GOOD GENES
TEN YEARS OF SPEEDMASTER XI 105/106

CREATIVE ALL-ROUNDE
RS
SHINNIIHON PRINTING IN JAPAN

THE BEST OF BOTH WORLDS
JASON OLIVER ON THE DIGITAL STRATEGY AT HEIDELBERG
2.2014

Impressive and Different
Only a few companies are likely to invest as much energy in optimizing processes as Karl Krauer KG. But that’s only a small part of what makes this packaging manufacturer from the Black Forest so unique.

Happy 10th Birthday
The Speedmaster XL 105/106 has carved an impressive path to success since its launch in 2004.

Chaplin Would be Amazed
Unbeatable: Their homage to the greatest slapstick comedy hero of silent film secured victory for Spanish print shop Cevagraf in the video competition run by Heidelberg.

Maximum Performance, Minimum Risk
The Performance Plus service package enables Heidelberg to maximize all the potential for greater efficiency from employees, machines and processes.

Konnichiwa
toshikazu Sano, the owner of ShinNihon Printing (SNP) in Japan, believes a good employee is a true all-rounder – just like his two Speedmaster presses with DryStar UV LED, which open up new market opportunities for the company.

"There’s enormous potential!"
Heidelberg is working flat out to expand its digital portfolio, Jason Oliver outlines the aims behind this concerted drive.

Closer to the Customer
Harald Weimer wants to further optimize the scope and quality of services from Heidelberg. Here, he explains what matters to him as Head of Sales & Services.

Monarchs of Ecology
As Saphir Eco exceeds many of the most stringent environmental criteria, print shops no longer need to keep meticulous records of their compliance with guidelines. Citing the product name is enough.

Clean Air for a Better Life
Using carbon-offset equipment from Heidelberg or compensating print jobs supports a climate protection project in Togo and thus also improves the quality of life for its inhabitants.

Too Nice to Unwrap
There is plenty of scope in packaging design between banal functionality and extravagant luxury to allow for quirky ideas that fuse the product and its wrapper into one esthetic whole. Five particularly creative examples.

TO PERFECTION

New opportunities – How two Speedmaster process with DryStar UV LED are boosting business at ShinNihon Printing (SNP) in Japan.

Saphir Eco satisfies the most stringent environmental criteria and offers the broadest portfolio in the sector.

Come rain or shine: Lean processes make Karl Krauer KG in Biberach one of the most competitive packaging manufacturers in Europe.

Monarchs of Ecology
Saphir Eco satisfies the most stringent environmental criteria and offers the broadest portfolio in the sector.

Two complementary aspects: When the product inside becomes part of the packaging design.
When we asked Gerhard Kammerer, the production manager at Karl Knauer KG, how much of his company’s increase in production over the last few years was down to the presses, he replied: “Around 50 percent.” The remaining 50 percent, he adds, stems from continuous improvements in processes, organization, material management, prepress, sales and production control. Our profile of this packaging manufacturer from the Black Forest region of Germany begins on page 12 and shows that ongoing, sustainable success does not happen by chance, nor does it stem from radical reorganization. Instead, it is the result of a planned commitment to become a little bit better each and every day. Rash actions have no place in this process. Indeed, it can take 10 to 15 years to climb to the top level of lean management. And even then you are still a long way off realizing the full potential that exists. After all, investing in new technologies opens up new channels for optimization and new opportunities that can be exploited. The article on ShinNihon Printing (SNP) in Japan shows how (page 26). Since 2013, the company has invested in two Speedmaster presses with DryStar UV LED dryers that have created quite an impression throughout the country. Organized tours for both existing and potential customers have even become an integral part of SNP’s sales strategy.

SNP and Karl Knauer KG are just two of many examples of successful companies that are constantly looking to improve and are open to new ideas. We hope you’ll find others in this edition and that you enjoy reading this latest Heidelberg News.

Yours,
The HN Editorial Team

P.S. Write to us at heidelberg.news@heidelberg.com to let us know how you like the HN. We look forward to receiving your comments, whether positive or negative.
A MAGAZINE FOR PAPER CONNOISSEURS

A magazine called “Flow” is successfully demonstrating that paper has not had its day. In addition to standing out from other publications with positive messages rather than portrayals of doom, it is also explicitly aimed at paper connoisseurs. For example, a different kind of paper is used for each of the four main topics covered in a particular issue. Articles devoted to living mindfully in the here and now, for instance, are printed on voluminous uncoated paper, while coated paper grades are used elsewhere. The only thing the two sets of researchers agree on is that a great deal of further research is needed before a definitive verdict can be reached.

www.uni-mainz.de/presse/16228_ENG_HTML.php

KICK-OFF

VENTURE INTO THE FOURTH DIMENSION

For a long time, it remained cumbersome, expensive and often far too complicated to embellish 3D objects with advertising or information. But that’s changed thanks to a new digital printing process from Heidelberg that enables printing on all manner of objects – toys, domestic appliances, soccer balls, even automobiles and aircraft. This innovation unchains completely new lines of business.

By Dr. Bernard Beier

The new digital printing process is based on inkjet technology and is suitable for use on many objects in all sizes and quantities thanks to its smear-free, indelible inks. The new Jetmaster Dimension from Heidelberg now makes it possible to print small and medium-sized three-dimensional objects, for instance. The next move will be to upscale to accommodate large objects as well. Suitable equipped industrial robots will then be able to print entire automobiles, buses and even aircraft with ease – far more quickly, uniquely and economically than any alternative method.

There are many more conceivable and practical applications beyond 4D printing on large objects. In the future, text and images on toys, or warnings and operating instructions on tools and household appliances, will no longer need to be stamped on or etched. Instead, they will simply be printed – quickly and easily, right there in the factory. Ultimately, this printing technology can be seamlessly integrated into just about any production line. As is so often the case, the technology knows no boundaries and the only limit is your imagination.

As Head of Advance Development at Heidelberg, I am particularly proud that we succeeded in coming up with an attractive solution in this new graphic application in such a short space of time. We have achieved this by coordinating our interdisciplinary expertise at Heidelberg – carefully integrating conventional printing and application knowledge with extensive control expertise so as to turn creative ideas into actual products.

Incidentally, a pilot customer is already putting our first 4D printing press through its paces. Online print shop flyeralarm in Würzburg has started taking orders to apply custom designs to regular soccer balls using the Jetmaster Dimension. My personal favourite would be a soccer ball printed with another of Sepp Herberger’s gems: “After the game is before the game,” which reminds us that the future is always exciting – a slogan that is also very apt for the printing industry.

E-BOOKS – READ AND FORGOTTEN?

According to a study by Stavanger University in Norway in which two groups of 25 people were each asked 14 questions about the texts they had just read, the participants reading a printed book remembered its contents better than those who read the same text digitally. The researchers suspect that the haptic experience of turning paper pages aids the process of memory retention.

However, researchers at Johannes Gutenberg University Mainz (JGU) are dubious about the results obtained by their Norwegian counterparts. Although JGU’s study with a test group of 30 people showed that participants prefer reading on paper, it was able to demonstrate that reading e-books has a positive effect on brain activity. The only thing the two sets of researchers agree on is that a great deal of further research is needed before a definitive verdict can be reached.

90.1 percent of 14- to 19-year-olds in Germany read magazines in 2014 – 0.3 percent up on 2013. This finding of a new survey by the German media analyst institute “agma” contradicts the view that the Internet will have a negative impact on the consumption of printed media.*

* Source: www.agma-mmc.de

Dr. Bernard Beier is Head of Advance Development at Heidelberger Druckmaschinen AG.
Prinect Media Manager. With its centrally stored, freely combinable information modules that are remarkably easy to print or publish as an app or online, the Prinect Media Manager opens up new business opportunities for print shops in the future market of multi-channel publishing.

showtime on all channels

The new Prinect media manager from Heidelberg is a great help in this respect. The Web-based media production system provides a central point of contact for everyone involved in a project for the cross-media production of catalogs, price lists, brochures or other information carriers – with binding contents, defined processes and user rights as well as editable layouts for the relevant output media.

The special feature of this innovation is that all the information required is stored and linked in a media-neutral format in a central database. This means that data records only need to be modified at one location, for example to automatically update prices or product names in all linked output media. A further advantage is the fact that the contents and layout are two clearly distinct project areas. Only at the media production stage does the software combine the contents with the predefined layouts and file formats for the relevant output media. This ensures lean, efficient and error-free processes, because users themselves can define at any time which content is to go to the relevant channel and in which form.

Another outstanding feature of the Prinect Media Manager is the use of mindmaps that visualize the overall project context for an associative, intuitive way of working that enables even novice users to get the hang of things quickly.

The media production system can be integrated into existing Prinect solutions or used on a standalone basis. What’s more, additional modules are available that add functions such as a tablet shop or automation options. Heidelberg is providing potential customers with up-front support that includes wide-ranging advice and accompanying workshops during the introductory stage.

Who’s afraid of large volumes of data?

The Prinect Media Manager is ideal for print shops that produce catalogs or similar products and want their customers to benefit from multiple use of content across various media. There are no limits on data volumes either. For example, Abus – one of Germany’s leading manufacturers of security solutions – uses the software to produce around 14 price lists each year, some of which are published in 15 languages and are up to 600 pages long. Web-to-print can also be used to output contents, all of which are available worldwide.
NEW FOLDING MACHINE FAMILY

Stahlfolder BH/CH. Heidelberg offers an effective, low-cost solution for new users and customers looking to expand their folding capacity – the new Stahlfolder BH/CH folding machine family. The BH buckle plate and CH combination folding machines in the working widths 22.05, 25.98, 30.71 and 32.28 inches (56, 66, 78 and 82 cm) are based on the established Stahlfolder TH/KH series and enhance the Heidelberg portfolio with more cost-effective entry-level options. The new machines score highly with their particularly easy-to-control automation options that users can access via a touchscreen. For example, these automation options can be used to set and save the distances between folding rollers and the buckle plate stops for new jobs. The BH buckle plate folding machines are available with up to four folding units. The CH combination folding machines are supplied with the cross-fold units KL and KTL and, in the 30.71 inch (78 cm) working width, with the KLL and KTLL versions as well.

www.heidelberg.com/BH-CH

ECONOMICAL STANDBY

Standby function for presses. Heidelberg has added a new standby function to all presses equipped with the Prinect Press Center. Simply pressing the standby button on the Prinect Press Center switches the peripherals and individual sub-assemblies of the press to energy-saving mode. Thanks to extremely straightforward operation and exceptionally fast machine startup, the standby function can be used for short pauses in addition to longer breaks and interruptions. Depending on format and machine length, the new function reduces energy consumption by anything from one to 15 kilowatts. Calculated over an entire year, print shops can thus save enough energy to power a family home simply by switching to standby mode for one hour per shift.

www.heidelberg.com/standby

OUTPUT 10 PERCENT HIGHER

New Speedmaster CD 102. With more than 50,000 printing units installed, the Speedmaster CD 102 is the most successful straight-printing press in the 70 x 100 cm format and systematic further development means it is now an even more attractive option than before. Equipped with the Preset Plus Delivery and a comprehensive range of automation components, the new all-rounder is roughly 10 percent more productive than its predecessor and boasts an even more impressive price-performance ratio. What’s more, Heidelberg has boosted the machine’s efficiency further still by using innovative drive and dryer technology. The extensive equipment supplied as standard comprises the Preset Plus Feeder and Preset Plus Delivery, the AutoPlate plate changer, the AirTransfer System for contact-free sheet travel, automatic simultaneous washup devices and the Prinect Press Center Compact press control station. The range of substrates supported extends from thin, 0.002 inch (0.03 millimeter) paper to cardboard up to 0.039 inches (1.0 millimeter) thick. Depending on the requirements, the Speedmaster CD 102 is available with chambered blade coating unit and various delivery extensions or as a press for UV printing.

www.heidelberg.com/CD102

NEW DIGITAL PRESS FOR LABELS

Gallus DCS 340. Heidelberg and Gallus have joined forces to design a new industrial digital press for personalized and versioned labels – the Gallus DCS 340. The new production system uses a Heidelberg printing module based on Fujifilm inkjet technology with print heads that can be used for larger working widths without leaving visible transitions. The native resolution of 1,200 dpi ensures printing results of offset quality. Furthermore, the Gallus DCS 340 can coat, finish and die cut labels inline in a single pass. The Prinect digital front end from Heidelberg can automate the press operation from variable data processing all the way through to color management.

The Gallus DCS 340 is set to go into series production in time for LabelExpo in September 2015 with a view to meeting the growing demand for highly efficient digital production of short, medium and versioned label runs. The new machine’s inkjet unit is produced by Heidelberg at its Wiesloch-Walldorf site, while Gallus manufactures the base unit in St. Gallen, Switzerland.

www.heidelberg.com/DCS340

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CONTACTS

Gerhard Kammerer
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Congratulations on the tenth birthday of the Speedmaster M 105/106

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Chaplin would be amazed: Covapag is the winner of the “Unbeatable” video competition

“IT TAKES 10 TO 15 YEARS TO REACH THE ‘HIGH LEVEL’ STAGE IN LEAN PRODUCTION. YOU CONSTANTLY HAVE TO BE SETTING PRIORITIES DURING THIS TIME – PUSHING, SUPPORTING, ESTABLISHING BOUNDARIES.”

GERHARD KAMMERER
MARKETING COMMUNICATIONS
KARL KNICKER KG, GERMANY

PARTRNER FOR MORE THAN 50 YEARS

Spain. Heidelberg and Spanish distributor Maquinaria Artes Gráficas Hartmann SLU celebrated a special anniversary in 2013 – 50 years of working together. Hartmann was founded in Barcelona in 1963 and since then has been the official representative of Heidelberg in Spain, Andorra and the Canary and Balearic Islands. With 67 employees, the company handles around half of the approximately 3,000 Spanish print shops. The distributor supplies Saphira consumables and machinery for prepress, sheetfed offset, digital printing and postpress. It also provides support for its customers with offerings such as service and training. Hartmann is thus the only company in Spain that covers the entire production chain in the print media industry. As well as its headquarters in Barcelona, the company also has branches in Madrid and Valencia and sales offices in Bilbao and Seville. After some difficult years in recent times, Hartmann is once again pleased to see a marked upturn in the Spanish print market. Demand is high in the packaging and labeling sectors and for customized machines.

www.heidelberg.com/standby

www.heidelberg.com/CD102
The clouds lie low over the Black Forest. Gray and heavy, they drift ponderously over mountains and dark pine forests, over calm lakes and lush meadows down in the valley.

The German holiday region between Karlsruhe and Basel really is something special. Nearly 10 million holidaymakers and day trippers from all over the world come here year after year. Most of them have a very specific image in their mind – country girls wearing the region’s traditional Bollenhut hat topped with red pom-poms, cafés serving the legendary and delicious Black Forest gateau, and, of course, one of the world-famous cuckoo clocks to take home as a souvenir.

The typical Black Forest clichés, you might think resignedly. But as soon as you get out of the car in any of the numerous valleys, you immediately find yourself in the heart of picture-postcard Germany at its best – between small villages with romantic half-timbered houses nestling beside towering church steeples, between babbling brooks and homely farms, between sweet-tempered cows and curious deer, or even in fairytale forests where you just might, if you listen very carefully, hear a soft call of “cuckoo.”

Right in the heart of this idyll lies the community of Biberach, home to around 3,400 people and to Karl Knauer KG. The company’s namesake founded a packaging company here in 1938. Twenty years later, the company moved to Zeller Strasse, which is still the site of its headquarters. Knauer – who was made a honorary citizen of the town of Biberach – continued to visit his office daily to check on things until shortly before he died at the end of 1995 at the age of 88. During those 57 years, Knauer sowed all the seeds needed to open up various growth options for the packaging plant. These included introducing offset printing in 1961 for manufacturing packaging with quality surface finishing, and the production of advertising note blocks from 1972. Three years later, he added gift packaging to the portfolio. In 1982, he oversaw the delivery of the first packaging system manufactured by the company’s in-house special mechanical engineering section.

Successfully down to earth

Even so, the founder would no doubt be astonished if he could see just how far and how consistently the company – now the largest in the small community of Biberach – has managed to progress with this growth. Karl Knauer KG now employs around 410 people at its 26,000-square-meter premises in Biberach and a further 160 at its branch in Pniewy in Poland, and achieves sales of approximately EUR 70 million per year.

In the packaging sector alone, the company works for well over 100 international customers – a partnership that has lasted for 50 years in some cases – to produce folding
the company sought ways to make existing knowledge available to those that need it and thus reduce the error rate and optimize interaction. "We wanted to become leaner and faster and achieve continuous improvements. And, of course, we wanted to cut costs and identify potential for savings in purchasing and, above all, processes," says Kammerer, outlining the reasons behind the comprehensive lean project in which the company has invested a lot of time, money and effort.

Among other things, Karl Knauer has introduced shopfloor management across the entire company with communication corners that employees can use on a daily basis for short meetings. If a member of the sales staff has been out visiting a customer, he reports back to the assembled team about how the visit went and if there were any criticisms. In the production sector, too, senior staff come together for half an hour each day to discuss current performance or establish who needs to initiate which measures to ensure certain problems do not reoccur. "Instead of poring over lengthy reports, employees discuss matters directly at the site and agree what action needs to be taken," continues Kammerer.

"These are immediately recorded in the system so that the same error can’t occur again. Overall, this has boosted our dynamics of change enormously."

In this case, the system in question is the SAP software that the company introduced two years ago. This decision was made based not least on a list of the company’s top 30 customers. "Of those, 28 use SAP. It was therefore obvious that we needed to use the same software to achieve seamless integration of suppliers and customers," explains Managing Director Joachim Würz, who is responsible for IT, manufacturing and materials management at Karl Knauer. Alongside standard applications for human resources, finances and accounting, Karl Knauer mainly uses the software to consistently boost efficiency within all manufacturing processes. Experience from production flows directly into the system via technical actual costing, thus...

"WE WANTED TO BECOME LEANER AND FASTER AND ACHIEVE CONTINUOUS IMPROVEMENTS. AND OF COURSE WE WANTED TO CUT ANY COSTS THAT COULD BE SAVED ALONGSIDE THE PURCHASE ITSELF, ESPECIALLY IN PROCESSES."

RICHARD KAMMERER
MANAGING PARTNER, KARL KNAUER KG

Efficiently lean
The prospects for that are good. With the support of various consulting companies, including experts from Heidelberg, over the last eight years, Karl Knauer KG has left no stone unturned in identifying potential for improvement in all its departments. In addition, the company uses software to achieve seamless integration of suppliers and customers, explains Managing Director Joachim Würz, who is responsible for IT, manufacturing and materials management at Karl Knauer. Alongside standard applications for human resources, finance and accounting, Karl Knauer mainly uses the software to consistently boost efficiency within all manufacturing processes. Experience from production flows directly into the system via technical actual costing, thus...
maximizing the efficiency of repeat jobs. The software also makes planning easier, as larger customers can post up-to-date order volumes or upcoming jobs in the company’s system. "In an ideal scenario, that means we can accurately plan our production a month in advance and balance out peaks and troughs," says Würz.

Push, support, establish boundaries

The progress that has been achieved in the pressroom since 2010 is equally impressive. One of the people responsible for that is Production Manager Gerhard Kammerer (56), who is currently working with staff to resolve an issue with a laminating machine. "It’ll be back up and running in half an hour," says Kammerer with a smile, as he brushes dust from his gray work overall.

Richard Kammerer’s younger brother is a proven expert in the field of lean production. Six years ago, he spent 46 weeks being trained as a Continuous Improvement Process (CIP) expert. That was a long time, but nothing compared to the time it takes to achieve maximum success in the CIP. "It takes 10 to 15 years to reach the ‘high level’ stage. That’s simply the length of time needed to implement all the workflows and technical aspects, and to ensure that the process has been fully embraced by every single employee. You constantly have to be setting priorities during this time—pushing, supporting, establishing boundaries." Gerhard Kammerer really pushed hard in 2009, for example, when he made the decision to install a Speedmaster XL 145 to replace the existing press made by a different manufacturer. "That was a real milestone, not least because the staff swore by the old presses and Heidelberg had only just moved into the large-format sector." Together with three printers, Kammerer had test prints made on a different make of press and then, two weeks later, did the same on a Speedmaster XL 145 in Wiesloch-Walldorf. In Wiesloch, it was all over within a day. "On the car journey back, it was completely silent for an hour," recalls Kammerer. "Then the first printer said: ‘That’s impossible’ and then the second said: ‘I don’t believe it.’ That was the decisive moment when they all completely changed their opinion.”

Since the beginning of 2010, Karl Knauer has been operating a six-color Speedmaster XL 145 measuring over 40 meters in length and equipped with two coating units, fully-integrated material logistics, Prinect Press Center and Prinect Impress Control. It also has two drying units and an extended delivery with DryStar Combination U, which allows for different combined applications with water-soluble coatings and UV primer. Besides this press stands the company’s latest acquisition – a Speedmaster XL 106+4/LYY, also with two coating units and drying units. Equipped with the Prinect Impress Control inline color and register control system and non-stop logistics at feeder and delivery, it ensures production can be completely and monitored seamlessly. Both machines are integrated into the Prinect print shop workflow using Prinect Pressroom Manager and linked with the SAP system via a CIP4 interface. The print shop also uses the Remote Monitoring service to maximize availability. Heidelberg constantly monitors technical data from both presses, identifies any irregularities immediately, and can thus address any technical problems before they cause unscheduled failures.

**Gerhard Kammerer**

The Production Manager and qualified CIP expert used to relax by keeping bees. These days, he prefers to spend the summer with his family by the swimming pool he constructed himself.

**Joachim Würz**

is the Managing Director of Karl Knauer KG and is responsible for IT, production and materials management. He also regularly lectures about packaging at Stuttgart Technological University.

**"IN ALL, 28 OF OUR TOP 30 CUSTOMERS USE SAP. THIS MADE IT OBVIOUS THAT WE WOULD NEED TO USE THE SAME SOFTWARE IF WE WANTED TO SEAMlessly INTEGRATE SUPPLIERS AND CUSTOMERS."**

**Joachim Würz**

MANAGING DIRECTOR, KARL KNAUER KG
“I FULLY EMPHASIZE THAT WE ARE STILL A FAMILY COMPANY THAT IS CONCERNED WITH MORE THAN JUST MONEY. SURE, YOU CAN BUY EVERYTHING WITH MONEY, BUT YOU HAVE TO BE ABLE TO WORK TOGETHER WITH PEOPLE.”

OLAF POHL MANAGING PARTNER, KARL KNAUER KG

“For us, it was very definitely about significantly increasing cost-effectiveness and productivity when printing complex folding cartons, including in shorter runs,” says Gerhard Kammerer. Calculations made by Heidelberg ahead of the investment showed that Karl Knauer could greatly increase productivity with appropriate modifications in logistics, job planning and machine performance. “We worked very closely with Heidelberg and made enormous progress,” he adds. Make-ready times for the Speedmaster XL 106 were reduced considerably, for example. “Further improvements are definitely possible in the medium term,” assures Gerhard Kammerer. Another part of the plan right from the beginning was to produce large-format packaging jobs with fewer make-ready sheets. “Here, too, we have been able to achieve the ambitious shared objectives we set.”

Strong local commitment

Gerhard Kammerer estimates that investing in the two presses accounts for 50 percent of the increase in production. “The other 50 percent is down to processes, organization, materials management, prepress, sales and manufacturing management. A jigsaw needs a lot of tiny pieces to build a coherent, complete picture.”

To get a full picture of the company, there’s one element to consider that has nothing to do with efficiency – the social responsibility of Karl Knauer and a special type of interaction that is supported to no small extent by the daily presence of the second and third generation of the founder’s family. Olaf Pohl (73), Karl Knauer’s son-in-law and himself a successful entrepreneur, visits the company every day to speak with the management team and staff. “I just show that the family is around,” says Pohl. “I also take every opportunity to emphasize that we are still a family company that is concerned with more than just money. Sure, you can buy everything with money, but you have to be able to work together with people.”

The people in the local area are also very important to Karl Knauer KG. To reflect that, the Karl Knauer Foundation was set up in 1995 to support the work done by youth groups, social groups, and associations in the region. In addition, Karl Knauer, another company, and the municipality have been running the “Fliegerkiste” children’s daycare center for nearly four years now. Olaf Pohl’s daughter Stefanie Wieckenberg plays a major role in this and is set to join the management team of Karl Knauer KG in the next few years. The daycare center offers flexible, family- and employee-friendly hours and is of course open to the children of company staff. Just one more piece of the jigsaw that shows why Karl Knauer is impressively different.
With a market share of around 80 percent, it is the perfecting press in the 70 × 100 cm format that most print shops worldwide have opted for. Both with and without a perfecting device, the Speedmaster XL 105/106 has enjoyed unparalleled success since its premiere 10 years ago. The 10,000th printing unit was shipped in the first quarter of 2014.

It was a minor sensation in itself when Heidelberg unveiled the Speedmaster XL 105 to the experts gathered at drupa 2004 – a completely new machine platform whose productivity continues to amaze people even today. At 18,000 sheets an hour, nothing like it had previously been available in this format. It was now possible to meet the requirements of industrial-scale print shops working with a wide range of materials, high print volumes or frequent job changes, thanks to a boost in productivity of up to 30 percent and more. The XL 105 set new standards in other ways, too, thanks to the extremely high production speed combined with top print quality, the possibility of using up to 17 printing and coating units and a vast array of carefully thought-out, detailed solutions enabling simple and ergonomic operation.

Systematic evolution
It therefore came as no surprise that the XL 105 was very well received by the market. Initially, it was available with four to six colors plus coating. Ever since its launch, Heidelberg has continuously developed its Peak Performance Class (see overview) and increased its productivity. Since 2012, this constant "evolution of the revolution" has also been reflected in a new model designation, with the Speedmaster XL 105 becoming the new, more highly automated Speedmaster XL 106 generation. Print shops can now print an impressive 60 to 80 million sheets a year on a single press in multi-shift operation. The slightly enlarged sheet format of 29.53 × 41.73 inches (75 × 106 cm) is particularly appreciated by packaging printers, as they can use it to print more multiple-ups per sheet if the motif allows.

2004
Heidelberg unveils the Speedmaster XL 105 at drupa 2004 – a new series of printing presses for highly industrialized offset printing that are capable of attaining speeds of 18,000 sheets an hour. As the first press in the new Peak Performance class, the XL 105 sets new standards in productivity, quality and cost-effectiveness.

2005
At the start of April, Heidelberger Druckmaschinen AG begins series production of the Speedmaster XL 105 at the Wiesloch-Walldorf plant. This is shipped following successful field trials. Orders for this press come from Europe, the U.S. and Asia.

2006
The Speedmaster XL 105 devours its way to becoming a bestseller. Heidelberg supplies the 1,000th printing unit to a print shop in Italy just 13 months after the start of series production.

2007
Three years after market launch, the Speedmaster XL 105 is also available with Prinect Impress Control. This inline color measuring system measures the color in the print control strip fully automatically and ensures register control. The press no longer has to be stopped during setup, thus cutting makeready times and paper waste.

2008
The model is now also available with a perfecting device and breaks all records for makeready times. A plate change for eight units now takes just 100 seconds thanks to the AutoPlate XL simultaneous plate changer.

2009
Using the Speedmaster XL 105 LPL, the sheets can now be printed and coated on both sides in a single pass. Double-sided coating in a single pass not only reduces job throughput times and enables print products to go to postpress immediately, but also opens up completely new opportunities for adding value through inline production.
Around one in four buyers comes from the packaging printing sector. Here the Speedmaster XL 106 is the most successful machine in the 70 × 100 cm format. A good 80 percent of customized presses in this sector stem from Heidelberg, not least because the XL 106 offers the widest configuration range in its format class, meaning that virtually every customer wish can be fulfilled. The demand for increasingly distinctive packaging solutions also heightens the need for highly customized production processes, and thus print processes, too. This press also gives Heidelberg an outstanding position on the inmold growth process – printing ultra-thin foils that are needed for designing margarine, ice cream and yogurt containers, for instance. One reason for this is the enormous spectrum of substrates supported by the Speedmaster XL 106, ranging from 0.0012 inches (0.03 mm) to cardboard packaging with a thickness of 0.039 inches (1 mm).

The press also scores highly with an operating concept that is both simple and efficient. For most substrates, preset values and parameters for sheet travel and air setting are stored in the database. The press control system retrieves these presettings automatically and configures the press accordingly. An increasing number of print shops are being won over by this speed; the resulting short make-ready times and the high production rate. The Speedmaster XL 106 is also the most environmentally friendly press in its class thanks to its high energy efficiency and sparing use of resources achieved through the heat recovery feature or the new standby function designed to save energy, for example.

Despite the product portfolio being continuously expanded and enhanced over the years, the press development process is far from over – Heidelberg is planning to showcase further innovations centered around the presses at drupa 2016. There is simply no end to this evolution process.

2010
With Preset Inspection Control, the Speedmaster XL offers continuous monitoring and documentation of the entire run. This makes time-consuming manual quality assurance measures and expensive reporting a thing of the past.

2011
The automatic non-stop system, fully integrated into the delivery, can separate main and auxiliary piles from each other automatically, thereby ensuring a fully automatic non-stop process. This operator, who previously had to change a pile of card every eight minutes, sees his workload cut enormously, and productivity grows.

2012
Heidelberg presents the follow-up generation to the Speedmaster XL 105 – the Speedmaster XL 106. Thanks to numerous new functions and features, productivity is boosted by a further 20 to 30 percent with 18,000 sheets an hour in perfecting mode. The press is therefore positioned perfectly for lean management concepts at industrial print shops.

2013
DryStar LE UV (LE = Low Energy) offers major benefits for the print process, as the printed sheets dry in no time at all and can be sent to postpress immediately. Brilliant results can also be achieved using a wide range of materials, even uncoated paper.

2014
With AutoPlate Pro for the Speedmaster XL 106, Heidelberg offers a further interesting alternative for plate changes. The fully automatic plate changer system requires no operator input and will be taken into series production from spring 2015.

The short film also reflects the values at the company, which started out modestly 25 years ago but actively sought to become better every day and work toward a better future. “We don’t shout too loudly, but prefer instead to let our work, high quality and excellent service do the talking,” says Second Vice Chairman Juan Miguel Sieres. Just as his words suggest, the company constantly adapts itself to meet market conditions. For instance, they now also extend their personal service to customers via their online shop, Skype conferences and social networks. “Whatever we do, quality will continue to form the mainstay of our success. Our Speedmaster presses play an important role in this respect,” Sieres says.

You can watch the video Cevagraf made at www.speedmasterunbeatable.com along with the second- and third-place entries by Kawagraf Embalagens from Brazil and Druckstudio Gruppe Düsseltorf from Germany. The video competition forms part of the summer 2013 “Speedmaster Unbeatable” campaign that invited customers to share their enthusiasm and the success they’ve enjoyed with Speedmaster presses.

www.speedmasterunbeatable.com

Behind the scenes of the humorous slapstick comedy that won Cevagraf SCCL print shop from Spain the top prize in our Unbeatable video competition.
MAXIMUM PERFORMANCE, MINIMUM RISK

Performance Plus is a win-win approach to maximizing profitability.

The combined expertise of Heidelberg and its entire Systemservice portfolio make a print shop permanently more profitable. This is achieved in a joint project in which Heidelberg is remunerated based on performance gains.

1. Contemplating Graphic Solutions (CGS) Managing Director, Tim Moreton realized there’s always room for improvement: "The American print service provider was looking to boost revenues with its existing machines and equipment. ‘I knew we had the potential but couldn’t figure out how to make the most of it,’ he says. Moreton then found out about a new service that promised to offer a solution – Performance Plus. ‘The new program fits in with our corporate culture, which is geared toward constantly striving for greater efficiency. Performance Plus systematically taps all potential for improvement, so we were expecting a 30 percent boost in performance,’ he continues, revealing his ambitious target.

2. Holistic approach rather than isolated actions

Are these expectations unrealistic? ‘No,’ insists Bernhard Steinel, who is in charge of Systemservice at Heidelberg. ‘It’s quite common for lots of little things along the value-added chain to eat into efficiency, which means most companies fail to make the most of their earnings potential. The holistic approach of Performance Plus creates huge leverage,’ he stresses. The program is not restricted to isolated actions, such as improving make-ready times or the material flow, but harnesses the full potential for improving the efficiency of staff, equipment and processes. Hands-on training sessions and other coordinated packages of measures are also used to cut costs and maximize net output, for example by improving machine availability or optimizing color management.

3. Combined expertise for lean processes

Performance Plus is geared to customers’ specific needs. To ensure this is the case, Heidelberg experts work with customers to prepare a master plan that defines the measurable targets and the necessary efficiency measures. ‘Performance Plus is based on lean management methods but goes significantly beyond this. We also assist customers as they make improvements, which means they can draw on the combined expertise of Systemservice specialists,’ explains Steinel. This includes support, consulting, training and knowledge transfer: Contemporary Graphic Solutions benefited, for example, from optimized production processes and shift models, staff training and – thanks to Remote Monitoring – enhanced machine performance with high availability. The process continues even once the targets set have been achieved. ‘There’s a big risk of falling back into old habits, so we show customers how to integrate the improvements at their companies to ensure they become firmly established,’ underlines Steinel.

4. Joint targets, shared success

The payment made to Heidelberg reflects its level of commitment to a customer’s success with Performance Plus. Essentially, it is based on the savings achieved at the customer’s company. And these can be impressive. The already high expectations at Contemporary Graphic Solutions have actually been exceeded with a 40 percent improvement in performance and more than 1,000 hours of production time saved to date. ‘We’d never have achieved that without Performance Plus,’ insists Moreton.

PERFORMANCE PLUS – FIVE STEPS TO MAXIMUM PRODUCTIVITY

1. Determine the current level of performance at the customer’s company.
2. Develop an improvement concept and a project plan, and define measurable efficiency targets.
3. Perform a cost-benefit-analysis to help the customer decide whether to use Performance Plus or an individual measure.
4. Use Heidelberg expertise to implement the project plan.
5. Firmly establish improvements and use the latest data on production and savings to monitor success on an ongoing basis.
ShinNihon Printing, Japan. ShinNihon Printing (SNP) is active all over Japan from its two sites. Production is performed on a Speedmaster with DryStar UV LED at both locations. Owner Toshikazu Sano considers them the two most important mainstays when it comes to new business.
ShinNihon Printing (SNP) includes Japan (“Nihon”) in the company’s name for good reason, as the business really does cover the country’s entire market. The headquarters of the business, which was founded in 1959, is in Takamatsu on the island of Shikoku, where it deals with customers in the western region of Japan. The company’s other print shop in the Hancoda district of Tokyo serves customers located in the greater Tokyo region, which is home to approx. 30 million inhabitants, and the north of the country.

Even though the two print shops lie about 430 miles (700 km) apart, running the two operations certainly makes sense because the Japanese market remains strongly influenced by regional affiliations to this day. “Around 28 percent of overall sales are generated in Takamatsu by customers who maintain very close ties with the local community and have scant business with Tokyo,” says president Toshikazu Sano, the second-generation owner-manager of SNP. The situation is very different in Osaka, Kobe, Okayama and Hiroshima, where the print shop operates sales offices. “All the customers there have business relationships with companies in our capital city—and they all want Tokyo quality because they are convinced that the very sharp competition there generates the best products.” As a result, says Sano, these customers would only ever use a Tokyo-based print shop, even though the two sites maintain absolutely parallel standards.

It is actually part of the business strategy to use Speedmaster presses with UV technology in both of its full-service production print shops. This results in a high level of standardization with all the benefits this offers for purchasing, knowledge transfer and reciprocal support. At the same time, the two different models of printing press are perfectly tuned to the specific demands of the local market. Sano believes that print shops can only be competitive in the long term if they are constantly on their toes, offer an excellent quality of service in all departments and communicate intensively with their customers. “After all, our business is not just about putting ink on paper, but also offering our customers genuine creative added value,” he says. “This is only achievable if each and every section of the print shop runs to a tee, and it goes without saying that this also applies to the technical equipment we use.”

Speedmaster impresses the customers

The print shop has made great progress in precisely this respect during the last two years. In 2013, SNP was the first business in the world to put the Speedmaster CX 102-5 with DryStar UV LED dryer into operation at its Haneda print shop. Then in March 2014, the company also invested in an eight-color Speedmaster SX 102 perfecting press with DryStar UV LED for its print shop in Takamatsu. “The investment in Haneda generated a lot of extra orders for us,” Sano says. “We are now aiming for the same sort of success in Takamatsu, where we will continue to concentrate on commercial printing, while also using the press in the Haneda shop to tap into new market segments in packaging printing.”

SNP has already notched up more than 30 years’ experience in UV printing. The two new machines totally surpass anything Sano had previously encountered. “I had always been impressed with UV printing, but the enormous energy consumption and the heat generated by the drying process put me off.” But the UV LED technology from Heidelberg banishes these drawbacks for good. It uses the energy-saving but nevertheless high-level UV light efficiency of LED light sources to cure highly reactive UV LED inks and coatings rapidly and odor-free so that very absorbent substrates will even dry consistently when the machines are running at their maximum speed of 6,500 sheets per hour. “Even at this top speed, we don’t have to use powder,” Sano says. SNP was also able to add numerous new applications to its product portfolio because the drying process no longer heats the substrates. “We can print foils, films and other plastic substrates without disturbing the...
his prevents register problems as well as saving us a lot of time, since the printed sheets can be sent immediately to postpress.

But it’s not only SNP that is mightily impressed with the new machines – so are its customers. So much so, in fact, that the Haneda office, which is located 20 minutes away from Tokyo city center, has even started arranging tours for customers. “These customer visits have now become a firmly established part of our sales strategy, and there’s a great deal of interest indeed.”

Earthquake-proof production

The dual-site strategy doesn’t just help serve the different markets and sales regions – it also pays off in an emergency. The large earthquake and tsunami that struck eastern Japan in spring 2011 not only caused the disaster in Fukushima, but also prompted a shortage of paper and ink in Tokyo. “The very next day, we started dispatching eleven-ton trucks a day from Takamatsu and Osaka to Tokyo so as to maintain adequate stock levels at the other site,” Sano recalls. “Some of our customers were quite baffled and inquired how we were managing to keep production going when the other print shops in Tokyo had ground to a halt.” Measuring 9.0 on the Richter scale, the 2011 earthquake damaged a number of machines at other Tokyo print shops, even though its epicenter lay some 200 miles to the north. SNP had taken precautionary measures. “We constructed our premises in Tokyo to very robust standards,” Sano explains. “Our office there can bear a weight of 5 metric tons per square meter (1,000 psf), and the production site in Haneda can take three metric tons per square meter (600 psf). In our entire district, only our building and the local hospital are designed to withstand earthquakes of 8.0 and above.”

From employee to all-rounder

Following in his father’s footsteps, Sano sees his staff as a strong foundation for the company’s success. He banks on their considerable practical skills and creative ability to help him hold on to regular customers and attract new ones. This is why he is currently reorganizing the workforce. “We want multi-skilled employees, real all-rounders,” he explains. “Press staff should also be able to operate printing presses, sales staff should be familiar with elements of design, and printers should be well versed in postpress procedures.” No easy undertaking, if you really mean business, as Sano does. Over
Looking ahead
This restructuring of the workforce was actually prompted by Sano’s daughter, Asami, who currently manages the Tokyo branch. “I have two daughters who are older than her, and I actually expected that one of my sons-in-law would eventually work at my side,” he confides. “But it was Asami, my youngest, who showed an interest. I was told that she had already announced as a child that she would work in my company one day.”

Shortly after training at Heidelberg in Germany, Asami Sano started work at SNP. “We have since started specifically recruiting young people, with their keen motivation and excellent training, in an effort to create the ideal working environment for my daughter,” Sano explains with some pride. With all his business experience, he now faces the fresh challenge of providing his daughter, his future successor, with the full range of support she requires. “Even if it’s not always easy, I try not to interfere in her decisions because she has to gather her own experience and because I believe this is the best way to go about it,” he says. For Sano, looking ahead also means consciously leaning toward environmentally friendly printing. “We favor waterless printing as a high-quality, ecological solution,” he explains. “We have even received several awards from the Environment Ministry in recognition of our efforts, aided in part by the groundbreaking low emissions and energy efficiency of the Speedmaster from Heidelberg.” Although only one in ten customers explicitly see this as an important factor, “at SNP, we care a lot about the environment,” he says.

Sano believes that Germany is a step ahead in environmental terms. He noticed this as a visitor to the drupa trade show some years ago, when he also took the opportunity to look in on his printing press manufacturers in Heidelberg and Wiesloch-Walldorf. “It was very impressed with the consistent attention to cleanliness. I believe that products manufactured in clean surroundings must be good because they are produced with a sense of responsibility.” In other respects, too, Sano has fond memories of his trip to Germany. “The people there are extremely nice to the Japanese,” he recalls. “I felt very safe and looked after.”

Sano’s fascination for the high-speed performance of his two Speedmaster presses reflects the fast pace he pursues in his free time, too. Not only has he skied on many occasions in national slalom competitions, but he also grasps every chance he can to take his high-powered Honda NSX-R for a spin on proper race tracks. “I might have become a racer,” he reckons. “I think I like speed.”

Images from the two SNP sites in Haneda and Takamatsu. Below right: The manufacturing site in Haneda, a district of Tokyo, Japan’s capital city, that is home to around 10 million inhabitants.
“THERE’S ENORMOUS POTENTIAL”

Digital Strategy. Heidelberg is looking to expand its digital portfolio quite dramatically. Jürgen Oliver, Head of Digital, explains just what’s in store and how customers are likely to benefit.

There’s enormous potential

Heidelberg is looking to expand its digital portfolio quite dramatically. Jürgen Oliver, Head of Digital, explains just what’s in store and how customers are likely to benefit.

Why has Heidelberg chosen this point in time to focus so intensively on digital business?

Well, it’s not like we’ve only just started. After all, we’ve been very active in digital business for quite some time now with the Inoprint digital portfolio and sales of the Linoprint digital portfolio. But the media landscape is changing dramatically and at a fast pace. The print market is not likely to grow much in the medium term, but rather break down into smaller components and become more complex in many areas. This is one of the reasons why print shops are increasingly looking to offer more than just print services and to get more involved in their customers’ broader multimedia businesses. This opens up many new business opportunities, especially in digital activities, alongside sheetfed offset. If our customers are to utilize these opportunities, they need solutions that, via Prinect, integrate the best of digital and offset printing into a combined production and management workflow. This is exactly what we aim to deliver.

What does that mean in concrete terms?

In terms of collaboration this involves identifying applications for further products in the sure certainty that the next joint development by Heidelberg and Fuji will have to compete with the best digital presses in the world. It is well known by now that we have already started working on a new development for industrial-style commercial and packaging printing that combines Fuji technology with our own expertise in design and mechanical engineering. In any case, I am already looking forward very much to the next drupa.

What is more, we also have just added new digital printing systems to our Linoprint portfolio that can print up to 100 A4 pages per minute with spot color white and spot coating. These are very positive developments. This means we are keen to quickly expand our product portfolio in this market segment in collaboration with Ricoh.

Another of your partners is Fuji.

Yes, and we are very proud of this. Fuji is the undisputed world number one in inkjet printing drop-on-demand processes – a technology that I am not alone in believing will determine the future of digital printing. Incidentally, the first chapter of this development can already be read. A few months ago, we unveiled the first digital press produced in collaboration with Fuji and Gallus in the form of the Gallus DCS 340. It is currently the world’s only press able to produce personalized and versioned labels with inkjet technology combining the quality of offset printing, the speed of flexographic printing and the typical Gallus finishing and postpress options. The Gallus DCS 340 will be going into series production in time for LabelExpo in September 2015. We fully expect the press to be very successful, especially as we are planning to add other formats to the original 13.39 inches version (340 mm) so as to enable digital applications for flexographic packaging, for example. This is an enormous market, but of course we want to gradually address other markets, too.

How are things going in machine sales?

Strong, strategic partnerships are perhaps even more important in this field. We are also currently holding many extremely interesting talks for this very reason, for example with Ricoh. Just recently, our Japanese partner concluded several promising acquisitions so as to expand the reach of its technology. At the same time, sales of our Linoprint digital printing system demonstrate that we are the only manufacturer in the sector that can offer successfully integrated digital and offset applications. We have just added new digital printing systems to our Linoprint portfolio that can print up to 100 A4 pages per minute with spot color white and spot coating. These are very positive developments. This means we are keen to quickly expand our product portfolio in this market segment in collaboration with Ricoh.

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Thanks to digital, we have been very active in digital business for quite some time now. We know just how slow it is to launch new technologies on the market. Difficult it is to launch new technologies on the market.

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The illuminated packaging for Bombay Sapphire premium gin developed by Karl Knauer KG in Biberach is at present probably one of the world’s most well-known print products. In just a short space of time, it has won more than 20 national and international prizes, including the German Packaging Award, the iF design award, the bronze Cannes Lion and the Print Star in Gold.

And rightly so, because Karl Knauer KG has found an innovative way of overcoming several challenges at once with its highly eye-catching point-of-sale design. When a potential customer picks up what is probably the first freely available sales packaging of its kind, the bottle’s contours first light up, followed by intricate oriental patterns that cascade from the bottle like glittering gems in four subsequent stages to create a dazzling diadem. The light show lasts for 18 seconds. To conjure up this effect, the folding carton specialist developed a technology based on electroluminescent materials that emit light when an electric field is created. Karl Knauer used a Speedmaster XL 105-6+LYYL to produce this innovative folding carton solution.

Are there any technical and qualitative reasons to choose inkjet technology?

We are concentrating our own development resources on drop-on-demand inkjet printing because, as I said, contactless printing enables printers to work with a wide range of different materials. Liquid-toner technology is a strong competitor, of course. But it also has its problems in that its production speed and color reproduction do not yet come anywhere close to that of offset printing. The high ongoing costs for ink are another disadvantage.

That could all change in the future...

Yes, it could. But the advances achieved by efforts to improve the technology have gradually shrunk over the years. In contrast, drop-on-demand technology is at the very beginning of its lifecycle. Above all, progress is moving quickly in this sphere. Just take a look at the printing speed, print head service life and resolution – immense progress has been made in all of these respects in the last ten years. And a couple of very special characteristics speak very strongly in favor of inkjet technology: its ease of technical operation combined with reliability and low running costs. We are looking at digital printing presses for use in an industrial setting, which must therefore offer the appropriate uptime.

We believe that only drop-on-demand technology can meet such high requirements.
CLOSER TO THE CUSTOMER

Harald Weimer has been the member of the Heidelberg Management Board in charge of Sales & Services since April 2014. In an interview, the former head of the America sales region explains which customer requirements he is focusing on and his plans for the future.

That sounds good, but is it not at odds with your sales objectives?
No, quite the opposite. Good sales staff sell customers what they actually need. Why? So that they can sell something else again tomorrow. That’s why members of our sales team have to be excellent consultants first and foremost. They also need business management and technical knowledge. Ultimately, we want to provide our customers with comprehensive advice so that they can optimize use of our products in a lean process environment and integrate new solutions to generate the greatest possible benefits.

What are your plans for the services sector?
The industry is under enormous competitive pressures. It’s all about profitability and productivity. Consequently, it’s important that we expand our Remote Services, particularly for packaging and commercial printers that run 24/7 production operations. Just think of Remote Monitoring. It increases machine availability because we can resolve problems before they arise. Our most recent offering, Performance Plus, also delivers increased productivity, bringing tangible improvements in productivity and results for our customers. We share in that success. This new service program is being very well received in Germany and the U.S. and will be rolled out to industrialized markets in the future. What’s more, we are increasingly pooling know-how and services in regional centers of competence to ensure that we can provide the same maximum service quality to our customers, regardless of the location of their production sites. For example, we offer Remote Monitoring from a base in Atlanta for the U.S., Mexico and Canada.

Do you also believe there are opportunities to increase customer benefits when it comes to remarked equipment and consumables?
In the case of remarked equipment, we will in the future compare customer inquiries directly with stocks in our global network to ensure we can make an appropriate offer quickly via our local organization. The task here is to coordinate portfolio and demand, and do so internationally. For consumables, we plan to further expand the global online offering. Online shopping for Saphira consumables is already possible in 21 countries. We aim to rapidly increase that figure while also taking steps to simplify the ordering process for our customers. In combination with our globally available product portfolio and our performance kits, we are the ideal partner for industrial customers. In addition, we plan to use the targeted acquisition of companies to further expand our expertise in manufacturing consumables so that we can offer customers solutions with even more added value.

Do you see a salesman through and through but, as a member of the Management Board, you now have to develop strategies. Do you miss the direct contact with customers?
Naturally, my aim is to come up with strategies to ensure our customers and Heidelberg itself enjoy a profitable future. However, what’s good about my job is that I can take the time to discuss these strategies with customers — listening, offering solutions and making sure these are delivered properly. We have a lot planned for the future in this respect, as you will soon see.
TOO MOIST, TOO DRY, TOO HOT?

Tips and tricks for substrates in digital printing. While paper and other substrates are subjected to high levels of moisture in offset printing, digital printing is all about heat. Toner is fixed at temperatures from 140 to over 200 degrees Celsius, which poses particular challenges when it comes to choosing the correct paper. However, other factors such as storage, surface finish or grain direction also have a considerable effect on print results.

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The correct side, the correct grain direction

In the industrial manufacture of paper, the individual fibers are aligned longitudinally to the paper web. Sheets are cut from the web either lengthways or crossways, which creates sheets with different grain directions. The different stability this results in can be exploited in digital printing.

Since sheets are generally transported into digital presses with the narrow side first, this material with grammages up to 100 g should be long grain. This gives the paper the necessary stability and prevents it from rolling up in the delivery. Grammages over 250 g should be short grain. This gives the paper the necessary flexibility and prevents paper jams. The grain direction can be established using a tearing, nail or folding test.

With many uncoated papers, it is also essential to print the correct side to ensure a good print image. That is to say, the smoother, felt (top) side rather than the rough wire side. The felt side is often indicated by an arrow on the paper packaging that indicates the side that should be printed first.

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Off-set or digital printing paper?

Digital printing paper should be used for xerographic printing processes as a matter of course. This material is less critical, because at 30–35%, its residual moisture is only about half that of offset printing paper. As a result, it shrinks less during the hot fixation process. In addition, the smooth surface of the paper ensures better toner adhesion and a particularly sharp print image.

Coated off-set paper, however, which is frequently used when off-set jobs are digitally reprinted or varnished in short runs, can also achieve equally good results. Unfortunately, this paper can shrink by as much as 1 mm over a length of 45 cm during digital printing. The problems this causes in perfecting can be resolved through balancing out/adaption or compensated for by percentage size adjustment of the front, i.e. recto side. In view of the enormous variety of substrates available for offset printing, the paper should always be tested beforehand.

The immediate drying that occurs in digital printing makes it ideal for the use of synthetic substrates such as foils/films or thicker plastic materials. It is important to ensure that the substrates used, including window envelopes, are heat resistant up to a temperature of around 200 degrees Celsius.

Long grain/short grain paper rolls:

During industrial manufacture, paper sheets are produced with different grain directions. A distinction is made here between long grain and short grain.

G O O D C L I M A T E

Paper is particularly sensitive to changes in room climate. Visible signs of sensitivity to weather generally include effects such as wavy edges, tight edges or double feeds resulting from the paper developing a static charge.

All of this can be avoided by storing the paper correctly. For example, throughout the year, the relative humidity of the storage rooms should be 50–55% and the temperature between 20 and 22 degrees Celsius. Where there are slight deviations, it is best to leave the paper in the climate-protected packaging till shortly before printing, and to put unused paper back into this packaging. Where deviations are more pronounced, the quantity of paper required should be brought into the print room – in its packaging and also wrapped in film – at least 24 hours beforehand so that the paper can acclimatize.

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G O O D C L I M A T E

Paper is particularly sensitive to changes in room climate. Visible signs of sensitivity to weather generally include effects such as wavy edges, tight edges or double feeds resulting from the paper developing a static charge.

All of this can be avoided by storing the paper correctly. For example, throughout the year, the relative humidity of the storage rooms should be 50–55% and the temperature between 20 and 22 degrees Celsius. Where there are slight deviations, it is best to leave the paper in the climate-protected packaging till shortly before printing, and to put unused paper back into this packaging. Where deviations are more pronounced, the quantity of paper required should be brought into the print room – in its packaging and also wrapped in film – at least 24 hours beforehand so that the paper can acclimatize.

The immediate drying that occurs in digital printing makes it ideal for the use of synthetic substrates such as foils/films or thicker plastic materials. It is important to ensure that the substrates used, including window envelopes, are heat resistant up to a temperature of around 200 degrees Celsius.

Wavy edges: Wavy edges occur when moisture from the ambient air penetrates the paper and the edges expand relative to the middle of the sheet. This can lead to poor paper travel, paper jams, reduced toner adhesion, color variation and an inconsistent print image.

Tight edges: Tight edges primarily occur in dry, heated rooms in winter. Residual moisture is removed from the edges of the sheets of paper. The edges then shrink relative to the middle of the sheet and curl upward. The poor flatness causes similar problems to those encountered with wavy edges.

Wide grain: Wide grain results when the fibers are not oriented in a consistent direction. This can lead to poor paper travel and paper jams. The surface finish of the paper may also vary.
**FOCUS INNOVATION**

**18,000 LARGE-FORMAT SHEETS**

As soon as they went into series production in 2007, the high print speeds achieved by the Speedmaster XL 142 and XL 162 presses made a big impression. Now, Heidelberg has notched up the performance level another gear – the XL 162 produces 16,500 sheets per hour and the XL 145 even manages 18,000 in the new “Packaging Speed Performance” (PSP) class.

Higher performance and the resulting productivity boost are key when it comes to printing large volumes of packaging, which is why Heidelberg offers more for large format jobs, too. A completely new speed class, in fact, called Packaging Speed Performance, or PSP. The Speedmaster XL 145 now offers a top speed of 18,000 sheets per hour and the Speedmaster XL 162 produces 16,500 sheets per hour. “These two straight-printing presses are specially designed for large, international packaging manufacturers who specifically require maximum printing speeds in the race for top productivity,” says Detlef Janke (50), Head of Product Management VLF at Heidelberg. “Thanks to their synchronized plate change and Prinect Impress Control, the printing presses also feature an unusually high degree of automation and extremely short makeready times,” he adds. “This also makes them ideally suited for just-in-time production of repeat jobs or short runs of print-on-demand jobs.”

More than 70 million sheets per year

The key factor for international packaging printers is generally “Overall Equipment Efficiency” (OEE) – an index based on a combination of makeready time, makeready waste, average net production speed and level of utilization. The new presses deliver very impressive results on this front as well. “Our tests show that a Speedmaster XL 145 PSP working in three-shift operation, six days a week, produces twice as many sheets as the first generation of presses from 2007,” Janke says. “The PSP presses can easily print at least 70 million sheets per year.”

Heidelberg completely redesigned several of the machine’s components so as to achieve seamless production at this new level of speed. For instance, both large-format PSPs have a new high-speed suction head and an optimized sheet guide. Also new are the gripper bars and the chain guide in the delivery, while the machines’ robust construction always ensures quiet operation.

Furthermore, Heidelberg has equipped the Speedmaster XL 145 and XL 162 with the longest dryer section on the market, incorporating seven modules. “Even at maximum production speed, inks and coatings cure reliably so that the sheets are completely dry by the time they arrive in the delivery,” Janke explains. Together with the dual coating technology used in the PSP presses, this offers unlimited possibilities in terms of surface finishing. Matt-gloss effects or a combination of different surface structures, such as silver or gold-metallic substrates, are just as easy to achieve as the opaque white applications with high levels of ink.

**A QUESTION FOR HEIDELBERG**

**WHY ARE THE...**

...$L^*a^*b^*$ values I see on my color measuring system always different from the ones in the ISO standard?

The color values measured from the freshly printed sheet are almost inevitably different from the target values in the ISO standard. This is because the specified ISO values are based on dry inks. After all, the final check only takes place once the inks are dry and only the dry values can be measured by the end customer. In practice, however, it is always the “wet” sheet that is measured. To achieve the ISO values, it is advisable to create a test series with overinking and underinking to cover a range of the key color values. These are initially measured and saved while the ink is still wet. After drying, i.e. after at least two to four hours for coated paper, the sheets are measured again. The $L^*a^*b^*$ values are taken from the measuring results that are now closest to the ISO target value in the dry state and set permanently in the color measuring system. These values apply to all papers of the same category (e.g. coated or uncoated). If the print paper changes for a new job, the Prinect color measuring system automatically adapts the target values. To avoid measuring and material errors, several sheets should always be measured.

Bernd Utter
Product Manager
Heidelberger Druckmaschinen AG

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The bar is set incredibly high for Saphira Eco. “All consumables in the product line, including inks, coatings and printing plates, comply fully with the requirements of the world’s most important environmental certificates such as Nordic Swan and the EU/New Zealand ecotags,” says Thomas Fischer, the responsible product manager at Heidelberg.

In meeting these requirements, Heidelberg has confirmed its pioneering role and once again set new standards. Although there are numerous environmental certificates, they are based on different criteria, which makes a direct comparison impossible. To solve this problem, Heidelberg selects the certificates with the strictest evaluation criteria for each group of consumables. The result is a catalog of stipulations that Heidelberg specifies as the minimum requirement for Saphira Eco products. “Adopting this approach exceeds most prescribed criteria, which means our customers are on the safe side whatever environmental standard their print products need to meet,” says Fischer. A further benefit is that companies no longer need to spend a great deal of time documenting compliance with requirements. Simply indicating the Saphira Eco product is sufficient.

All process steps
In addition to being subject to the toughest qualification process in the industry, Saphira Eco consumables also represent the widest range of eco-friendly products. From pre-press through press to postpress, companies can cover every single process step with Saphira Eco products. In 2014, for example, Heidelberg joined forces with manufacturers to define the first ever global criteria for eco-friendly blankets and developed Saphira Blanket Pro to meet those criteria. And Saphira Binding Glue PUR 330 NE is a PUR adhesive that releases no harmful isocyanates. “This makes it possible to produce commercial products such as brochures using only environmentally friendly consumables – from blanket and inks to adhesive,” says Fischer. In folding carton printing, Heidelberg has long offered eco-friendly dispersion glues. In this segment, too, it covers the entire value-added chain.

Fischer is particularly proud of Saphira Ink Anicolor, an ink based on vegetable oil that exhibits lower fogging and better rub resistance than its conventional counterpart. “That’s an important additional benefit and it makes Anicolor technology even greener thanks to its low paper waste and energy consumption. It also demonstrates that Saphira Eco products deliver excellent print quality at comparable prices to conventional materials,” stresses Fischer.

Saphira Eco…
means reduced emissions of volatile organic compounds (VOCs), ammonia and fine dust, lower consumption of chemicals and less waste water. The catalog of criteria and the positive list with Saphira Eco consumables are updated on an ongoing basis and can be found at: www.heidelberg.com/saphira-eco

MONARCHS OF ECOLOGY
Saphira Eco. Heidelberg has introduced even stricter criteria for Saphira Eco consumables and also extended the range. This makes the product line unique in the print media industry – and an intelligent choice for print service providers.
CLEAN AIR FOR A BETTER LIFE

Print shops that use carbon-offset equipment from Heidelberg or offset their print jobs with the CO2 Calculator make a valuable contribution to climate protection. Yet only a few of them will realize that, by doing this, they are also supporting the climate protection project “Project Togo” and are thus improving the lives of the local population.

ama Deabalo long dreamed of having her own kiosk and today her dream has become a reality. The resident of the small village of Fukpo in Togo stands proudly behind the counter of her small shop, where she sells flour, sugar, spices, soap, detergent and much more. She and her husband built the structure with their own hands, she says with a smile, and feels glad that she finally has the money for this important step in her life. Her life changed thanks to the Project Togo climatology protection project – and with the help of print shops that use carbon-offset products from Heidelberg.

The project for sustainable reforestation of a climate protection zone, which has been launched by natureOffice, will do much more than just offset 370,000 metric tons of CO₂ within the next 30 years. The many local activities also include the provision of what are referred to as co-benefits for inhabitants of Fukpo and the surrounding area. These include the construction of wells and a new school, installing solar panels, repairing a road and establishing a health center. The project is thus creating around 250 jobs and safeguarding the income of more than 500 families.

Heidelberg – and every customer with a carbon-offset press – has been supporting the project since 2008 through the purchase of CO₂ certificates. In this way, the company offsets all the greenhouse gas emissions generated in producing its presses – for example, around 260 metric tons of carbon dioxide for a Speedmaster XL 105-6+6. Heidelberg has joined forces with the Technical University of Darmstadt to develop a special method to calculate the carbon footprint of these presses. This is used to establish how many CO₂ certificates are needed to offset the production of any specific press.

Good for the environment and good for the local population

Support for the project is having a noticeably positive impact on people’s quality of life in Togo. Children no longer need to have their lessons in classes of 60. What’s more, a new health center in Fukpo offers local medical treatment, with the result that no one has to ride the 19 miles (30 km) on a moped to the nearest hospital on poor, dusty roads. Adults are particularly pleased about the new jobs and the money this enables them to earn for themselves and their families. For example, the villagers are growing seedlings of native tree species in the 2,480 acre (1,000 hectare) climate protection zone in Agou and gradually covering the vast area with trees.

Non-governmental organizations or NGOs are responsible for local implementation. Strict criteria apply to selecting these organizations. Socially acceptable working conditions and fair wages and working hours are a key part. Project Togo is also certified in accordance with the criteria of the Gold Standard and CarbonforStandard. The standard is based on the principles of the Kyoto Protocol and ensure the calculated CO₂ commitment is actually followed through and all additional criteria are implemented as binding obligations. TÜV Sud is playing a key role in this regard, regularly auditing, reviewing and evaluating the project, while also ensuring inhabitants’ cultural and social concerns are taken into account.

For Mama Deabalo and the other locals, Project Togo is an opportunity for a better life. “People here are now earning money and can buy things they need at my shop,” she says, looking at her kiosk, the first in the whole of Fukpo.■
Some packaging flashes, sparkles or makes a noise to catch the attention of the observer. But there are other ways, too, as shown by the following examples from creative designers, where the product is an unusual part of the packaging.

In the end, all packaging is just waste or of little importance. In the beginning, it’s everything. Particularly for consumers, who usually base their purchasing decisions at the shelf solely on how the product is dressed up – how it looks, how it feels, and also sometimes how it sounds or works when opened and closed again. For potential buyers, the packaging is the product. It tips the scales at the point of sale. It finds its way into the shopping cart and bag. The product isn’t unpacked till the buyer gets home, and it’s only then that it needs to prove itself. This is the role of most packaging, which all has the same drawback – instead of showcasing the product or making its benefits felt directly in a sensory experience, it erects a barrier to the consumer that is sometimes attractive but sometimes merely functional. It is precisely this drawback that the inside-out packaging solutions on this and the following pages don’t have. Quite the opposite, in fact. With these solutions, the product is always part of the outer wrapper in one form or another. And the creative interplay between the internal and external has a major sales-boosting effect – humor at the point of sale, where this isn’t exactly an everyday occurrence.

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02
BEZZZ......

01

CHARACTER SHOWER HEADS

This packaging for shower heads from hansgrohe seems to be saying: “What shower type are you?” The one sure thing is that the smart heads lend a likable face to a product that in itself is dull, and this face can also be touched without having to take the product out of the packaging.

Some honey? Sure! But you’re unlikely to have ever seen it on the shelf before in such a fresh state with the bees still working on it. And they too are supplied free of charge with this packaging. Made of paper, of course. After all, it should be a case of pleasure without the pain.
ABRACADABRA...

and it’s gone – Magic Tape from Scotch. Or at least that’s how it looks in this packaging. But it actually contains five rolls. This is made possible by an optical trick that fools the eye into thinking the packaging is empty. And why’s that a good idea? Because Magic Tape is also invisible when used. And that’s precisely what this clever design shows.

SHARPENING THE FLAVOR

Parmesan pencils? Sounds delicious, yet they’re not for eating but for sharpening. As well as the colored pencils, this packaging also features a sharpener that enables Parmesan to be shaved expertly over pasta. For big and little kids who find normal cheese just a bit too chewy.
Saphira Eco consumables – designed with the environment in mind. The products in the Saphira Eco line are the ideal choice if you are not prepared to compromise on quality when using environmentally friendly consumables. They are made from renewable or recyclable raw materials, which means they are very kind on the environment. As a result, Saphira Eco combines top quality print results and maximum cost-effectiveness with resource friendly production.

www.heidelberg.com/saphira-eco
The judges’ decision is final. Employees of Heidelberger Druckmaschinen AG and their families may not take part. Prizes cannot be substituted for their cash equivalent. Full conditions of entry are available at www.heidelberg.com/hncompetition.

What does the abbreviation GTO stand for?

Do you know the answer?

If so, write to us at heidelberg.news@heidelberg.com and, with a little bit of luck, you could win one of 10 prize packs from our merchandising shop.

1PRIZE
iPad Air

THE ANSWER TO THE COMPETITION
IN HN 275 WAS:
Original Heidelberg Cylinder

The star of drupa 1962 was the KOR (Klein Offset Rotation) single-color offset press in the 16.75 × 22.44 inch (420 × 57 cm) format – Heidelberg’s first ever offset press. Some 1,000 of these presses were sold while the 14-day trade show was still under way – a sensational success. Heidelberg recognized the enormous potential of this printing process and rapidly expanded its range of offset presses.

At drupa 1972, the former Schnellpressenfabrik, which had been renamed “Heidelberger Druckmaschinen Aktiengesellschaft” in the meantime, showcased its next sensation – the GTO for small-format offset printing in the A2 and A4 formats. Two features of these presses were revolutionary – it was the world’s first series press design and allowed the first genuinely high-quality printing. The GTO achieved a print output of 8,000 sheets an hour and was able to perform numbering and perforation with the appropriate equipment. Heidelberg sold 1,500 presses during the trade show itself. Over the next 40 years, the GTO was to become the world’s most successful A3 offset press, with more than 10,000 printing units installed.

Gary Cone, Washington, U.S.

The answer to the competition is the Original Heidelberg Cylinder. We still use one of these very machines in our print shop for die-cutting and embossing. It was constructed in 1960 and is still running perfectly to this day. It is always fascinating to see how the carriage with the printing form starts its run slowly at first, then springs back in the blink of an eye if the machine repeatedly likes to announce: “Let’s get cracking on the next sheet.”

Wahid Mohamed, Dar es Salaam, Tanzania

I am a big fan of Heidelberg News as an important source of information for our industry here in Africa.

Gustav Stürmer, Weinstadt-Beutelsbach, Germany

As a traditional book printer, of course I still recall the old “Original Heidelberg Tiegel” and “Original Heidelberg Cylinder.” I used to love getting the chance to print with the Tiegel as a young lad of 8. I still have ancient issues of Heidelberg News from the 1960s that I love browsing through to this day. With the passage of time, it has developed into a fabulous international magazine with articles from all over the world. Its makers at Heidelberg deserve nothing but praise for this masterpiece.

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Send us your comments!

The editors reserve the right to edit your comments as they see fit. You may include one picture. Please cannot be published for their own purposes. Full conditions of entry are available at www.heidelberg.com/contestrules

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