Heidelberg China (HCN) presents an integrated portfolio of offset and digital print solutions for China printing market at Print China 2015, which is one of the most influential printing exhibition in China. The 6-day exhibition is held in Dongguan City, Guangdong Province from April 7 to 12. With the slogan of “DISCOVER HEI, DISCOVER FUTURE”, HCN shows a grand display of digital printing solutions, new model of Speedmaster offset press CS92-4, all based on the market situation and the future requirements of printing market. As the most popular booth of the show, Heidelberg again won the full recognition of the market.
“Like virtually all markets, China Market is seeing a significant trend towards digital printing,” says Harald Weimer, member of the Management Board responsible for sales and services at Heidelberg on the 2015 Print China media conference. “Our trade show presentation will therefore focus on using the Prinect print shop workflow to integrate our offset and digital print solutions and on the resultant economic benefits for our customers.”

Caption: Harald Weimer (middle), member of the Management Board responsible for sales and services, Benny Huang (left), CEO of Heidelberg China and Jack Xia (right), Product Director of Heidelberg China on 2015 Print China Media Conference.

The Global Debut of CS 92-4 Ceremony & the Customer Handover Ceremony was successfully held on April 6th. Mr. Liao Shanwen, the boss of Chongqing Huacai Color Printing Company became the first CS 92 owner in the world. Mr. Weimer delivered the First Customer of CS 92 Certificate to Mr. Liao Shanwen.
The trade show will also mark the market launch in China of the new Linoprint CV digital printing systems from Heidelberg.

Caption: People on the show were attacked by the nice quality of Linoprint CV.

Heidelberg also unveiled Jetmaster 4D printing system on the show. It could make the process of customizing mass-produced goods faster, cheaper, and more flexible. The system soon became the most popular focus on Heidelberg booth.
In addition to prepress, press, and postpress solutions from Heidelberg, visitors to the trade show will be able to find out about the company’s comprehensive range of services and sustainable consumables and see how they can improve a print shop’s performance and competitiveness.

Print China is the leading trade show for the printing industry in China. The some 1000 exhibitors expect to welcome around 160,000 visitors. The Print China show also attracted a lot of customer delegations from Southeast Asia market.
The company is extremely well placed in the show. “We’re the only manufacturer that is able to offer customers in the market an integrated portfolio of equipment, software, services, and consumables from a single source,” concludes Benny Huang, CEO of Heidelberg China Limited.