



# HD

**HEIDELBERG DIRECT**

The Customer Magazine for  
the United States & Canada  
No. 52 • 2019

## LIFECYCLE SOLUTIONS

# “FACTORY” OF ROI



**HEIDELBERG**

# THE NEW RULES OF THE GAME

As printers, we play by the rules of an on-demand world. The faster we can put our products into the hands of our customers, the more they value the services we provide them – and the more work they’re willing to send our way.

This depends on getting their jobs into our production pipelines as rapidly as possible, with a minimum number of touches and no redundant processing steps. Capitol City Press made a significant advancement toward this kind of operational excellence when we rebuilt our internal workflow around Prinect Production Manager and Prinect Business Manager, software solutions from Heidelberg for peak efficiency in shops like ours.

We’re still fine-tuning but we can already see how much extra productivity we stand to gain. One of the first jobs we sent through Prinect Production Manager also happened to be one of our toughest. With the software’s full set of automated prepress and production planning tools, we cut processing time by 60% compared with the non-integrated applications we had been using.

Integration also is the key to Prinect Business Manager, a print-specific MIS augmented with features for tracking jobs and gathering and analyzing the data they generate. Prinect Business Manager is an all-encompassing system, and the advantages of using it couldn’t be clearer. Before, we used to do a lot of rekeying in moving jobs from stage to stage. With the help of Prinect Business Manager, we’ve eliminated those repetitive keystrokes and now focus entirely on getting the printing done.

One of the best things about Prinect Business Manager is the way it breaks administrative bottlenecks. For instance, our old MIS used to make us obtain individual RFQs for pre-awarded jobs that we weren’t required to bid on. Prinect Business Manager steers us around holdups like that. And, our sales staff love the convenience of the software’s Sales Portal and Business Portal components, which take the paperwork out of job quoting and let customers keep an eye on work in progress.

Overhauling software is never something to be done casually – the price of error is too high. With expert installation and training, Heidelberg’s Prinect specialists soon brought us to a point where we felt fully confident in our new workflow tools. We still feel that way – and we’re convinced that the best is yet to come!



Mike McKnight  
President and CEO  
Capitol City Press

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# HEIDELBERG TO EXHIBIT AT INAUGURAL PRINTING UNITED EVENT IN DALLAS

Heidelberg invites all of its customers to visit its exhibit at the premiere PRINTING United expo in Dallas, Tex., October 23-25, 2019 in Booth 10143.

In booth 10143 at the Kay Bailey Hutchison Convention Center, Heidelberg will echo the show's theme of "convergence" by highlighting its solutions for the commercial, packaging, and label markets – empowering customers to transcend traditional segmentation and expand into new areas of business.

PRINTING United, a new event hosted by the Specialty Graphic Imaging Association (SGIA) in partnership with NAPCO Media, will focus on the opportunities presented by the convergence of printing technologies and markets. Featuring the broadest range of printing and finishing technologies and media of any current trade show, PRINTING United will cover multiple industry segments from garment to graphic, packaging to commercial, and industrial.

"We are proud to participate in the first ever PRINTING United Expo – bringing together the entirety of the print industry under one roof," said Felix Mueller, President of Heidelberg Americas. "Attendees will have the unique ability to learn how to expand into other



areas of the industry beyond their current business models. It's an exciting new development in the evolution of trade shows."

Convergence – the movement of printing businesses into new technologies and adjacent market opportunities – is something that Heidelberg is working to facilitate within its own customer base.

Its vast portfolio of products and services for every market segment – commercial, label, and packaging – has grown dramatically over the years, well beyond the sheetfed "iron" that the company is historically known for. Joining efforts with suppliers like Masterwork has strengthened Heidelberg's offerings in postpress packaging, enabling commercial printers to expand into that market.

And, through its recent integration with Gallus, Heidelberg also can

help commercial printing customers enter label printing using the same sales and service channels that they have grown accustomed to.

"While we are a company with a long tradition, we are also helping to define the future trends in our industry with state-of-the-art technologies and innovative business ideas," Mueller said. "Many still do not know the full breadth of our offerings, like industrial inkjet, performance services, or subscription based workflow software with MIS, to name a few.

"Above all, we create customized solutions for our customers, helping them maximize their productivity and profitability. We think PRINTING United is the perfect place to showcase the changes Heidelberg has been making for the betterment of our customers and the longevity of their businesses."



To learn how you can get tickets to the show from Heidelberg, email [info@heidelberg.com](mailto:info@heidelberg.com).

# ON THE HORIZON

## Wear-and-Tear Parts



### THE OPPORTUNITY

The world's finest printing equipment performs best when its replacement parts come from the original manufacturer – including the everyday items that pressrooms replace most often.

- Printers want easy access to these wear-and-tear parts through an efficient, user-friendly e-commerce interface.
- They also expect the portal to provide helpful product information and manage their ordering histories.

### THE SOLUTION

Heidelberg says “Trust the Source” for wear-and-tear parts by making them easy to obtain through eShop, its online emporium for parts, plates, inks, chemistry, prepress materials, and press and postpress supplies.

- More than 650 wear-and-tear items for prepress, press, and postpress equipment are now in stock through the Heidelberg eShop. Examples: filters, suckers, bearings, jackets, hoses, gaskets, and doctor blades.
- To ensure availability, eShop prioritizes the parts customers request most often.
- Parts are available for both new and older Heidelberg systems.

## Label Finishing



### THE OPPORTUNITY

Special visual and tactile effects add impact and value to labels, but these embellishments can be difficult to produce affordably in short runs.

- Varnishing and embossing in conventional printing require additional plates and tooling: not an option for digital label printing.
- Digital label printing systems need to be complemented by all-in-one solutions for digital enhancement.
- For digital label applications, embellishment with high-speed, high-resolution inkjet is the right way to go.

### THE SOLUTION

The Gallus Digital Embellishment Unit (DEU) combines varnish, tactile/haptic, and digital cold foiling effects in one unit.

- With its single-fluid UV inkjet technology, the Gallus DEU makes adding these embellishments cost effective for digital label printing.
- Pairing the Gallus DEU with the Gallus Labelfire digital label press creates an all-in-one solution for affordable, high-value label production in short runs.
- The Gallus DEU also is expected to be available for use with conventional Gallus label presses in the future.

## Press Performance Training



### THE OPPORTUNITY

Printing technology has changed – and so has the skill set needed to operate press equipment at its full potential.

- Today, operating a press is less about tending to a machine and more about managing an integrated manufacturing process.
- Because the installed base of sheetfed equipment in the U.S. is at least 10 to 15 years old, the newest presses require skills that some veteran operators of older machines may not possess.
- Operators are under pressure to master the new equipment and to get the work done at the same time: a tough challenge for those with gaps in their knowledge.

### THE SOLUTION

Press Performance Training from Heidelberg closes skill gaps and aligns efforts with workflows for maximum productivity in the pressroom.

- Training is based on assessing each operator's knowledge and identifying areas where it is either strong, satisfactory, or in need of remediation.
- Most of the training is conducted by Heidelberg personnel at the customer's location, with follow-up visits to check retention and progress.

## Your guide to the latest problem-solving innovations in equipment, software, supplies, and services from Heidelberg, the industry's only all-in-one provider of solutions for graphic production.

### THE SPECIAL FEATURES

Heidelberg's eShop provides the kind of online shopping experience for wear-and-tear parts that customers have been asking for.

- It provides individualized shopping lists that customers can annotate and print out.
- Shoppers can access two years' worth of ordering history, including offline purchases.
- Customers will be advised whether a part is something they can install themselves or whether it should be installed by a Heidelberg service technician.

### THE VALUE-ADDING ADVANTAGES

Ease of ordering wear-and-tear parts is just one example of the convenience and satisfaction of the eShop experience.

- The eShop provides all the genuine Heidelberg parts and supplies the plant needs from a single, trusted source.
- Besides wear-and-tear items, customers can also request quotes for serialized parts through the eShop. These will be handled and fulfilled by Heidelberg parts specialists.
- Safety Data Sheets (SDS) for each part are available online as downloadable PDFs

### THE FULL STORY

- ➔ To learn more about ordering wear-and-tear parts from the Heidelberg eShop, visit <https://shop.heidelberg.com/us> in the US; <http://shop.heidelberg.com/ca> in Canada.

### THE SPECIAL FEATURES

Designed to meet a growing demand for high-value labels, the Gallus DEU offers a broader range of effects than any other label embellishment system currently on the market.

- Varnish for spot gloss, spot matte, and tactile effects is laid down at a consistent 600 x 600 dpi.
- One-pass, variable-drop-size laydowns in different thicknesses create overprint, haptic/tactile, and high build/relief finishes.
- High-build reliefs for 3D doming are also possible.

### THE VALUE-ADDING ADVANTAGES

Offering simplified operation and cost-saving features, the Gallus DEU is ready for high-value production in any short-run label printing environment.

- One-pass, single-unit operation assures rapid turnaround and delivery.
- Job changeovers are fast, with minimal cleaning between jobs.
- Production is entirely digital, eliminating all of the costs of conventional embellishment.

### THE FULL STORY

- ➔ To learn more about the Gallus Digital Embellishment Unit, visit [http://bit.ly/gallus\\_DEU](http://bit.ly/gallus_DEU)

### THE SPECIAL FEATURES

Press Performance Training gives operators an end-to-end understanding of the features and capabilities of the equipment for which they are being trained.

- Evaluation and pre-training at the Heidelberg Print Media Center in Kennesaw, GA, measure individual and average knowledge in essential areas such as color theory, production logistics, and press functions.
- Training then commences on site according to personal development plans created for each operator.
- The on-site training typically consists of several weeks of hands-on exercises. Performance reviews keep the focus on continuous improvement.

### THE VALUE-ADDING ADVANTAGES

Emphasizing lean manufacturing and the value of teamwork, Press Performance Training takes a flexible approach to building and fine-tuning operator skill sets.

- Training can include "smart instruction modules" in specific areas such as specialty substrates, inking and dampening, and drying and UV curing.
- Heidelberg can furnish a simulator console for training prior to installation if customer personnel can't come to the pretraining site in Kennesaw.

### THE FULL STORY

- ➔ To learn more about Press Performance Training from Heidelberg, please [contact info@heidelberg.com](mailto:info@heidelberg.com).

# Adding Value with Special Applications: **YOUR SHOP CAN DO IT**

**T**oday's print buyers want top-quality printed products as fast as they can send them to market. Customers of Heidelberg increasing the value of what they print with special applications – embellishments added inline on suitably equipped Speedmaster presses. Print enhanced with UV inks and coatings, metallic foil, and opaque white ink commands high prices customers are willing to pay.

Currently, about 80% of the new Speedmaster presses that Heidelberg installs in the U.S. have coaters. About two-thirds of the presses are UV-capable. It's not going too far to say that being able to coat is a baseline requirement to compete in the sheetfed market today.

UV embellishment with gloss, dull, and drip-off flood coating is in high demand for packaging, direct mail, and other applications where looks and durability count. This explains why an increasingly common configuration for the Speedmaster XL 106 is XL 106-7+LYY-1+L: a double-coating, double-drying arrangement that enables a full range of coating effects in one pass.

Nothing captures attention more effectively than metallic foil highlights – readily producible on Speedmaster presses with Heidelberg's FoilStar inline cold foiling module. Operating in the second printing unit after the laydown of adhesive in the first, FoilStar applies metallic materials that can be overprinted with inks and coatings in the remaining units of the press. The results are dazzling: so much so that some customers have equipped their Speedmasters with multiple FoilStars for maximum effect.

Specialty printing often takes place on “long” sheetfed presses for packaging and other high-volume applications. But, the demand for it also exists in the small- to medium-run sheetfed market, and Heidelberg has value-adding solutions for this segment as well. For example, a five-color-plus-coater Speedmaster CX 75 can run with both conventional and UV inks and coatings: great for smaller shops with their sights set on creating new value for their customers.

Adding value with special applications isn't “boutique” printing; it's table stakes for print service providers who truly understand how the print market has changed and what buyers now expect of them. To learn more, please contact [info@heidelberg.com](mailto:info@heidelberg.com).



**About 80% of the new Speedmaster presses in the U.S. have coaters. About two-thirds are UV-capable. Being able to coat is a baseline requirement to compete in the sheetfed market today.**

# HEIDELBERG-GALLUS PRESENT FIVE-COLOR VERSION OF LABELFIRE 340 HYBRID



Label converters everywhere have come to appreciate the versatility of hybrid label systems that combine digital and flexographic printing units with inline finishing stations for true one-pass production. One of the most successful examples is the Gallus Labelfire 340, available from Heidelberg-Gallus.

The Labelfire 340 is an eight-color inkjet press that's typically configured with multiple flexo units, cold foil, lamination, varnish, and screen printing – a formidable array of capabilities that can be more than some customers need. This is why Heidelberg-Gallus now offers an alternative five-color version, the Labelfire E 340, both as a starter hybrid label press and as a pathway to future expansion.

At the heart of the Labelfire E 340 is the same digital technology that powers the eight-color version of the press: a Prinect-driven inkjet system that images at a native resolution of 1,200 x 1,200 dpi (equivalent to a visual resolution of 2,400 x 2,400 dpi). Jetting five colors of

**The Labelfire E 340 features a native resolution of 1,200 x 1,200 dpi, equivalent to a visual resolution of 2,400 x 2,400 dpi; a CMYK plus white inkset; and running speeds up 164 feet per minute.**

ink (CMYK plus white) at up to 50 meters (164 feet) per minute, the engine prints fine details in rich color on a wide variety of substrates. Maximum print width is 340 mm (13.38 in).

Like the Labelfire 340, the five-color Labelfire E 340 is designed for integrated roll-to-roll production with inline units that deliver printed, finished, ready-to-apply labels in a single pass. How much inline processing the Labelfire E 340 is equipped to perform is up to the customer because the press can be expanded as job requirements dictate.

Customers installing the five-color version with, for example, a flexo unit and a die cutter downstream of the print engine can add a screen printing station, a cold foiling module, and extra flexo units to accommodate more complex jobs. They also can upgrade from five colors to

eight (CMYK plus white and orange, green, and violet), further protecting their investment and extending the usefulness of the press.

With print quality equal to the Labelfire 340, the five-color model offers the lowest cost per finished label in a platform that is both affordable to acquire and economical to operate. This combination makes the Labelfire E 340 an ideal introduction to digital hybrid printing for label producers seeking an appropriate point of entry into the technology.

The integration of the Gallus sales and service units into Heidelberg assures users of the Labelfire E 340 that they will have a reliable, one-stop source of parts, service and consumables support. For more information about the press, visit [http://bit.ly/gallus\\_labelfire\\_e\\_340](http://bit.ly/gallus_labelfire_e_340).

# LIFECYCLE SOLUTIONS “FACTORY” OF ROI

Optimizing Machine Productivity to Maximize Customers' Return on Investment (ROI).

**F**rankly, the business model for print equipment manufacturers used to be simpler. Sell the press, provide training, furnish parts and field service support when needed, and sell the customer another press when the time arrived to replace the equipment with something newer. And that, more or less, was the extent of the manufacturer's involvement.

What the customer actually *did* with the press wasn't always the vendor's primary concern. When it came to operating the equipment efficiently and profitably, the end-user was often on his, or her, own.

This “hands-off” model prevailed for a long time, but now printing businesses need more than just a reliable machine for prosperity in today's ultra-competitive environment. This is what has prompted Heidelberg to reconnect with its customers in an entirely new role: as a partnering provider of coordinated resources it calls Lifecycle Solutions.

Heidelberg still makes graphic production machinery – the finest available from any source. But now, as a “solutions factory” as well as an equipment manufacturer, Heidelberg adds something equally valuable to its product offerings: optimizing machine productivity to maximize customers' return on investment (ROI).

Lifecycle Solutions delivers ROI by bringing together consumables, technical support, workflow, training, and business advisory services in coordinated packages that are specific to each customer's situation and need. The common denominator is performance: helping customers do whatever it takes to maximize overall equipment efficiency (OEE) and achieve optimal productivity goals.

In Heidelberg's experience, the first step toward “optimal productivity” is often the customer's recognition that additional capability may already be there. This is why Lifecycle Solutions projects typically start with an





individual analysis of how the plant is operating and where opportunities for improvement lie.

In this way, Heidelberg specialists can help set realistic benchmarks for the customer to work toward: spending less time in makeready, for example, or running the press closer to its top rated speed. Included in the analysis are calculations that quantify what the customer stands to gain in terms of jobs produced per shift, profit per job, and other key performance indicators (KPIs). These KPIs become the key building blocks in developing the customer's targeted return, providing a benchmark for the success of the project.

Now the Lifecycle Solutions consulting team can make the right recommendations for the package of products and services that the customer will need in order to hit the targets. That could



# NO NEED TO OWN IT – JUST PRINT PROFITABLY WITH IT

Accompanying Lifecycle Solutions, Heidelberg's Subscription Business Model is a new way for the company to engage with its customers by offering a profit-building alternative to the traditional concept of equipment ownership.

Instead of selling, Heidelberg provides everything needed for peak performance – new Speedmaster press machinery, Prinect software, Saphira consumables, parts, consulting, and field support services – for a cost-per-sheet charge that is targeted to be lower than what the shop is currently achieving. The idea is to let printers concentrate on increasing production efficiency without the distractions of owning the press as a capital investment.

The first step is working with the customer to establish a cost-per-sheet charge that reflects how much productivity the participating shop stands to gain. This establishes a pay-per-use goal for producing more sheets at a lower unit cost per sheet over life of the agreement.

Heidelberg estimates that a shop taking part in the Subscription Business Model can increase its overall equipment effectiveness (OEE) from the industry standard of 30% to as much as 70%. For more information, please visit <https://news.heidelbergusa.com/heidelberg-subscription/>.



include a recommendation for new equipment, but might also include Saphira consumables, preventive maintenance, operator evaluations and training, repairs to existing equipment, parts replacement, or some combination of these services.

**“You can’t manage what you can’t measure.”** In order to track progress, the Heidelberg Lifecycle team will measure and report progress on the same KPIs established during the initial evaluation. This is comprehensively documented through machine monitoring, inputs from the plant’s Prinect workflow software, and regular conversations with the customer about how the optimization plan is progressing. Follow-up by the Lifecycle Solutions team closes the data loop and assures that performance metrics are being met.

The window into the ongoing progress is the Heidelberg Assistant portal, which serves as the medium for the customer’s interaction with Heidelberg throughout the course of the Lifecycle Solutions engagement. A browser- and app-based digital interface, Heidelberg Assistant converts performance data into management intelligence on which profit-enhancing business decisions can be based.

In everyday use, the interactive portal updates Lifecycle Solutions customers on the status of their operations in a host of meaningful and useful ways. It can, for example, display OEE and net productivity data at a glance. Acting as the channel for service notifications and Predictive Monitoring reports, the portal helps to minimize the cost of unplanned downtime. The portal also is an e-commerce channel where customers can manage orders for parts, services, and consumables available from Heidelberg.

Heidelberg Assistant is a 24/7/365 resource, and so is Lifecycle Solutions as a whole. The “Life” in its name means what it says: a cooperation that continues throughout the entire life span of equipment ownership and use, delivering measurable benefits to the customer at every stage.

Many Heidelberg customers have already had a partial introduction to the benefits of Lifecycle Solutions as users of Saphira consumables and also as participants in SystemService contracts for equipment maintenance. Heidelberg now will unite everything it offers under one banner of accessibility, responsiveness, and customer care – an approach unique among print industry suppliers.

To be sure, launching Lifecycle Solutions will require some adjustments on Heidelberg’s part as it brings together what had been separate areas of its business in a cohesive, well-coordinated program of support. But, if reorganizing internally is what it will take to build one team working for the betterment of the lifecycle journey for its customers, that is exactly what Heidelberg is prepared to do.

**The “Life” in “Lifecycle Solutions” means a cooperation throughout the entire life span of equipment ownership and use, delivering measurable benefits to the customer at every stage.**



The Lifecycle Solutions relationship can begin with the purchase of a new press, or it can be built around existing Heidelberg equipment. Either way, Lifecycle Solutions customers will increase their profits by raising the efficiency of their pressrooms and extending the useful lives of their Heidelberg production machinery.

After more than 100 years of serving customers in virtually every country on earth, Heidelberg has learned that there aren't many printing plants where “good performance” can't be turned into “peak performance” with the right combination of technology, consumable supplies, and management advice.

From now on, through Lifecycle Solutions, Heidelberg will provide that end-to-end support as an active stakeholder in its customers' productivity. In this way, closing the sale of a press opens a door to a new kind of engagement between vendor and end-user – a realignment that delivers benefits all around.

Heidelberg wants all of its customers to learn what Lifecycle Solutions can do for them. For more information, contact your Heidelberg sales representative or call (800) 437-7388.

# SPEEDMASTER XL 106 AT BEST COLOR PRESS CHANGES THE FACE OF PACKAGING IN VANCOUVER

**Best Color Press** of Vancouver, B.C., is one of the few trade printers in Western Canada. Recently, Sunny Chan, CEO, found himself being asked to serve the needs of the packaging market in the region.

Realizing that serving this market would require a different equipment portfolio, Chan set about seeking a suitable press. Not one to do things by half measures, he chose to invest in a press from Heidelberg, the leading equipment provider to the packaging printing segment.

“Best Color is now better equipped than any shop in the Western region of Canada for any type of packaging products required,” says Chan. “It was a big leap for us, but now we are ready.” Best Color has changed the face of packaging in Vancouver by installing a Heidelberg Speedmaster XL 106-6+L press with “Push to Stop” autonomous print technology. Push to Stop increases press productivity by

automating job changeovers with little or no operator intervention.

Running at up to 18,000 sheets per hour, Best Color’s Speedmaster XL 106 can print with conventional inks and water-based coating and with UV inks and high-gloss UV coatings (the latter thanks to a UV curing system from IST). The press is equipped with an elevation kit for handling tall stacks of carton board and other substrates.

Its Push to Stop configuration also includes the Prinect Press Center 2 console with Wallscreen XL interface. Other high-efficiency advancements are the AutoPlate Pro plate changing system; the Inpress Control spectral color measurement and automatic register system; automated washups; and the new “Quality Assist” program for autonomous progression from makeready to good sheet production.

Sunny Chan (right), CEO, Best Color Press, with David Lee, Press Operator.



Western Canada’s packaging market is growing in a boutique sense as numerous small companies in the region are looking for specialized packaging. Because the larger, multinational packaging houses are not prominent in this part of Canada, Best Color can now facilitate packaging printing that other printers cannot manage – taking advantage of this opportunity.

Serving the graphic arts market in Vancouver for 30 years, Best Color has grown steadily and currently employs 60 people. The Speedmaster XL 106 joins a Speedmaster XL 75-6+L press alongside a new Suprasetter CtP unit with automatic plate loading, punching, and automatic slip sheet removal. The plant also operates Polar 78X and Polar 115 cutters.

# Lifecycle Solutions and Heidelberg Assistant Help Seaboard Folding Box Make Notable **GAINS IN PERFORMANCE**



The pressroom team at Seaboard Folding Box includes, from left, Victor Rivera, Johnathan Thibault, and William Urbina.

“What can’t be measured,” as an old proverb goes, “can’t be managed.” Seaboard Folding Box Company, Inc. has learned that what can be measured can be markedly improved – a feat it’s accomplishing every day with the help of a package of analytical and advisory services from Heidelberg.

The Westminister, Mass. company has been benefiting from the program since installing a Speedmaster XL 106-8+LYYL press in 2016. The package of services now is part of Lifecycle Solutions, Heidelberg’s coordinated offering of productivity-enhancing resources for its customers (see cover story).

What initially attracted CEO Michael Mazur to the program was its data-gathering component – a capability that Seaboard needed but didn’t have.

Now, running data from the control console of the Speedmaster XL 106 is continuously presented and updated in Heidelberg Assistant, an interface that enables Mazur to keep a steady tab on all aspects of press performance.

The Heidelberg Assistant portal displays key performance indicators (KPIs), catalogs service work orders and history, and connects to the Heidelberg eShop for purchasing wear-and-tear parts and consumables. Mazur gets additional insights from Prinect Analyze Point, a software tool for tracking jobs and monitoring production workflow.

Seaboard’s consultation with Heidelberg also includes monthly conference calls and

a yearly on-site evaluation with a Heidelberg Performance Advisor. The monthly calls review progress on KPIs and recommend, in months when goals aren’t being met, steps for improvement. In the annual visits, Heidelberg specialists evaluate processes and operator performance and deliver a detailed report on what they find to management.

“Definitely pleased” is Mazur’s reaction to results achieved to date (see box). “Overall performance has certainly improved,” he says.

In operation for more than 40 years, Seaboard manufactures standard and custom folding cartons for all product requirements. Its acquisition of another carton producer in 2017 made it one of the top suppliers to the paperboard packaging market in the Northeast. About 150 people work at its 150,000-sq.-ft. plant in Westminister, where the Speedmaster XL 106 works alongside a Speedmaster CD 102 and other equipment from Heidelberg.

Seaboard’s package of Lifecycle Solutions performance services is helping to ensure that everything in the plant is being put to its best use. As Mazur says, “Every improvement in downtime and speed is a net gain in efficiency.”

## **GAINS IN PERFORMANCE AT SEABOARD FOLDING BOX COMPANY, INC., OVER A 24-MONTH PERIOD:**

- Makeready waste averages: **30%** ↓
- Makeready time averages: **21%** ↓
- Press production running speed averages: **8.58%** ↑
- Net output averages: **8.83%** ↑
- Run waste averages: **58%** ↓
- OEE (Overall Equipment Effectiveness): **17.24%** ↑

# PRODUCT & SERVICES GUIDE.

## Prinect Workflow

Prinect® integrates the traditionally separate areas of management, prepress, press, and postpress into a central business intelligence platform. Through a wide range of software modules for all print shops, whether small or large, you can configure your workflow in line with your specific requirements. By giving you complete control over your production operations, Prinect® lays the foundation for more efficient production workflows, greater transparency and faster job throughput.



### Prinect Production

Prinect Production Manager  
Prinect Shooter

### Prinect Color Solutions

Print Color Management (PCM)  
Prinect Color Toolbox  
Prinect Multicolor Toolset

### Prinect Management

Prinect Business Manager

### Prinect Press

Prinect Axis Control  
Prinect Image Control  
Prinect Inpress Control  
Prinect Inspection Control  
Prinect Calibration Tools  
Prinect Easy Control  
Prinect Online Kit  
Prinect Press Center

### Prinect Postpress

POLAR P-Net with Compucut  
Prinect Postpress Manager

## Suprasetter 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.

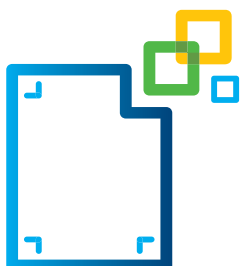
Product Name	Image Area, Max.	Resolution	Plates/Hour
Suprasetter A52	25.82 × 20.86"	2,540 or 2,400 dpi	Up to 27
Suprasetter A75	25.82 × 29.92"	2,540 or 2,400 dpi	Up to 22
Suprasetter A106	36.1 × 41.7"	2,540 or 2,400 dpi	Up to 18
Suprasetter 106	36.1 × 44.9"	2,540 or 2,400 dpi	Up to 55
Suprasetter 145	55.6 × 56.3"	2,540 or 2,400 dpi	Up to 35
Suprasetter 162	55.6 × 64.96"	2,540 or 2,400 dpi	Up to 35
Suprasetter 190	55.6 × 75.4"	2,540 or 2,400 dpi	Up to 25
SDP-Eco 1630III R	15.9" × 28.25"	1,200, 1,500, 1,800, 2,400 dpi	Up to 78 (12 x 18" plate)



## Primefire Digital Inkjet Press

Our new 41" inkjet digital press with proven Heidelberg Multicolor Technology enables truly industrialized digital printing. The 7-color inkjet system covers up to 95% of the Pantone® color space in outstanding quality of 1200 x 1200 dpi.

Product Name	Max. Sheet Size	Min. Sheet Size	Stock Thickness	Colors	Coating
Primefire 106	29.53 x 41.73"	18.5 x 18.9"	8 pt.-24 pt.	CMYK + OGV	Water-based with UV Capability



## Versafire Digital Presses

The Versafire® 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	Max. Thickness	Max. Monthly Volume
Versafire CM	96, 111 & 136 ppm	13 x 27.5"	350 gsm	450,000 A3/13 x 19" Sheet
Versafire EV	85 & 95 pg/minute	13 x 27.5"	360 gsm	350,000 A3/13 x 19" Sheets
Versafire EP	115 & 135 pg/minute	13 x 27.5"	470 gsm	850,000 A3/13 x 19" Sheets

## Speedmaster Sheetfed Offset 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 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 SX 52* Anicolor	2-10	15,000	14.56 x 20.47"	14.17 x 20.47"	0.0012-0.016" (opt.: up to 0.024")
Speedmaster SX 74*	2-5	2-7: 15,000, 8-10: 13,000	20.87 x 29.13"	20.08 x 29.13"	0.0012-0.024"
Speedmaster CX 75	2-6	15,000	20.87 x 29.53" (C) 23.82 x 29.53" (F)	20.08 x 29.13" (C) (opt.: up to 0.031")	0.0012-0.024"
Speedmaster XL 75*	2-14	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 CS 92	4-6	15,000	25.59 x 37.01"	25.20 x 36.22"	0.0012-0.024"
Speedmaster CD 102	2-8	2-7: 15,000	28.35 x 40.16"	27.95 x 40.16"	0.0012-0.040"
Speedmaster CX 102	2-12	16,500	28.35 x 40.16"	27.95 x 40.16"	0.0012-0.040"
Speedmaster SX 102*	2-8	14,000	28.35 x 40.16"	27.95 x 40.16"	0.0012-0.032"
Speedmaster XL 106*	2-18	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: 40 pt.
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

## Gallus Label Printing Presses

Outstanding process flexibility: the systematic, modular design of Gallus press systems allows them to be scaled up at will in response to changing future requirements.

Product Name	Processes	Max Speed	Substrates
RCS 430	flexo UV, offset, rotogravure, cold foil, hot foil, embossing, screen, varnishing, lamination, die cut	160 m/min	P/S, PET from 12 micron, PVV from 15 micron, OPP from 20 micron, Paper from 60g/square meter, tube laminate
Labelmaster 340/440	flexo UV, hot air, cold foil, hot foil, embossing, screen, varnishing, die cutting, lamination	200m/min	P/S, paper, board, film, tube laminate
ECS 340	flexo UV, hot air, cold foil, hot foil, embossing,	150m/min	P/S, paper, board, film, tube laminate
Labelfire 340 (Digital Platform)	flexo UV, UV ink jet: W, CMYK, OGV, cold foil, hot foil, screen, varnishing, die cutting, lamination	50m/min	film, paper, composite materials

## POLAR Hydraulic and High Speed Cutters

POLAR® hydraulic and high-speed cutters meet the highest demands regarding quality, efficiency, and durability. Cutters can be employed both as individual machines or the center of an automatic cutting system. A number of peripherals are also available to help automate the cutting process including lifts, joggers, pile turners, and unloaders.

Cutters	Cutting Width	Clamp Opening	Feed Depth
POLAR D56	22"	3.15"	22"
POLAR D66	26.3"	3.12"	26.3"
POLAR D80	31.5"	3.93"	31.5"
POLAR D115	45.2"	6.5"	45.2"
POLAR N78	30.6"	4.75"	30.6"
POLAR N92	36.2"	5.12"	36.2"
POLAR N115	45.2"	6.5"	45.2"
POLAR N137	54"	6.5"	57"
POLAR N155	61"	6.5"	61" (78" opt.)
POLAR N176	69.3"	6.5"	88.5"

Product Name	Performance	Top Trim Min/Max	Front Trim Min/Max.	Bottom Trim Min/Max.	Book Thickness
POLAR BC 330 3-Side Trimmer	220 books/hr (single mode) 520 books/hr (multiple mode)	0.08 – 3.94 in.	0.08 – 3.94 in.	0.08 – 3.94 in	0.12 – 2 in.

# Stahlfolder Folding Machines

Heidelberg offers a comprehensive line of buckle plate and combination folders and mailing systems as part of the Stahlfolder line. Their modular design and range of accessories ensure maximum flexibility and productivity.



Product Name	Non-Auto	Auto	Sheet Size Max.*	Sheet Size Min.*	Roller Diameter	Min. Speed	Max. Speed 1st Station	Available Feeders
Stahlfolder Ti 36	X		14.17 x 25.59"	3.15 x 3.94"	1.26"	394 in/min	6299 in/min	Flat Pile, Flat Pile Tremat, NSF 36
Stahlfolder Ti 52	X		20.47 x 33.07"	3.15 x 4.27"	1.58"	394 in/min	7874 in/min	Flat Pile, Flat Pile Tremat, Round Continuous, NSF 36
Stahlfolder CH 56	X	X	22.05 x 50.39"	5.51 x 7.09"	1.73"	984 in/min	7874 in/min	Flat Pile Tremat, Round Continuous
Stahlfolder CH 66	X		25.98 x 50.39"	5.51 x 7.09"	1.73"	984 in/min	7874 in/min	Flat Pile Tremat, Round Continuous, Pallet Feeder
Stahlfolder CH 78	X		32.28 x 50.39"	5.51 x 7.09"	1.73"	984 in/min	7874 in/min	Flat Pile Tremat, Round Continuous, Pallet Feeder
Stahlfolder BH 56		X	22.05 x 35.43"	5.51 x 7.09"	1.73"	984 in/min	7874 in/min	Flat Pile Tremat, Round Continuous
Stahlfolder BH 66	X	X	25.98 x 50.39"	5.51 x 7.09"	1.73"	984 in/min	7874 in/min	Flat Pile Tremat, Round Continuous, Pallet Feeder
Stahlfolder BH 82	X	X	32.28 x 50.39"	5.51 x 7.09"	1.73"	984 in/min	7874 in/min	Flat Pile Tremat, Round Continuous, Pallet Feeder
Stahlfolder TH 56		X	22.05 x 50.39"	5.51 x 7.09"	1.73"	984 in/min	9055 in/min	Flat Pile Tremat, Round Continuous
Stahlfolder TH 66	X	X	25.98 x 50.39"	5.51 x 7.09"	1.73"	984 in/min	9055 in/min	Flat Pile Tremat, Round Continuous, Pallet Feeder
Stahlfolder TH 82	X	X	32.28 x 50.39"	5.51 x 7.09"	1.73"	984 in/min	9055 in/min	Flat Pile Tremat, Round Continuous, Pallet Feeder, PFX without Shingling
Stahlfolder TH 82-P		X	32.28 x 44.29"	16.54 x 11.81"	1.73"	984 in/min	9055 in/min	PFX with Shingling
Stahlfolder KH 66	X	X	25.98 x 50.39"	5.51 x 7.09"	1.73"	984 in/min	9055 in/min	Flat Pile Tremat, Round Continuous, Pallet Feeder
Stahlfolder KH 78	X		30.71 x 50.39"	5.51 x 7.09"	1.73"	984 in/min	9055 in/min	Flat Pile Tremat, Round Continuous, Pallet Feeder
Stahlfolder KH 82		X	32.28 x 50.39"	5.51 x 7.09"	1.73"	984 in/min	9055 in/min	Flat Pile Tremat, Round Continuous, Pallet Feeder, PFX without Shingling
Stahlfolder KH 82-P		X	32.28 x 44.29"	16.54 x 11.81"	1.73"	984 in/min	9055 in/min	PFX with Shingling
Stahlfolder TH 96		X	38 x 51.97"	16.54 x 11.81"	1.73"	984 in/min	9055 in/min	PFX (No Shingling)
Stahlfolder TX 96		X	38 x 51.97"	16.54 x 11.81"	1.73"	984 in/min	9055 in/min	PFX with Shingling

\*Minimum and maximum sheet size dependent upon feeder selected. Shown min. and max. formats might not be available on the same feeder type.

# Duopress Two Platen Station Machines

Bringing up to five processes together in one machine, the Duopress combines foil stamping, embossing, die cutting - with optional stripping, and blanking - for folding cartons that need foil stamping with one or several hot foils as well as embossing.

Product Name	Sheet Size Max.	Sheet Size Min.	Machine Speed Max.
Duopress 106 FC	29.92 x 41.73"	13.78 x 15.75"	6,000 sph
Duopress 106 FCS	29.92 x 41.73"	13.78 x 15.75"	6,000 sph
Duopress 106 FCSB	29.92 x 41.73"	13.78 x 15.75"	6,000 sph

# Die Cutters & Hot Foil Stampers

High productivity and greater flexibility for effective die cutting, embossing, and hot foil stamping. Heidelberg's die cutters and hot foil stampers are ideal for short to long runs and from complex layouts to just-in-time packaging production.



Die Cutting	Sheet Size Max.	Sheet Size Min.	Machine Speed Max.
Easymatrix 106 C/CS	29.53 x 41.73"	14.2 x 17.8" Option: 11.28 x 13.78"	7,700 sph
Easymatrix 106 FC	29.53 x 41.73"	14.2 x 17.8"	7,500 sph
Promatrix 106 CS	29.92 x 41.73"	11.82 x 13.78"	8,000 sph
Promatrix 106 CSB	29.92 x 41.73"	11.82 x 13.78"	7,500 sph
Promatrix 106 FC	29.92 x 41.73"	13.78 x 15.75"	7,500 sph
Powermatrix 106 CSB	29.92 x 41.73"	13.78 x 15.75"	8,000 sph
Promatrix 145 CSB	42.52 x 57.09"	17.72 x 22.83"	7,000 sph



# Diana Folder Gluers & Blank Inspection

High processing quality, short make-ready times and consistent user-friendliness for high-performance handling of up to 200,000 folding cartons per hour. Diana folder gluers produce a broad spectrum of sophisticated and premium cartons in a highly economic way.

Product Name	Blank Width Max.	Blank Width Min.*	Blank Length Max.	Machine Speed, Max.
Diana Go 85	33.46"	2.95"	15.6" to 23.6" (depends on carton design)	820 fpm/984 fpm option
Diana Easy 85	33.46"	2.95"	23.60"	984 fpm/1,148 fpm option
Diana Easy 115	45.28"	2.95"	23.60"	984 fpm/1,148 fpm option
Diana Smart 55	21.60"	2.95"	23.60"	1,476 fpm
Diana Smart 80	31.50"	2.95"	23.60"	1,476 fpm
Diana Smart 115	45.28"	2.95"	35.43"	1,476 fpm
Diana X 115	45.28"	2.95"	35.43"	1,640 fpm/2,132 fpm option

\*1.77" with miniature carton attachment

The Diana Eye offline inspection system provides quality assurance for packaging products with high added value such as luxury goods and pharmaceuticals.

Product Name	Blank Size, Max.	Blank Size, Min.	Machine Speed, Max.
Diana Eye 42	13.78 × 16.53"	2.76 × 2.76"	984 fpm
Diana Eye 55	19.68 × 21.65"	2.76 × 2.76"	984 fpm

## Lifecycle Services



## 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  
Saphira Press Room Chemistries  
Saphira Press Room Supplies  
Saphira Rollers  
Saphira Wash Up & Go

### Postpress Products

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

## Service Portfolio

From trouble-shooting to workflow optimization, and from maintenance to customized training, Heidelberg SystemService is your trusted service partner. Because it is not just about servicing your machine, it is about improving your business.

### Technical Services

Installation  
Maintenance  
Remote Support  
Original Parts  
Relocation  
Cleaning  
Repair  
Overhauling

### Performance Services

Evaluation  
Training  
Predictive Monitoring  
Print Shop Optimization  
Color Management  
Upgrades  
Output Optimization  
Investment Planning

### Service Agreements

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SystemService 36plus  
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Performance Agreements



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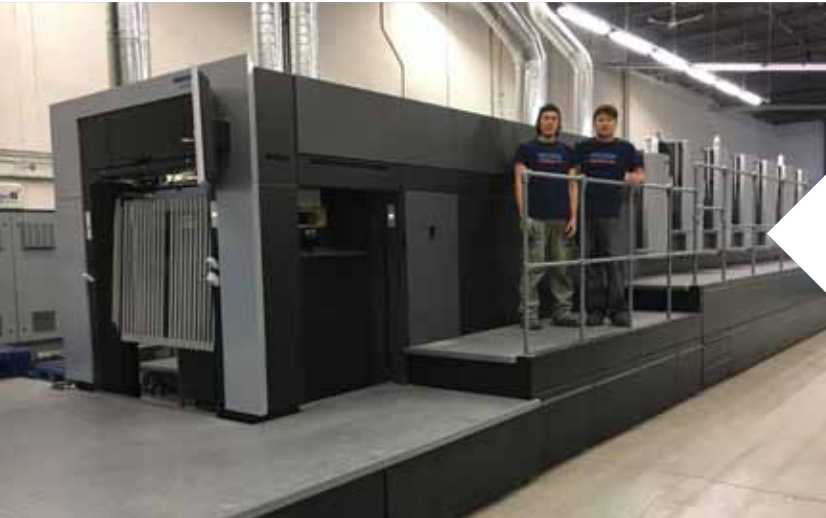
John Roberts of Minneapolis, MN, recently became the first printing company in the U.S. to sign a Heidelberg Subscription contract. As an alternative to press ownership, the contract equips the company with a new Heidelberg Speedmaster XL 106 along with Prinect software, Saphira consumables, parts, performance consulting, and service. Everything is provided by Heidelberg for a fee based on the number of sheets produced per month. From left, Scott Zorn, Vice President of Operations; Michael Keene, CEO; Marnie Janezich, President; Emily Schultz, Director of Client Services; and Mark Carlson, Executive Vice President of Sales.



Ace-Twill of Berkeley Heights, NJ, has added a six-color Speedmaster CX 75 equipped with coater to its all-Heidelberg press department. Printing at up to 15,000 sph, the press can process substrates ranging from lightweight paper to rigid cardboard thanks to its double-diameter impression cylinders. Pictured: John Cooper (left), President of Ace-Twill, and Brett Cooper, CFO.



“The automatic high-precision inline registration ensures perfect front-to-back image register, which makes it easy to dial things in. The sheet-to-sheet registration is super tight.” That is just some of the praise that Jeff Main (left), President of AMP Printing in Dublin, CA, lavishes on the shop’s new Versafire EP color digital press. Running at up to 135 ppm, the press supports 24-pt. stock and a variety of synthetics.



Beneco Packaging and its subsidiary SoOpak will equip a new production facility in Scarborough, ON, with a Heidelberg Speedmaster CX 102-6+L featuring full Push-to-Stop automation and UV capabilities. Also to be installed are a Promatrix 106 CS diecutter and a Diana Easy folder gluer. Pictured: Speedmaster operators Andrew Rong Su and Jason Rong Su.



A new Speedmaster CX 75-5+L with UV and a new Easymatrix 106 CS die cutter are helping McCarty Printing of Erie, PA, to accelerate its expansion into the UV capability of the press lets McCarty create special effects on a variety of substrates including paper, plastic, and foil. From left, Derek Sieber, Treasurer; Jeff LaMaye, Production Manager; Bill Wolford, Plant Manager; Joe Zipp, Operator; and Brandon Sieber, President.





## HOW ISSUE 52 WAS MADE

Layout:	<b>Prinect Signa Station with Packaging Pro Prinect Color Toolbox</b>
Platemaking:	<b>Suprasetter 106 DCL</b>
Printing:	<b>Speedmaster XL 106-6+L UV Hybrid with Prinect Image Control</b>
Consumables:	<b>Saphira Presswash, Saphira Fountain Solution &amp; Alcohol Replacement, Saphira Rollers &amp; Roller Care Chemistry, Saphira Ink Foils, Saphira UV Matte Effect Varnish &amp; Coating, Saphira Wash Up &amp; Go</b>
Finishing:	<b>POLAR 137XT Cutter with Auto Jogger &amp; Stacker, Stahlfolder KH 82, Stichmaster ST 400</b>
Fonts:	<b>HeidelbergGothicML, HeidelbergAntiquaML</b>

