

Press Information

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2 June 2016

Heidelberger Druckmaschinen AG

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drupa 2016: Heidelberg grows with digital printing – 1,000th Versafire sold

- **New name and neon yellow fifth color added**
- **Almost all customers chose the optional Prinect Digital Front End**
- **Heidelberg and Ricoh extend their partnership**

Today at drupa, Heidelberger Druckmaschinen AG (Heidelberg) sold its worldwide 1000th Versafire (formerly Linoprint) digital printing system to a customer from Germany. Komplan Druck & Design in Munich (www.komplandruck-muenchen.de), specialist in digital printing applications, chose a Heidelberg Versafire CP with a printing speed of 110 pages per minute. Komplan has also opted for a Versafire CV with its extended range of applications and the possibility of a fifth color. “We are a business with more than 20 years of practical experience in digital printing. The focus of our company today is sophisticated digital business color printing. For this we need a highly productive, reliable and high-quality digital printing system. The Heidelberg Versafire CP and the particularly variable Versafire CV are just the right solutions for this scope of applications and they perfectly complement our portfolio,” explains Eva Biechteler, Managing Director of Komplan the reasons for the investment.

Heidelberg is underlining its continued growth in the digital segment with exclusively digital printing customers such as Komplan. The Komplan example demonstrates how the company can benefit from its customers' experience and application know-how in this market segment.

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New name and fifth color added

Heidelberg is presenting the Versafire CV and CP at drupa 2016 as a member of the new “Fire product line” with a number of new features:

as well as a new name and logo, Heidelberg will be showing new print samples with a neon yellow toner for the Versafire CV. The new toner color is especially reflective under UV and black light. It extends the range of printing possibilities offered by CMYK, white, or coating printing, and provides a way of making short or personalized print runs even more creative and attractive. The function will also be retrofittable to all CV systems available on the market, which helps to protect customers’ investment in a Versafire.

The company will be showcasing both Versafire printing systems with a new version of the Prinect Digital Front End with new user interface. The user benefits include a further simplification of operation and increased functionality. Higher speeds are now possible when printing personalized data.

Top-selling Prinect Digital Front End: greater integration and certainty in the production process

The Prinect Digital Front End developed by Heidelberg and launched last year has turned out to be a top seller. Almost all Versafire customers chose Heidelberg’s proprietary DFE, which permits seamless integration of all Heidelberg digital printing systems into a print shop’s overall workflow. It allows print jobs to be centrally managed in one workflow system independently of the chosen production method, and provides a high level of certainty for repeat jobs and when printing personalized data. The Prinect Digital Front End also supports the finishing options of the Versafire systems, which means that many print jobs can be produced ready for sale in a single operation.

Digital printing system, service, and consumables – Heidelberg offers everything from a single source

In partnership with Ricoh, Heidelberg supplies the two Versafire systems with a comprehensive range of technical and machine-related services, training and consulting services as well as consumables. The aim of the range is to strengthen and extend the competitive ability and performance of print media companies.

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Heidelberg and Ricoh extend their partnership

With its sale of the 1000th Versafire, the company is underlining the success of its partnership with Ricoh, which dates back to 2011. “Our partnership with Ricoh has been a total success, both for our customers and for Heidelberg. We are therefore deepening our collaboration with Ricoh so that we can continue to offer our customers interesting products for new business opportunities in the future,” says Stephan Plenz, Member of the Management Board responsible for Equipment at Heidelberg.

“Ricoh is delighted with the success of our great partnership with Heidelberg. With over 1,000 of our digital products being sold by Heidelberg to date, we are looking very positively towards a bright future for both companies and for our customers, said Tad Furushima, Corporate Vice President, Business Solutions Group, Ricoh.

Image: The ink is dry: Eva Biechteler (right), Managing Director of Komplan Druck & Design, and Helga Flex from Komplan, in front their new Heidelberg Versafire CP. Since the beginning of the partnership with Ricoh, Heidelberg has thus sold 1000 Versafire digital printing systems worldwide.

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

Further information for journalists:

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