

Press Information

www.heidelberg.com

Heidelberger Druckmaschinen AG

Postfach
69159 Wiesloch
Germany

Gutenbergring
69168 Wiesloch

Matthias Hartung

Phone +49 6222 82-67174
Fax +49 6222 82-9967972

Matthias.Hartung@heidelberg.com
www.heidelberg.com

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drupa 2020: Digital printing portfolio from Heidelberg generates growth with new business models

- **Primefire 106 from Heidelberg takes digital packaging printing to next performance level**
- **Versafire from Heidelberg boosts overall efficiency of production process**
- **Labelfire from Gallus established on growing digital label printing market**

Industrialization of the digital printing systems available on the market is opening the way for print shops to utilize new business models with applications that were previously difficult or uneconomical to implement. Media service providers can use such digital printing systems to become more competitive. At drupa 2020, Heidelberger Druckmaschinen AG (Heidelberg) is therefore focusing its presentation of the company's optimized solutions for industrial digital printing – the Fire portfolio – on attractive new business models and the systems' integration into the end-to-end print shop workflow.

Since it was unveiled at drupa 2016, the Primefire 106 industrial digital printing system has become firmly established at packaging print shops worldwide.

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Users become more competitive by implementing high-quality digital applications under industrial conditions. New business models such as the web-to-pack platform are also opening up additional business options. Last year, for instance, K.K.Kyoshin in Japan decided to purchase a Primefire from Heidelberg. The company started out in the web-to-pack business back in 2013 under the name hacoplay. Thanks to the Primefire and its B1 format, all hacoplay jobs can now be printed on a digital press and even personalized if necessary. The outstanding color stability and register accuracy of industrial digital print technology from Heidelberg were key factors in the investment decision. Other users such as colordruck Baiersbronn in Germany and Warneke in the United States combine the benefits of the Primefire with sheetfed offset equipment, also from Heidelberg, to optimize production and create added value for their customers.

Primefire 106 from Heidelberg takes digital packaging printing to the next performance level with new functions

At the upcoming drupa 2020, Heidelberg is showcasing new functions that are set to further enhance the performance of the Primefire 106. One example is a sheet inspection system that can compare the entire print sheet's image content with the digital reference image and ensure accurate print reproduction. Defective sheets are promptly removed and, if necessary, reprinted. In addition to information from the inspection system during production, operators receive a report after printing that is also fed into the Prinect workflow. For the first time ever, Heidelberg is also exhibiting its Primefire 106 with the new Industrial Variable Data Printing (iVDP) software standard, which boosts performance when printing variable data. During printing, the renderer unit replaces placeholders for codes, text or numbering defined in a print original with data obtained directly from an external source. This method is far faster than before due to the smaller amount of data and rendering involved. Another highlight is a wider range of printing materials, which increases the options for new, creative packaging printing applications.

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Versafire optimized by Heidelberg for a more flexible customer portfolio and higher overall efficiency when producing short digital runs

The Versafire from Heidelberg – the result of the company’s partnership with Ricoh, which dates back to 2011 – is a real success story when it comes to the efficient production of short digital runs. The systems have been increasingly adapted to growing market demands, with further integration into existing workflow environments at Heidelberg via the Prinect Digital Frontend. On top of that, the company has developed additional functions within its color management tool for easy, professional ICC profiling.

Given that an increasing number of customers are using several Versafire systems at once, in the upcoming Prinect 2021 version, these can be combined into “digital clusters” that support intelligent collaboration for automated job distribution and administration.

Prinect analyzes properties such as run length and coloring along with the various systems’ capacity utilization before distributing jobs to the appropriate digital press, but jobs can also still be assigned or moved manually. Combining Versafire systems in a cluster means users benefit from the improved availability and productivity of a cost-efficient solution for processing larger job/print volumes.

Last but not least, Versafire systems from Heidelberg are now also to include more efficient inline finishing options that facilitate completely hybrid print production and support a wider range of grammages.

Labelfire from Gallus established on growing digital label printing market

The Gallus Labelfire has now become established in digital label printing, which is enjoying global growth. Combining industrial inkjet and conventional label printing, this hybrid digital system was enhanced with a number of value-added functions to coincide with last year’s Labelexpo Europe. One example is its integrated digital embellishment unit for a wide range of finishing options at printing speeds of up to 70 meters per minute. Heidelberg is showcasing the Gallus Labelfire as part of its “drupa in Wiesloch” presentation.

“All market segments are benefiting from the substantial investments in developing an industrial digital printing portfolio at Heidelberg. Above all, we’re making our customers in the growing packaging and label sectors more productive and giving them a wider choice of business models,” says Montserrat Peidro-Insa, Vice President Digital Printing at Heidelberg.

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

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Figure 1: Firmly established in packaging printing – new functions are taking the Primefire 106 from Heidelberg to the next performance level in digital packaging printing.

Figure 2: Heidelberg has introduced further developments on its Versafire system to improve overall production efficiency for short digital runs.

Figure 3: The Gallus Labelfire has now firmly established itself on the growing digital label printing market.

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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Heidelberger Druckmaschinen AG

Group Communications

Matthias Hartung

Phone: +49 6222 82-67174

Fax: +49 6222 82-9967972

E-mail: matthias.hartung@heidelberg.com