

Press Information

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drupa 2020: “Unfold your Potential,” Heidelberg urges customers as it works to harness the sector’s potential

- **How can you process increasingly complex orders in the shortest possible time?**
- **How can you achieve consistently high productivity and quality no matter who is operating your equipment?**
- **How can you future-proof your company in the face of global competition?**
- **How can you digitize your supplier and customer management operations?**
- **From smart print shop to smart print media industry**
- **Wiesloch-Walldorf site also part of drupa 2020**

“Unfold your Potential” is the motto of the presentation by Heidelberger Druckmaschinen AG (Heidelberg) to showcase all the expertise of a market and technology leader for the printing and media industry in the new Hall 1 at drupa 2020, which is taking place from June 16 to 26, 2020 in Düsseldorf. The focus is on customers’ need to combine state-of-the-art technologies and services with new business models to optimize the development and leveraging of their business potential. Concentrating on key factors such as process optimization and intelligent productivity regardless of who is operating equipment, Heidelberg is taking the smart print shop into a new dimension and presenting a smart print media industry.

“At drupa, Heidelberg is positioning itself as an ideal partner for customers in a digital future by offering solutions to the industry’s most pressing challenges. These include growing complexity, a lack of skilled personnel, fierce competition, and the addition of digital platforms to the value chain. As an innovation leader, we will be setting a clear course,” said Heidelberg CEO Rainer Hundsdörfer.

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Visitors to drupa 2020 in Düsseldorf will experience the next stage of the Smart Print Shop concept, which takes productivity in the very popular 70 × 100 format to a whole new level for commercial and packaging printers. Heidelberg will be teaming up with POLAR and MK Masterworks to showcase completely automated offset production – from job acceptance all the way through to postpress, including fully automatic plate logistics. In addition, a digitized production line for industrial packaging printing will illustrate the potential for a shorter time-to-market.

“The new Heidelberg presentation for drupa underlines how we’re working with our customers to implement solutions for a successful future. As we see it, partnership means shared success, so we’re also prepared to share challenges with our customers. Thanks to big data and artificial intelligence, we can use performance data to tell them where future opportunities lie,” explained Ludwig Allgoewer, who took over as Head of Sales and Marketing at Heidelberg in March.

How can you process increasingly complex orders in the shortest possible time?

Industrial processes are a growing feature of an ever more networked world, making systematic digitization and automation the order of the day at print shops and an essential prerequisite for sustainable success. From print shop management to networking everyone involved in the printing process, Heidelberg will be demonstrating at drupa how its customers can significantly boost their productivity, expand their business, and further reduce complexity. Push to Stop is a big help, for example. The latest generation takes automation to the next level with a whole host of intelligent assistance systems. Fully automatic printing plate logistics will be a particular highlight making its debut “live” at drupa, for instance. In this system, the printing plates are supplied fully automatically in the correct plate changing shaft and the used plates removed. This is the only way to achieve consistently high productivity on short runs in the long term.

How can you achieve consistently high productivity and quality no matter who is operating your equipment?

The shortage of skilled personnel is also affecting the printing industry, and companies are finding it increasingly difficult to recruit qualified staff. Consequently, the focus of innovation work at Heidelberg is on optimizing processes to make life as easy as possible

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for operators in the future. Autonomous processes, in particular, are giving a significant boost to a print shop's overall productivity by increasingly taking the strain off operators. An enhanced Push to Stop concept, more wide-ranging process automation, and all manner of intelligent assistants mean the drupa 2020 generation of the Speedmaster supports navigated, autonomous printing on an even more comprehensive scale and thus makes a big contribution to improved productivity and quality. Heidelberg is presenting the most intelligent and most automated Speedmaster ever, revealing the potential that lies in offset printing.

How can you future-proof your company in the face of global competition?

Another challenge facing the industry is how to keep on improving competitiveness. Offering a comprehensive digital ecosystem and a whole range of online services, Heidelberg is focusing increasingly on its partnership with customers. End-to-end digitized processes are a must if new business models such as the web-to-pack platform in digital packaging printing are to pay off. As solutions such as the Heidelberg Assistant show, the company helps customers digitize printing industry processes. Thanks to big data and artificial intelligence, performance data can be used to ascertain how customers are doing compared with their competitors – and how they can become one of the best. Heidelberg is further expanding its data-based contract business and adding to its existing Heidelberg Subscription portfolio, placing greater emphasis on its partnership-based approach. Designed to significantly boost customers' overall performance, the new offerings make it easier to put the company's Smart Print Shop concept into action.

How can you digitize your supplier and customer management operations?

With a centralized digital platform – a “system of systems”

Print shops are keen to keep on expanding their value chain and systematically eliminate processes that fail to add value. This means supply chain optimization must extend beyond print shop boundaries. The future lies in seamless communication between a customer's systems and in linking up customer systems to those of their suppliers and print buyers / brand owners. This also paves the way for shared use of IoT data, which means each printer can maintain a digital twin of all operating processes. This digital twin of all value-adding stages at the print shop is a must for optimizing strategy and becoming more competitive. The link between customer and supplier – from ERP- to ERP-System – avoids unnecessary manual interventions, reduces sources of errors, and makes processes faster while also cutting costs. The result is a fully digitized supply

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chain. With this in mind, Heidelberg is cooperating with a large number of equal partners to develop a digital platform – among other things to leverage the benefits of networking.

drupa 2020: “Unfold your Potential” in Düsseldorf and Wiesloch-Walldorf

Heidelberg will be demonstrating at two locations how printing businesses can boost their performance. The focus in Düsseldorf will be on smart process automation – extending as far as completely autonomous production – and on the future of printing.

At the Heidelberg site in Wiesloch-Walldorf, meanwhile, the spotlight will be on business potential throughout the Heidelberg portfolio. The company will be showcasing its entire product range, including the very latest generations of equipment and software solutions for all market segments – from commercial, packaging, and label to sheetfed offset, digital, and flexographic printing, and from products for small businesses all the way through to fully automated production lines. Everything is incorporated into a single, smooth workflow with coordinated consumables and services as part of contract models aimed at improving a print shop’s overall performance.

[You can read all about Heidelberg at drupa 2020 here](#)

Figure 1: Heidelberg drupa motto "Unfold Your Potential"

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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