

Press Information

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05. May 2026

HEIDELBERG and RICOH Mark 15 Years of Strategic Partnership with Versafire Digital Printing Systems

- **Successful collaboration: HEIDELBERG and Ricoh have been working together in digital print since 2011**
- **System integration: With Prinect, HEIDELBERG integrates Ricoh's technology into its digital ecosystem and enables hybrid print production**
- **Customer benefits: Drawing on experience gained from over 3,500 installed Versafire systems, HEIDELBERG customers benefit from high process stability, seamless workflows, and increased productivity in their day-to-day production operations**

For 15 years, the successful partnership between Heidelberger Druckmaschinen AG (HEIDELBERG) and Ricoh has stood for innovative strength and sustainable market success in industrial digital print. With the introduction of the first Versafire digital printing systems in 2011, HEIDELBERG took a strategically decisive step into the fast-growing digital print market and has since consistently established itself as a leading system integrator for hybrid print production.

Since then, the third generation of the Versafire portfolio is now successfully established worldwide in the commercial market. More than 3,500 systems sold and over two billion pages annually underline the high market acceptance and industrial performance of the technology.

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Success and strategic milestones

The start of the partnership between HEIDELBERG and Ricoh in digital print marked a significant milestone for both companies: from the very beginning, the goal was not to view offset and digital printing in isolation, but to fully integrate both technologies into a shared production environment. To this end, HEIDELBERG has integrated the Versafire systems into the Prinect workflow via the digital frontend (DFE) developed in-house, thus positioning them specifically as a complement to offset printing – enabling maximum flexibility, economical short runs, and individualized print products. Print shops use it to produce a wide range of print products such as flyers, brochures or personalized applications.

Jürgen Otto, Chief Executive Officer at HEIDELBERG, says: "Our long-standing partnership with Ricoh is a success story for HEIDELBERG in digital print and a good example of successful technological cooperation to open up new market segments. Today, the Versafire systems, which are perfectly tailored to the needs of the printing industry, exemplify our claim as a full-service provider and end-to-end system integrator of hybrid print production."

Dr David Schmedding, Chief Technology and Sales Officer adds: "Over the past 15 years, we have worked with Ricoh to consistently industrialize digital printing and fully integrate it into our digital ecosystem. For our customers, the integration means maximum flexibility, highest process reliability and a clear future perspective in hybrid production printing."

Koji Miyao, President, Ricoh Graphic Communications, says: "We are delighted that this enduring partnership has helped support the adoption of agile digital production for so many print service providers. We look forward to many more years of cooperation together."

Eef de Ridder, Deputy General Manager, Global Sales Division, Ricoh Graphic Communications, adds: "As one of the few partnerships between offset and digital suppliers that have flourished we remain committed to helping clients make the right technology choices and flourish for many years ahead."

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Clear customer benefits: flexibility, quality and integration

The partnership focuses on added value for print shops:

- Maximum flexibility in runs and applications – from "run one" to medium volumes.
- Wide range of substrates - ideal for high-quality print products in the commercial sector.
- Individualization and personalization on an industrial scale.
- Seamless integration into Prinect and the HEIDELBERG digital ecosystem – with end-to-end color management, automated workflows, and a uniform operating logic.

The Versafire systems from HEIDELBERG print shops thus provide optimal support for hybrid print production, in which offset and digital printing are efficiently combined – a decisive competitive advantage.

HEIDELBERG as a system integrator in the digital ecosystem

With the Prinect Digital Frontend (DFE) from HEIDELBERG, all production steps from job creation to the finished product are standardized and automated. The result: a workflow solution for hybrid print production with digital and offset printing. This consistent integration makes HEIDELBERG unique in the market and enables customers to achieve efficient, repeatable, and economical production across all technologies.

Looking ahead: Partnership with a future

The cooperation between HEIDELBERG and Ricoh is long-term and will be strategically expanded. The continuous development of software, automation, and services will further strengthen HEIDELBERG's position as a leading provider of integrated, hybrid printing solutions as well as Ricoh's as an innovative force in digital production technology.

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About HEIDELBERG

Heidelberger Druckmaschinen AG (HEIDELBERG) is a leading technology company that has stood for innovation, quality, and reliability in mechanical engineering worldwide for more than 175 years. With a clear focus on growth, HEIDELBERG, as a full-service provider and system integrator, is driving further development in the core areas of packaging and digital printing, software solutions, and the service and consumables lifecycle business so that customers can achieve maximum productivity and efficiency. Building on decades of industrial and systems expertise, the company is also systematically opening up new markets in the areas of safety, energy, charging infrastructure and industrial system solutions – with clear scaling expertise and attractive medium- to long-term growth prospects. Thanks to a strong international presence in around 170 countries, the creativity and expertise of its approximately 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 optimally positioned for future growth.

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Image 1: (from the left:) Dr. Frank Schaum, Head of Digital Print Ecosystem at HEIDELBERG, Dr David Schmedding, Chief Technology and Sales Officer at HEIDELBERG, Koji Miyao, President, Ricoh Graphic Communications and Eef de Ridder, Deputy General Manager, Global Sales Division, Ricoh Graphic Communications, reaffirm the 15-year partnership between the two companies in the field of digital printing at a meeting at the Home of Print site in Wiesloch-Walldorf.

Image 2: HEIDELBERG and RICOH mark 15 years of strategic partnership with Versafire digital printing systems.

Figure 3: The third generation of Versafire digital printing systems from HEIDELBERG is now in operation, offering users a high degree of flexibility, productivity, and reliable quality, as well as enabling hybrid print production.

Figure 4: The Versafire digital printing systems allow users to flexibly produce a wide range of commercial products.

[Images](#) and further information about the company are available in the press portal of Heidelberger Druckmaschinen AG under www.heidelberg.com.

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