

Heidelberg Asia Newsletter

Issue 3

UNFOLD YOUR POTENTIAL



Greetings from the MD Heidelberg Asia Pacific

Dear Reader,

How and when the anti Covid-19 measures will be eased is currently one of the hottest topics. While the discussion is on many printers are trying to figure out what the future will bring. Any long-term plan once cautiously formulated suddenly needs a very thorough review. And this holds true for both printers and us, the suppliers. Nobody taught me of how to properly read a crystal ball and hence I don't even try. But the least we can do at Heidelberg is making a thorough assessment of the worldwide print activities during the prevailing crisis and share these data with our customers. Far more than 10,000 Heidelberg presses are sending data to the Heidelberg Cloud around the clock. By means of these anonymized data we can draw a pretty accurate picture of the printed sheet volume per country and printed product category. Compare the accumulated print output with the productivity in the same week of the previous year and you get an impression of the impact of the crisis. Please go to www.heidelberg.com/PMI-climate and you will see all details depicted in a world map. If one combines this picture with the Covid-19 case development in the various countries, then this provides an indication of how the markets will develop. Countries like China and South Korea - hit by the crisis earlier than others - are getting back to normal pretty fast. While Commercial Printers experienced drastic slowdowns the Packaging segment remained very robust.



Using press data from the Heidelberg Cloud is possible on various accumulation levels. Not only for measuring the global print output but also for individual presses. For instance, the Heidelberg Cloud allows you to remotely monitor the status and performance of your own Speedmaster whenever you travel. Or you can benchmark yourself against a peer group of anonymized printers with similar characteristics. Please contact us if you'd like to learn more about this.

Please stay safe and healthy.

Yours sincerely

Thomas Frank
MD, Heidelberg Asia Pacific

Print Media Industry Climate.

Learn about current printing market trends since the COVID-19 pandemic started.

Service availability and Lifecycle

Remote Fitness Check

We have established a new service specifically for the challenging times we find ourselves in. We offer a free of charge remote fitness check for your press. Using new digital techniques via the Heidelberg Cloud we can “inspect” your press remotely and recommend required maintenance, repairs and productivity enhancing activities – without visiting site. Find out about this revolutionary service today.



Service Contract Flexibility

Maybe you are not in full production and have an existing term Service Agreement (Contract) with us. Since productivity is down you may not be getting the full benefit from your Service Agreement due to plant closure or reduced production. It's not fair you pay full price for reduced support. Please contact your local Heidelberg office and we will work out a solution for your unique situation. We are happy to talk about a payment waiver and / or an extension to bridge you over in these difficult times.



Remember...As long as government regulations allow, we will continue to dispatch our qualified and experienced technicians and supply our high performance consumables and parts to you. Just ask us.

Speedmaster innovation “Heidelberg UX”

Dear Reader, in last month’s newsletter we talked about the new Speedmaster operating system, the patented Intellistart 3 ©, which enables the implementation of Navigated Printing. The system guides the operator during the entire makeready and production phases, comparable with a high-end navigation system in a car.

Heidelberg UX

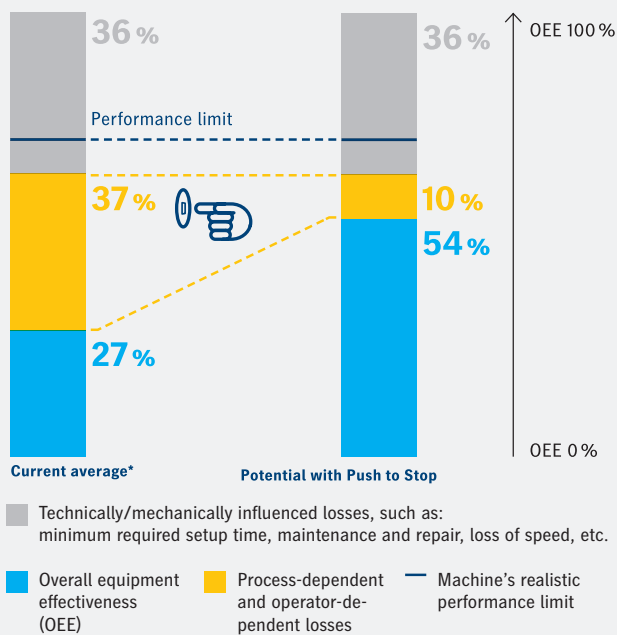
While we see many printers running their Speedmaster with high productivity already today there is still potential to further improve performance by using artificial intelligence in our new Drupa press models which helps the operator to avoid mistakes and save valuable time and paper waste. The key to this is the new Heidelberg UX user experience.



Douglas Mooney
Heidelberg Asia Pacific

Increasing overall equipment effectiveness (OEE)

Significant reduction of process-dependent and operator-dependent downtimes through Push to Stop.



Minimizing the “Yellow Bar”

Take the theoretically possible availability of a printing press and it can be broken down into three portions.

- The overall equipment effectiveness (OEE) which describes the percentage of real usage i.e. production of sellable printed sheets,
- the process and operator dependent losses and
- the technical losses i.e. minimum times to start the press up, for maintenance and repair.

With labor and skills becoming an increasing challenge on global level Heidelberg decided to focus on minimizing the process and operator dependent losses and a breakthrough has been achieved with the new drupa press generation.

In the shown diagram the yellow part of the bars shows these productivity losses. Hence, we talk about minimizing the yellow bar.

Technical improvements will not necessarily result in an increase in productivity – they can only materialize if the operator and the organizational processes are ready to cope with them. And this is where the greatest potential for performance improvement lies.

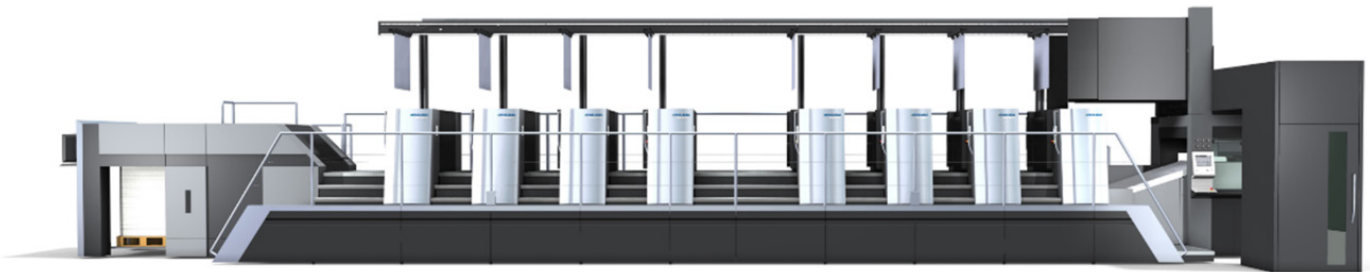
With many intelligent assistance systems on the Speedmaster 2020 Generation the press operator is relieved of cumbersome work. The complexity of all processes is greatly reduced, transparency increased, and right decisions made on the spot. We call this navigated printing.



The new Press Center XL 3 incorporates all tools for navigated printing and a wide range of intelligent assistance systems

Automated Plate Logistics: the new Speedmaster Plate to Unit process

While the Heidelberg UX is part of all models of the new Speedmaster 2020 Generation we are also going to introduce features for special applications such as Web-to-Print. The new Plate to Unit process is designed primarily for this market segment but also other short-run commercial print applications.



Nowadays, it is not uncommon to print 20 short-run jobs on a Speedmaster Long Perfector 4/4. That is 160 plates to be handled by the operators – in the right sequence at the right printing unit. In average eight new plates are required at the press every three minutes in order to meet its maximum production potential. This requires an enormous effort in planning, logistics, plate handling and operator movement around the machine. You can imagine the pressure on the operators and the associated risk of mistakes or scratches on plates.

With the new Speedmaster Plate-to-Unit technology it is easy to handle upwards of 20 jobs per hour. The system is driven through the Heidelberg Prinect Workflow and fully integrated into the Push-to-Stop machine operation. In a standardized

and largely automated process plates are imaged, developed, quality checked, stacked, transported and lifted into the printing unit. A formerly manual process with more than 20 touch points is reduced to three step operation.

Customer benefits:



- Reduction of between 0.5-1 helper
- Reduction of plate damages
- Increase in productivity
- Human influence in reduced
- Complete industrial production

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