

# Higher profits with smart collaboration. **Lifecycle Smart Agreement.**

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# Improved performance. Reliable processes.

Perfectly coordinated consumables and services  
with Lifecycle Smart Agreement.

## More than just service

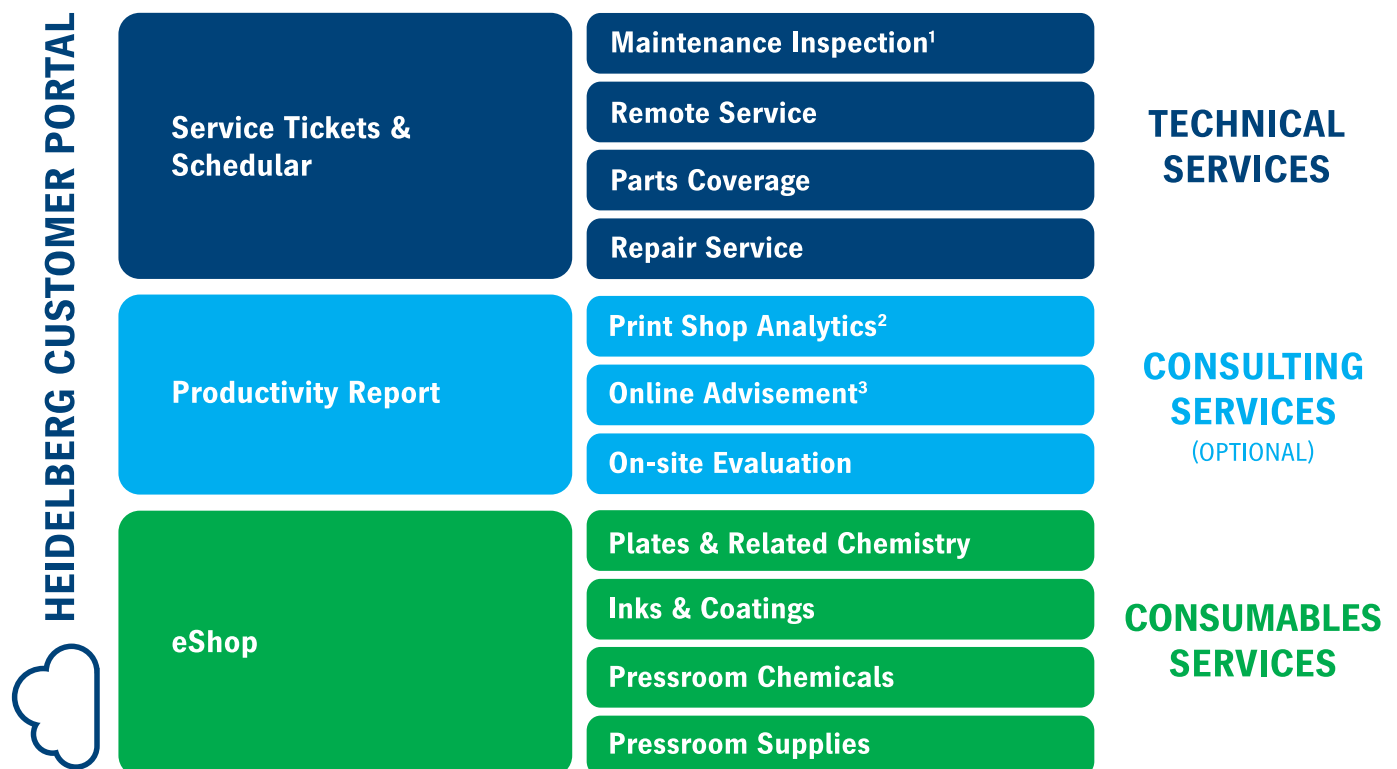
When it comes to the most valuable asset within your business, equipment performance is key. At HEIDELBERG®, services and performance go hand in hand to reduce operating cost and increase productivity.

The program covers Technical Services through the Maintenance Inspection, Remote Service, Parts Coverage and Repair Service modules. The program also includes optional Consulting Services which include Print Shop Analytics, Online Advisement, and On-site Evaluations. Lastly, Consumables Services are offered through the Plates & Chemistry, Inks & Coatings, Pressroom Chemicals and Pressroom Supplies modules.

## Powered by HEIDELBERG Customer Portal

Lifecycle is powered by HEIDELBERG Customer Portal, a web portal that provides production information and employs Smart Collaboration between the customer and HEIDELBERG. A digital connection between your machine and HEIDELBERG's internal IT systems enables the necessary transparency that drives data-driven machine and production management.

The HEIDELBERG Customer Portal gives you the insights to run your equipment more efficiently and maximize your output. This way, you can manage your print shop right at your finger tips: anytime, anywhere.



<sup>1</sup>HEIDELBERG Maintenance Inspection to be performed by a service technician after signing of agreement. Customer required to perform ongoing maintenance in accordance with the maintenance handbook. <sup>2</sup>Machine performance displayed through KPIs. <sup>3</sup>Optional monthly call with Performance Advisor to discuss KPIs and service items.

# 9 clear benefits for you. Lifecycle Smart Agreement.

HEIDELBERG customers receive a service package that far ensures your pressroom is always running at its peak.

- 1 Enhances production performance
- 2 Full machine and production status transparency
- 3 Perfectly serviced and maintained equipment
- 4 Reduces operating costs
- 5 Sustained high quality through optimum machine settings
- 6 Full protection of your investment
- 7 Low administrative efforts
- 8 Complete range of top-quality consumables extensively tested, all from a single source
- 9 Customized consumables packages for excellent print results at maximum speed

Resale value  
**+ 7.5 %**

Machine  
productivity  
**+ 23 %**

**\$10,000**  
Potential savings  
per Remote Service  
intervention

Unplanned  
downtime  
**- 20 %**



## Contact us for your personal offer

Find out more about how to combine other products and contract packages from our Print Site Contracts portfolio.

→ [printsitecontracts@heidelberg.com](mailto:printsitecontracts@heidelberg.com) or + 1 (800) 437-7388





## Technical Services

**1. Maintenance Inspection** A Maintenance Inspection will be scheduled in 10 month intervals. The technician will inspect your press as detailed in the Maintenance Inspection checklist. While on-site, the HEIDELBERG Service Technician will coach operators on best maintenance practices to optimize the condition and performance of the press.

**2. Remote Service** Web-based Remote Service will be connected to the equipment. Access to Remote Service is via the +1 (800) Direct Priority Access number or via eCall® which connects you directly to technical support. With eCall, an online notification reaches our HEIDELBERG Service experts and they will contact you.

**3. Parts Coverage** Trained parts experts help you identify the replacement parts you need. Wear parts are excluded (e.g. suction belts, filters, etc.). Service part orders can be placed 24/7. Next-day delivery is at no extra charge if ordered before 8:00 PM.

**4. Repair Service** Any incoming service requests are directed to the Technical Support Help Desk. Once the service incident is clarified, all parts needed for a service intervention are determined. Our service coordinators then assign the right service technician to resolve your issue on-site.

## Consulting Services (Optional)

**5. Print Shop Analytics** is a combination of several components to help identify and increase production. Performance Reports provide an overview of all relevant KPIs. Performance Benchmarking gives you detailed insights into the job-specific performance of the machines in the respective market segment. PAT (Performance Advisor Technology) continuously analyzes the performance reports, identifies potential for improvements and derives appropriate proposals for optimization measures.

**6. Online Advisement** A Performance Manager will provide online support regarding production questions, performance issues or machine topics. Based on HEIDELBERG Customer Portal information, data-driven decisions to improve performance and profitability are made and follow-up actions are initiated.

**7. On-Site Evaluation** A HEIDELBERG Applications Expert and Performance Manager will observe processes, check operator knowledge and overall performance level during one full shift of operation. Based on this, an improvement roadmap will be developed including calculation of savings.

## Consumables Services

**8. Plates and Related Chemistry** We offer a complete range of Saphira® thermal CtP plates that span technologies from chemical to processless, meeting the requirements of your work and the needs of your print shop. Our high quality, high resolution Saphira CtP plates support a wide range of sheetfed and web printing applications using analog, or FM and Hybrid screening. The plates have an exceptional ink and water balance, providing the press with a fast roll-up.

**9. Inks & Coatings** We supply inks for conventional oil based, traditional UV, Low Energy UV and LED UV applications, as well as special colors. All Saphira inks combine outstanding lithographic performance, press productivity and excellent print quality. Achieve high quality print performance with inks that conform to ISO 2846-1 standards and Application Specialists that are skilled in GRACoL G7 certification. With over 2,500 formulas in our Saphira Coatings portfolio, we have the right products for all of your applications.

**10. Pressroom Chemicals** Saphira pressroom chemistry offers a complete range of Fogra-approved pressroom products — selected for their production efficiency, environmental acceptability and cost-effectiveness. Saphira chemistry includes press washes, fountain solutions, alcohol replacements and other press chemicals such as roller and plate care products. All Saphira products are thoroughly tested — in labs in Heidelberg (Germany), our demonstration center in Kennesaw (Georgia), or at our customer sites to ensure they meet your specific demands.

**11. Pressroom Supplies** We carefully choose and test press supplies. We offer a full range of top-quality blankets for applications including UV/LED, conventional and hybrid inks, aqueous and UV/LED coatings on many substrates such as paper, board, and plastics. Saphira wash-up cloths, ink duct foils, wash-up & go liners and spray powders are designed to save time and achieve maximum productivity.

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