FOLD LENGTH CROSSFOLD (ALL)	MAX. SPEED IN./MIN.
Stahlfolder KH 56	22 x 50.375"	5.5 x 7"	22.875"	18.0625"	11"	2.375"	4"	8,200
Stahlfolder KH 66	26 x 50.375"	5.5 x 7"	24.20"	20.5"	13"	2.375"	4"	8,200
Stahlfolder KH 78	30 x 50.375"	5.5 x 7"	24.125"	22.75"	15.375"	2.375"	4"	8,200
Stahlfolder KH 82	32 x 50.375"	5.5 x 7"	24.125"	24.125"	16.15"	2.375"	4"	9,000

CUTTERS

POLAR® HIGH-SPEED CUTTERS MEET THE HIGHEST DEMANDS REGARDING QUALITY, EFFICIENCY, AND DURABILITY. THE HIGH-SPEED CUTTER CAN BE EMPLOYED BOTH AS AN INDIVIDUAL MACHINE OR THE CENTER OF AN AUTOMATIC CUTTING SYSTEM.

CUTTERS	CUTTING WIDTH	CLAMP OPENING	FEED DEPTH
POLAR 56	22"	3.15"	22"
POLAR 66	26.375"	3.125"	26.375"
POLAR 78	30.6875"	4.75"	30.6875"
POLAR 80	31.5"	3.93"	31.5"
POLAR 92	36"	5.125"	36"
POLAR 115	45"	6.5"	45"
POLAR 137	53.9375"	6.5"	57"
POLAR 155	61"	6.5"	61" (78" opt.)
POLAR 176	69.3125"	6.5"	78"

POLAR PACE CUTTING SYSTEMS:

PACE stands for "POLAR Automation for Cutting Efficiency."

These systems, consisting of POLAR cutters integrated with components for jogging, turning, loading, and unloading, offer the highest level of automated productivity with the lowest level of staffing. PACE systems can be configured around POLAR high speed cutters 137, 155, and 176.



DIECUTTING, BLANKING, AND HOT FOIL STAMPING

HIGH PRODUCTIVITY AND GREATER FLEXIBILITY FOR EFFECTIVE DIE CUTTING AND EMBOSING. HEIDELBERG'S HIGH-PERFORMANCE DIE CUTTERS ARE IDEAL FOR A WHOLE HOST OF APPLICATIONS – FROM SHORT TO LONG RUNS AND FROM COMPLEX LAYOUTS TO JUST-IN-TIME PACKAGING PRODUCTION.



DIECUTTING	SHEET SIZE MAX.	SHEET SIZE MIN.	MACHINE SPEED MAX.
Dymatrix 106 CSB	29.92 × 41.73"	13.78 × 15.75"	9,000 sheets/hour
Dymatrix 113 CSB	32.28 × 44.49"	13.78 × 15.75"	9,000 sheets/hour
Dymatrix 145 CSB	41.7 × 57.1"	19.69 × 27.56"	8,000 sheets/hour
Varimatrix 82 CS	23.82 × 32.09"	11.02 × 12.06"	8,000 sheets/hour
Varimatrix 105 C/CS	29.53 × 41.34"	11.81 × 13.78"	7,500 sheets/hour
Varimatrix 105 CSF	29.53 × 41.34"	13.78 × 15.75"	7,500 sheets/hour

FOLDING CARTON GLUING

HIGH PROCESSING QUALITY, SHORT MAKE-READY TIMES AND CONSISTENT USER-FRIENDLINESS FOR HIGH-PERFORMANCE HANDLING OF UP TO 200,000 FOLDING CARTONS PER HOUR. PRODUCE A BROAD SPECTRUM OF SOPHISTICATED AND PREMIUM CARTONS IN A HIGHLY ECONOMIC WAY.

PRODUCT NAME	WIDTH, MAX.	LENGTH, MAX.	MACHINE SPEED, MAX.
Diana 45	17.72"	23.62"	1,312 fpm
Diana Smart 55	21.60"	23.60"	1,500 fpm
Diana Smart 80	31.50"	23.60"	1,500 fpm
Diana X 80	31.50"	35.43"	2,132 fpm
Diana X 115	45.28"	35.43"	2,132 fpm
Easygluer 100	39.37"	29.56"	1,000 fpm





Show



Us



Your



Heidelberg



Jeff and Kathy Main, principals of AMP Printing and Graphics (Dublin, CA), pose with the first 10-color Speedmaster XL 106 aqueous and UV double-coating and 5/5 perfecting press to be installed in the San Francisco Bay area. The company also was the first worldwide to install the Speedmaster XL 106 in a double-coating (L-P-L) configuration, enabling printing, coating, perfecting, printing, and coating in one pass. The press also has the Prinect Inpress Control inline color and register control system.

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- Cristala Quickplate
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- Perfect Dot Blankets
- Wash Up Cloths
- Saphira Wash-Up & Go
- Saphira Presswash (Conventional Ink)
- Saphira Drip Off Matte Varnish
- Saphira Roller Care Products

*Not valid for Heidelberg Saphira customers currently under contract

Call 888 472 9655 for more details



1

1

Anchoring a 10-year growth strategy at Frankston Packaging (Frankston, TX) is a UV-capable Speedmaster XL 106-6+LX with Prinect Inpress Control inline color and register control and AutoPlate Advanced plate changing. Installation of the new, 18,000-sph press by Heidelberg took just 23 days. From left, Phillip Roach, pressroom manager; Aubrey Underhill, lead pressman; Norm Bullock, co-owner.



2

2

Plant manager Randy Brown is seen with the Diana X 115 folder gluer that Americraft Carton, Inc. (Winston-Salem, NC) installed to replace two older, less productive folding and gluing lines. Brown says that the Diana X 115 has doubled output from 10,000 to 15,000 cartons per hour to between 25,000 and 50,000 cartons per hour.



3

3

Bayside Printing Co., Inc. (Houston, TX) relies on its high-speed POLAR 137 XT PLUS cutter with jogger and lift. Extensive automation eases operator workload, while the precision measuring system and advanced backgauge technology ensure precise cutting. From left: Joe Bundscho, vice president, operations; Mike Lafavor, operator; Mike Knizeski, operator; Jeff Gorum, Heidelberg USA.

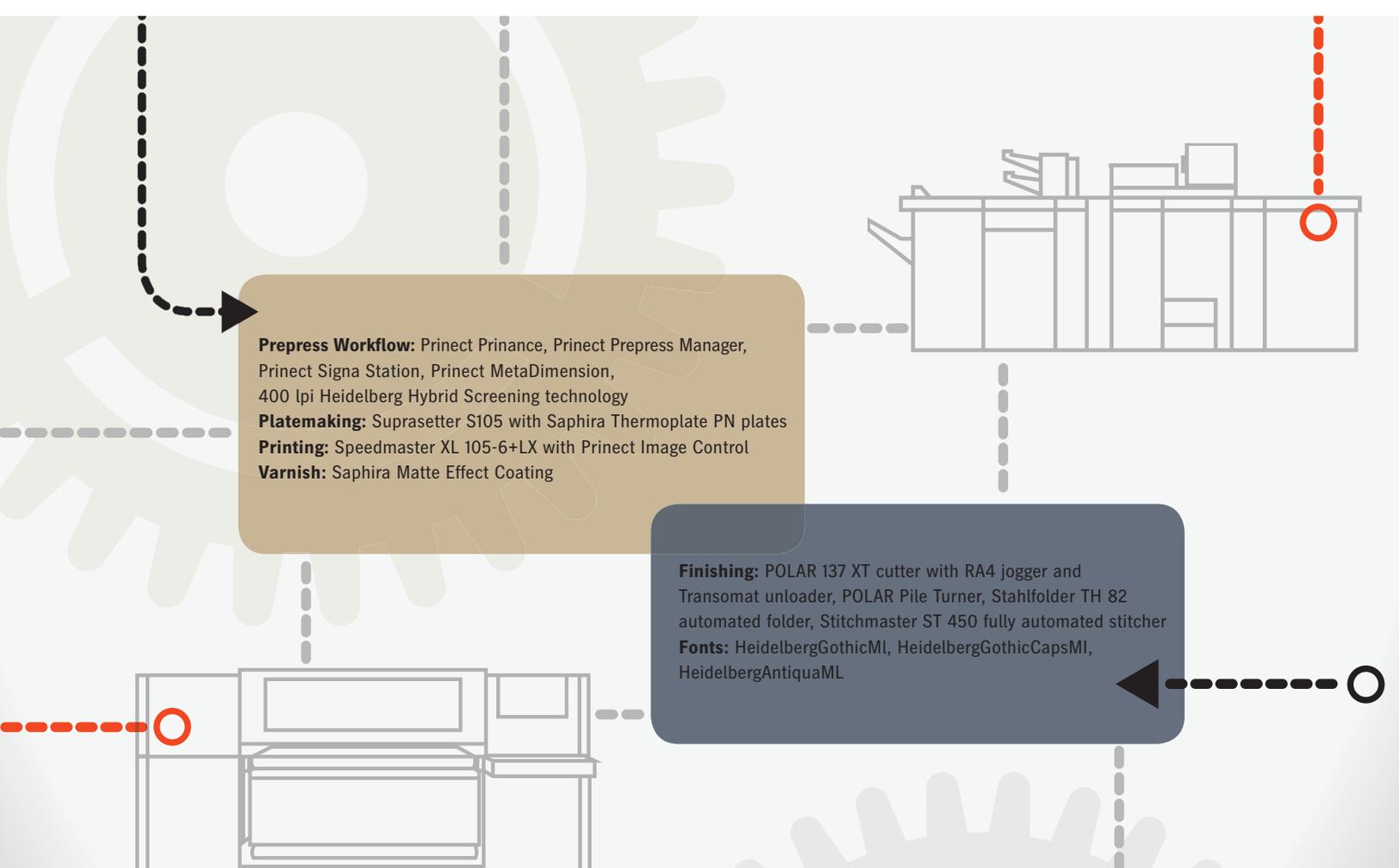


4

4

At Neff Packaging Solutions (Simpsonville, KY), press operator Dennis Raisor (left) and senior vice president Jim Younkin depend on the Prinect Image Control spectral color measurement and quality control system to ensure that everything printed on Neff's Speedmaster presses complies with the strict standards the company observes as a G7 Master Printer.

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Prepress Workflow: Prinect Prinance, Prinect Prepress Manager, Prinect Signa Station, Prinect MetaDimension, 400 lpi Heidelberg Hybrid Screening technology
Platemaking: Suprasetter S105 with Saphira Thermoplate PN plates
Printing: Speedmaster XL 105-6+LX with Prinect Image Control
Varnish: Saphira Matte Effect Coating

Finishing: POLAR 137 XT cutter with RA4 jogger and Transomat unloader, POLAR Pile Turner, Stahlfolder TH 82 automated folder, Stitchmaster ST 450 fully automated stitcher
Fonts: HeidelbergGothicMI, HeidelbergGothicCapsMI, HeidelbergAntiquaML

APPLETON COATED

Utopia

Issue 43 of *Heidelberg Direct* was printed on *Utopia*[®] Premium, 100 lb. gloss cover and 100 lb. gloss text from Appleton Coated. *Utopia Premium* is FSC certified and manufactured with green power.