

# Press Information

[www.heidelberg.com](http://www.heidelberg.com)

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## **EDP Award for the Heidelberg Omnifire 250 for color 4D printing**

- **Jury sees new business ideas for consumer goods manufacturers and industrial users**
- **Heidelberg Omnifire 1000 to be launched at InPrint 2016 in Milan**

The European Digital Press Association (EDP), an association of the leading European trade magazines for digital production, selected the Omnifire 250 4D printing system from Heidelberger Druckmaschinen AG (Heidelberg) for the “Technical Committee Award”. The presentation took place during drupa 2016 in Düsseldorf. The jury was particularly impressed with the system’s innovative concept for realizing new business models.

“The print media industry is hungry for new business opportunities. And 4D printing technology for personalizing mass-produced items allows users to open up completely new market segments. The EDP Award is recognition of the new inspiration we are bringing to the industry with our Omnifire technology,” says Frank Janssen, General Manager 4D business at Heidelberg.

Heidelberg is planning to present the Omnifire 1000, the next generation of 4D printing for objects with a length of one meter and over, at InPrint 2016 in Milan in November. The company will be showcasing initial sample applications such as hockey sticks, motorcycle helmets, or even luggage bin covers in airplanes at its drupa stand in Hall 1.

### **EDP honors especially innovative developments and products in the print media industry each year**

For ten years, EDP has been reviewing interesting and commendable developments and products in the print media industry by putting them before a technical committee, a

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jury, and finally a general assembly of its members. The Omnifire 250 for personalized 4Dcolor printing won the “Technical Committee Award”. You can find detailed information at [www.edp-awards.org](http://www.edp-awards.org)

### **4D printing for personalization of mass-produced items**

4D printing is the term Heidelberg uses to describe the personalized, flexible, and digital printing on three-dimensional objects. As a modular four-color press, the Omnifire 250 features modern inkjet technology in combination with high-precision robotics and is an economical way of personalizing objects with a diameter from 10 to 300 millimeters with up to four colors as well as opaque white or protective coating, depending on the customer’s requirement. It can be used for smart and efficient color personalization of mass-produced items like footballs and golf balls, drinking bottles, cycling helmets, and other curved surfaces. Users can even personalize objects for customers in real time if necessary, for example in a shop setting or as part of sporting events, trade fairs, or other events, and in this way increase loyalty to the company. An emotive element is added to the products, giving the user significant added value within the framework of its marketing activities.

In industrial applications, the inkjet technology of the Omnifire permits greater automation and flexibility in production lines. Printing directly onto the product reduces costs for materials, handling, and logistics. At the same time, this method provides an economical way of producing smaller batch sizes as well as regional variants and personalized end products. The high-quality, flexible, fast, and on-demand system is therefore also interesting for manufacturers of consumer goods and brand products looking for an individual sales approach.

**Image 1:** Frank Janssen (right), General Manager 4D business at Heidelberg, accepts the EDP Award from Martin Spaar, Publisher Digipress GmbH Switzerland.

**Image 2:** The Omnifire 250 from Heidelberger Druckmaschinen AG for color and personalized inkjet printing on three-dimensional objects like footballs, drinking bottles, and cycling helmets.

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**Image 3:** The European Digital Press Association (EDP), an association of the leading European trade magazines for digital production, selected the Omnifire 250 4D printing system from Heidelberger Druckmaschinen AG for an EDP Award.

Image material as well as further information about the company can be found in the Heidelberger Druckmaschinen AG press portal at [www.heidelberg.com](http://www.heidelberg.com).

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