

Heidelberg Asia Newsletter Issue 1

UNFOLD YOUR POTENTIAL



Greetings from the MD Heidelberg Asia Pacific

Dear Reader,

I hope you, your loved ones and your staff are well in these extraordinary times.

Like many other international events drupa has been postponed by almost one year. For many in our industry this is a disappointment on one hand but also a relief on the other hand as safety must come first and it is unlikely that the Covid-19 pandemic is over by June. But drupa is not an event the exhibitors prepare for overnight and thus all innovations we wanted to present in Duesseldorf are ready to be launched into the market. And of course we'd like to share with you what's new. In a series of bi-weekly newsletters we present our latest products fresh from the R&D Center. In this first edition under the headline Printshop Management Mr. Douglas Mooney, the Heidelberg Sheetfed specialist in the Asia-Pacific region, speaks about bringing Push-to-Stop to the next level.

At Heidelberg we know that most printers are currently handling challenges nobody could have imagined still a few weeks ago. The Covid-19 crisis brought unknown hurdles overnight and there was very little time to prepare for keeping operations going. But we are all sitting in the same boat and even as we scaled back the office functions, we understood that many of you need a reliable source for consumables, parts and service. Rest assured that we will do the utmost to cater to your needs. Please don't hesitate to contact us. You find all service and hotline phone numbers at the end of this letter.

Please stay safe and healthy.

Yours sincerely

Thomas Frank
MD, Heidelberg Asia Pacific



drupa
Innovations

UNFOLD YOUR POTENTIAL

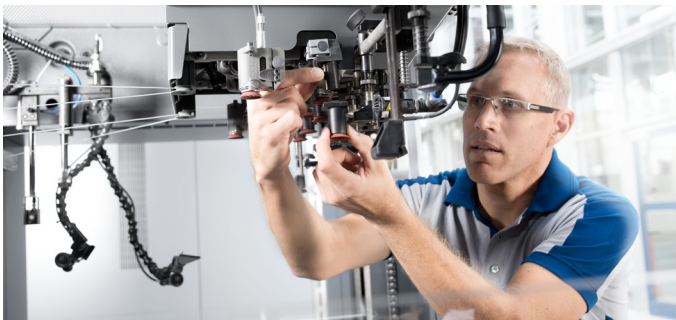
- Greetings from MD
- Service availability and Lifecycle
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- Service and Hotline Phone Numbers

Service availability and Lifecycle

Printing is a vital support industry in the fight to contain the spread of Covid-19. The pandemic is impacting printing and in some cases making it difficult to keep machines in production for essential supplies to the food and pharmaceutical sectors. On one hand some governments have imposed lock downs that stop production, and on the other hand we must ensure vital supplies are maintained to support day to day living and the rapid increase in demand for medical supplies. **Heidelberg is ready, willing and able to help you maintain production and if you cannot, we have the expertise to ensure your machines are taken care of during shutdown.**

Our staff is ready and protected

We are very mindful of our obligation to help reduce the spread of Corona Virus and have already stopped travel between countries and implemented work from home initiatives where practical for as many Heidelberg employees as possible. Despite the situation, we have staff ready to attend to all your service and consumables needs. Our technicians can visit your plant as usual, they are on standby waiting for your call. If government



regulation allows, we are ready to respond, just contact us and we will see how we can help you. Of course we are very conscious to protect the health of your employees and our staff. All Heidelberg staff are provided with masks and hand sanitizer and we expect them to carry out "social distancing" at all times when on site. We also understand that you may have your own site visit procedures to help minimize the spread of the Corona Virus and we respect those measures such as temperature checking and additional personal protective gear requirements you may have.



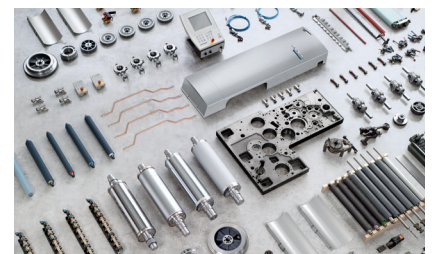
Phone and Remote Service

Don't forget, we can provide service support by phone or using our Remote Service tool. Presses that are connected to the Heidelberg

Portal can be accessed remotely by our qualified technicians for fault diagnosis and in the some cases fault rectification without the need of a site visit. If your press is not connected to our Heidelberg Portal please contact us to find out how easy it is and how you can benefit by reducing costs and downtime as well as contributing to lower infection risk. If connection is not an option for you we can still try to help you over the phone.

Spare Parts and Consumables

Rest assured that the supply and delivery of Spare Parts and Consumables from Heidelberg will be maintained without interruption or delay. When government restrictions do not stop us - we will deliver, you can rely on us. So far the supply chain for parts and consumables is unaffected.



Speedmaster innovation “new User Experience”

Ladies and gentlemen. With the recent news that Drupa 2020 will now be postponed until 2021, I would like to share with you some of the innovations that we had planned to introduce at the show, which instead now will be released to our customers worldwide in the coming months across our entire sheetfed offset product lines.

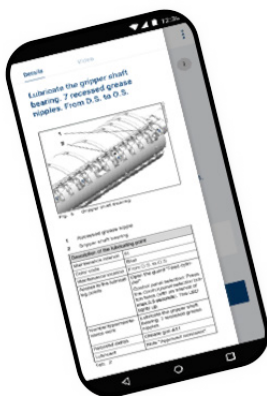
At Drupa 2016 Heidelberg introduced the revolutionary “**Push to Stop**” functionality for our wide range of offset presses. This enabled our customers to enhance productivity through a simple yet integrated digital workflow connecting all aspects of print production and controlling the seamless flow of data, thus ensuring increased productivity for the ever more complex daily challenges that most printing company’s face.

Since 2016, with over 2000 installations of our Prinect Press Center with Intellistart, Heidelberg set the industry benchmark for digitally controlled press operation and end to end data flow.

We will now evolve into the next level of Push to Stop with the introduction of a brand new UX (user experience), a new Prinect Press center XL3 and Intellistart 3 operating system. The aim is to further reduce complexity, simplify the operation of your press and allow for further enhancement to the overall output capability of the equipment by **raising the bar for OEE (overall equipment effectiveness)**



Douglas Mooney
Heidelberg Asia Pacific



It is not only just a newly designed control center. As of this month our presses will be equipped with further new Heidelberg performance enhancing Intelligent systems,

Intellistart 3 new is the third generation of the patented digital makeready assistant on the press control station and will be available to all new 2020 generation Speedmaster presses.

Intelliguide new will reduce the makeready sequence of the next print job in the job queue by providing real time information on the press status, thus cutting makeready steps.

Intelliline new indicates a real time overview on the make ready status right on the press with Color-controlled LED elements.

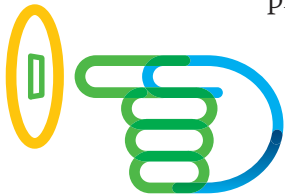
Intellirun new will display the complete information overview for the next job to be printed whilst the current job is in production. This allows the operator to prepare for inks, plates and other materials in advance, resulting in less downtime between job change sequences



[→ Continue next page](#)

With the new PressCenter Mobile and Maintenance apps, operators and supervisors can easily access important production information such as the current job status, the job queue with a snapshot of the makeready process as well as the status of the required consumables, this can be done for all connected machines on a tablet or a smartphone. With the Maintenance app all machine related service data, manuals and technical information can be accessed.

Intellistart 3 new is the third generation of the patented digital makeready assistant on the Prinect Press Center and will be available to all new 2020 generation Speedmaster presses. Through the Heidelberg Prinect Cloud we have completed the digital process integration of the Speedmaster. We will utilize the potential of AI (artificial intelligence) to further



For more information about next level Push to Stop, please read our press release: **“Next level Push to Stop: Systematically unlocking OEE potential with intelligent digitization”**

[Click here to read](#)

Scan here



For video about Push to Stop, please watch the video titled **“Push to Stop. How does it work?”**

[Click here to watch](#)

Scan here



Service and Hotline Phone Numbers

Heidelberg Indonesia
 Service Hotline
 Tel: +62 807 140 1000
 General Hotline
 Tel: +62 21 2753 6800
 hidmarketing@heidelberg.com

Heidelberg Malaysia
 Service Hotline
 Tel: +60 18-241 4900
 General Hotline
 Tel: +60 19-382 2658
 hms.mkt@heidelberg.com

Heidelberg Philippines
 Service Hotline
 Tel: +63 998 968 5327
 +63 919 913 0346
 General Hotline
 Tel: +63 998 845 7892
 hph.info@heidelberg.com

Heidelberg Singapore
 Service Hotline
 Tel: +65 666 4287
 General Hotline
 Tel: +65 8876 1855
 hms.mkt@heidelberg.com-

Heidelberg Thailand
 Service Hotline
 Tel: +662 610 6223
 +662 610 6224
 General Hotline
 Tel: +662 610 6100
 info.hth@heidelberg.com

improve performance through intelligent self-learning assistants such as Wash Assist and Air Assist allowing for automated presetting of the press based on stored job specific data.

In the next issue we will inform you about additional new features for our 50x70 and 70x100 portfolio. Notably the exciting **new Heidelberg Plate to Unit technology**. We have a lot to tell you!

Until then I wish you all the best, keep healthy and I hope to see you soon.

