

November 8, 2017

**Rainer Hundsdörfer**  
**Introduction Packaging Day, 8.11.2017**

Thank you for making the long journey to meet with Heidelberg and the Folding Carton Industry to see our latest machines and solutions.

A special welcome also to the group of journalists who will join us today.

Packaging is the growth segment in the Graphic Arts industry with an expected 2.8 % growth per annum in the next 5 years.

Heidelberg is the only solution provider which can has offerings along all production steps for folding carton making, including matching consumables and service offerings. We are the market leader in the folding carton segment – no other supplier sells more equipment into the packaging segment.

Despite the expected growth rates in Packaging the industry is facing significant challenges:

- consolidation is continuing at an accelerated pace
- high demands on product quality
- severe run length reduction due to special promotions and legal requirements
- Competitive situation in a global market

You have to find your strategy to stay ahead of the competition!

We show today solutions that give you the ability to give your business new impulses:

- Drive operational excellence or
- Drive innovation with new technologies and new application
- or maybe both

For the one seeking solutions for **operational excellence** we show

highly productive machines ranging from short range pharma production in multicolor separation to shortest make ready on our Large Format press XL145.

The recent PIRA study proved that Heidelberg has the most productive presses, offering the lowest cost per sheet in the industry. This is key to the packaging market where many contracts are in place and price per unit is a huge driver for business.

For the ones looking for **innovation and new application** we prepared a wide range of application from coldfoil application, 1,5mm kraft carton to high end offline inspection with our Diana Eye!

Last but not least we have the focus also on Digital Print Solutions and we are very proud to have a special guest to share his view, our first field test customer of the digital Heidelberg press Primefire 106, **Steffen Schnizer, Managing Director and SVP Sales Global Beauty + Personal Care at Multipackaging Solutions GmbH, Obersulm Germany.**

Please enjoy the day... again thank you.