

# Heidelberg Asia Newsletter

Issue 2

## UNFOLD YOUR POTENTIAL



### Greetings from the MD Heidelberg Asia Pacific

Dear Reader,

The prevailing Covid-19 crisis disrupted our daily routines. Digital processes have almost entirely replaced manual handling and face to face communication in many businesses and public life. Until recently we saw digitization happening in gradual steps, with enough time to adapt and hence 'easy to digest'. But now everyone's digital journey is dramatically accelerating. What does this mean for the printing industry? On the first glance nothing good. Where are the printed leaflets for local attractions, hotels, restaurants and other kinds of trade? It is also a while that I held an inflight magazine in my hands. On the other hand, the dramatically increased hygiene standards and demand for properly packed products such as food, pharmaceutical, medical and household articles have generated additional workload for a good number of packaging printers. And printed books, too, are an effective means for spending long weekends at home. I was amazed about the crowd in the bookshop one day before the announced lockdown became effective.

There are many voices saying that business and public life won't be the same after this crisis. If this is true, then we all need to be flexible. A wave of unknown products and services will come to the market and require printing. Maybe a different type of printing or job structure but posing new opportunities in any case. New regulations are likely to be introduced, too, which will have an impact and foster digital processes and further automation not only on the press but also in production control and bindery. We at Heidelberg think that this crisis will result in eliminating unnecessary manual 'touch points' and therefore we focus on automation and integration in the printshop in this and the following issues of our newsletter.

**Please stay safe and healthy.**

Yours sincerely

**Thomas Frank**  
MD, Heidelberg Asia Pacific



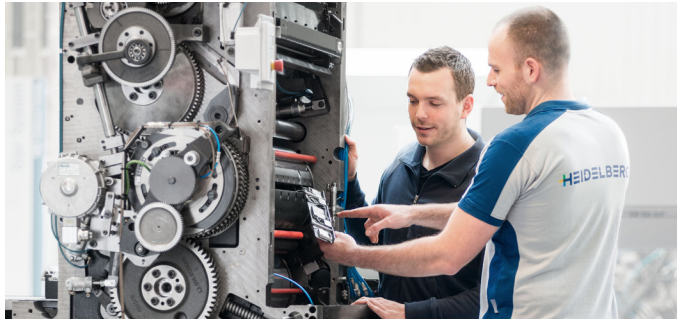
## UNFOLD YOUR POTENTIAL

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# HEIDELBERG

## Service availability and Lifecycle

In the last Newsletter, we gave you reassurance that we push hard to maintain business as usual with the availability of Heidelberg technicians, parts and consumables to look after your day to day needs. We also mentioned some new and innovative ways to support you when you need it most and, in this issue, we will talk about these initiatives.

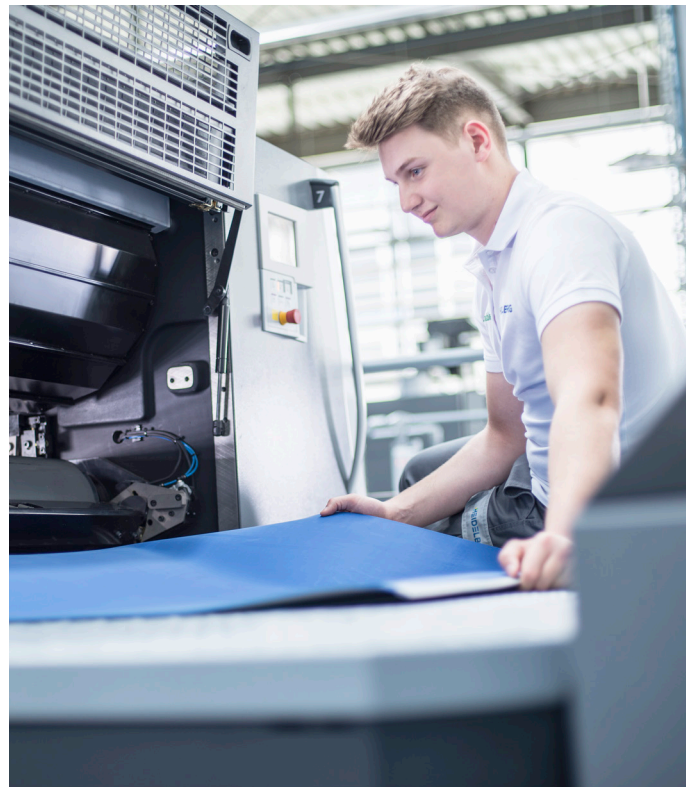


### Look after your investment during down time

Protect your machinery by looking after it while it's out of production. We can take care of cleaning and lubrication to ensure that while the machine is not in production it will be protected and ready to go once you re-start and work returns. Heidelberg technicians can under-take the onsite work, or we can provide detailed instructions so you and your staff can do it.

### IPA Shortage

Overall the supply of consumables and parts goes on as usual. But we are aware that due to raw materials being diverted to the production of sanitizer for instance, the volume of IPA available for print applications may be restricted and the price may increase substantially. This is not necessarily the case and supply may continue as usual. But if you're worried about it or we run short, we are ready to support you to start IPA reduced printing. We have the expertise and supplies of IPA reduced and IPA free fount solutions to make this happen for you.



## Prinect - Push to Stop

Dear Reader, Printshops in Asia are facing increasing challenges of shorter run lengths, faster turnaround times, increasing costs, a competition for talent and declining print prices. Therefore, it's important more than ever that print shops are optimizing every aspect of their production to stay competitive and profitable. Heidelberg's Prinect workflow embraces the tenets of Industry 4.0, higher productivity and data driven automation, to allow our customers to stay ahead and benefit from a digitized world.

The first part of the solution is a smart printing press that is capable of organizing and producing print jobs independently. We call this 'Push to Stop'. Refer to our last issue to learn more about this technology in Heidelberg's presses. However, this innovative production standard goes beyond the printing press. To unfold the full potential of the smart print shop, the underlying workflow must also be considered.



**Brian Kow**  
Heidelberg Asia Pacific



Prinect makes smart production possible. As a central platform, Prinect seamlessly integrates all the steps involved in print production into a consistent process. From the customer order through to production, the finished product and billing.

Heidelberg's solution lies in intelligent systems which control the harmonious interaction of six key factors:

### 1. Integrate customers

Web portals simplify communication and automate workflows. The result: more efficiency, more customer service, more turnover.

### 2. Reduce touchpoints

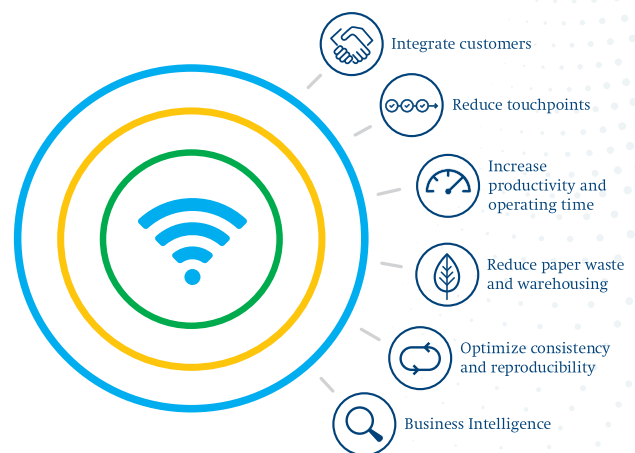
Fewer touchpoints and more automation unleash unrealized potential. Throughput increases.

### 3. Increase productivity and operating time

Efficient planning and automatic data availability increase the operating time and productivity. Profits increase.

### 4. Reduce paper waste and warehousing

Optimal materials ensure reproducible production. The paper waste decreases.



### 5. Optimize consistency and reproducibility

Standardization provides certainty and consistency. Production is more predictable.

### 6. Business Intelligence

Business Intelligence delivers sound information. For decision-making based on real facts.



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## Introducing Prinect Production Manager

Prinect Production Manager provides a full suite of productivity tools that help you attain the highest levels of productivity in your printshop through an easy monthly subscription fee based on your usage. Change the way you think about a workflow today.

### How you will benefit from Prinect Production Manager:

**Low initial startup costs** that let you take advantage of Prinect Production Manager solutions without the big upfront capex or the need for financing.

**Simple subscription model** based on monthly fee.

**Receive all the latest upgrades** and new technology from Prinect Production Manager with your subscription.

**Scale your workflow** and introduce new Prinect solutions into your print shop at your own pace.

**Return on investments** from productivity and efficiency gains with powerful workflow tools like presetting, multicolor, gang printing, smart automation and more.



"Discover more about the Smart Printshop in the video link below"

[Click here to watch](#)

Scan here



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