



LUDWIG ALLGOEWER

Chief Sales & Marketing Officer
Heidelberger Druckmaschinen AG



One trade show, **two locations.
drupa 2020, in Düsseldorf
and Wiesloch-Walldorf.**



Explore the Heidelberg product portfolio, including the very latest generations of our equipment and software solutions for commercial, packaging, and label printing.





Take a look behind the scenes at the world's most advanced print industry research center.

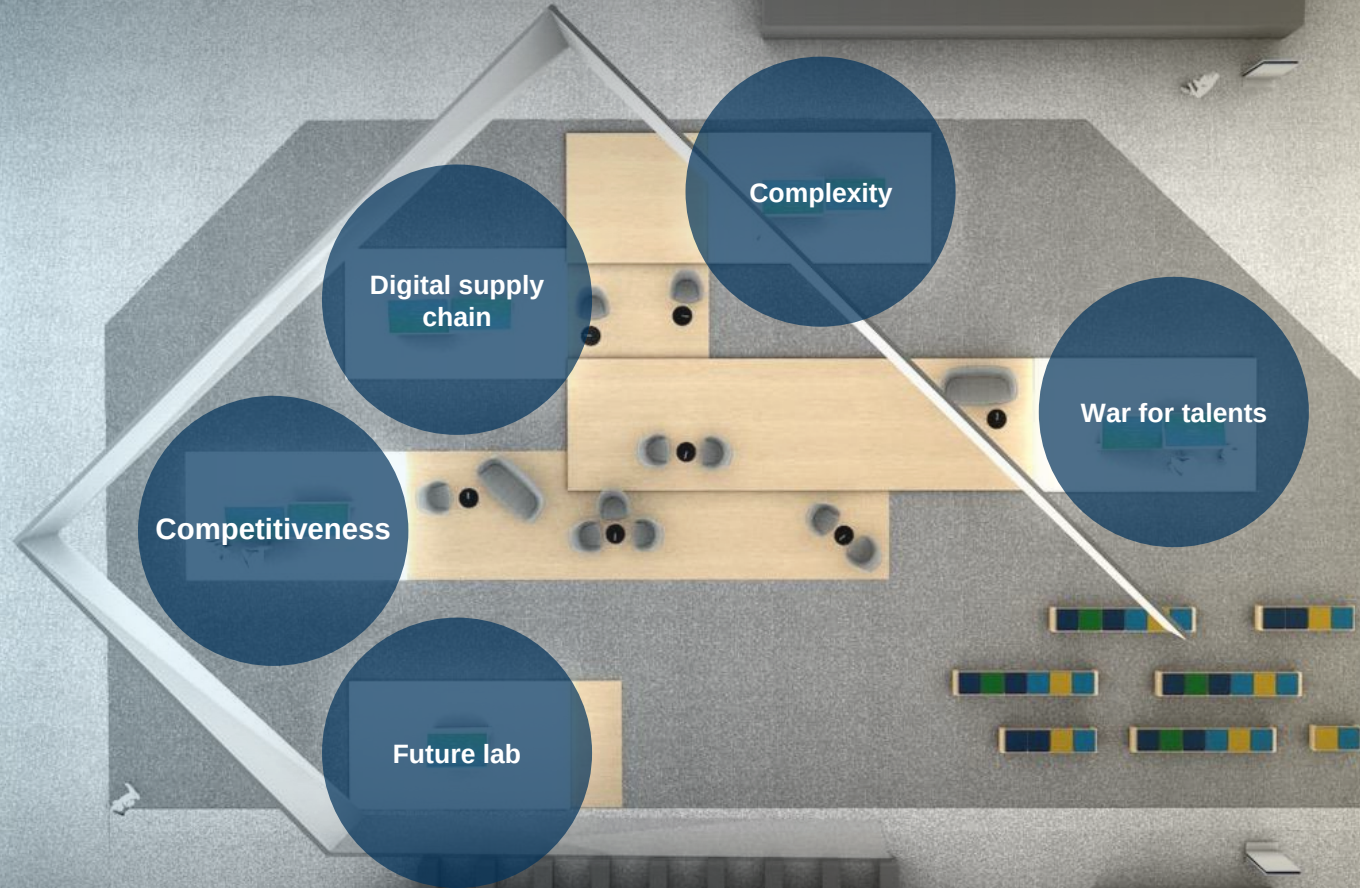


**Our “second trade show location”
is in Düsseldorf, in Hall 1.**





**You can expect great things from
our innovation initiative in Hall 1
in Düsseldorf.**





UNFOLD YOUR POTENTIAL



UNFOLD YOUR MACHINES' POTENTIAL



UNFOLD YOUR BUSINESS POTENTIAL



UNFOLD YOUR VALUE CHAIN'S POTENTIAL



UNFOLD YOUR EMPLOYEES' POTENTIAL



UNFOLD YOUR EMPLOYEES' POTENTIAL

Nick Kawasaki

Director of Kawagraf Embalagens, Brazil



**The campaign will
encompass all channels.**



The Heidelberg app for drupa 2020 keeps you up to date, providing the latest news and exciting background information.



The new **myHD App**: Your
mobile companion to drupa
2020. And soon also in your
print shop.



Let's discover **three**
benefits of myHD app.

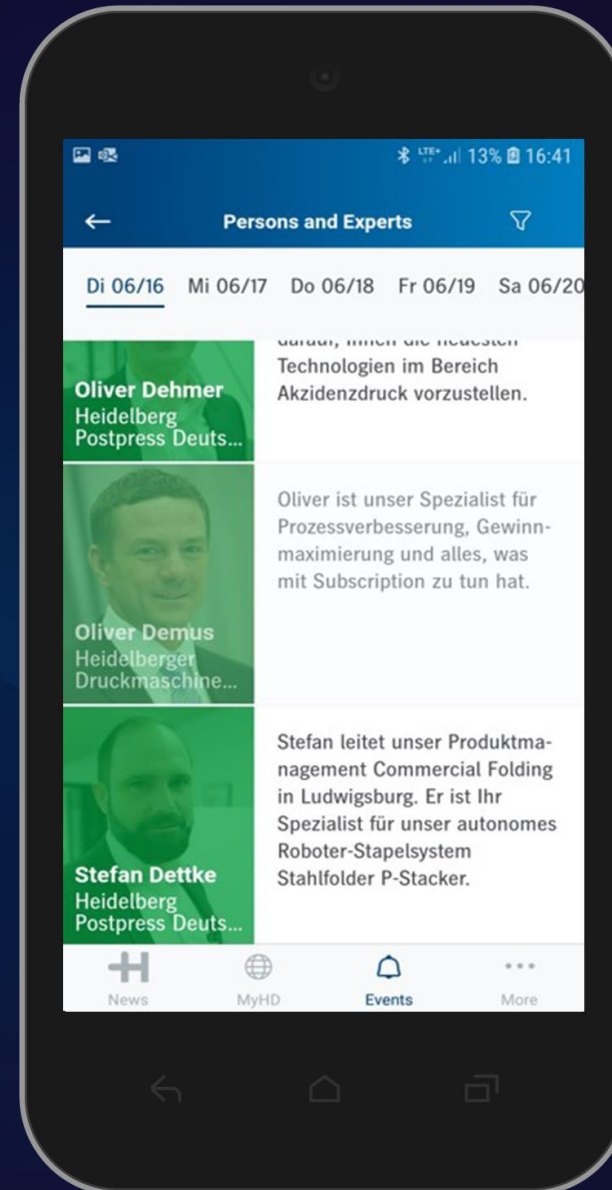


View the complete list of all machines
at the Heidelberg stand in Düsseldorf
and in Wiesloch-Walldorf.



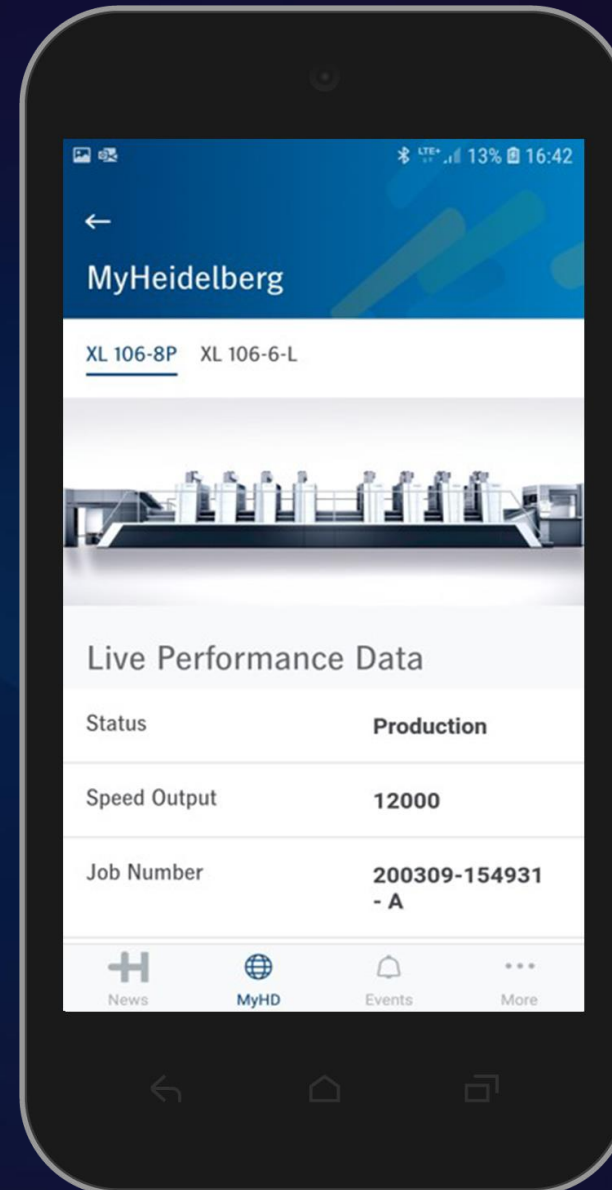


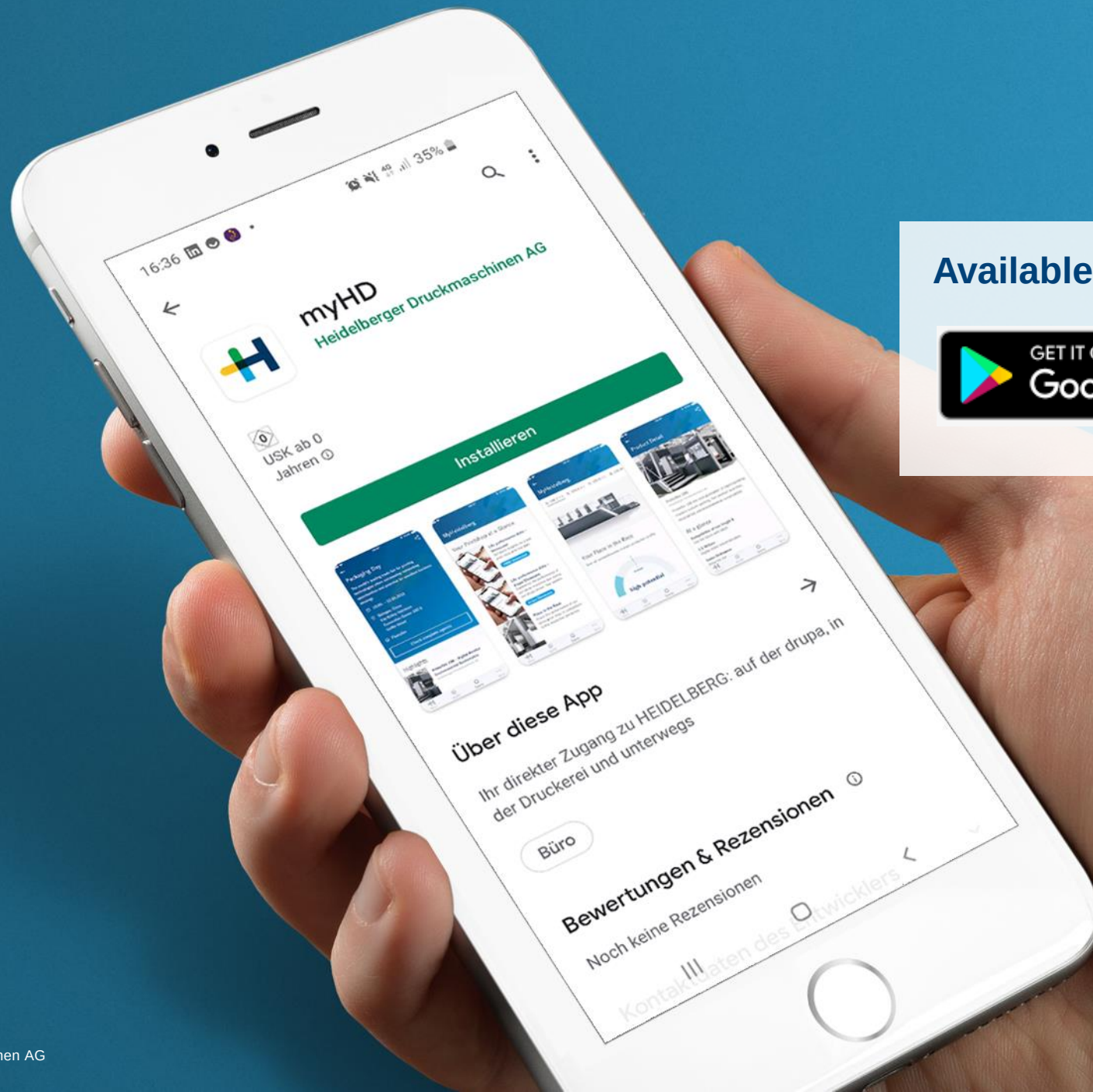
Find your Heidelberg expert and contact him or her in advance of drupa.





Live Performance Data





Available now!





UNFOLD YOUR POTENTIAL

Visit us @ drupa 2020



QUESTIONS AND ANSWERS