



# Press Information

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## **Swiss media house invests in digital printing solutions from HEIDELBERG – Jetfire 50 and Versafire LV successfully commissioned at new site**

- **HEIDELBERG service promise and suitability for integration into overall workflow with Prinect prove decisive**
- **Demand for personalized printing and ever-shorter runs is growing**
- **Digital printing line enables complete, industrialized in-house production**

When an agency discovers digital printing, exciting times lie ahead! The Swiss media house [rubmedia](http://rubmedia.com), which has 35 employees, focuses on creative communication solutions for service providers, associations, and the worlds of industry and politics. With this in mind, the company has commissioned a compact, highly automated digital printing line at its new Köniz site, near Bern. The new production operation centers around the Jetfire 50 and the Versafire LV from Heidelberger Druckmaschinen AG (HEIDELBERG), complemented by an in-house third-party postpress system. What's more, rubmedia is automating its commercial/production workflow using Prinect Business Manager and Prinect Production Manager from HEIDELBERG. With this comprehensive investment in the HEIDELBERG digital ecosystem, rubmedia is focusing on end-to-end solutions from a single source, from initial creation through to the finished end product. The decision to purchase the Jetfire 50 and the Versafire LV was made as part of an internal transformation project aimed at relocating and realigning print production. The requirements were clear – the new solution needed to be cost-effective, automated, and of high quality. At its new site, rubmedia primarily produces personalized print products and shorter runs with high demands in terms of quality, creativity, and speed. The

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company also uses the Versafire LV for standard print products such as business cards, envelopes, and flyers.

By combining the Jetfire and Versafire systems – and integrating them into Prinect Business Manager and Prinect Production Manager – rubmedia has created an end-to-end solution covering the entire workflow, from order acceptance and production through to postpress.

“We decided on the digital printing solutions from HEIDELBERG because we were impressed by the company’s wide-ranging service promise and the systems’ suitability for integration into an overall workflow with Prinect. Automation enables orders to be processed quickly, reduces paper waste, and delivers a level of quality that matches offset printing,” says Michel Kläy, Deputy Managing Director and Partner at rubmedia.

“The latest Jetfire system to be successfully installed in Switzerland underlines the strength of our industrial portfolio. Our customers are increasingly impressed by our digital ecosystem – especially for applications involving personalized and high-quality short runs,” explains Dr. David Schmedding, Chief Technology & Sales Officer at HEIDELBERG. “We promise best-in-class service, end-to-end integration, and a high level of automation for cost-effective print production,” he adds.

### About HEIDELBERG

Heidelberger Druckmaschinen AG (HEIDELBERG) is a leading technology company that has been standing for innovation, quality, and reliability in mechanical engineering worldwide for 175 years. With a clear focus on growth and as a total solution provider, HEIDELBERG is driving further development in the core areas of packaging and digital printing, software solutions, and lifecycle business with service and consumables so that customers can achieve maximum productivity and efficiency.

The company is also focusing on expanding into new business areas such as high-precision plant engineering with integrated control systems, automation technology, robotics, and the growing green technologies sector. With its strong international presence in approximately 170 countries, the creative power and expertise of its roughly 9,500 employees, its own production facilities in Europe, China, and the USA, and one of the largest global sales and service networks, the company is ideally positioned for future growth.

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**Image 1:** Michel Kläy, Deputy Managing Director and Partner at rubmedia, at the company’s new site near Bern, standing in front of the Jetfire 50 from HEIDELBERG.

**Image 2:** The digital printing line at rubmedia includes a Jetfire 50 and a Versafire LV from HEIDELBERG, as well as the corresponding postpress equipment. The media

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house can use this line for the complete, industrialized in-house production of personalized and high-quality short runs.

For additional details about the company and [image material](#), please visit the Press Lounge of Heidelberger Druckmaschinen AG at [www.heidelberg.com](http://www.heidelberg.com).

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