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High level of customer interest at Innovation Week – Heidelberg offers a positive assessment

- **Specialist contacts on a similar scale to an international trade show**
- **Participants praise combination of format and content**
- **Digital customer discussions promote investment activity in challenging times**
- **Content and videos still available at: [Registration](#)**

Several thousand registrations from more than 100 countries, several hundred one-to-one discussions arranged with decision-makers, and around 100,000 hits on videos – that is the upshot of the five-day [Innovation Week](#) held by Heidelberger Druckmaschinen AG (Heidelberg). This online event, unprecedented in the industry, just finished. Taking “Unfold your potential” as its slogan, it focused on transferring knowledge relating to the urgent issues in the sector. With product presentations on its latest highlights, innovation talks, and personal discussions via video chat, Heidelberg provided a comprehensive overview of its offerings in the [commercial, label](#), and [packaging](#) segments.

“The feedback we have received so far from participants and our partners has been truly overwhelming,” says Ludwig Allgoewer, Head of Global Sales and Marketing at Heidelberg. “The participants praised the format and the content presented.” The combination of short, professionally produced videos and innovation talks with the option of follow-up live chats in which the content presented could be discussed in more detail with around 300 Heidelberg experts from around the world went down well with the participants. “As a result, Heidelberg was able to register specialist customer contacts on a similar scale to an international trade show,” Allgoewer continued. “We are

confident that the numerous customer discussions will also generate business contracts in the near future.”

End-to-end production in the spotlight

At the heart of all the presentations was the optimization of the entire process in offset and digital printing, all the way through to end-to-end production. This is based on the enhanced Push to Stop technology with all its facets, including automatic optimization of job sequences and navigated printing, accompanied by user-friendliness for operators thanks to easy-to-understand user interfaces, all of which – combined with “integrated intelligence” – enables highly productive operations with fewer staff and skilled personnel. Heidelberg also provided supplementary information about offerings in the fields of Prinect workflow, consumables, and contract business. This did not focus on presenting individual product functions, but rather on responding to the most urgent customer requirements in the respective market segments.

“The priority is no longer simply achieving the highest possible printing speed – instead we aim to make the entire process as efficient as possible. Boosting productivity offers the greatest earnings capacity for industrial print shops. Digitization is key to this – and that is precisely what we demonstrated at Innovation Week,” says Heidelberg CEO Rainer Hundsdörfer. “The response to our Innovation Week underlines how it is possible to use digital formats to successfully contact customers and get them excited about innovations, even in the middle of a global pandemic.”

All the content and videos from Innovation Week, much of it for download, continues to be available for all registered customers and other interested parties. [Registration](#) is also possible after the event.

Link to digital press kit [“Heidelberg Innovation Week”](#)

Image 1: How to engage in successful customer discussions in challenging times – Heidelberg offers a positive assessment of the recently finished virtual Innovation Week.

Image 2: The Heidelberg Innovation Week focused on optimizing the entire process in offset and digital printing through to end-to-end production.

Image material and additional information about the company are available in the Press Lounge of Heidelberger Druckmaschinen AG at www.heidelberg.com and in the [Media Library](#).

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Link to the IR Twitter channel: https://twitter.com/Heidelberg_IR

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Further information:

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