

Smart Print Shop – ready for a digitized world

Digital Strategy



Pre-drupa Press Conference

Stephan Plenz | Heidelberg, February 19, 2016



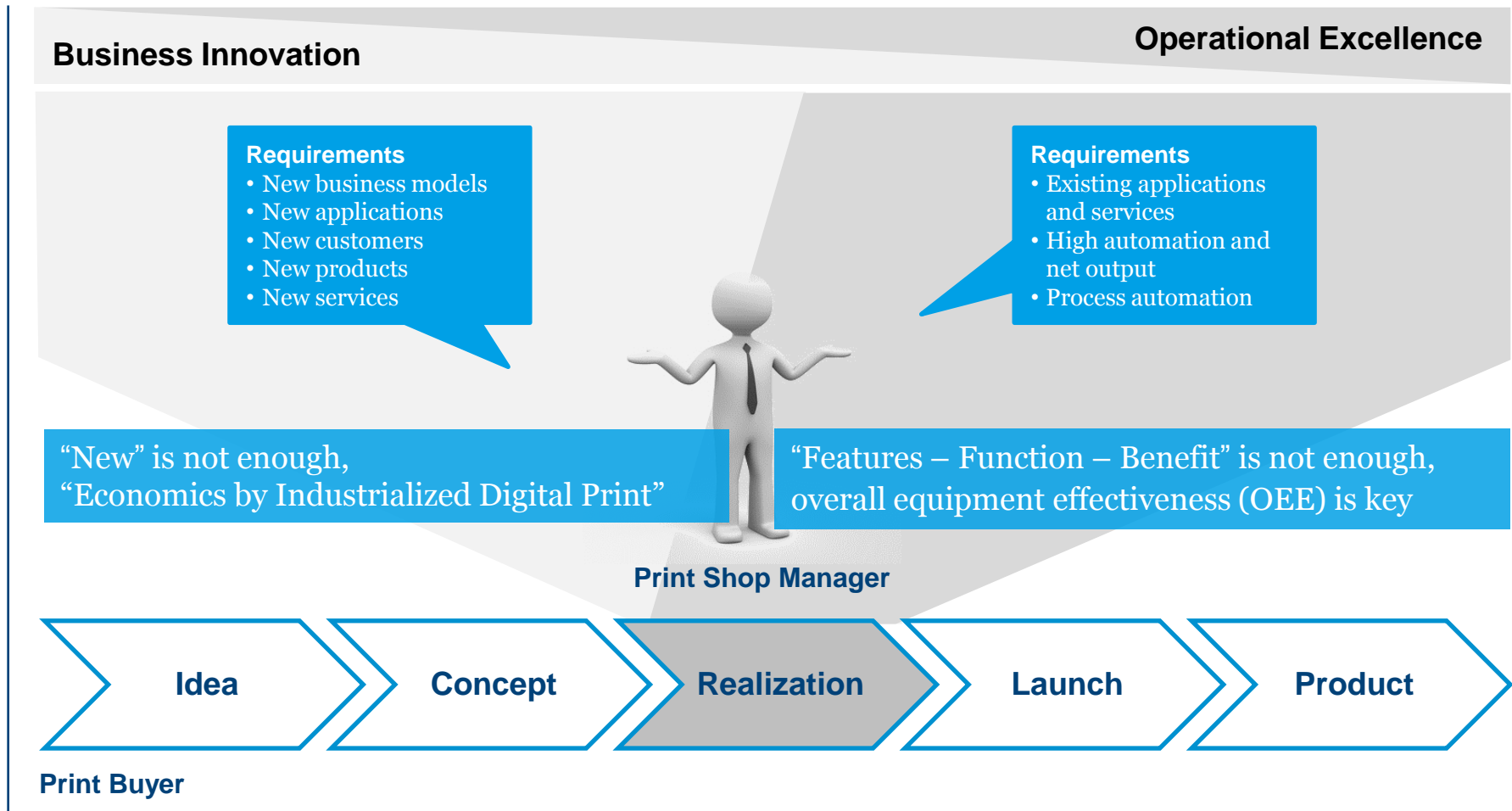
Heidelberg: partner for a digitized world





Daily challenges of our customers.

Business innovation and operational excellence.



Product portfolio in digital and offset.

Integration is key.





Providing clear structure for new opportunities. **Develop the new digital portfolio.**

Umbrella for the Heidelberg digital product portfolio.



fire

Control Dynamics
Growth **Power** Performance

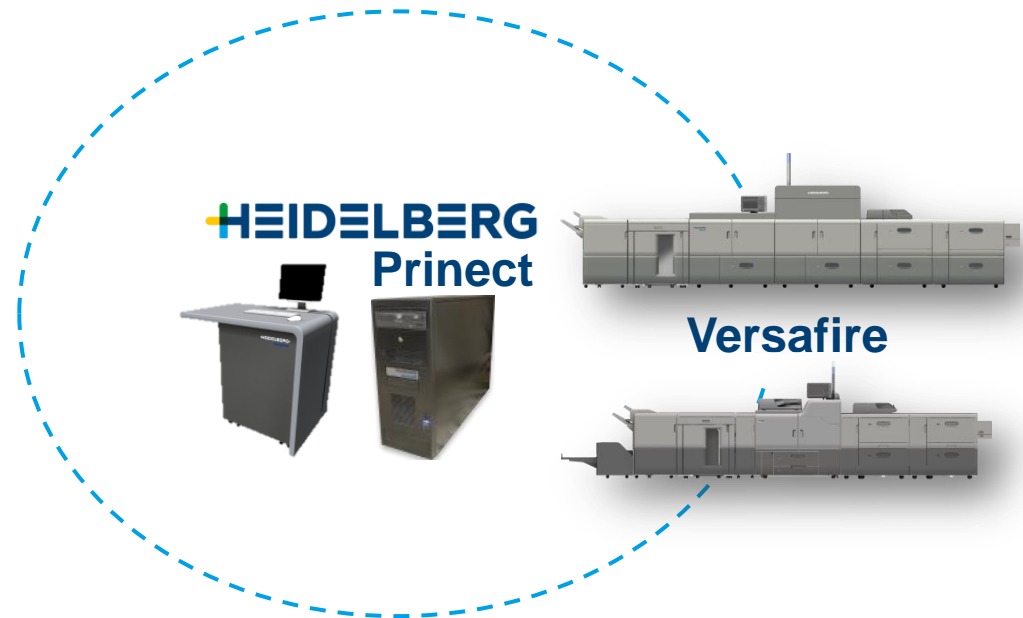
- Transmit data
- Transmit ink on substrate
- Transmit brilliant colors
- Transmit ideas into products

Developing the new digital portfolio. **Linoprint becomes Versafire.**



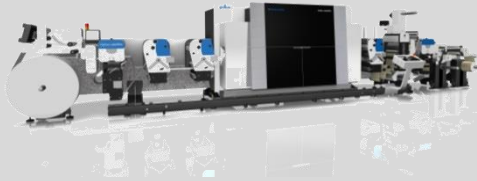
“Versa”

- Highest versatility
- Unbeatable substrate and application range
- Best price/performance ratio
- Prinect Digital Front End (>130 installations)
- Further improvements with Prinect 2017



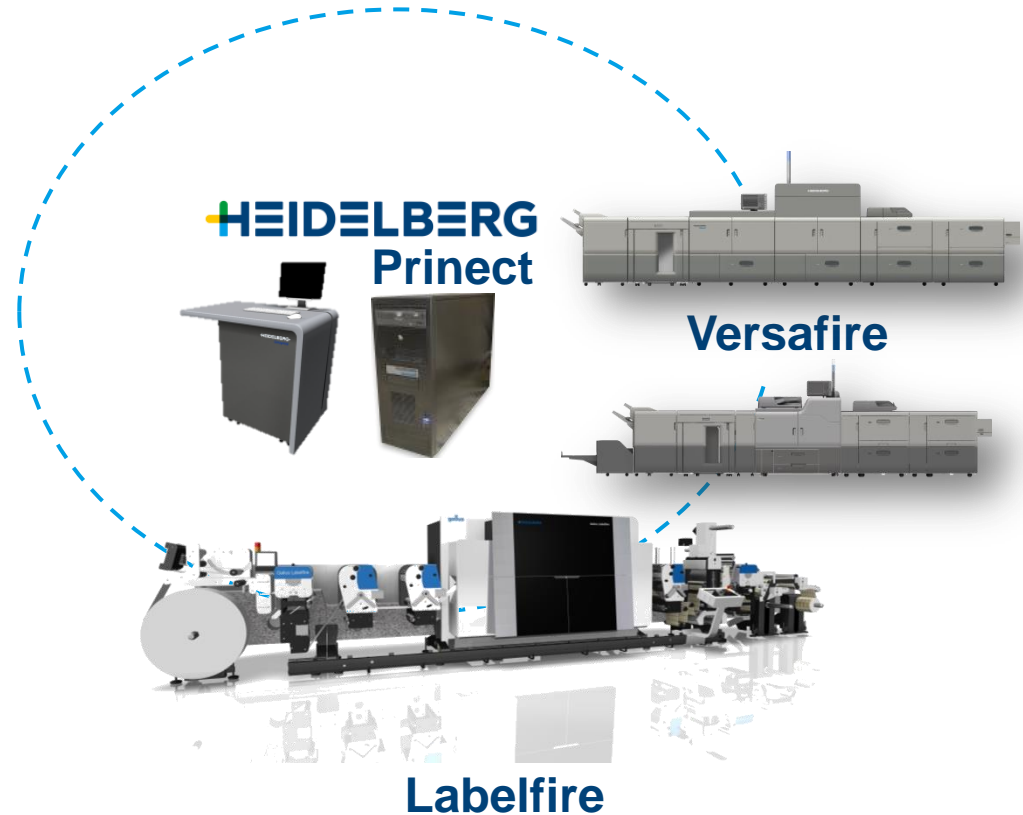
Developing the new digital portfolio.

Gallus DCS 340 becomes Labelfire.



“Label”

- Best in class for the label segment
- Leading-edge performance with 50m/min at 1,200 dpi
- Perfect combination of digital and conventional

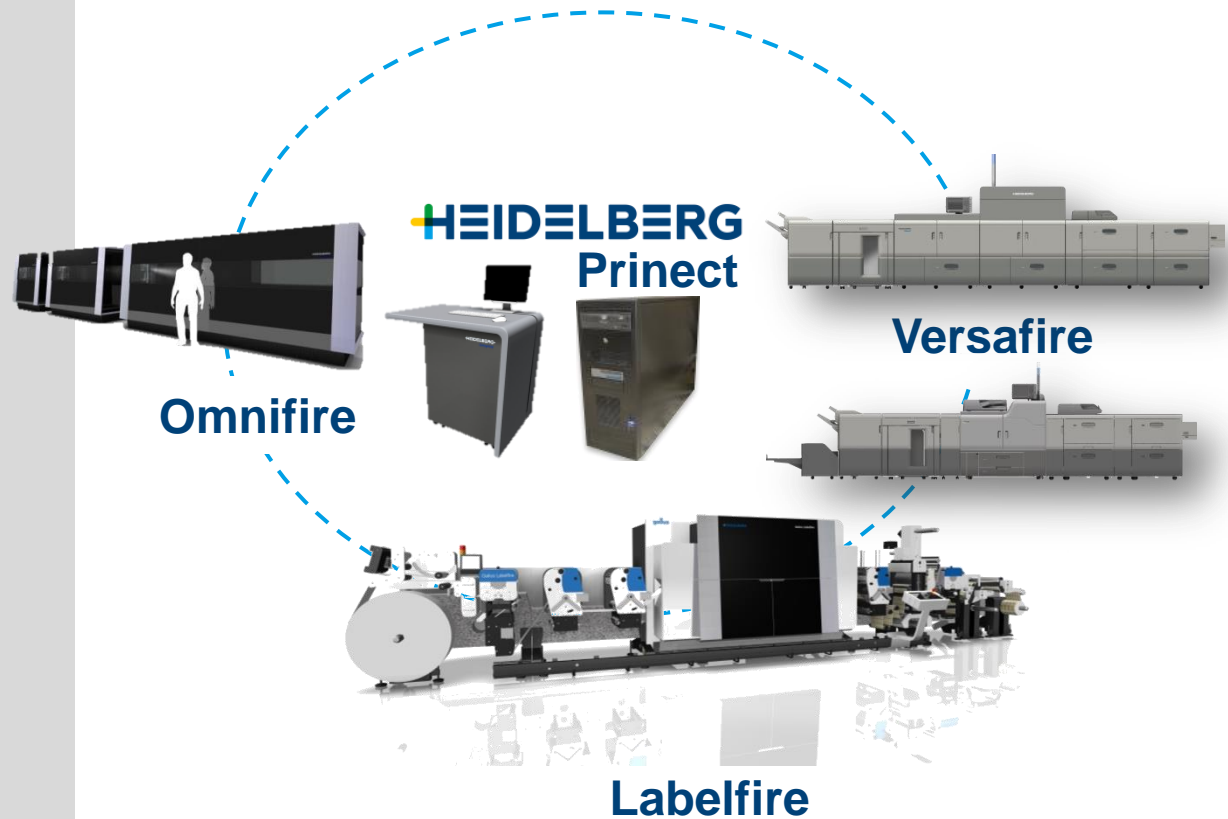


Developing the new digital portfolio.

Jetmaster Dimension becomes Omnifire.

“Omni”

- Printing on any objects and surfaces
- High performance in object printing
- Perfect for mass customization

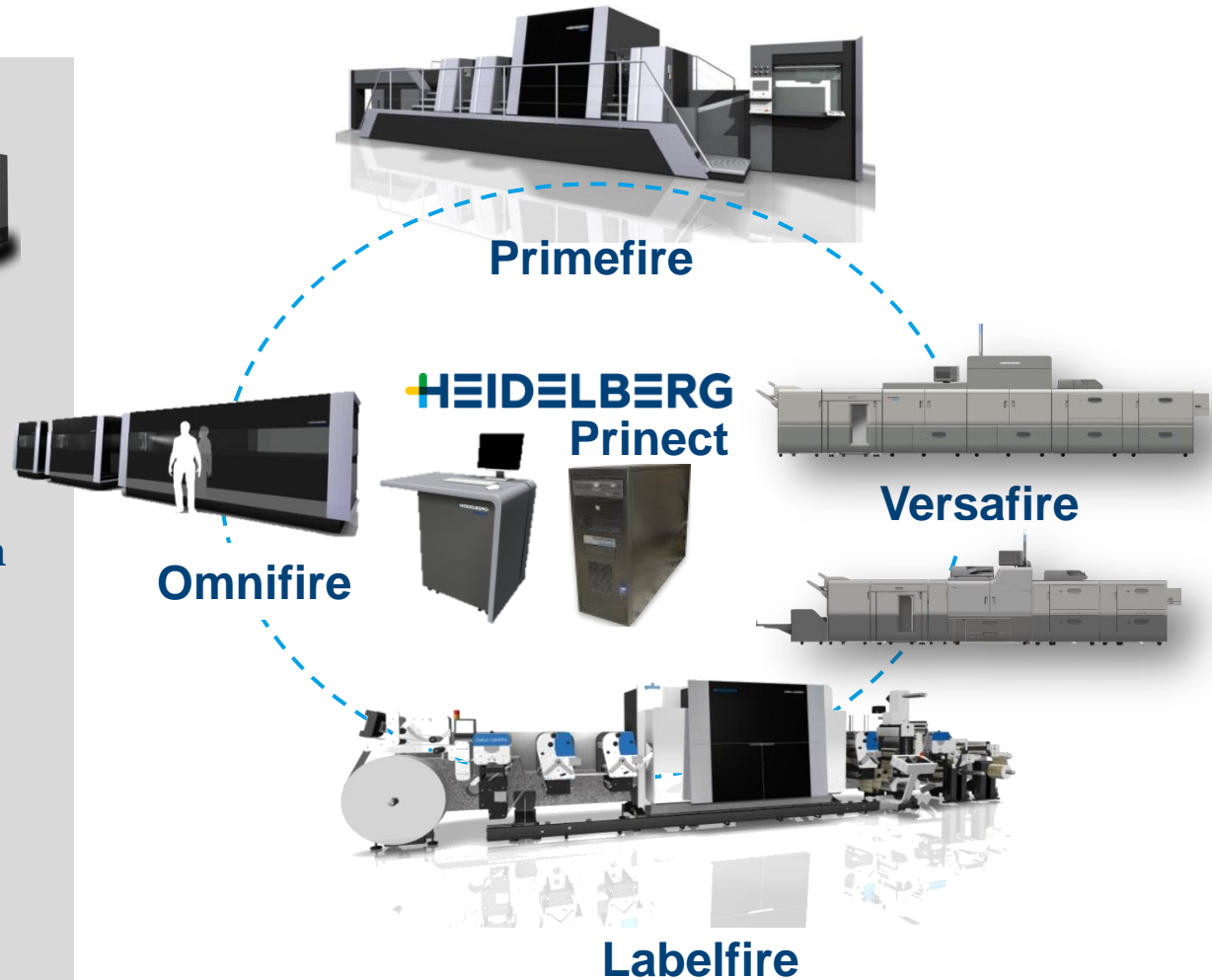


Developing the new digital portfolio.

Digital B1 becomes Primefire.

“Prime”

- Premium technology and flagship for new markets
- Leadership and innovation
- Perfect combination of digital and conventional





Heidelberg today has a fit rate of 90% with its own DFE. **Prinect DFE.**

Prinect DFE

Integration:

One central workflow driving
Heidelberg digital and offset
presses.

Flexibility:

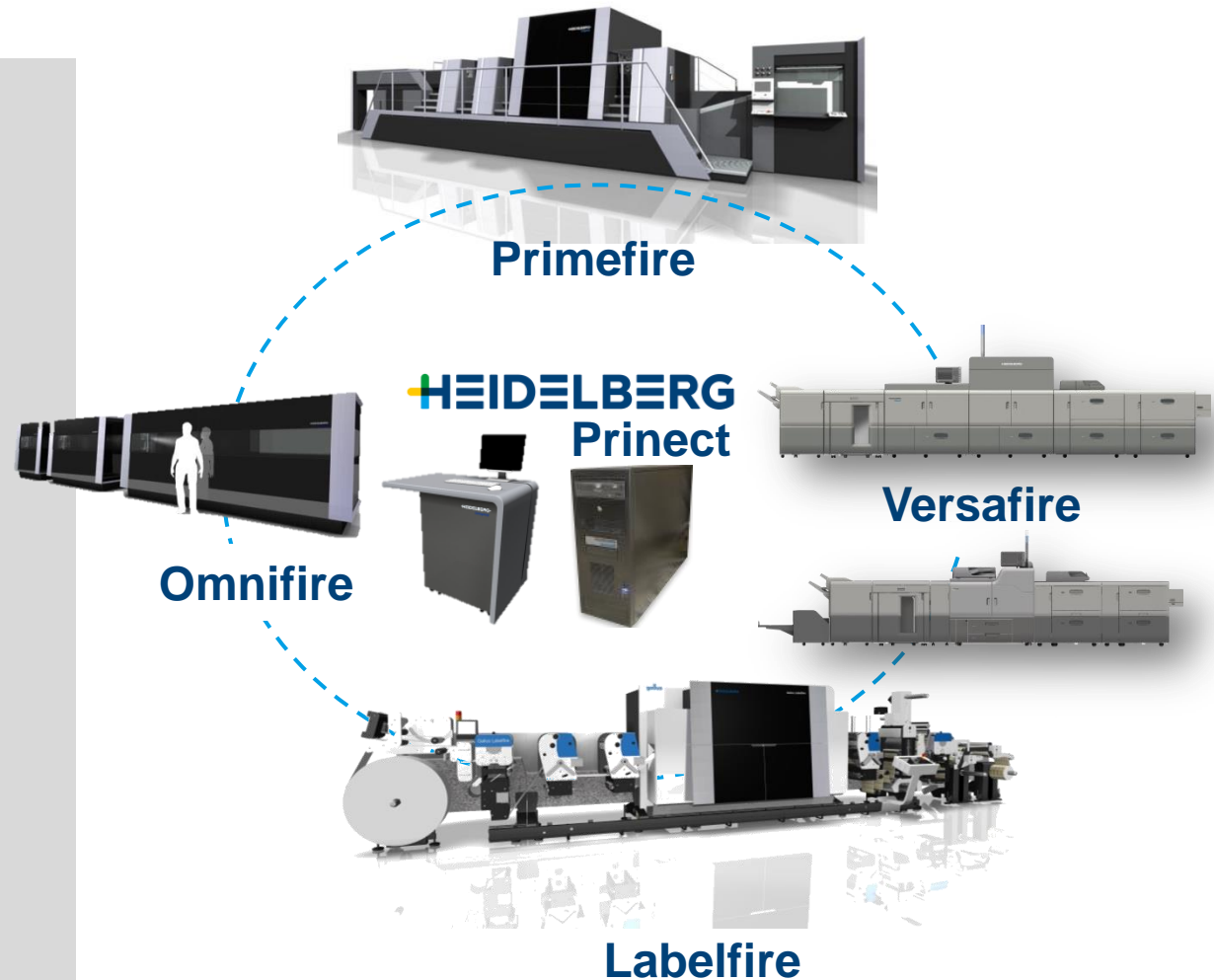
PDF tools to manage
complex documents.

Makeready:

Automation of labor-intensive
document preparation.

Heidelberg Color Management:

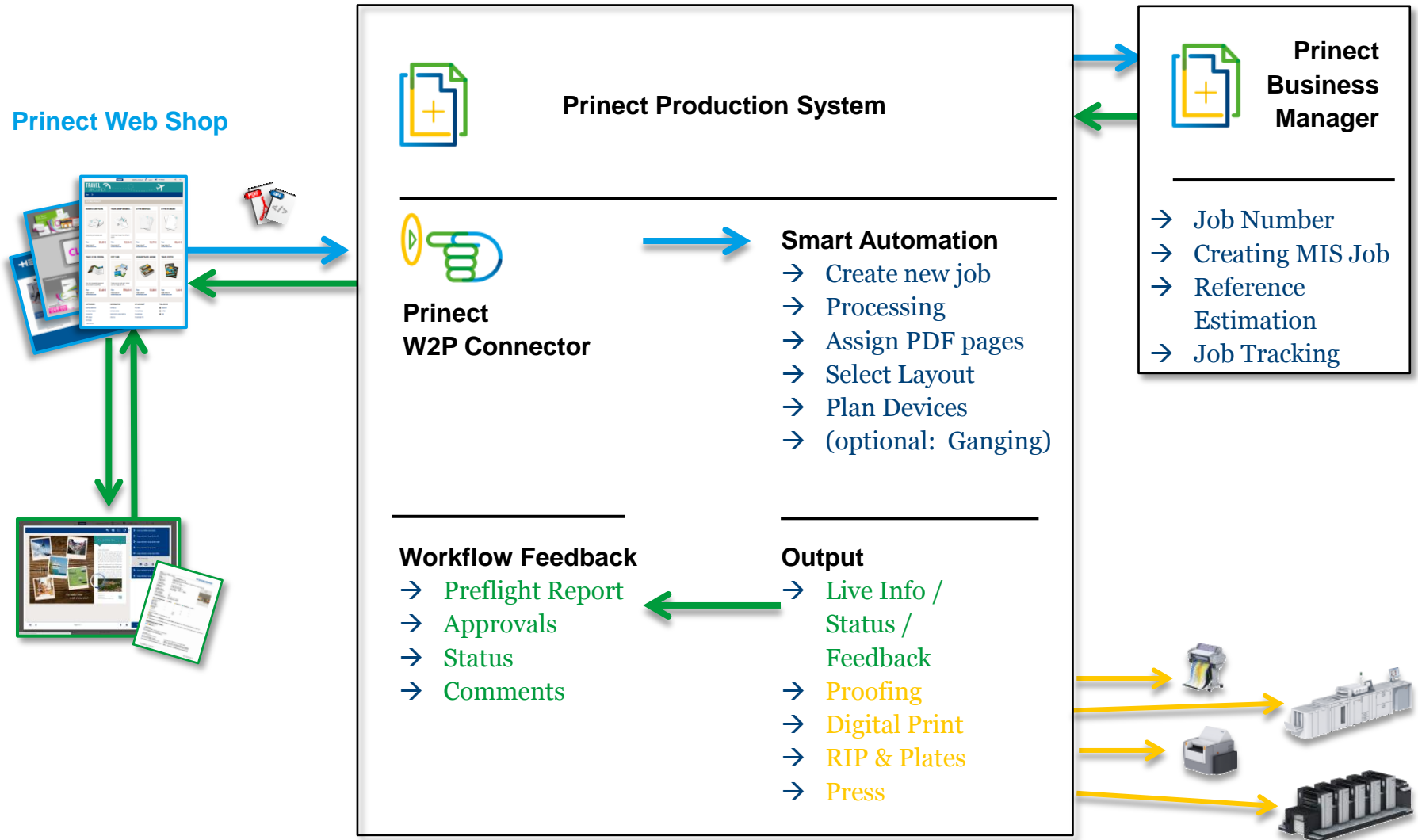
Guarantees consistent and
reliable color reproduction.





Web-to-print workflow integration.

Prinect.





Integration goes beyond printing. **Media Manager.**



Print

Brochures /
Price lists



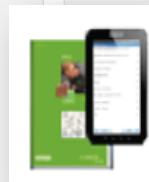
Catalogs



Web to print



Print to web



Web Sites

Websites



Online shop



Social media



Mobile Devices

Smart phone /
tablet apps



Websites



Social media

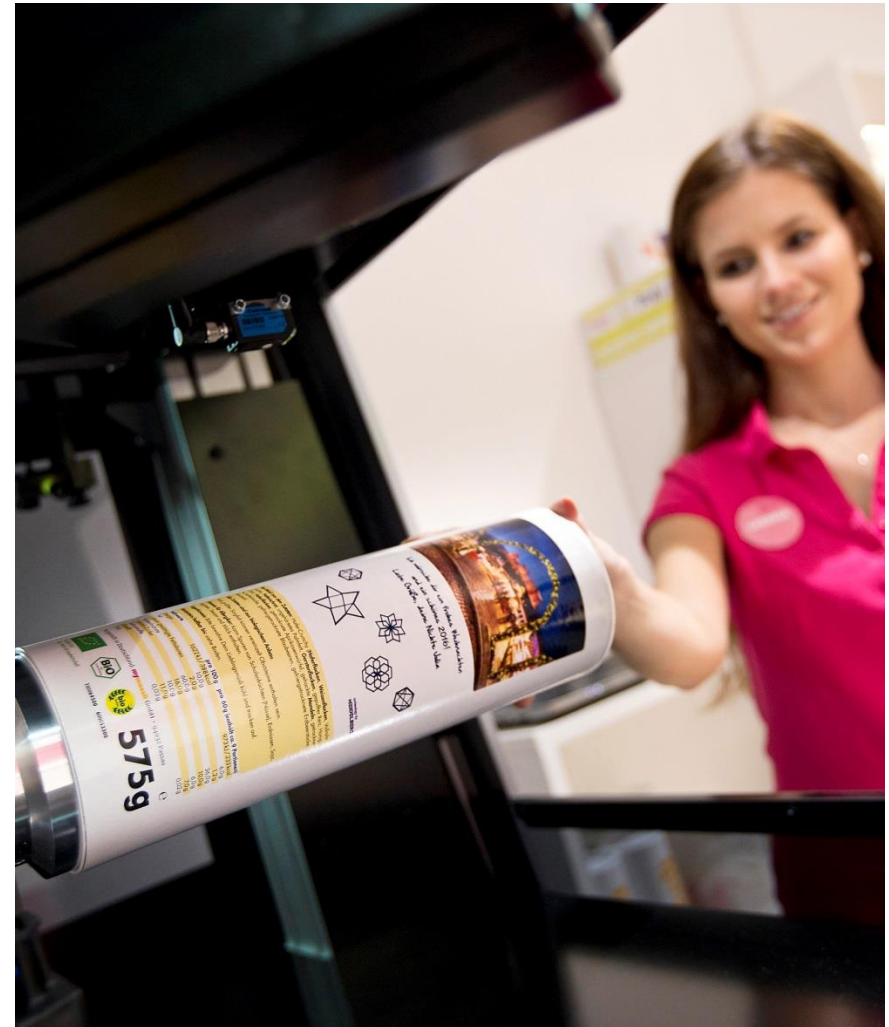




Customer demand for more individualization. **Heidelberg Omnifire.**

- Individualization
- Group affiliation
- Home decoration
- Customization
- Short runs & short reaction times
- Business model *web to print*

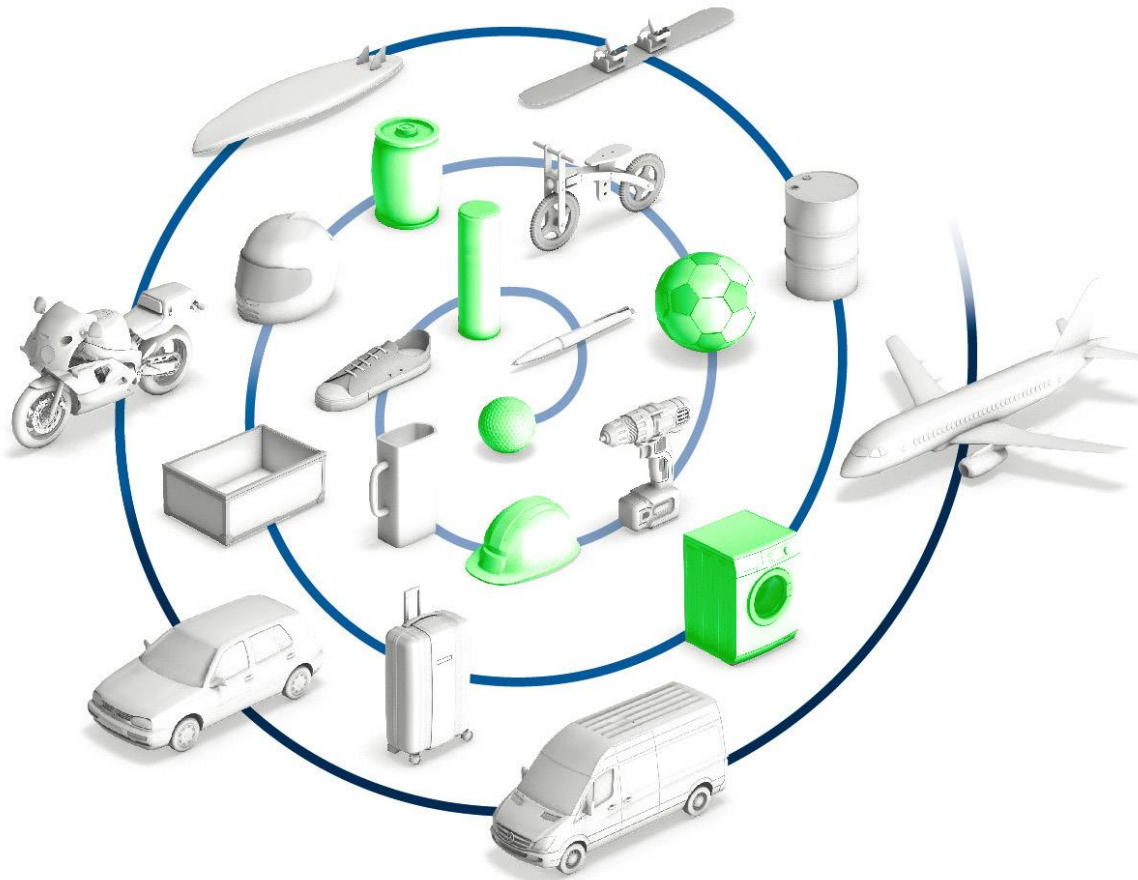
**You sell the value-add,
fulfilling social desires.
Business innovation.**





4D printing – the new dimension in print.

Heidelberg Omnifire.



— Omnifire 250

— Omnifire 1000

— Omnifire XL



Advanced inkjet technology and high-precision robotics.

Heidelberg Omnifire 250.

Highly robust inkjet
print heads

Easy-to-operate user
interface

Different physical pre-
treatment methods and
primers available

Various drying
systems

Four colors &
opaque white &
protective coating

Object size
10 - 300 mm

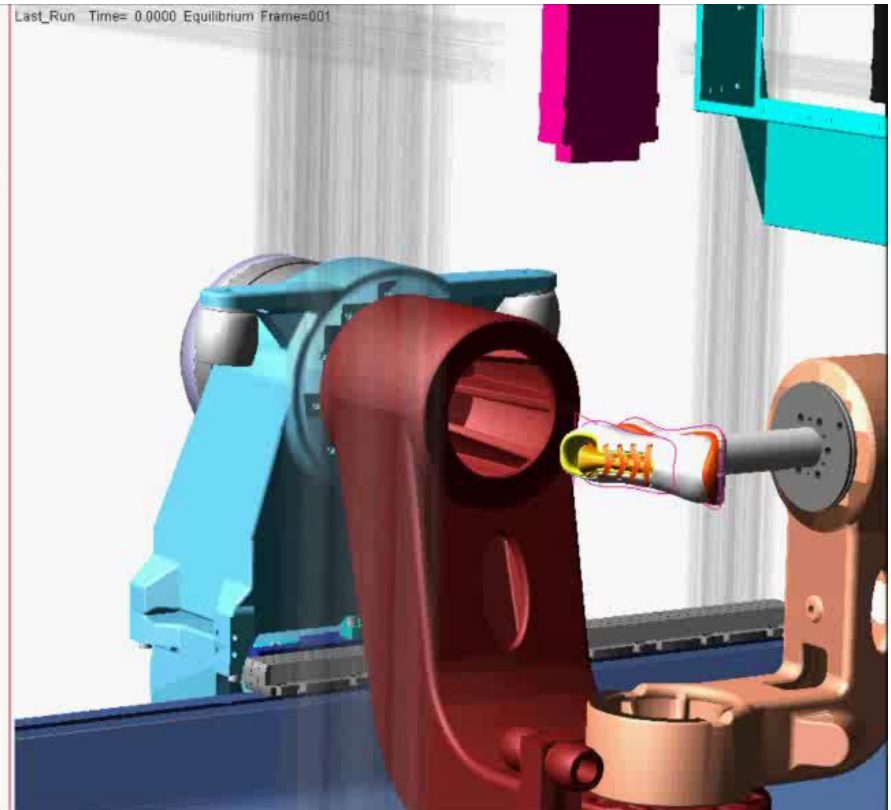
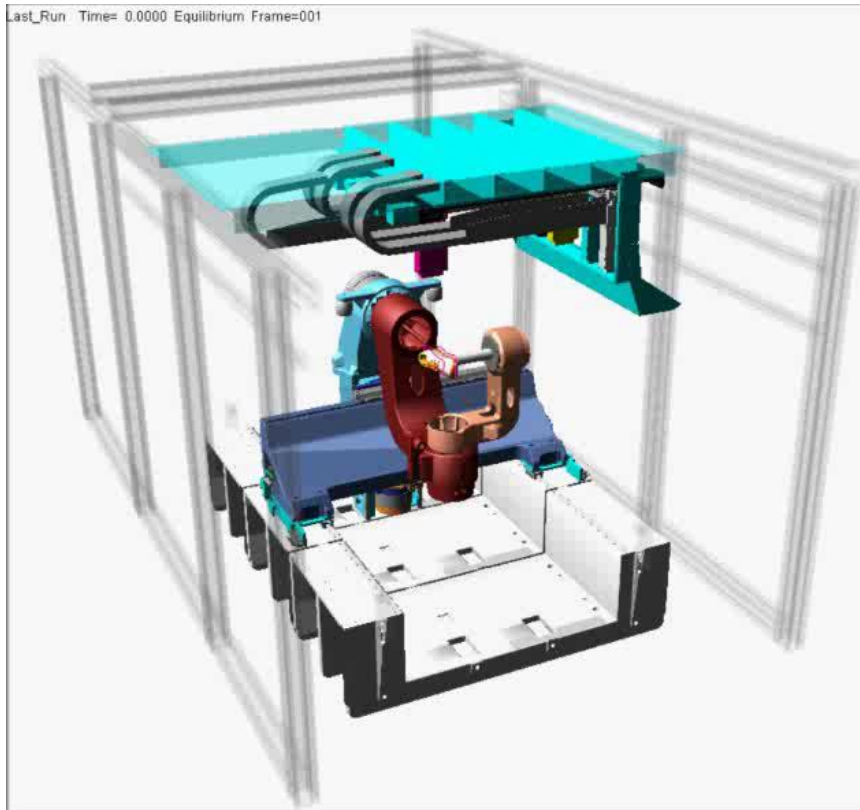
Modular mounting
system, fast
changeover of
various objects

Modular robotics
with 4 axes

Print of single swaths

Movies.

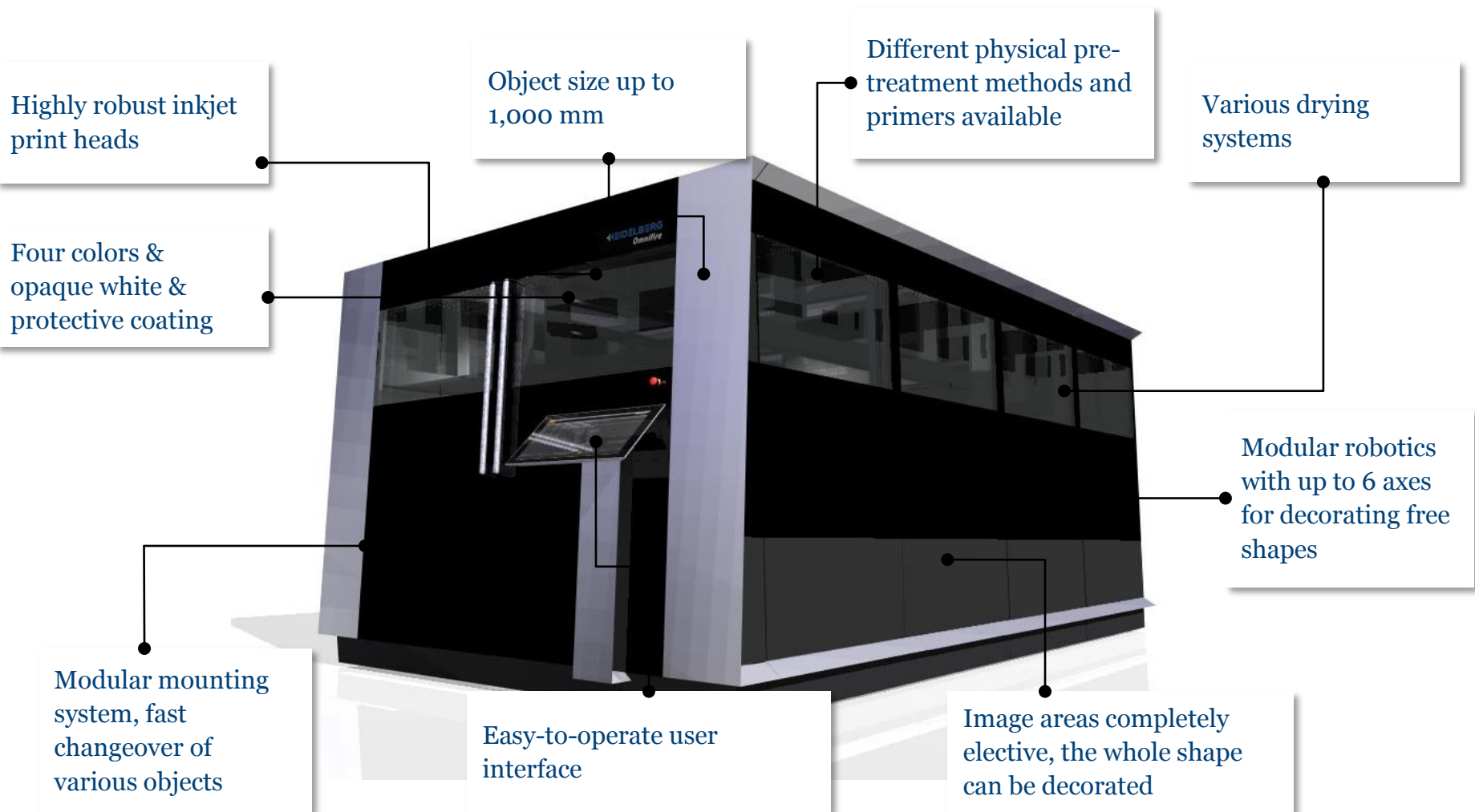
Heidelberg Omnifire 1000.





Advanced inkjet technology and high-precision robotics.

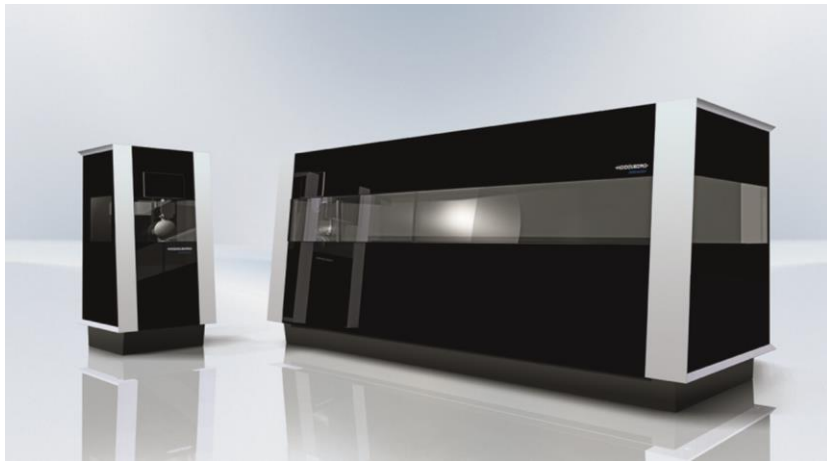
Heidelberg Omnifire 1000.





4D printing – the new dimension in print. **Heidelberg Omnifire.**

Omnifire Model Range



- Omnifire 250: 4-axis-robot system to decorate cylindrical objects with a diameter of 10 – 300 mm (launched 2015)
- Omnifire 1000: 6-axis-robot system for larger or complex objects (launch end of 2016)

Business Innovation

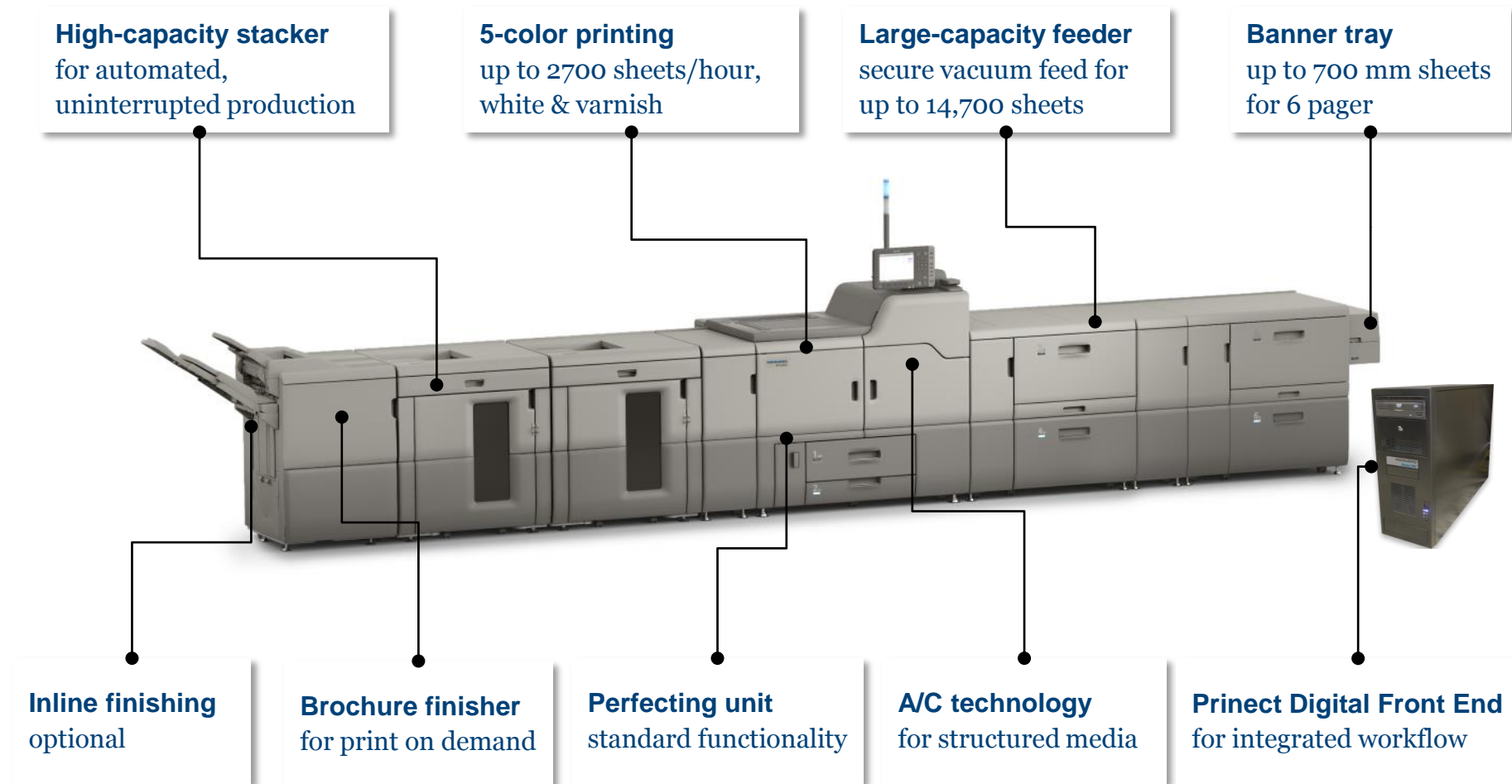
- Printing on three-dimensional objects such as household goods, sports gear, toys, luggage, lifestyle products, power tools, automotive interior, etc.
- New chances by personalization
- New design options
- Print on demand
- Automation and flexibility in production
- Effective production of small batches

Customer demand for variable digital printing. **Heidelberg Versafire.**

- More spot colors
- Integration into production workflow
- Print on any offset media
- Perfect color matching with digital & offset
- Service responsibility from single source
- Perfect register
- Easy user interface
- Low click price
- Print on special media
- Stable production



High versatility in substrates up to 700 mm & 360 g/m². **Heidelberg Versafire CV.**





High performance – up to 700 mm duplex & 400 g/m². **Heidelberg Versafire CP.**

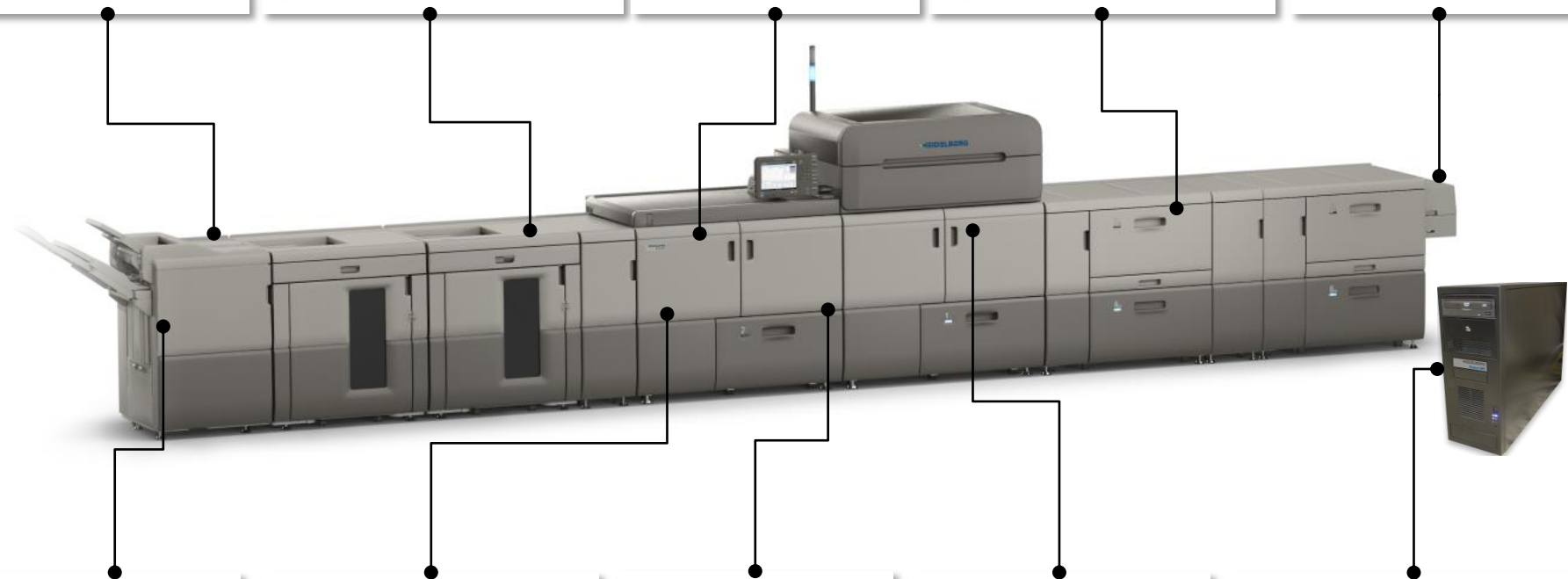
Brochure finisher
for print on demand

High-capacity stacker
automated, uninterrupted production

4-color printing
3200 sheet/hour or
4400 sheet/hour

Large-capacity feeder
secure vacuum feed for
up to 18,100 sheets

Banner tray
up to 700 mm sheets
for 6 pager



Inline finishing
optional

Perfecting unit
Standard functionality

2 vacuum feeders
standard

A/C technology
for structured media

Prinect Digital Front End
for integrated workflow

Customer demand for short-run label printing. **Gallus Labelfire 340.**

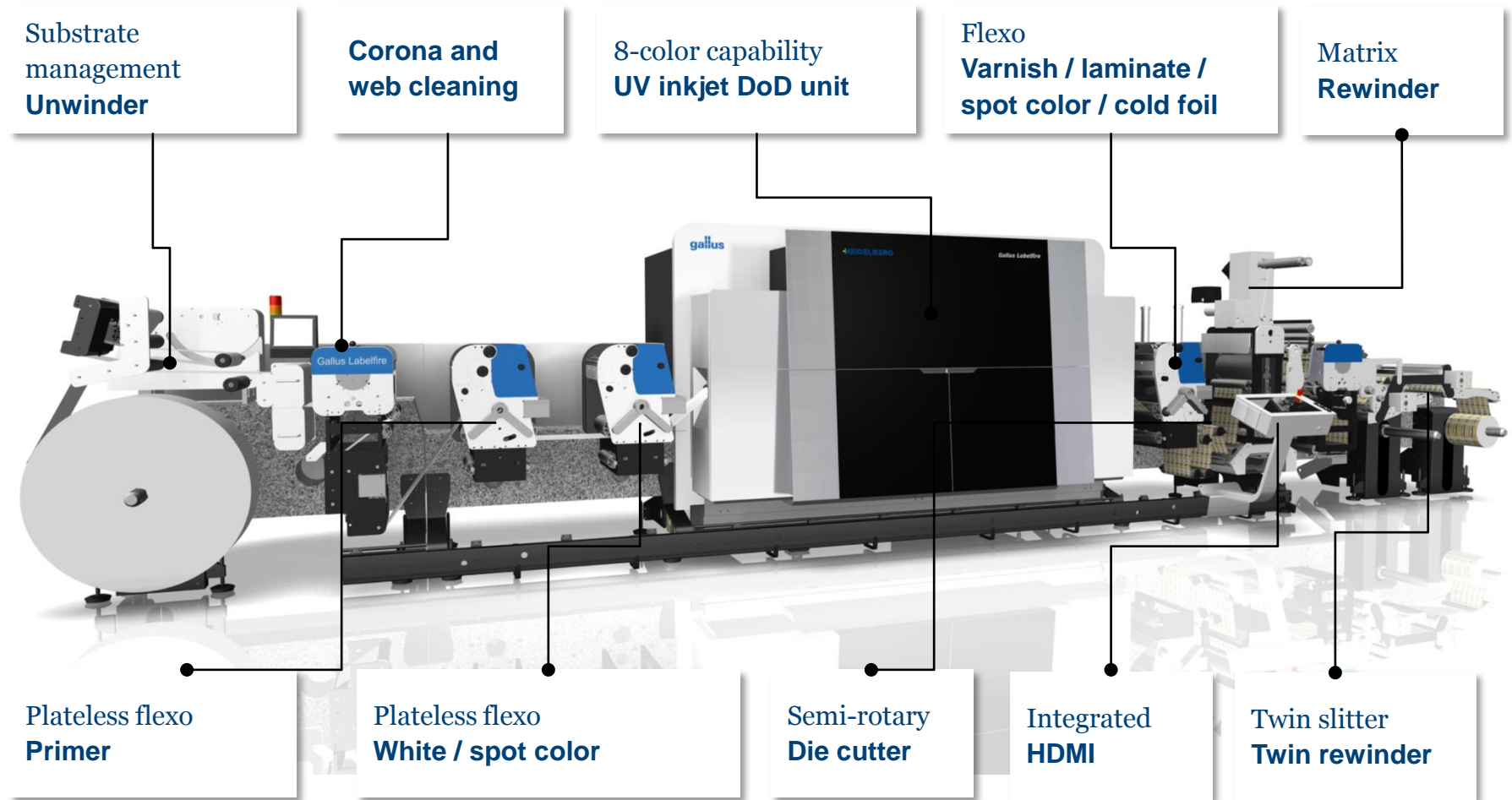
- Individual designs
 - Marketing campaigns
 - Regionalization
 - Personalization
 - Last-minute changes
 - Reduction of stock
 - Short runs and on-demand production
 - Shorter product lifecycles
 - Quick reaction to events
- ... all solved at highest quality in a single pass**





The new benchmark in digital converting.

Gallus Labelfire 340.



Customer Demand for industrial digital print. Heidelberg Primefire 106.

Versioning

for regional individualization and small shipping volume

Personalization

through bar codes, QR codes, numbering

100% inspection of the print content

for error-free production

Lowest possible waste

because material corresponds to almost 50% of production costs

Stable and reliable print quality

a claim to the industrial production process
Low-migration consumables for food packaging

Recyclable packaging products

for environmental friendly production





The digital Revolution. **Heidelberg Primefire 106.**

File Management
**Preset Plus
Delivery**

Full area and spot
Coating Unit

7 Color
Multicolor Technology
**1,200 x 1,200 dpi
Inkjet Unit**

Optimum substrate
handling up to
70 x 100 cm format
Preset Plus Feeder

High quality inkjet
Drying Unit

Swiss Ordinance Conformity
and recyclability
Water-based Ink

High quality inkjet
Conditioning Unit



More details...

Heidelberg Primefire 106.

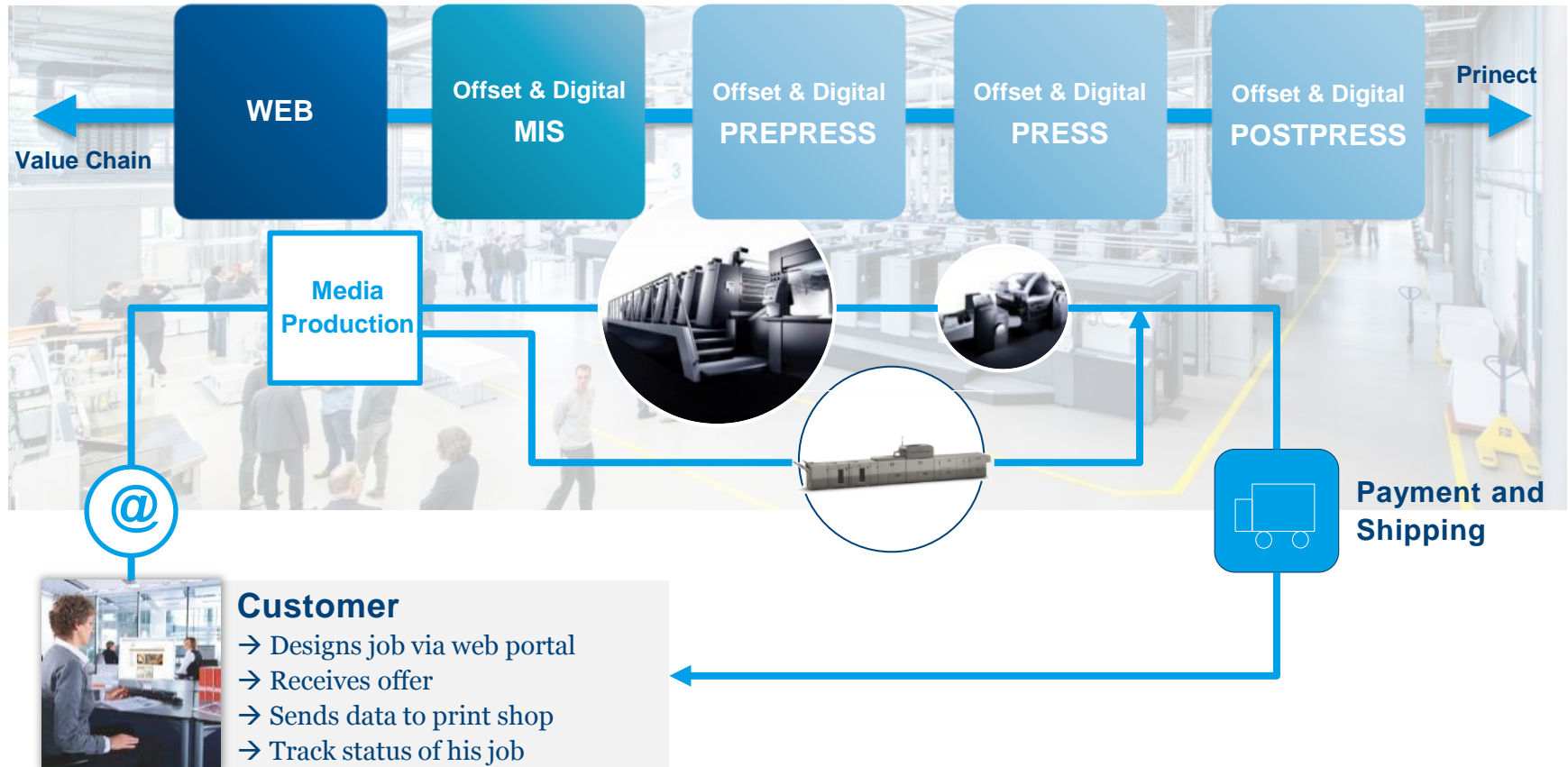
Water-based inkjet system

- 1,200 × 1,200 dpi high resolution inkjet with water-based inks for **highest print quality**
- Water-based fluids
 - for **recyclable print products**
 - with Swiss Ordinance conformity for best preconditions regarding **low migration**

Multicolor technology

- Multicolor technology for **covering a huge scope of Pantone colors** by using cyan, magenta, yellow and black with gamut extenders green, orange and violet
- **Fully automated and integrated** into Heidelberg prepress workflow and digital press frontend
- Services and outstanding integration know-how for integration into existing workflow solutions

Product portfolio in digital and offset. Integration is key.



Thank you. Time for questions.



Stephan Plenz



 **HEIDELBERG**