

Press Information

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Heidelberg launches customer campaign – expert knowledge at the push of a button during “Innovation Week”

- **From October 19 to 23: current innovations in the commercial, label and packaging printing segments show the potential offered by the digitization of processes**
- **Hybrid customer event combines a digital brand experience with a one-on-one customer approach**
- **Register free of charge at: “heidelberg.com/innovationweek”**
- **Digital customer experience accessible via new myHD app**

Heidelberger Druckmaschinen AG (Heidelberg) is launching a global customer campaign this fall. Worth knowing, digital, personal – with the “Innovation Week” from October 19 to 23, 2020, the company is holding a digital event with product presentations of its current highlights, innovation talks, and one-on-one conversations via video chat. Under the motto “Unfold your potential”, Heidelberg will showcase the potential offered by the digitization of processes for the commercial, label, and packaging printing segments. The aim is to increase the productivity and competitiveness of print shops. The company will present answers to the challenges in the print media industry and how to make the industry fit for the future: with innovative technologies, new business models, and end-to-end solutions to boost performance.

Heidelberg wants to inform its customers of the latest developments quickly, flexibly, and continuously, and to provide support for investment decisions also in times of Covid-19 through digital formats with presentations on products and innovations.

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Going deeper in one-on-one conversations with sales staff in more than 35 countries, 30 languages, and 15 time zones

In all the online presentations, customers will be able to ask the experts any questions they might have. Another special highlight is the one-on-one conversations with the local Heidelberg sales staff – in more than 35 countries, 30 languages, and 15 time zones – that can be booked now. “We see ourselves as our customers’ partner, and want to show the benefits offered by our new products and innovations,” explains Ludwig Allgoewer, Head of Global Sales and Marketing at Heidelberg. “We give our customers and interested participants the opportunity to benefit from our experts’ knowledge by clarifying questions easily and directly with their Heidelberg contact in a video chat.” These one-on-one sessions will be supported by staff from the global product management network – similar to what would happen at a trade fair.

New brand experience across all channels offers expertise from the technological leader

Everything in the five-day online event is focused on sharing knowledge about the pressing issues in the industry. How can commercial printing companies reduce complexity and at the same time increase efficiency and productivity? This and other topics are covered in the first two days on the **commercial** segment. On the third day the participants will, for example, learn how to produce highly finished **labels** economically, and at a high standard. The contribution made by consumables and digital services to stable packaging production is one of the presentations during the final two days, which are dedicated to **packaging** where, Heidelberg focuses on folding carton production.

The presentations will be held in German and English, and will be offered with subtitles in six other languages: French, Italian, Japanese, Portuguese, Russian, and Spanish.

Easy and free of charge registration

Anyone interested can register simply and free of charge now using the link “heidelberg.com/innovationweek”, and set up their own agenda, whether product presentations or innovation talks. One registration offers access to everything. All online presentations will be available as recordings after the Innovation Week.

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Digital customer experience accessible via new myHD app

The Innovation Week can also be accessed via the new mobile **myHD app** from Heidelberg.

As a digital interface, the app is another milestone in the customer relationship.

The myHD app provides the user with information about the company's new products, services, and presentations before, during, and after Innovation Week. The app also conveniently offers contact details of speakers and Heidelberg experts. Registered users will in future also gain access to their print shops' key performance indicators, should they wish. myHD will be launched on September 28, 2020, and will be available to download in German and English in Google Play (Android)

<https://play.google.com/store/apps/details?id=com.hdmmyhd&hl=de> and in the App Store (iOS) <https://apps.apple.com/de/app/myhd/id1481438594>.

Photo 1: The Heidelberg Innovation Week offers expert knowledge at the push of a button from October 19 to 23.

Photo 2: Heidelberg Innovation Week: Everything in the five-day online event is focused on sharing knowledge about the pressing issues in the industry for the commercial, label and packaging printing segments.

Image material as well as further information about the company can be found in the Heidelberger Druckmaschinen AG press portal at www.heidelberg.com or in the [Media Library](#).

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