

The future of printing is hybrid

Media Conference HEIDELBERG Days 2024

Dr. Frank Schaum, Christopher Berti, Axel Zöller | Wiesloch, October 21, 2024

Important Trends, Topics and Customer Pains.

The central graphic features a large blue 'AI' text in the center. Surrounding it are several circular and rectangular elements containing text and data:

- Top Left:** Smart Print Shop, Digital Print, Lack of Skilled People.
- Top Right:** Carbon Footprint infographic showing a footprint shape with segments: 42% Sonstiger Konsum, 19% Flüge, Fahrten & Reisen, 18% Wohnen, and 1% Druckerzugriffe weniger als 1%. Source: Bundesverband Druck und Medien e.V., Quelle: Umweltbundesamt 2021.
- Center:** Digitization, Carbon Footprint, Data Safety.
- Bottom Right:** A bar chart showing data points ranging from 0.1% to 4.2%.
- Other Text Elements:** New Business Models, Cloud, Cost Pressure, Robotic, Inflation, Automation, Trade War, Demography, Consolidation, Postpress Automation, Glocalisation, Supply Chain, New Business Models.

Pains

-  Digitalization
-  Competitiveness
-  Workforce
-  Sustainability

Commercial PRINT – Vision, Mission, Values.

We aim to be key partners of commercial and publishing printers worldwide.



Vision

We are **key partner** for **Industrial Performance Printers** by providing efficient print production end-to-end



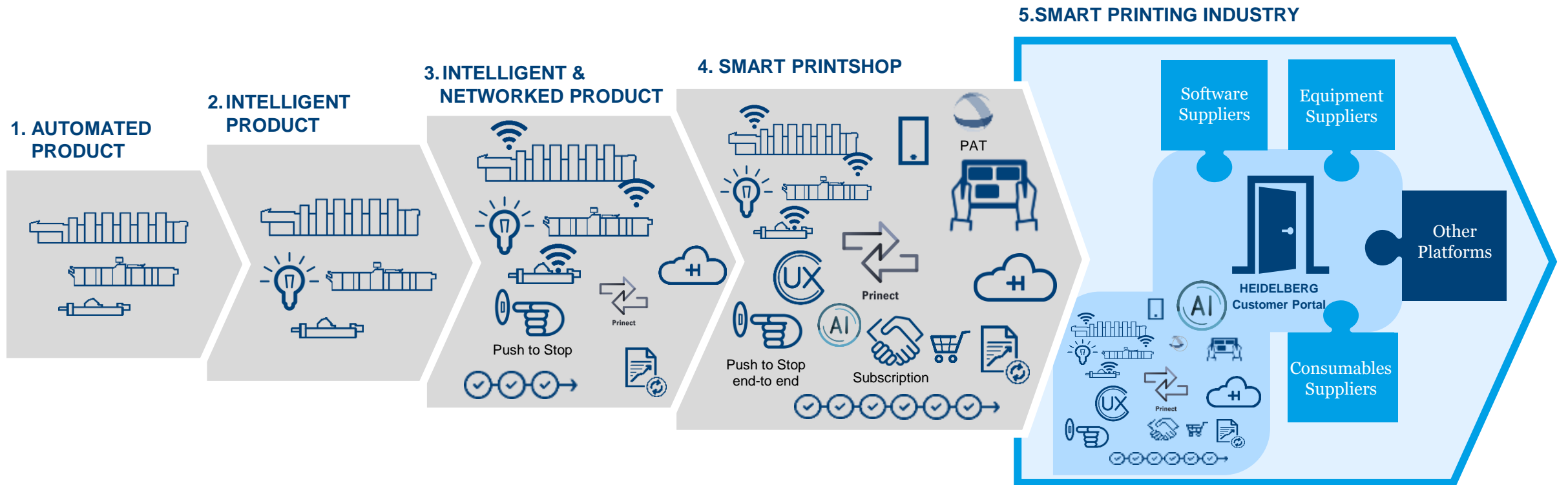
Mission

- Eliminate touchpoints.
- Link, integrate and innovate processes driven by AI.
- Act sustainable.

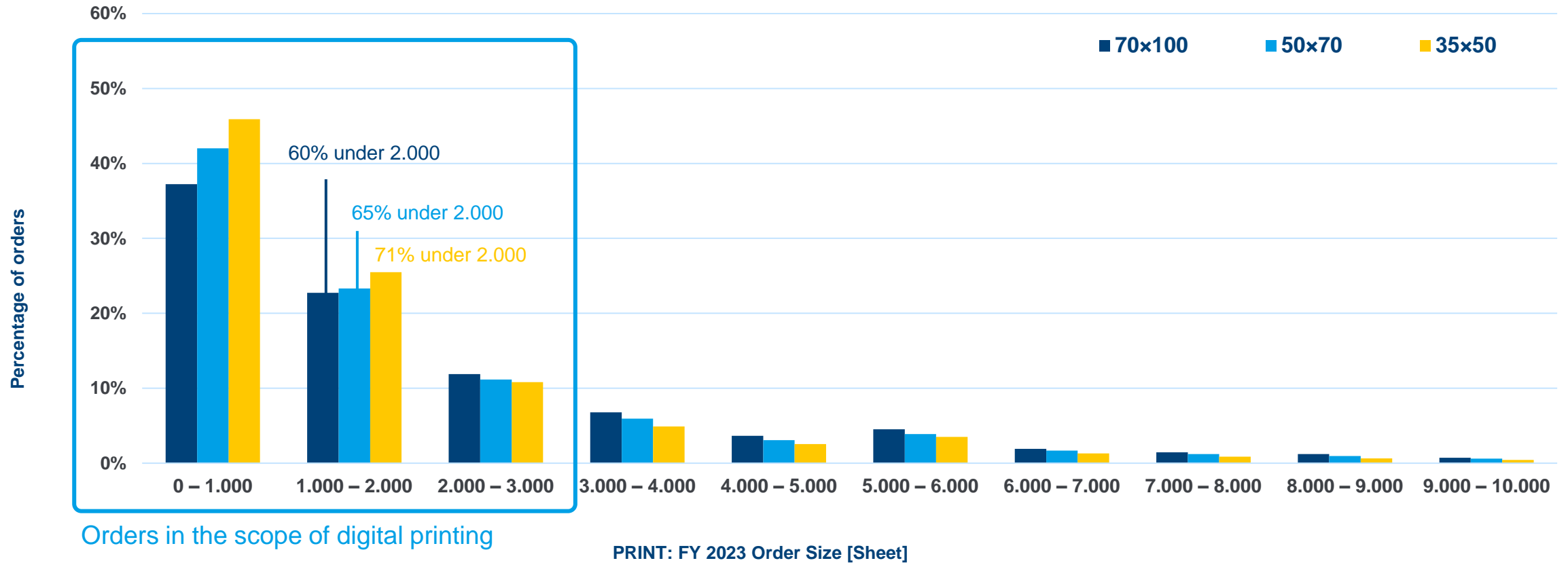
Values

Listen! – Inspire! – Deliver!

Always a step ahead. On the way to the Smart Printing Industry.



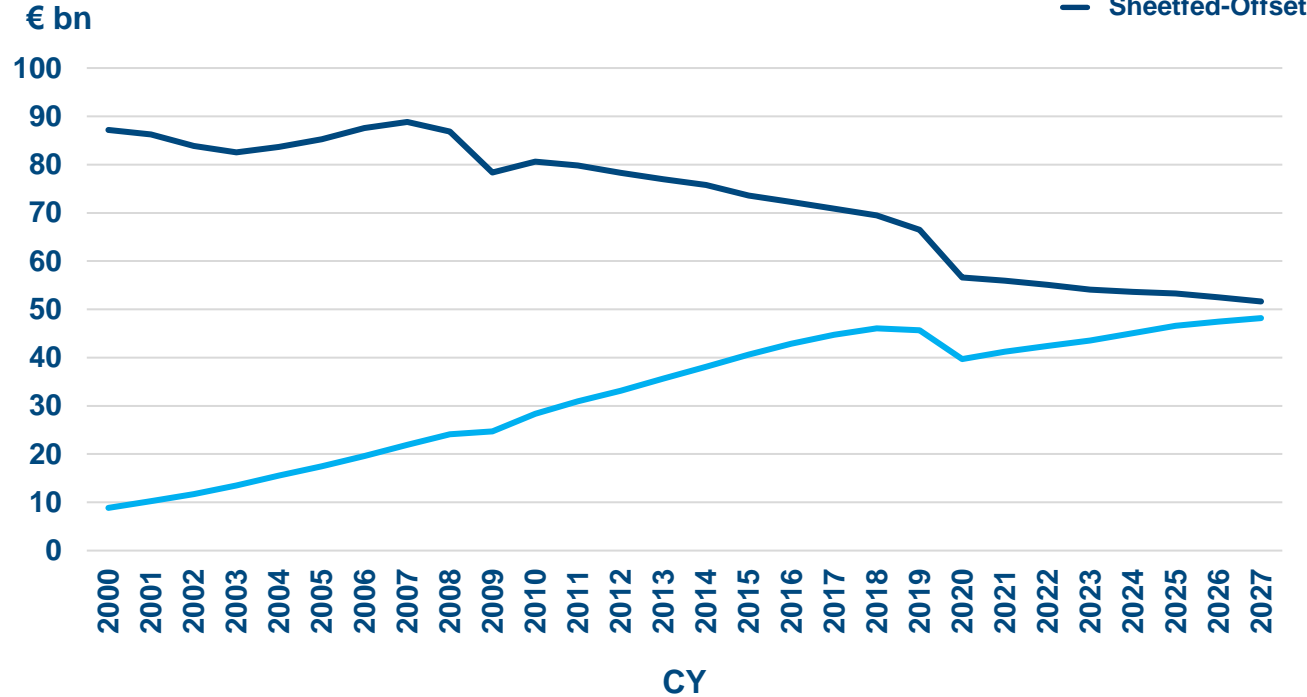
Run lengths will decrease. Complexity in print shops will increase.



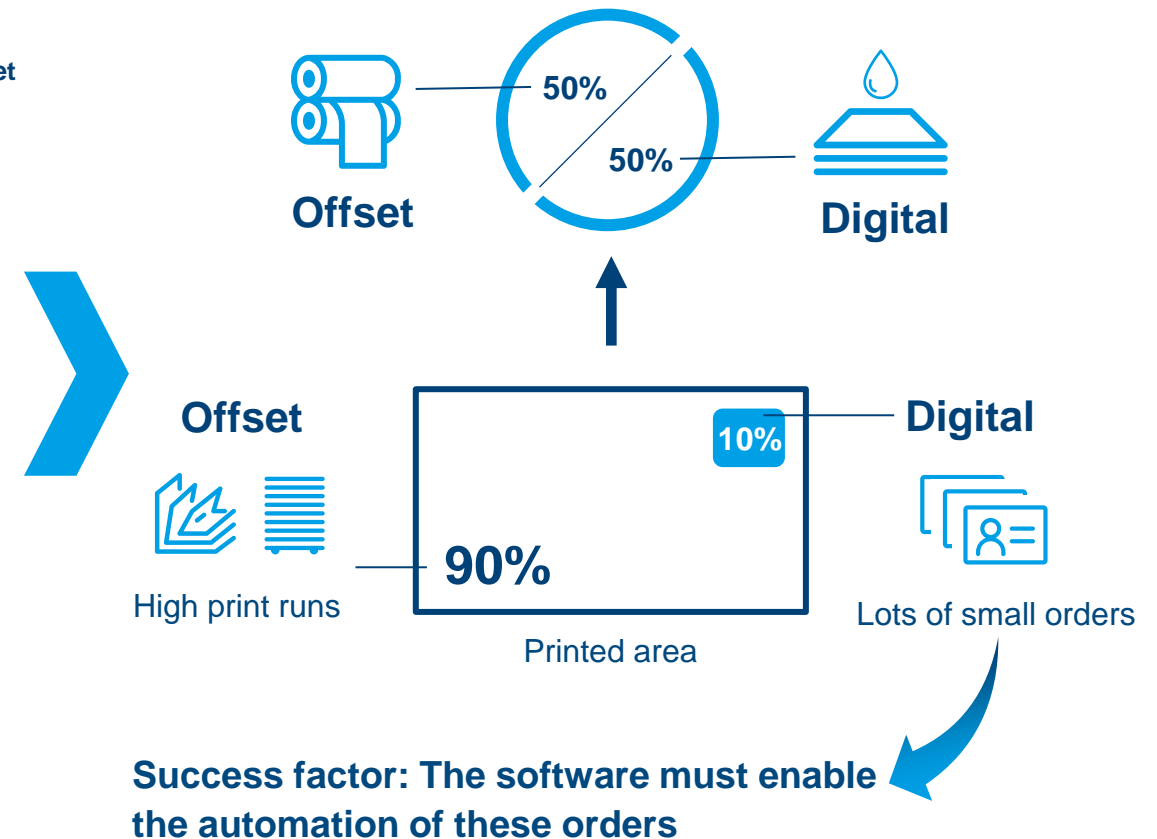
The coexistence of digital and offset. Print Production Volume (PPV*) comparison.

PPV / Markt segments

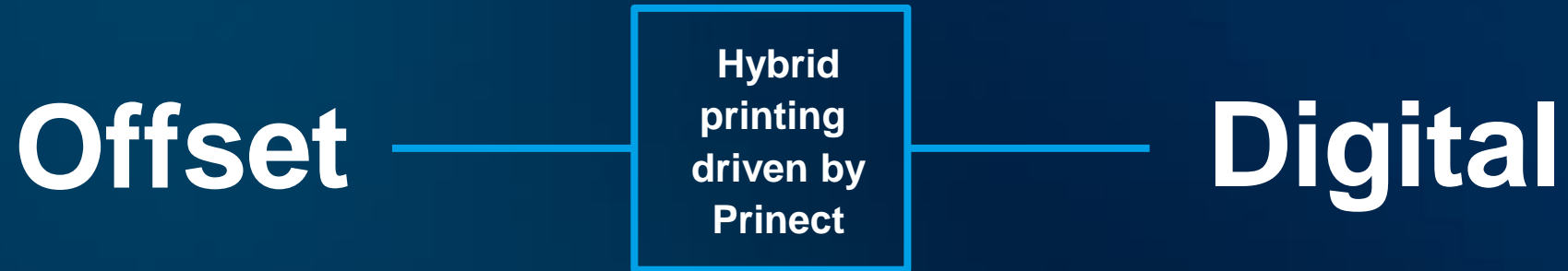
PPV technology split segment Commercial



Projected PPV (2027):



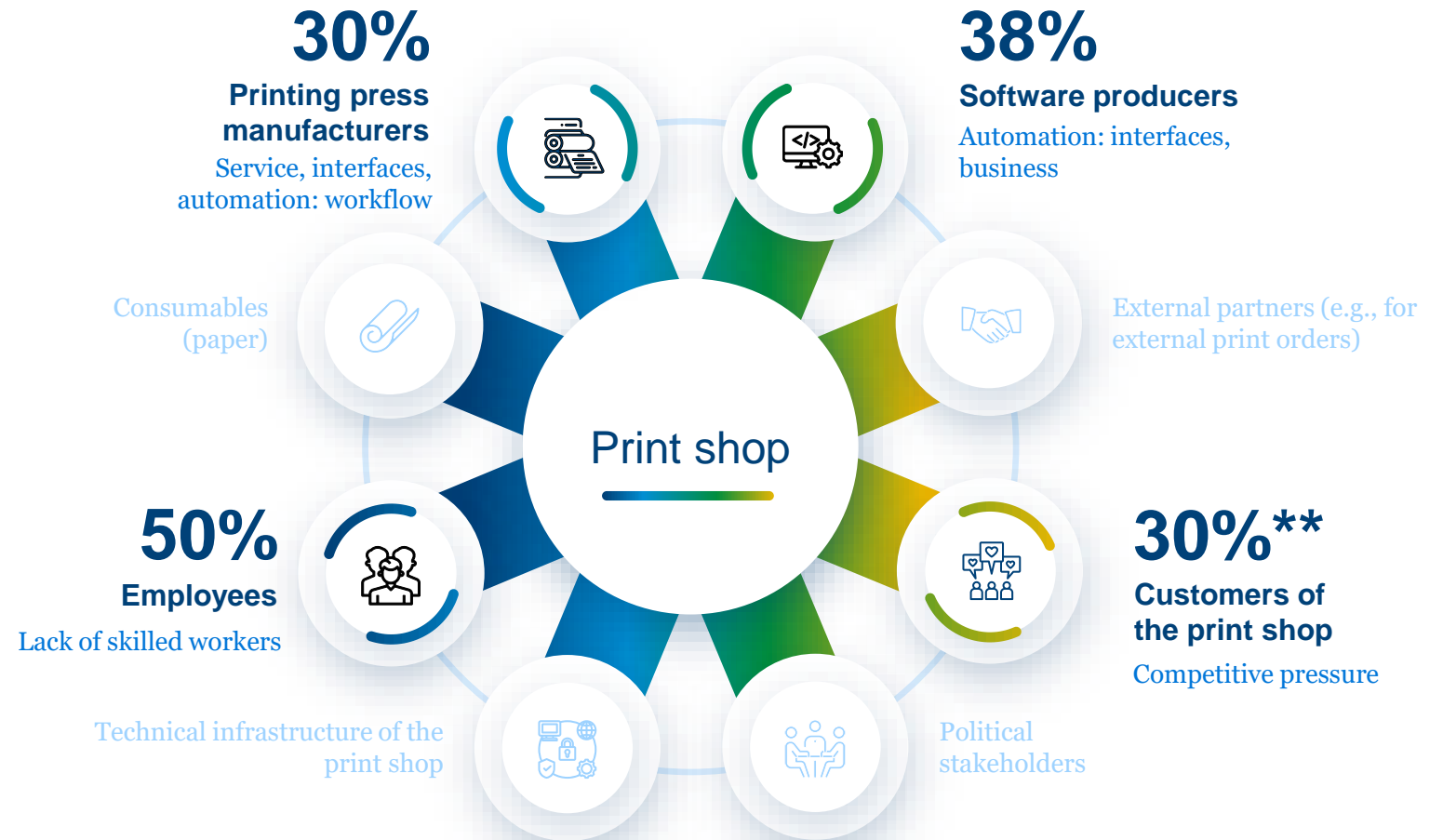
Heidelberg Print Strategy. Hybrid Production.



Digital Print Ecosystem – biggest challenges based on intensive market research*.

Key takeaways:

Across the entire sector, a **lack of skilled workers** is the most frequently cited challenge, followed by **automation** (workflow, business software, interfaces) and **competitive pressure**.



* Multiple choice possible

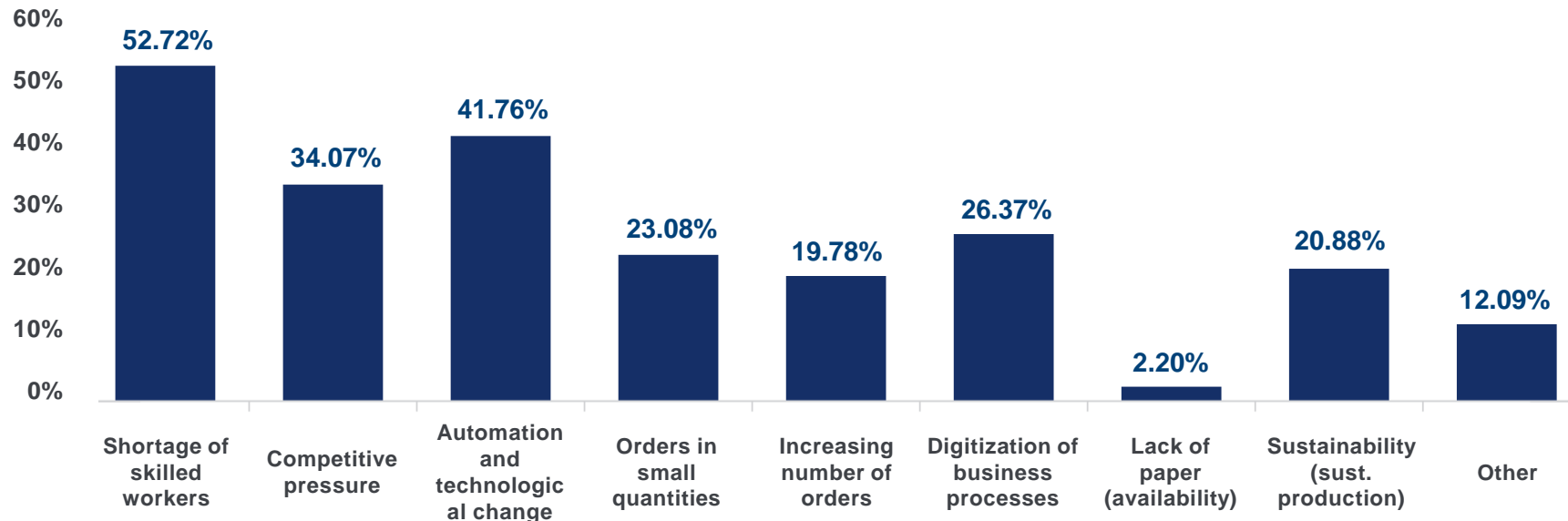
** Print buyers want: short runs, fast production and fast delivery | “amazonization” of the service | number of orders increases

The biggest challenges with regard to digital printing and digitalization.

Key takeaways:

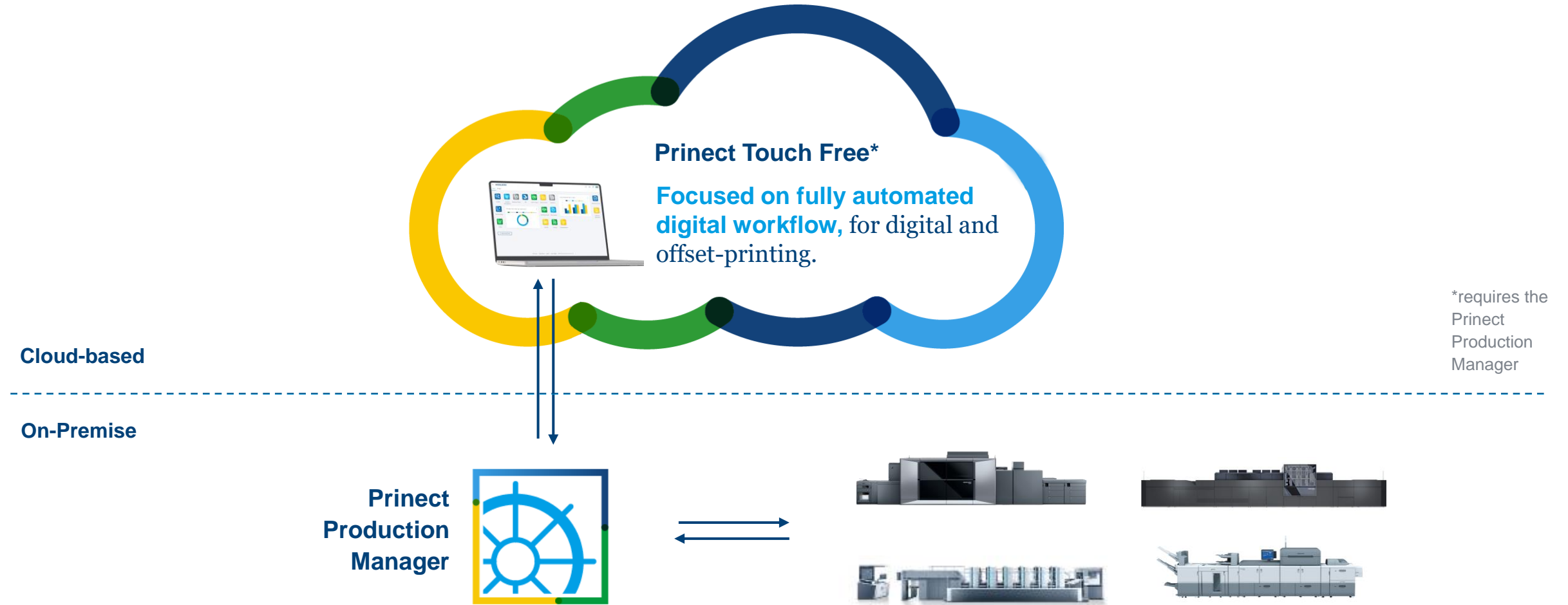
- Shortage of skilled workers
- Competitive pressure
- Automation of business processes and associated technological change
- Print runs are getting smaller resulting in increasing number of jobs

Q: Which of the following factors do you consider the biggest challenges for print shops in the area of digital printing? (multiple selection possible)



Multiple selection possible | Number of print shops that answered the question: 108 (+ interviews) | Number of all answers: 212

Easy automation and connectivity is key! The Prinect Production Manager connects the Print Shop with the cloud.



Prinect Touch Free



Prinect Touch Free.

Hybrid workflow automation



Pathfinder

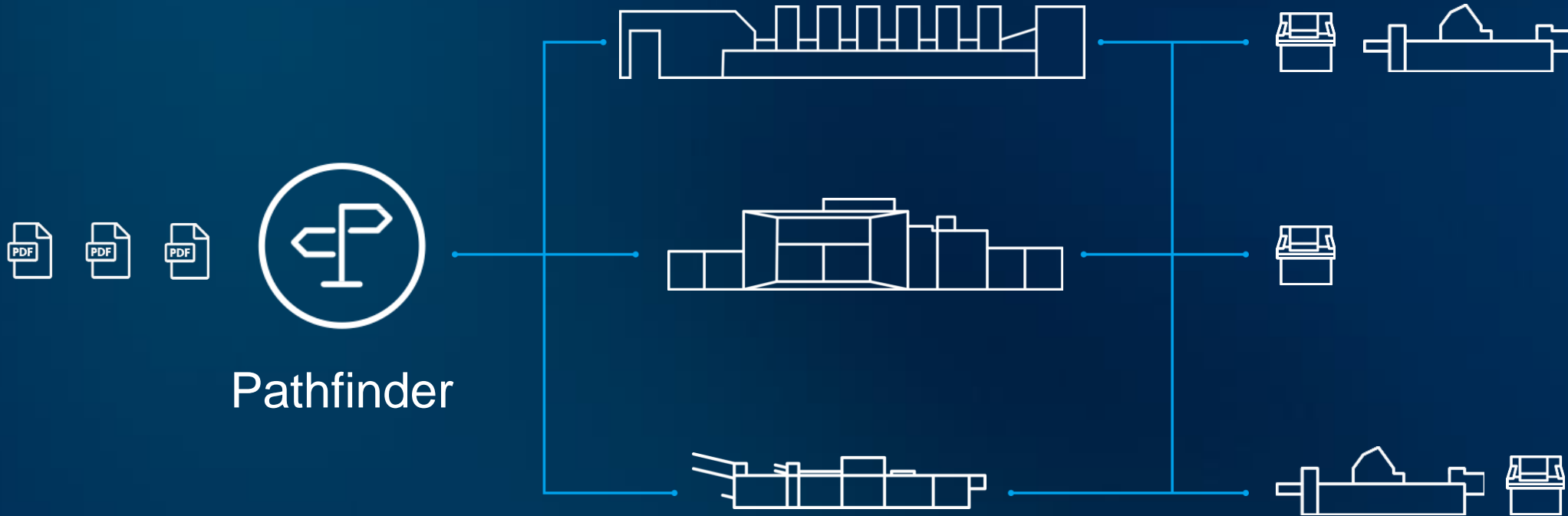


Decision Maker

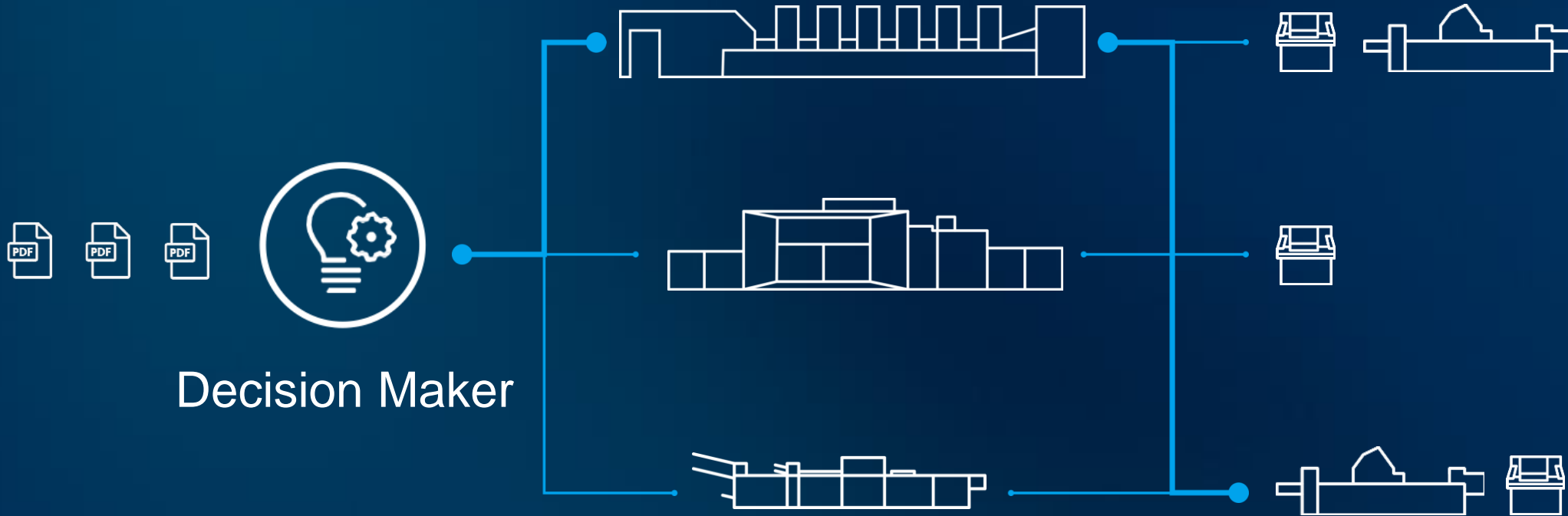


Auto Scheduler

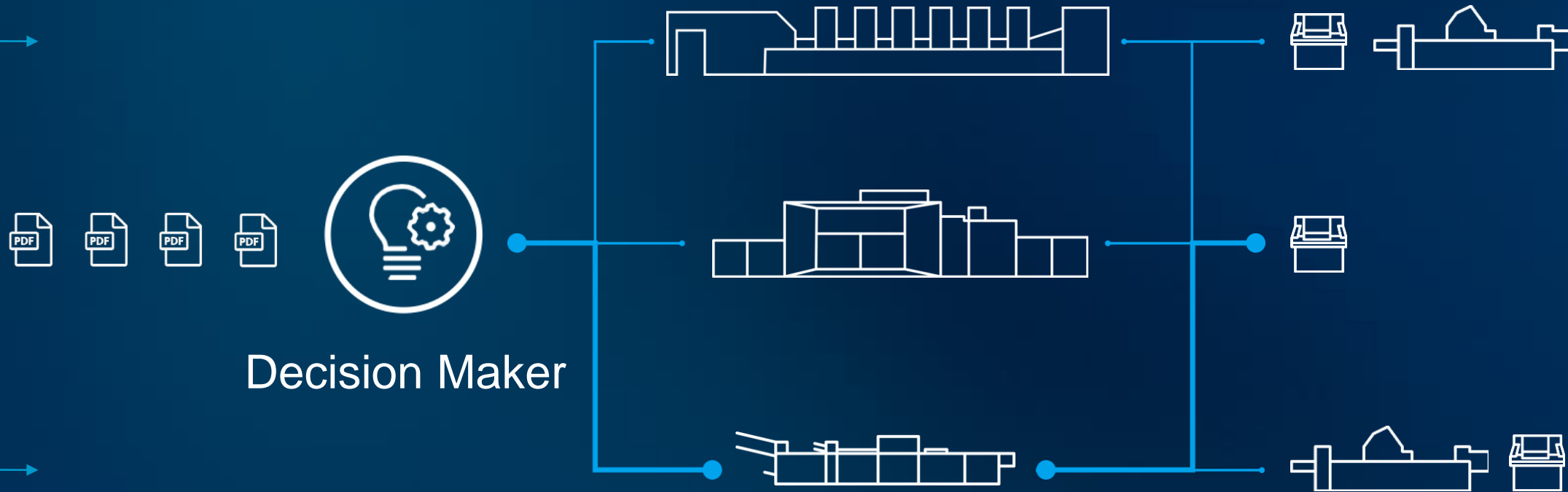
Prinect Touch Free.



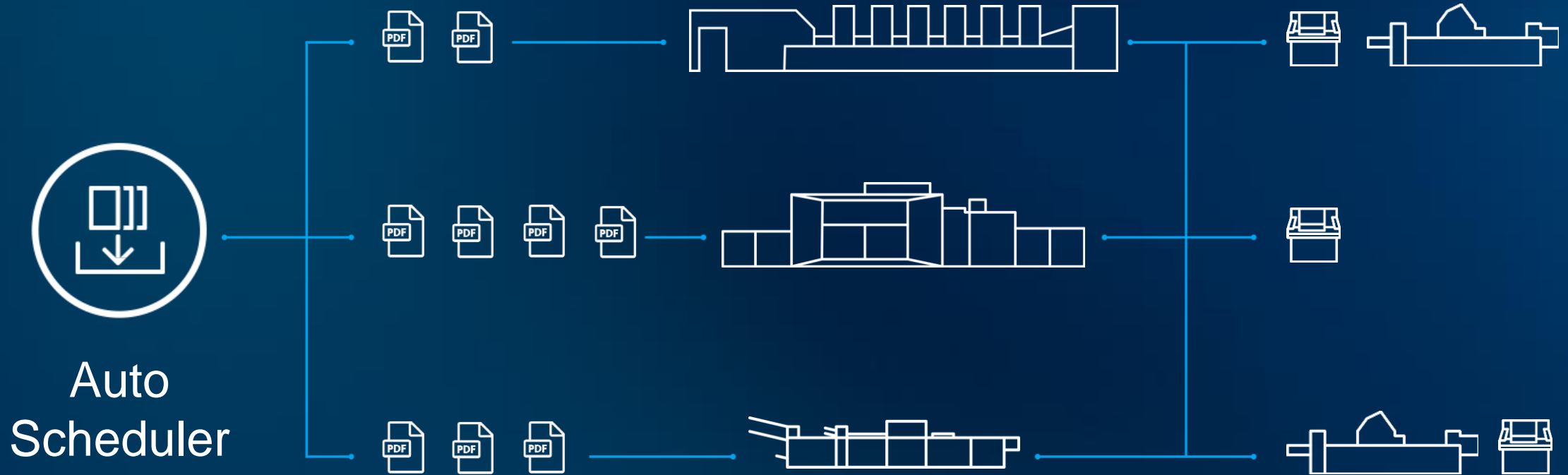
Prinect Touch Free.



Prinect Touch Free.



Prinect Touch Free.



Prinect Touch Free.



Pathfinder



Decision Maker



Auto Scheduler

Prinect Workflow with Prinect Touch Free.

Order Input

- Portal (B2B)
- Webshop (B2C)
- MIS

New
Prinect Touch Free



Prinect Production Manager



↔ Integrated planning update



Prinect Touch Free.

Fully automated cloud workflow for digital and offset-printing.

Prinect Touch Free

“ Focused on fully automated digital workflow, for digital and offset-printing.”

Cloud-based

On-Premise



Jetfire 75 *Planned*



Speedmaster



Jetfire 50 *New*



Versafire

HEIDELBERG Cloud.

The integration with the Prinect Production Manager also allows...

...Big Data Services.

By storing machine data in the cloud

...Remote Service.

Fast and efficient

Prinect Touch Free

Focus on fully automatic digital workflows for digital and offset printing

...access to further Apps.

via the HEIDELBERG customer portal

+ always up to date and secure

Supported by Amazon Web Services

Cloud-based

On-Premise



Jetfire 75

Planned



Speedmaster



Prinect Production Manager (Required)



Jetfire 50

New



Versafire

HEIDELBERG Customer Portal. Jetfire App Portfolio.



Analytics: Insights

Evaluate production performance with real-time data and configurable dashboards for quick issue identification.



Production: Prinect Touch Free

Fully automated cloud workflow for digital and offset-printing supporting hybrid production.



Inventory Management

Track and manage the available inventory of HEIDELBERG consumables, based on which HEIDELBERG triggers automatic replenishment in time.



Service: Service Tickets

Get an overview of all service tickets to see the service status of each machine and create tickets for new issues and plan upcoming service events.



Academy

Benefit from our printing knowledge and browse our wide offer of training courses – anywhere at anytime.



Maintenance Manager

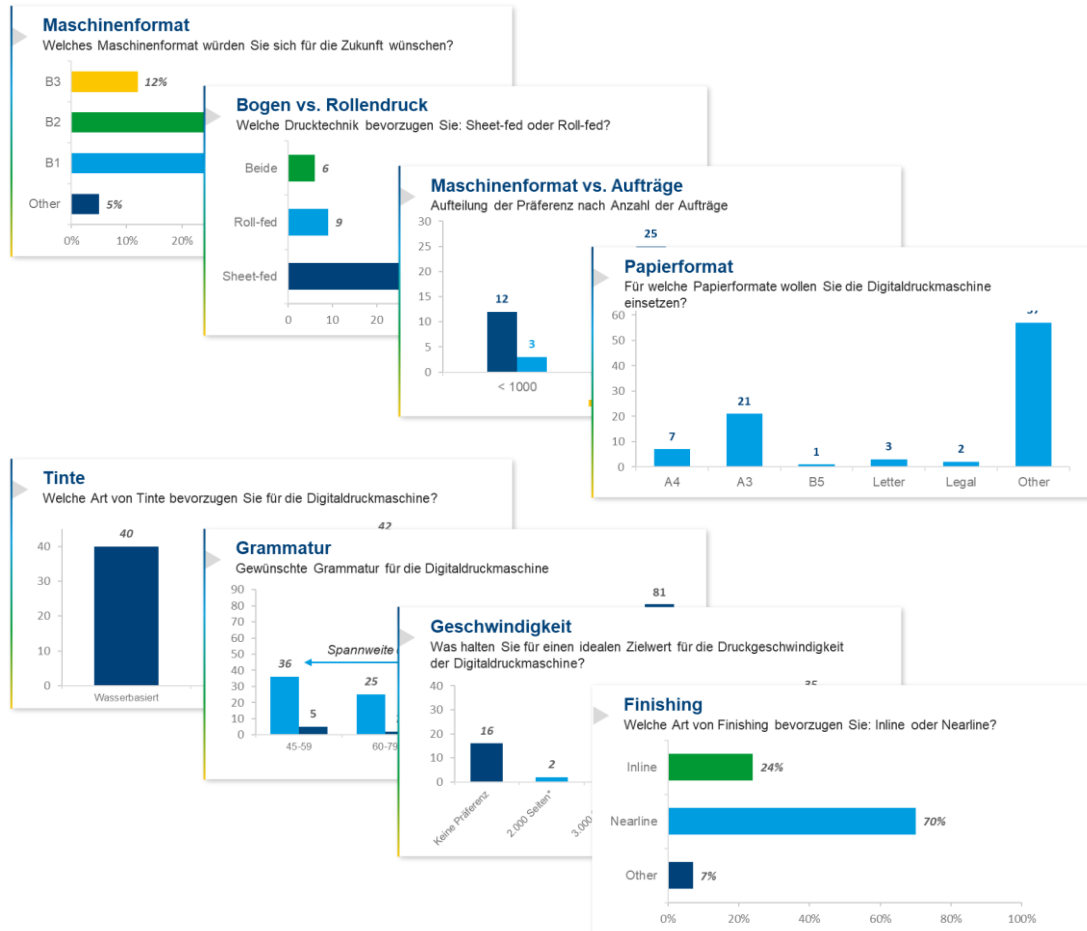
Intelligent planning of maintenance tasks to ensure a transparent maintenance process in a printshop.

And more... Pick from a variety of apps, with many more to come!

Intensive market research.

The customer survey shows a clear preference for a cut sheet machine.

Key findings of the customer survey



Expectations machine parameters

- Sheet is the clear preference for the commercial sector.
- B2/B3 machines are preferred across all job spectrums.
- >90% of the desired final formats can be covered with B2/B3.

Specification of future machine

- Water-based ink is preferred.
- A wide range of grammages is required.
- Machine should be high-performant.
- Majority wants flexibility in the finishing area.

The market wants a flexible digital printing press from HEIDELBERG as soon as possible.

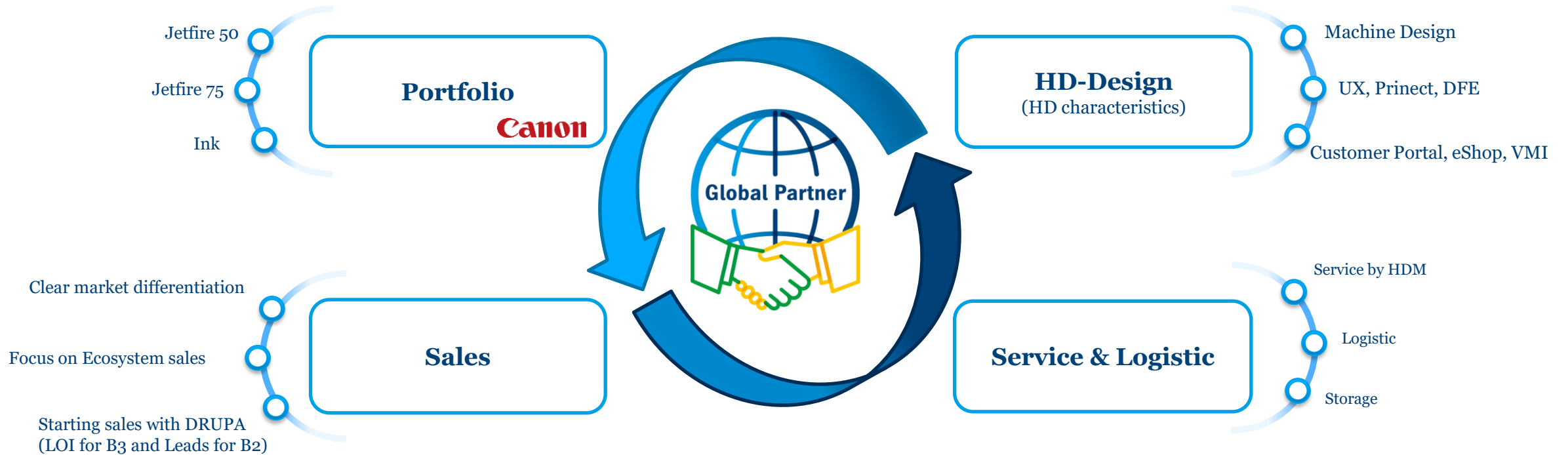
The fact that HEIDELBERG will build an excellent digital printing press is a prerequisite for **all** customers (as well as that the machine is available as soon as possible).



At the moment we don't buy a digital machine because our contact person says "there's more to come"... But should we really wait? I've already turned down an offer for a dirt cheap machine...

"Yes, we know and expect you to build a great digital printing machine."

Co-operation for growing industrial digital printing market. Canon and HEIDELBERG.



Jetfire 50.

The new flexible and reliable allrounder for commercial printing.



Jetfire 50.



9,120
SRA3 per hour



60 million
SRA3 per year



Jetfire 50.

Ideal for:

- Run length of 1 to medium runs
- Personalized or sorted orders



Jetfire 50.

- Ease of use
- High automation
- Reduced touch points



Jetfire 75.

Industrial commercial inkjet



Jetfire 75.

Highly productive



Jetfire 75.



8,700

B2 sheets per hour



54 million

B2 sheets per year



Jetfire 75.



More than just equipment. Jetfire equipment inside the HEIDELBERG Ecosystem.



Workflow On-Premise...

- One hybrid workflow for offset and digital print.
- Connected to your Prinect Production Manager Workflow (Required)



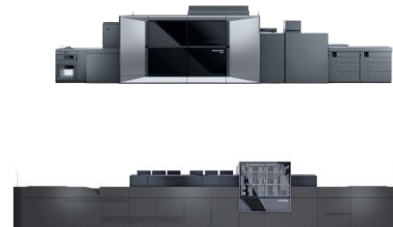
...and soon combined with Prinect Touch Free

- Complemented with the fully automated digital cloud workflow
- + many more apps in the HEIDELBERG Customer Portal.



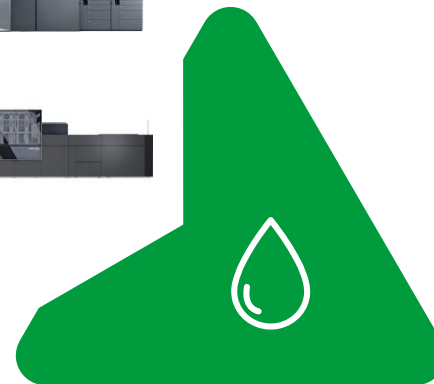
HEIDELBERG Service

- We provide support worldwide, including maintenance, repair and original service parts
- immediate assistance and state-of-the-art Remote Services

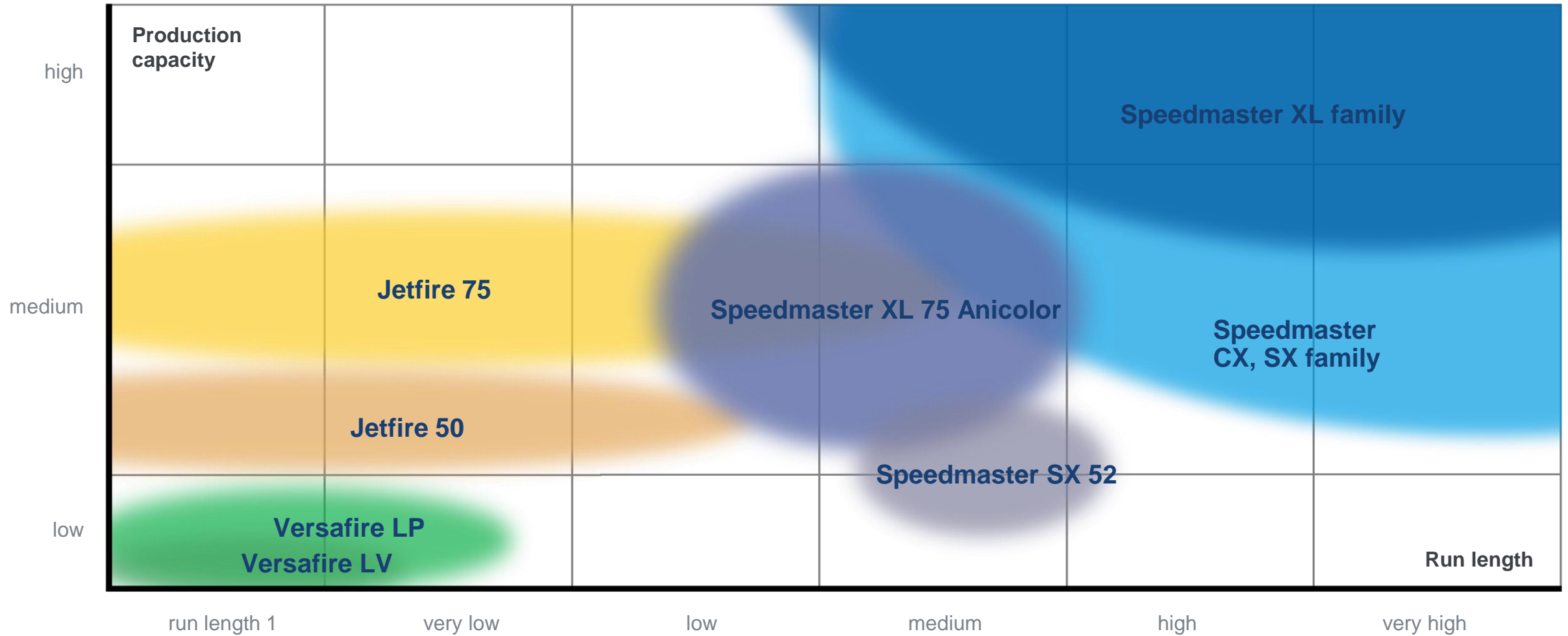


HEIDELBERG Consumables

- Our consumables are carefully selected and tested by experts
- optimized for all HEIDELBERG equipment
- For top-quality and stable production.



Commercial printing portfolio. Performance and flexibility.



Thank you for your attention!