

Press Information

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drupa 2016: With the Primefire 106 Heidelberg will be presenting a world premiere for industrial inkjet printing in 70 x 100 format

- **New business opportunities specifically for packaging printers**
- **Tried, tested and reliable platform for high digital production volumes**
- **Preset Plus feeder and Prinect Digital Center Inline with Perfect Stack technology ensure reliable overall process and flawless good sheet delivery**
- **Seamless workflow integration with the Prinect Digital Frontend**
- **High environmental standards and recyclability permit food-safe production**

Heidelberger Druckmaschinen AG (Heidelberg) will be presenting a world premiere for industrial production of digital printing applications in 70 x 100 format at drupa 2016 with the Primefire 106. The newly designed system is based on the leading inkjet technology from our development partner Fujifilm and the proven Heidelberg Peak Performance platform from our offset technology (see also the following press release for more information: [Joint Release with Fujifilm, February 2016](#)).

The Primefire 106 enables packaging printers in particular to take the first step in developing new areas of business, for example with the production of variable or personalized packaging. The digital printing system offers a number of highlights, including the highest quality of 1,200 x 1,200 dpi at a printing speed of up to 2,500 sheets per hour, even achieving production volumes of up to 1.5 million sheets per month in future productivity modes. The 7-color inkjet system with Heidelberg Multicolor technology also covers up to 95 per cent of the Pantone color space. At the

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same time, water-based inkjet printing meets strict environmental and recycling requirements and therefore also permits food-safe production.

Prinect Digital Center Inline with Perfect Stack technology: Reliable and stable overall process and flawless sheet delivery

Heidelberg has outfitted the Primefire 106 with a revolutionary operating concept in the form of the new Prinect Digital Center Inline with Perfect Stack technology. In combination with the Prinect Digital Frontend (DFE) from Heidelberg, the new high-performance control station ensures seamless integration into a print shop's existing overall workflow.

In combination with the Perfect Stack technology and controlled by the Prinect Digital Center Inline, the Speedmaster XL-based feeder only allows good sheets into the delivery pile. The operator can also output test sheets directly to the control panel at the push of a button in order to visually check their quality.

“The Heidelberg Primefire 106 combines the best of both worlds and is the first commercially available, industrial digital printing system in 70 x 100 format. This opens up completely new market segments both for our customers and Heidelberg. Folding carton producers in particular develop new digitally driven business models and thus improve their competitiveness. Heidelberg now offers a first-rate solution to do exactly that”, says Stephan Plenz, Member of the Management Board responsible for Heidelberg Equipment, during the presentation of the Primefire 106 at drupa 2016.

Heidelberg is also setting new standards with the Primefire 106 in terms of possible print jobs and applications. To illustrate this, the company will be showcasing a wide range of examples live during its presentation of the new system. With these applications, Heidelberg is addressing specific topics of relevance to the industry, for example web-to-print, multichannel publishing, personalized short runs, or digital packaging and label printing, displaying them in a visually appealing manner with expensively designed print samples, and in so doing giving customers something to talk about.

“Our shows on the Primefire 106, taking place four times per day, showcase the variety and variability of industrial digital printing. We look forward to in-depth discussions

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with our customers on the completely new business opportunities opened up by this system,” says Jason Oliver, Head of Business Area Digital at Heidelberg.

Image 1: World premiere and milestone at drupa 2016: the new Heidelberg Primefire 106 for the industrial production of digital printed products in 70 x 100 format.

Image 2: Heidelberg has outfitted the Primefire 106 with a completely new operating concept, the Prinect Digital Center Inline with Perfect Stack technology.

Image material as well as further information about the company can be found in the Heidelberg Druckmaschinen AG press portal at www.heidelberg.com.

Further information for journalists:

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