

Unfold your potential

HEIDELBERG at drupa 2024, Media Week

Dr. Ludwin Monz, CEO | Markus Leichtle, Senior Manager Industrial Packaging | Düsseldorf, March 26, 2024



**UNFOLD
YOUR
POTENTIAL**

Global megatrends impact our industry in the years to come.



**Digitalization/
Demographic Change**
Lead to change in
communication behavior
and challenge print
business models at the core.



Global Warming
Sustainability becomes a
customer demand.



**Inflation/Market
Consolidation**
The world will continue to
reshape, and crisis remains
the new normal.

Printing market. Customers face a high level of pressure.



**Cost per sheet needs
to decrease further**



**Shortage of
labour tightens**



**Sustainability needs
to pay off**

The HEIDELBERG dual track strategy.

We continue to evolve printing business and explore new business areas.



Shaping the printing market



Address growing **packaging printing**, volume also in **new markets** – **productive workflows** are key.



Focus on **digital printing** in the commercial segment.



Expand the share of **recurring revenues**, including lifecycle business.

Explore new adjacent business areas

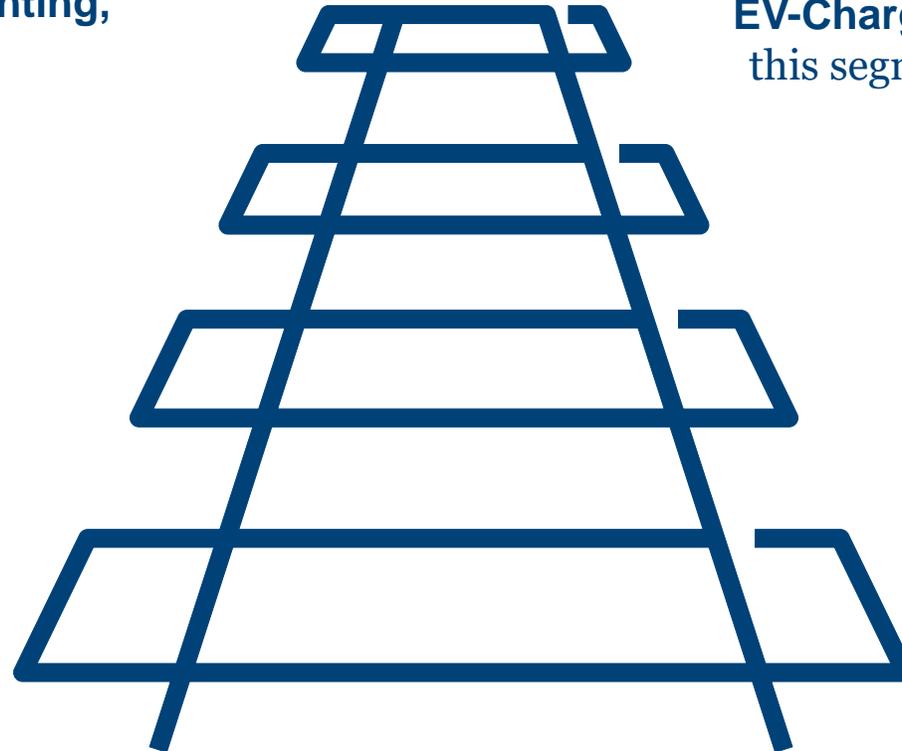


EV-Charging business, as the first step in this segment, benefitted from **technology synergies to the core business**.



New business fields must:

- Address **megatrends**
- Have a critical **market size**
- **Fit the capabilities** of HEIDELBERG.



The value drivers of our customers.



Driving competitiveness

- Increasing productivity.
- Reducing cost per printed sheet.



Promoting the workforce

- Eliminating routine tasks through automation.
- Focusing the operator on machine supervision.



Improving sustainability

- Saving energy.
- Reducing waste and consumption of raw materials.



Using digitalization

- Integrating workflows end-to-end.
- Optimizing uptime and production efficiency.

HEIDELBERG solutions offer clear answers to the essential customer challenges.



Competitiveness – Westrock

- The **largest Sheetfed Offset presses** ever built offer higher flexibility, versatility and automation to gain more competitiveness.

Workforce – Saxoprint

- **Plate to Unit** makes it possible to achieve higher productivity without any operator input.

Sustainability – Biopax

- The Speedmaster XL 106 with **Prinect Inpress Control** helps to optimize machine outputs while reducing downtime and waste.

Digitalization – Omaks Packaging

- Automation and automatic color adjustment with **Prinect digitalization solutions** were key factors for investment decision to increase productivity.

Our USPs.

What to expect from HEIDELBERG at drupa 2024.



Cost Reducer

- Printing speed of **21,000 sheets/h** reduces cost per sheet.
- **Improved uptime** with cloud-based service functions, ie. eCall, Predictive Monitoring.



Automation enabler

- **Push to Stop** cluster production (in combination with plate to unit and inline-waste-extraction) saves workforce capacity.
- Improved **HEIDELBERG UX** increases job attractiveness.



Sustainability enabler

- **New dryer system** saves up to 30% dryer energy.
- **AI supported assistants** reduce waste.



Value chain optimizer

- Fully digitalized and integrated processes with **Prinect** leads to maximum efficiency.
- Integrated solutions with **Prinect** combine offset and digital printing to use them efficiently in one workflow.

**World premiere in industrial offset printing. Better in all dimensions.
Speedmaster XL 106. The new peak performance class.**



Markus Leichtle.

Senior Manager, Segment Management Industrial Packaging.



**UNFOLD
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Speedmaster XL 106. The new peak performance class.

By addressing the major challenges of modern printing, HEIDELBERG is committed to maintaining its technology leadership in the printing sector.



21k maximum speed

Uptime XL concept



Improved operating concept (UX)

New design incl. Press Center XL 4



DryStar Combination Eco

PowderStar Pro & XL



Improved Color Assistant Pro

Intellistart 3



Tested and approved. Voices from the packaging market.

High Value Segment:
Mike Günther
Managing Director,
Colordruck, Baiersbronn



High Volume Segment:
Stefan Leonhardt
Managing Director,
WEIG Packaging, Emskirchen



Competitiveness. Higher productivity leads to lower cost*.

High volume packaging or wet glue label

- Benchmark of 100 million sheets per year will soon be reached.

High value packaging

- 15 – 20% higher productivity.

Pharma packaging

- Make-ready processes are shortened by up to 30%.



Workforce. Cluster production for higher performance.

Cluster production – decoupling performance from the operator

- Autonomous printing can **save up to one whole assistant***.
- Plate to Unit automates plate handling **up to 150 printing plates/hour**.
- **Waste-free pile** saves time in further Postpress processing.



Workforce. Reach highest levels of efficiency with confidence.

HEIDELBERG UX – working with ease

- The **modern, low-emission working environment** facilitates the recruitment and retention of skilled workers.
- Full machine transparency and **operator guidance everywhere in the printshop** with Press Center Mobile.
- **Printing plate touchpoints** from CTP to plate removal **reduced from 23 to 3** with Prinect and Plate to Unit.



Sustainability. Reduction of powder consumption*.

PowderStar XL (Duo)
15% less powder consumption and
45% less powder in the environment.



Format width adaption



Zonal powder application



Powder shutter



Sustainability. Reduction of dryer energy consumption*.

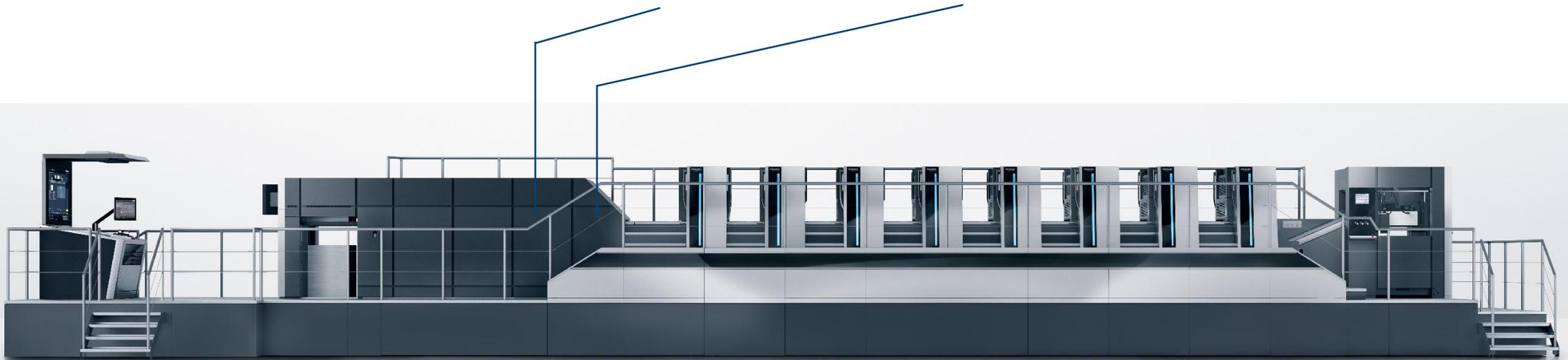
DryStar Combination Eco saves up to 30% dryer energy.



Integrated cross flow heat exchanger



New slide-in with optimized hot air nozzles



Digitalization. Prinect is key to unfolding automation potential. Supported by artificial intelligence.

Continuous optimization with Push to Stop

- **70% fewer operating steps** per job change with IntelliStart 3*.
- Improved Color Assistant Pro saves **4 min. make-ready time** and 100 – 150 sheets per job.
- **Seamless integration** between MIS, prepress workflow and equipment thanks to **Prinect Production Manager** and Customer Portal.

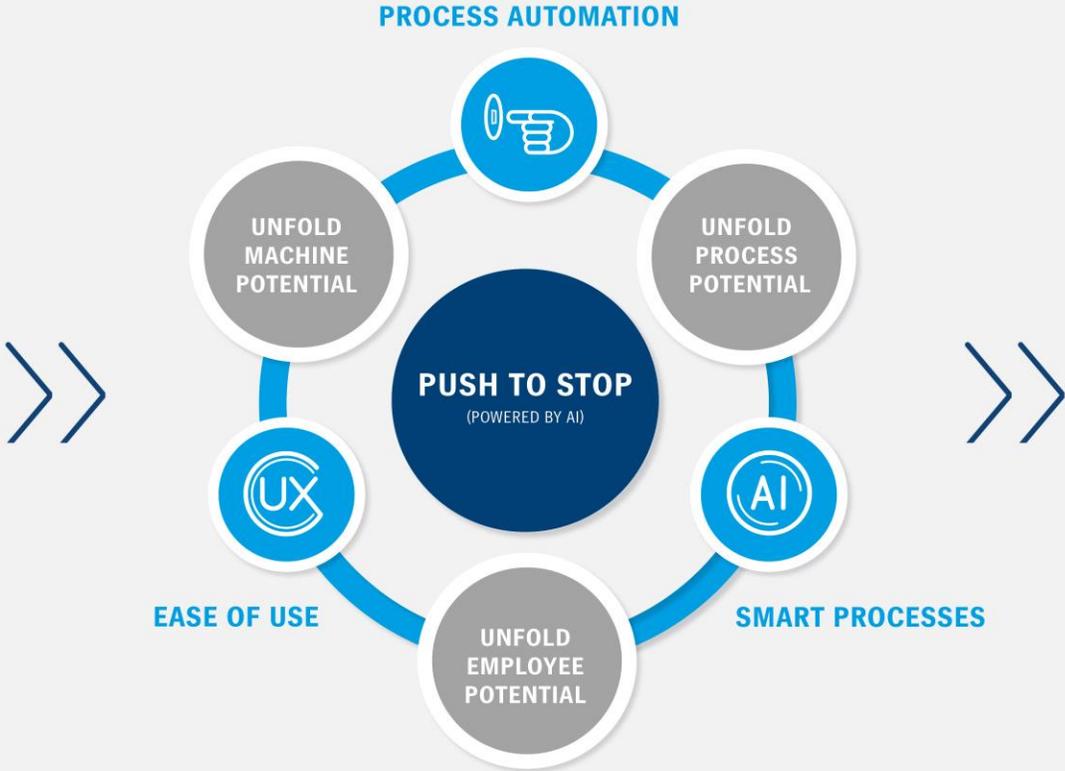


Technological leader. The new Speedmaster XL 106.

Unfold your potential: Push to Stop from HEIDELBERG

Challenges

- Competition
- Workforce
- Sustainability
- Digitalization



Added Value

- Highest productivity (OEE)
- Easy to use
- Reduction of waste and emissions
- Transparent, intelligent processes

Many thanks for your attention and see you
at the HEIDELBERG drupa booth in Hall 1.



28. Mai -
07. Juni 2024
Düsseldorf
www.drupa.de

drupa

HEIDELBERG Media Week press kit

<https://www.heidelberg.com/media-week>



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