

## **Information about the new Print Media Center at the Heidelberg site in Wiesloch-Walldorf**

The former Print Media Center (PMC) Packaging in the southern section of Hall 11 and the Print Media Center Commercial in Building 57 are being merged, also using parts of the adjacent area previously utilized for assembly, to create one new Print Media Center in Hall 11.

The smart use of freed-up space at the site enables the application technology expertise of the entire Print Media Center (PMC) team to be brought together compactly under one roof. For Heidelberg's customers, this means they can gain a complete overview of large parts of the product portfolio during visits and have all the experts available in the immediate proximity. The PMC in turn benefits from short distances, more flexible deployment options for employees, machines and systems, and improved communication. By strengthening the increasingly important application technology component of printing technology, Heidelberg will be able to make an even greater contribution to its customers' success in the future.

### **Customer segment-related layout with state-of-the-art offset and digital technology**

Complete production lines are available for the segments of Commercial Printing, Folding Carton and Label Printing. All segment solutions support the Push to Stop philosophy throughout the entire production chain (End to End).

Compared to the former PMC Packaging, the area has been doubled alongside 2/3 of the previous hall length to now 6,500 m<sup>2</sup> of pure exhibition space. Added to this are warehouse logistics, prepress, office space and meeting and seminar rooms with a further approx. 3,000 m<sup>2</sup>.

In a typical year, more than 1,000 individual demos take place at the PMC in Wiesloch-Walldorf as part of 650 - 700 individual customer visits. In the past 12 months, a high percentage of these presentations have been streamed. So today there are formats available for both online and onsite presentation.

Every year, more than 1, 200 guests attend events and open houses such as the Commercial Days, Packaging Days, and Label Days. Similar numbers are expected again after the pandemic.

In addition, there are more than 100 guided visitor groups and tours each year, such as foreign delegations, customer tours from various countries, information and after-sales visits, and visits from technical colleges and universities.

The PMC Heidelberg at the Wiesloch-Walldorf site is the hub of the global PMC network that also includes the PMC Atlanta in the USA, the PMC Shanghai in China and the PMC Label in St. Gallen, Switzerland.

Some 120 employees of the PMC in Wiesloch Walldorf take care of all tasks related to application technology:

- Demonstrations and events
- Customer and staff training
- Application-specific field services
- Application-specific material qualification and certification (consumables)
- Application-specific support for machine and component development
- In-house print productions
- Vocational training