

Press Information

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China Print 2017: Heidelberg a driving force behind industry's digitization

- **Heidelberg will be showing innovative solutions under the motto “Simply Smart” at China Print 2017.**
- **“Navigated Printing” aims to increase the net productivity of print shops.**
- **Heidelberg presents itself as the most reliable partner for the current digital era.**

Heidelberg will be showing innovative solutions under the motto “Simply Smart” at China Print 2017.

During China Print trade fair (Beijing, May 9-13, 2017), Heidelberger Druckmaschinen AG (Heidelberg) will exhibit innovative Packaging and Commercial Printing solutions under the motto "Simply Smart", for visitors from China and other countries in Asia Pacific Region, showing itself the most reliable partner of the print media industry for the current digital era.

It was on Drupa 2016 that Heidelberg announced the motto "Simply Smart", as the company's response to the challenges and opportunities associated with Print Media Industry 4.0. Heidelberg is offering customers specific benefits and making it as easy as possible to work with increasingly complex processes and technologies.

“For Heidelberg, “Simply Smart” is more than just a motto. It is the principle we apply to the development of solutions designed to make handling processes and technologies as easy as possible. It is how we imagine the intelligent, highly automated print shop of the future,” said Rene Ludvigsen, Regional Head of Heidelberg Asia

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“Smart Print Shop”, “Smart Services” and “Smart Collaboration” concepts are put forward.

Heidelberg will put forward the concepts including "Smart Print Shop", "Smart Services" and "Smart Collaboration" during China Print this year.

At the show, visitors will see **“Smart Print Shop”** - Heidelberg’s vision of the digitized, integrated and networked print shop. All these should be attributed to the Workflow Prinect, which integrates all areas and lays the foundation for integrated communication inside the print shop, as well as between the print shop and their customers and suppliers. Automation solutions make print production more reliable and efficient, while optimized consumables pave the way for innovative applications.

“Smart Services” from Heidelberg safeguard the smooth running of a print shop round the clock. Heidelberg Service offerings and consumables enable customers to boost their machine availability and productivity. Thanks to “Smart Services”, customers can get technical support fast, get problem solved in an efficient way, even before it causes a machine stoppage, and get parts replaced in good time during a scheduled service.

Reliable and efficient print production also depends on tested consumables that are suitable for the relevant application, and this is where customers can choose from the fully comprehensive range of Heidelberg Saphira consumables, which include the Saphira Eco product line for environmentally friendly print production.

“Smart Collaboration” stands for innovative approaches to cooperation. New digital approaches are developed as part of the collaboration between Heidelberg and customers. The use of e-commerce is an example - through the new Heidelberg China Online Shop. In a further step, customers will be able to log into the Heidelberg website to obtain a detailed breakdown of how their machines are performing.

“Navigated Printing” aims to increase the net productivity of print shops.

As a pioneer of the digitization of the Print Media Industry, Heidelberg will highlight its “Navigated Printing” philosophy at China Print 2017.

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Since Drupa 2016, Heidelberg has been ushering in a paradigm shift with its new “Push to Stop” operating philosophy. The operator only interrupts the Printing process when necessary or not at all. This raises the effectiveness of print production to previously unattainable levels, enables better planning of processes, and continuous process monitoring lowers the error rate.

For many print shops, “Navigated Printing” will be a critical step prior to “Autonomous Printing”. In a similar way to a navigation system in a car, Intellistart 2 in the new Press Center XL 2 machine control station identifies the ideal changeover sequence, shows the operator the shortest way to get from one OK sheet to the next, initiates all make ready operations and informs the operator of when and which manual activities are necessary. It was reported by the field testers that, with much more make ready time saved and many more good sheets produced, a massive performance increase have been achieved.

Heidelberg presents itself as the most reliable partner for the current digital era.

To meet customers’ current and future requirements and maintain its leading position as the industry’s most reliable partner in the future, Heidelberg has undergone a transformation and reoriented its corporate strategy accordingly.

“The focus is no longer simply on equipment, but far more on the integrated overall process and all the requisite components. What benefits we offer our customers are always our key consideration, because our own success depends on that of our customers,” explained Benny Huang Head of Heidelberg China. “Our customers expect us to deliver added value and enhanced business opportunities, and we are actively helping them make the transformation to a digitized future. ‘Simply Smart’ will certainly become a signpost for the future of our industry.”

And Rene Ludvigsen added, “We have to deal quickly with the fusion of the digital world and the world of printing industry. The Industry 4.0 is more than just a phrase, but a confluence of trends and technologies promises to reshape the way things are made. Our exhibition of the industry’s digitized future under “Simply Smart” will take our industry into a new digital era, and I’m confident this will help our customers for a success transformation.”

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Photo: During the China Print 2017 trade fair, Heidelberg will be exhibiting the digitized future of the print media industry under the motto “Simply Smart”.

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