



HD

HEIDELBERG DIRECT

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the United States & Canada
No. 53 • 2020

READ THE LABEL

**Scalable Solutions
for Label Production**



HEIDELBERG



A DIGITAL GAME-CHANGER

We sell speed-to-market as our offer, and that's the pace of production that our shop maintains. Our in-store marketing and point-of-sale business keeps us especially busy, and for this kind of work, there's no substitute for the speed and flexibility of digital printing.

That's what we're getting from a pair of Versafire EP digital presses provided by Heidelberg. They're ideal for the short-run, quick-turnaround jobs coming to us from retailers and other customers. The presses fit our workload, and because we have plenty of that to give them, their reliability and uptime are major plusses as well.

We're particularly impressed by the range of stock thicknesses that our Versafire EPs can handle: up to 24 pt.

in digital, offset, and paperboard grades; and up to 20 mil in plastics including vinyl, styrene, and static clings. That's a game-changer for us because it lets us shift things like signage and banners from our offset presses to digital equipment that can produce them faster and more cost effectively. This frees the offset presses to take on more of the high-volume work that they're best suited to.

Digital presses used to be mostly small-format devices, but with Versafire EP, we're able to handle larger sheets with ease. One of our Versafire EPs has a tray that feeds sheets up to 26" long, and the other can go all the way to 49" with certain stocks. With these options, they're both as configurable and modular as we want them to be.

Given the nonstop nature of our workload, we like having two of everything in our production departments – and with a pair of Versafire EPs, we're certain of

having the machine availability and redundancy we want in our digital pressroom.

As a provider of high-quality print and marketing services for more than 50 years, RPI Graphic Data Solutions understands how crucial a role technology plays in the value proposition we make to our customers. Initially, when Heidelberg briefed us on all of the things that the Versafire EP platform can do, the pitch sounded almost too good to be true.

Experience quickly showed us otherwise. Heidelberg understood our business, and with the Versafire EP, it gave us a digital printing solution that meets all of the demands of what we do.

Ken Rellar
President
RPI Graphic Data Solutions

HEIDELBERG DIRECT

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SPEEDMASTER 2020 GENERATION TECHNOLOGIES DEBUT AS SCHEDULED

As most people in the industry know by now, the drupa 2020 printing trade expo has been rescheduled to 2021. Regardless of the postponement, Heidelberg is proceeding with the launch of its newest technologies, which are designed to meet some of the industry's most pressing challenges.

These include the growing complexity of print jobs, fierce global competition, and the addition of digital platforms. Heidelberg's new solutions are aimed specifically at improving its customers' Overall Equipment Effectiveness (OEE) through new developments in its Speedmaster sheetfed offset presses.

The advancements, which will be available on the entire Speedmaster portfolio, are based on Heidelberg's Push to Stop technology for press automation. Interfacing with workflow software in the Prinect Cloud, Speedmaster 2020 generation presses will be capable of fully navigated, autonomous printing and job changeover, helping customers achieve new levels of productivity, reliability, and profitability.

An example of how this works is Intellistart 3, the third generation of the makeready assistant function of the Prinect Press Center control console. New on the touchscreen is the extended job queue, which displays all job data from the Prinect production workflow in a clear format. The job queue makes it possible for operators to prepare job changes using the automatically generated process view while production is in progress.

The new Intellirun feature ensures continuous navigation during printing. It automatically provides the operator with important indications and tips about what actions are required to avoid time losses. Similar in performance to the navigation system on a car, Intellirun lets the operator detect at a glance whether anything for the next job is missing before the current job is finished printing.

Another new feature, Intelliline, brings navigation to individual printing and coating units. Color-coded LED units signal machine status at a distance, with a green light indicating that the press is carrying out automatic makeready steps; blue telling the operators that the press is printing good sheets; and yellow alerting them that manual intervention is required.

Recognizing the need to support different levels of ability among press operators, Heidelberg has incorporated a scalable range of functions into the new Prinect Press Center 3 control console. As operators log in, they're given access to functions commensurate with their skill sets, from simply running the press for novices to performing advanced tasks like color curve adjustments for experts.

Heidelberg envisions a "smart print media industry" in which Push to Stop automation and related technologies extend throughout the entire print shop, from the prepress department to the pressroom and on to postpress. These introductions represent the beginning of that progress, which Heidelberg will continue to drive forward as the state of the industry, including its trade show calendar, returns to normal.

ON THE HORIZON

Die Cutting and Hot Foil Stamping



THE OPPORTUNITY

The demand for value-adding die cutting and embellishment has never been greater. Neither has the need for a die cutting and embellishment solution tailored to short-run digital environments.

- Die cutters tend to be very large machines requiring more floor space than small shops have to spare.
- Similarly, hot foil stamping is a technique that small shops must either send out to trade service providers or refrain from offering to their customers.

THE SOLUTION

Finally, cutting and hot foil stamping are practical for small shops with the introduction of the Multimatrix 60 FC from Heidelberg.

- The Multimatrix 60 FC contains all of the tooling and functionality of big commercial and packaging die cutters – but in a format that matches the sheet sizes of digital press equipment.
- With its ability to switch between die cutting and hot foil stamping modes, the Multimatrix 60 FC lets shops die cut, emboss, and embellish folding cartons, presentation folders, direct mail pieces, and more.

Digital Printing



THE OPPORTUNITY

For most commercial printing businesses, the “ideal” digital printing press would be a high-performance workhorse that integrates well into hybrid digital and offset production environments.

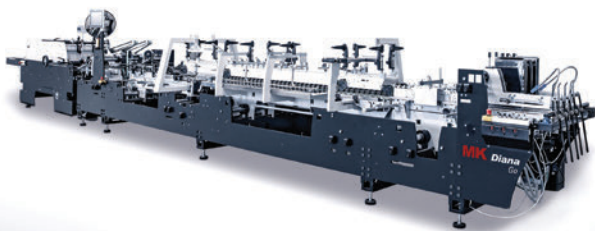
- Printers need a digital front end (DFE) that controls the press and also offers a full range of prepress and print management functions as well as one that supports both digital and offset workflows.
- By adding inline finishing, printers can increase product variety and boost production efficiency.

THE SOLUTION

Heidelberg offers all of this, and more, in the Versafire EP and Versafire EV digital presses with the latest version (2020) of the Prinect DFE.

- New feeder and postpress options give Versafire even more production versatility.
- The Prinect DFE can be operated standalone or integrated into the Prinect offset workflow via Prinect Production Manager, providing the freedom to produce jobs either digital or offset in the same workflow.

Folding Carton Gluing



THE OPPORTUNITY

Commercial printers want to enter folding carton printing, and folding carton printers want to expand – but cost and space constraints can be obstacles.

- Newcomers to folding and gluing for carton production need a compact footprint, an affordable price, and cost-efficient operation.
- Mainstream carton producers are looking for a small-format solution to complement their heavy-duty folder gluers.
- In all applications, ease of setup, automated operation, and high production quality are expected.

THE SOLUTION

The Diana Go 85 is just such a folding and gluing solution for cartons and commercial print products.

- Flexible and productive, it is a value machine that can operate economically in comparatively little space.
- The Diana Go 85 has many of the same features as the high-end folder gluers in the Diana series.

Your guide to the latest problem-solving innovations in equipment, software, supplies, and services from Heidelberg, the industry's only all-in-one provider of solutions for graphic production.

THE SPECIAL FEATURES

The Multimatrix 60 FC packs a complete set of capabilities into the most compact unit of its type on the market: just 10.2' long by 6.5' wide (3,092 mm x 1,976 mm).

- It can die cut heavy cardboard stocks format sizes up to 23.6" by 17.7" at up to 5,500 sheets per hour in short and medium runs.
- Two hot foil shafts and a quick-change honeycomb chase with a fast heating unit enable rapid hot foiling on a wide range of substrates.
- The centerline design of the cutting station makes cutting tools easy to mount and change.

THE VALUE-ADDING ADVANTAGES

Everything about the Multimatrix 60 FC is designed for precise, productive, and profitable operation.

- By reading print marks, the optional Masterset camera-based infeed system aligns each sheet individually for excellent print-to-cut registration.
- The Multimatrix 60 FC is the only machine in its class that carries the GS (Tested Safety) mark, independently certifying that it meets German and European safety requirements.

THE FULL STORY

➔ To learn more about the Multimatrix 60 FC, visit http://bit.ly/multimatrix_60_fc

THE SPECIAL FEATURES

Driven by the Prinect DFE, a Versafire press can print in full color with exceptionally high resolution (2,400 x 4,800 dpi) at speeds up to up to 4,550 11 x 17" sheets per hour (Versafire EP).

- The new air-assisted Interposer feeds preprinted sheets or unprinted separator sheets from two trays, making it possible to combine offset-printed and digital components in the same job for fully flexible hybrid production.
- A non-stop booklet finisher with a double-slot delivery compartment can now staple and fold up to 30 sheets.
- The new Plockmatic banner feeder can handle formats up to 13 x 27.5" for jobs such as a six-page A4 flyer.

THE VALUE-ADDING ADVANTAGES

Specifically developed for the Versafire EV and Versafire EP, the Prinect DFE provides short production times, fast job changeovers, personalization, and integration with offset through an intuitive user interface.

- All steps, including job creation, preflight checking, color management, impositioning, and RIPping, can be automated to optimize cost efficiency.
- Media-specific ICC profiles can be generated with a few steps in less than ten minutes.
- As parts of a plant-wide Prinect workflow system, the same PDF interpreter and color engines can be used for output both to the computer-to-plate system and to the Versafire press.

THE FULL STORY

➔ To learn more about Versafire with the 2020 version of the Prinect DFE, visit <https://news.heidelbergusa.com/2019/11/heidelberg-versafire-prinect/>

THE SPECIAL FEATURES

Thanks to its compact design and versatility, The Diana Go 85 fits well in most short run, digital, commercial environments.

- It can handle carton and corrugated styles such as straight-line and lock-bottom up to 33.4" (850 mm) wide, along with optional formats such as envelopes and sleeves.
- Top production speed is 820 feet (250 meters) per minute with a machine configuration that is just under 30 feet (9 meters) long.
- Designed with fast-setup, quick-change features from end to end, the Diana Go 85 uses a touchscreen control panel for easy, intuitive operation.

THE VALUE-ADDING ADVANTAGES

The Diana Go 85 provides a simplified path of entry into folding cartons for beginners as well as an answer for producers that want to balance work between their full-size folder-glueers and a compact yet highly productive machine.

- With the same sideframes as the larger Dianias, the Diana Go 85 is built for stable, dependable operation with minimal vibration.
- The Diana Go 85 is priced attractively for a rapid and substantial ROI, especially in first-time environments for folding carton gluing.

THE FULL STORY

➔ To learn more about Diana Go 85, visit http://bit.ly/diana_go_85

HOW SHOPS INTEGRATE AND PROSPER WITH PRINECT BUSINESS MANAGER



A “smart” print shop is one that always knows where to find – and how to stay within – the “sweet spot” of production: the set of manufacturing conditions in which production can take place at the lowest possible cost. Prinect Business Manager from Heidelberg lets print shops achieve precisely this kind of efficiency by organizing and integrating every process step of a job.

Combining the key functions of a management information system (MIS) and an enterprise resource planning (ERP) solution in one module, Prinect Business Manager serves as a unified tool for optimized production control.

Efficiency gains stem from advance definition at the very beginning of each job. Integration is the crucial element, beginning with a core estimating component that plugs basic information – job name and number, quantity, and due date – securely into the workflow so that these details will never have to be entered more than once.

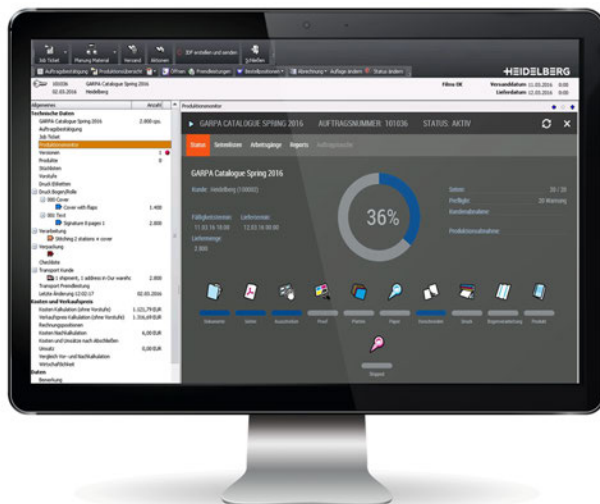
Next to be brought in are the actual job specs, which can be distributed downstream from prepress to the pressroom and the finishing department. Job costing data fed back from each stage of production completes the integration, with transparency and analysis provided at every stage.

The benefits can be measured in the form of less time spent on redundant tasks; fewer touch points, bottlenecks, and silos; and, as a result, a more efficient workflow overall. With these improvements, costs start to decline as well.

For example, enabling the prepress department to work on impositions that have been passed along from the estimating department creates consistency – saving time that adds up substantially across days, weeks, and months of production.

Because Prinect Business Manager’s reporting features give a continuous overview of utilization, output, and other key performance metrics, shop owners and supervisors can keep a close watch on everything taking place in the workflow. In this way, Prinect Business Manager makes operations throughout the shop consistently and profitably smart.

Today, the essence of profit is cost-saving production efficiency. In that pursuit, integration is a game-changer, and integration is the reason why Heidelberg created Prinect Business Manager.



How Print Shops Go Further with SCALABLE SOLUTIONS

Heidelberg has the industry's broadest portfolio of equipment, software, supplies, parts, and services. But, the most noteworthy thing about this rich mix of solutions may be how scalable it all is.

“Scalable” means the portfolio contains solutions that match the output requirements of every job in terms of format, speed, and volume. Because the portfolio covers all major print market segments, product applications, and run length requirements, Heidelberg supports printing businesses of every size and type – no shop is too small or too limited for scalable solutions from Heidelberg.

The Product and Services Guide on pages 14-17 in this issue presents everything Heidelberg sells, from prepress to press to postpress and beyond for commercial and packaging and label producers. These scalable solutions range, for example, from Versafire digital presses to half- and full-size Speedmaster offset presses for commercial and packaging work.

A label shop can start by purchasing the modular Labelmaster based on its current needs, and then add flexo units or finishing options to it as business grows – or look to go digital with the advanced Gallus Labelfire hybrid inkjet/flexo printing system with full inline finishing.

**NO SHOP IS TOO SMALL
OR TOO LIMITED FOR
SCALABLE SOLUTIONS
FROM HEIDELBERG.**

Heidelberg's finishing solutions for die cutting, folding-gluing, folding, and substrate cutting scale up and down the same way: always in proportion to the tasks that the shop is trying to accomplish.

The intelligence that makes scalability work comes from Prinect, a flexible workflow that expands and adapts along with the base of equipment it controls. Supplementing the production technologies are equally scalable solutions for consumable supplies, parts, service, and business development – all from one source, and all working in the kind of harmony that scalability thrives on.

Recently, Heidelberg put scalability to work on behalf of Reformation Brewery, a craft beer producer in Woodstock, Ga. Like many businesses with products to package and promote, Reformation Brewery relies on print in a variety of different forms and run lengths.

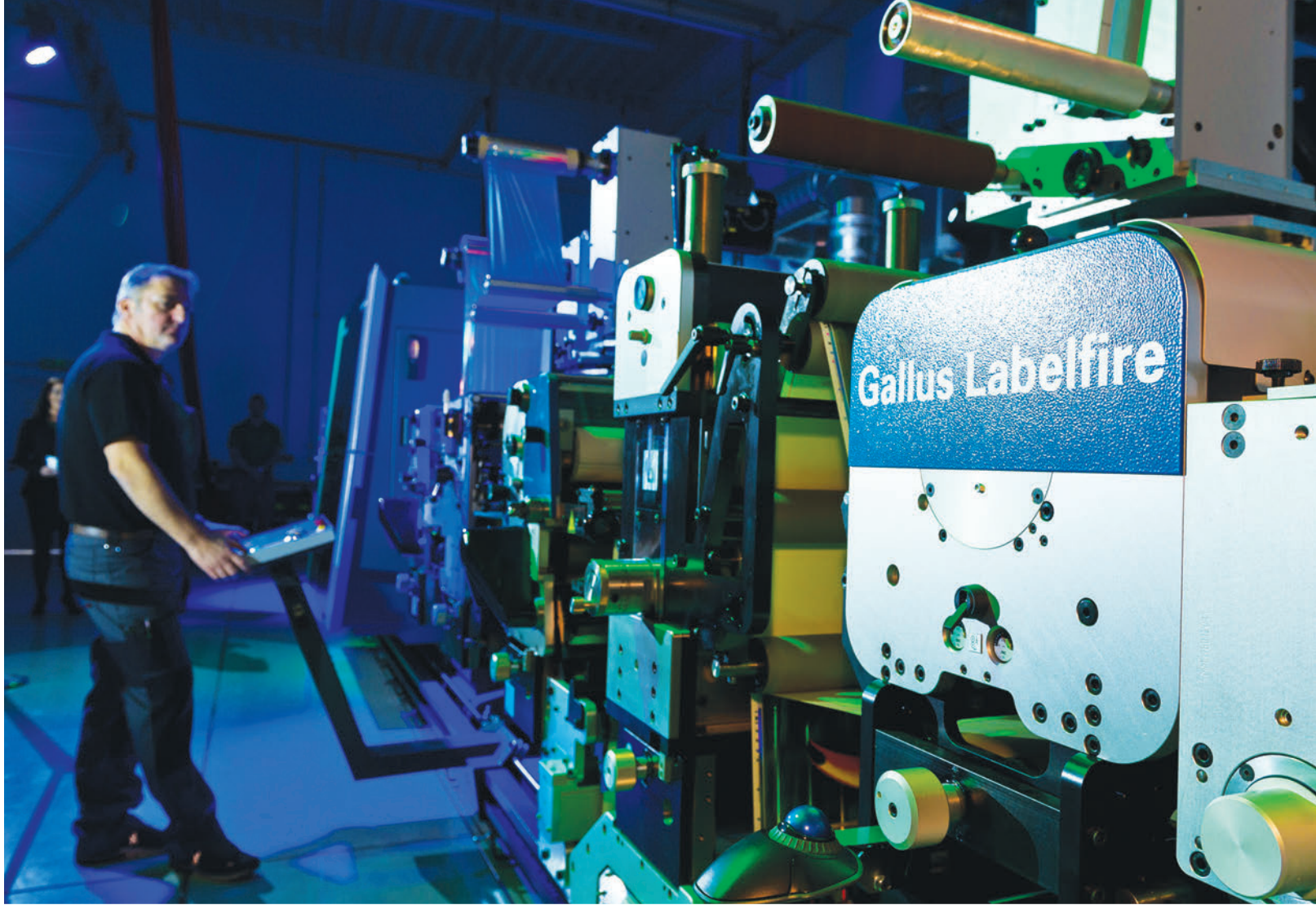
As a demonstration, Heidelberg used its full portfolio of scalable solutions to produce everything the brewery needed: cartons and boxes; labels and stickers; window clings and posters; menus and stationery; and postcards and notepads: all of it with top quality, and all of it showcasing what scalability can do for printers and their customers everywhere.

Samples of the Reformation Brewery work can be requested from Heidelberg's Scalable Solutions Application Gallery by visiting <https://news.heidelbergusa.com/gofurther/>. The message they carry is that wherever a printing business stands now, going to the next level is a matter of scaling up to do it – and of having the right partner to take that next step with.



READ THE LABEL: IT SAYS,

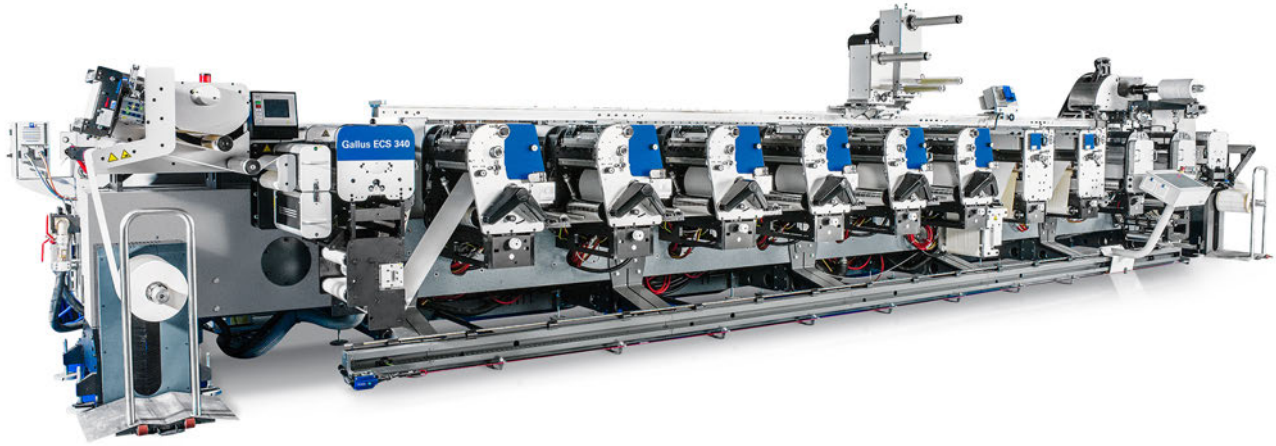




For commercial printers, there probably is no better ancillary business to be in right now than label production.

Labels are everywhere, and so are the profit opportunities they represent. The research organization Smithers projects that the world label market, growing at 4% annually, will reach \$49.9 billion in 2024, with nearly 1.6 trillion labels printed in that year. As the market grows, label producers in North America will continue to claim a very substantial share of it.

As a longtime supplier of offset presses and finishing equipment for labeling applications, Heidelberg knows the label market well. Now, in partnership with its subsidiary Gallus, Heidelberg is bringing everyone who prints or wants to print labels a full range of flexographic, digital, and hybrid solutions as well.



These solutions feature some of the most advanced technologies available to the label market. Because they're supported by the combined resources of Heidelberg and Gallus, they are as reliable as they are productive.

Most important, the products in the Heidelberg-Gallus portfolio are scalable: designed to adapt to the requirements of all label printing environments, no matter how simple, specialized, long-run, or short-run the workload may be. Trends reshaping the label market demand nothing less than this kind of adaptive performance in label printing equipment.

Because manufacturers of consumer goods rely on the look of their labels to communicate brand values at retail, top production quality is a baseline expectation.

What brand owners call SKU proliferation – more types of packaging and labels aimed at increasingly diversified consumer market audiences – drives run lengths down as it adds complexity throughout the supply chain.

Legal and regulatory compliance, sustainability objectives, and a rising demand for high-end finishing and embellishment are having their own impacts on the business of label printing.

The world
label
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growing
at **4%**
annually,
will reach
\$49.9
billion in
2024

Commercial printers who don't currently print labels nevertheless have customers who buy them – but from other sources. Heidelberg and Gallus believe that commercial shops can expand their relationships with these customers by equipping for label production in whatever segments of the business make the most sense for them to be in.

The expansion into labels can be modest initially, and more ambitious later on: the scalable Heidelberg-Gallus portfolio has a solution for addressing every opportunity.

Label production is an eclectic form of manufacturing that draws upon a variety of printing and finishing techniques, all of which are represented in the Heidelberg-Gallus portfolio. The line includes conventional flexographic systems; flexo presses augmented with printing stations that use additional processes; and similarly hybridized digital inkjet presses. All can be equipped with inline finishing assets for maximum production efficiency.

SCALABLE MEANS VERSATILE

It also means affordable: available in price ranges that correspond to every level of investment in label production that a shop is prepared to make. Understanding that commercial printers new to the market want to keep the cost of entry economical, Heidelberg and Gallus provide systems that offer excellent price-to-performance ratios at very competitive prices.

A good example of affordable scalability is Gallus Labelmaster, a fast, reliable, and easy-to-operate flexo press that can handle many different kinds of label applications, including UV.

The basic version gives a shop everything it needs to get started. With the Plus and Advanced models come additional levels of automation, process flexibility, and quality control. The idea behind the Labelmaster platform is to let the shop configure the press according to its business model, selecting exactly the features it needs to get its label jobs done.

Combining affordability with productivity is the Gallus ECS 340, an exceptionally cost-effective flexo press that can be expanded with screen printing, cold foiling, and rotary die cutting. For an attractive price that includes shipping and training, shops can install a basic model to produce commodity labels at high speeds with minimal waste. Thanks to its modular design, the Gallus ECS 340 can become more versatile as jobs grow more complex.

Shops targeting the high end of the market also will find all the capability they'll need in the Heidelberg-Gallus portfolio.

Its flagship product for this is the Gallus RCS 430, a modular press that can integrate six printing processes – UV offset, UV flexographic, and rotary screen printing, solvent rotogravure, hot foil embossing, and cold foiling – separately or in combination. With coating, varnishing, and laminating, the Gallus RCS 430 is the all-in-one platform for richly embellished labels on wine, spirits, perfumes, cosmetics, and other luxury goods.

OPPORTUNITIES IN DIGITAL

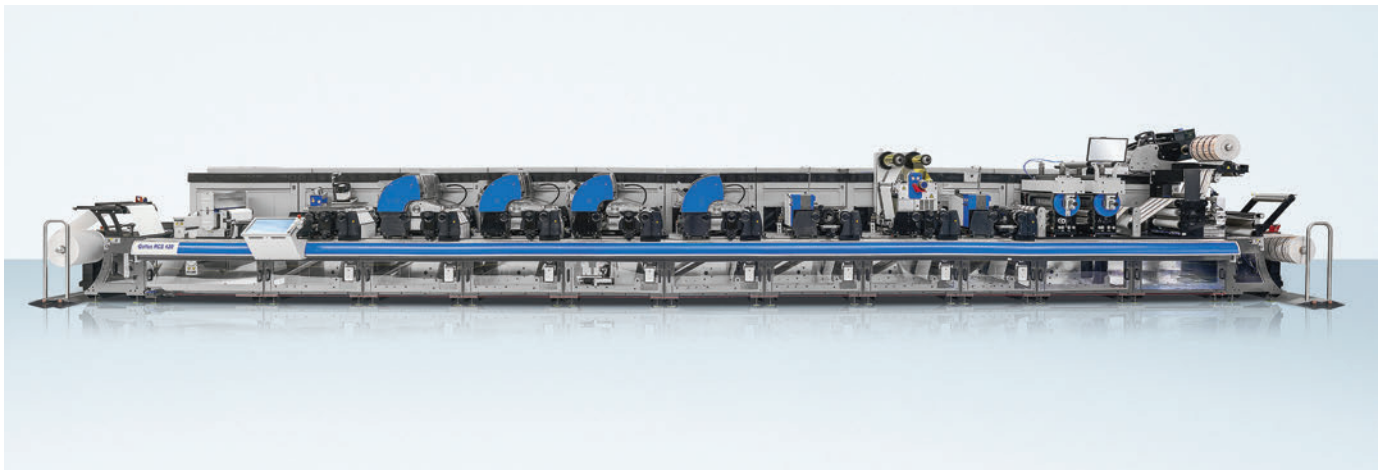
Of all forms of packaging, the primary application for digital printing is labels. Smithers says that slightly more than 10% of all labels currently are printed digitally, and forecasts digital's share to rise to about 15% by 2024. Heidelberg and Gallus have teamed with leading providers of inkjet technology – the primary process for digital label printing – to equip customers for this fast-growing opportunity.

With its 1,200 x 1,200 dpi inkjet heads from Fuji Dynamics, the Gallus Labelfire 340 provides a full set of tools for roll-to-roll, fully finished label production: an eight-color ink set, a top printing speed of 236 feet (72 meters) per minute, and a modular design

that accommodates units for flexo and screen printing, cold foiling, lamination, and varnish. The Gallus Labelfire E 340, a five-color model, is an expandable starter version for hybrid digital label printing.

Continuous innovation keeps the Heidelberg-Gallus label portfolio growing with new products such as the white Digital Printbar, an inkjet unit for opaque white ink that can be added to Labelmaster and other Gallus platforms. Shops running Gallus presses that are hybridized for rotary screen printing can get high-performance screen printing plates from the same trusted source under Gallus's Screeny brand. With Screeny, there's no need to take chances with third-party suppliers.

Heidelberg and Gallus are committed to doing everything they can to make label printing a profit center for commercial printers. Label printing is a natural adjacent opportunity for commercial shops – they're already focused on the kind of high-quality, custom production that success in the label business requires. All they need are the right tools, and in the Heidelberg-Gallus label product portfolio, they have the industry's most complete set of them.



WALLACE GRAPHICS MAKES “SMART” MOVE TO PEAK EFFICIENCY



With the Speedmaster CX 102 at Wallace Graphics are, from left, Jonathan Wallace, president; Jake Wallace, vice president; Jack Cavender, production manager; Gary Foster, prepress manager

What did you want to accomplish by becoming a Smart Print Shop?

We just wanted to be a better printer. Everybody wants things faster and cheaper, but they still want a high-quality product. And so moving in the direction of lower costs and a higher speed certainly was where we were trying to go.

Where did the journey start?

We installed our first 40” Speedmaster CX 102 press in May of 2019. We had been running Prinect for more than 10 years, and we could see some of the benefits of sending data to our older presses. But since we installed the new CX together with Prinect Production Manager, we have seen the benefit from right out of the gate. With presets being sent to the press, it has automated so much of the makeready process,

speeding it up. The reporting is very, very useful, and it’s very easy to get.

How is Push to Stop autonomous operation on your new press helping to make your production Smart?

The speed and the numbers are quite impressive. We’re running everything at 16,500 sheets per hour with different sheet sizes and coatings. But the pressman’s job really changes. It goes to queuing up the jobs and having them ready to go. A number of our jobs are running Push to Stop to the point where it’s automating everything.

How do you measure the tangible benefits of operating as a Smart Print Shop?

The production reporting from Prinect and the press is exactly what we need. In one minute, I can pull a report that tells me the total amount of sheets that we printed that day was 82,000, and the waste amount was 1,700 sheets with 28 plate changes. Everything is right there. These numbers are coming right out of the system, and they allow you to make the educated choices you need for your business.

How has your OEE (overall equipment effectiveness) percentage changed since you’ve been a Smart Print Shop?

It has increased each month. We were at 40% in December, and there’s still room to grow. It’s a steady climb, the pressmen continue to buy in, and we continue to push them.

What other parts of your operation do you now consider Smart?

Now that the pressroom is Smart, next comes the bindery. Everybody in our shop is buying into “being Smart.” We’re saving 10 minutes on makereadies on each job and seeing how fast that time adds up.

What’s your closing argument in favor of the investment that you’ve made in becoming a Smart Print Shop?

It’s done exactly what Heidelberg said it would do and exactly what I set out to do: make us a better company. It has made us better from a quality standpoint. It’s so reassuring to know that the first sheet is going to look like the 50,000th sheet. From an efficiency standpoint, we can compete with smaller-run digital work. So, it was a no-brainer for us.

What is a “SMART PRINT SHOP”?

A Smart Print Shop is one that knows how to stay within the sweet spot of production: the set of manufacturing conditions in which production can take place at the lowest possible cost. Heidelberg’s Prinect workflow technology, including Prinect Production Manager and Push to Stop press automation, provides the connectivity that makes Smart Print Shop operation possible at companies like Wallace Graphics.

Editor’s note: the following has been excerpted from “Productivity Through Connectivity – The Smart Print Shop Impact,” a webinar presented by Heidelberg and Printing Impressions magazine. The speaker is Jonathan Wallace, president of Wallace Graphics, a commercial printer located in Duluth, GA.

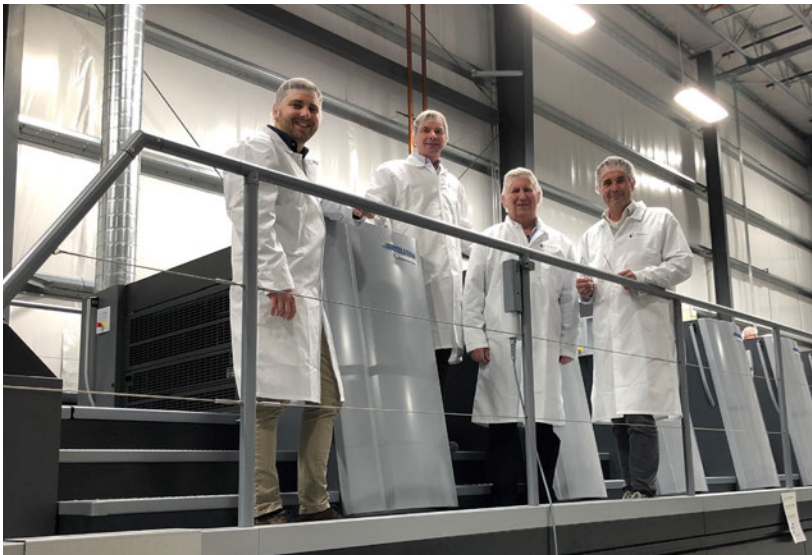
SMOOTH START-UP FOR PENNSYLVANIA PLANT WITH TURNKEY SOLUTIONS FROM HEIDELBERG

Few things could be more challenging than building a packaging printing business literally from the ground up in less than half a year. But, this is precisely what Cardbox Packaging has accomplished in its new plant in Pittston Township, PA, with the help of a complete set of printing and finishing solutions from Heidelberg.

The 27,500-sq.-ft. facility is the U.S. arm of Cardbox Packaging Holding GmbH, an international packaging producer based in Vienna, Austria. Michael G. Schaid, general manager in Pittston, says the plant is a joint venture with Greiner Packaging, another international packaging firm with a plant nearby in Pittston.

A SPEEDMASTER XL 106 PRESS, A PROMATRIX 106 CSB DIE CUTTER, AND A DIANA EASY 85 FOLDING CARTON GLUER WERE THE TURNKEY SOLUTIONS THAT CARDBOX WAS LOOKING FOR.

Construction of the Cardbox facility began in May of 2019. By mid-November of that year, says Schaid, it was ready for operation with packaging printing and finishing equipment supplied by Heidelberg: a Speedmaster XL 106-6+LYYL press, a Promatrix 106 CSB die cutter, and a Diana Easy 85 folding carton gluer. Together, these machines



With the newly installed Speedmaster XL 106-6+LYYL at the Cardbox Packaging plant in Pittston, PA, from left: Florian Scharl, managing director of Cardbox Packaging s.r.o.; Klaus Hockl, managing director of Cardbox Packaging Holding GmbH; Michael G. Schaid, general manager of Cardbox Packaging Inc.; Roland Schöberl, managing director of Cardbox Packaging Holding GmbH.

represent the turnkey solutions that Schaid says Cardbox was looking for in the first phase of its launch in the U.S.

Initially, Cardbox will focus on printing and converting sleeves for yogurt cups and other dairy products. Sleeves for household product containers are another phase-one project. Later on, the company intends to leverage its decades of experience printing and converting decorative packaging products for the confectionary, food, beverage, and health and beauty aids markets, according to Schaid.

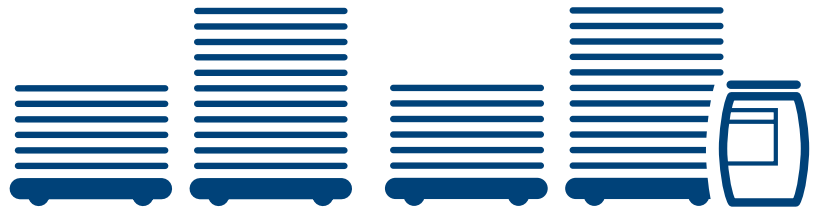
“We’re a lean-based process, very technology-based, not only in equipment, but on the IT side as well,” he says. “We know how competitive we can be in other markets.” Cardbox will supplement its strength in IT with Prinect Production Manager and Prinect Analyze Point software, which were included in the all-encompassing package from Heidelberg.

The Pittston plant employs about 20 people and is expected to create 35 full-time jobs over the next three years. Describing the space as “very clean, and very structured for food packaging,” Schaid notes that the plant is expandable and says the plan is to install additional press and diecutting equipment in the next two to three years as sales grow.

Cardbox’s parent company, which also uses press, die cutting, and folding carton gluing equipment from Heidelberg, has production facilities in Austria and the Czech Republic.

Schaid cites the training and technical support it has received from its equipment supplier as important reasons for the smooth start-up of operations in Pittston. He says the collaborative relationship with Heidelberg is ongoing. “If we’re not sure what we need to do once a new application comes in, that’s where we would go for answers.”

PRODUCT & SERVICES GUIDE



Prinect Workflow

Prinect® integrates the traditionally separate areas of management, prepress, press, and postpress into a central business intelligence platform. Through a wide range of software modules for all print shops, whether small or large, you can configure your workflow in line with your specific requirements. By giving you complete control over your production operations, Prinect® lays the foundation for more efficient production workflows, greater transparency and faster job throughput.



Prinect Production

Prinect Production Manager
Prinect Shooter

Prinect Color Solutions

Print Color Management (PCM)
Prinect Color Toolbox
Prinect Multicolor Toolset

Prinect Management

Prinect Business Manager

Prinect Press

Prinect Axis Control
Prinect Image Control
Prinect Inpress Control
Prinect Inspection Control
Prinect Calibration Tools
Prinect Easy Control
Prinect Online Kit
Prinect Press Center

Prinect Postpress

POLAR P-Net with Compucut

Suprasetter Computer-to-Plate Devices (CtP)

Based on the experience acquired with several thousands of installed CtP systems worldwide, the Suprasetter® is a platesetter generation that sets new standards in all format classes.

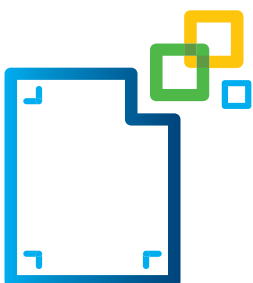
Product Name	Image Area, Max.	Resolution	Plates/Hour
Suprasetter A52	25.82 × 20.86"	2,540 or 2,400 dpi	Up to 27
Suprasetter A75	25.82 × 29.92"	2,540 or 2,400 dpi	Up to 22
Suprasetter A106	36.1 × 41.7"	2,540 or 2,400 dpi	Up to 18
Suprasetter 106	36.1 × 44.9"	2,540 or 2,400 dpi	Up to 55
Suprasetter 145	55.6 × 56.3"	2,540 or 2,400 dpi	Up to 35
Suprasetter 162	55.6 × 64.96"	2,540 or 2,400 dpi	Up to 35
Suprasetter 190	55.6 × 75.4"	2,540 or 2,400 dpi	Up to 25
SDP-Eco 1630IIIIR	15.9" × 28.25"	1,200, 1,500, 1,800, 2,400 dpi	Up to 78 (12 x 18" plate)



Versafire Digital Presses

The Versafire® is an advanced digital color production system built for reliability, flexibility and straightforward operation with the print quality of an offset press.

Product Name	Max. Speed	Max. Sheet Size	Max. Thickness	Max. Monthly Volume
Versafire EM	96, 111 & 136 ppm	13 x 27.5"	350 gsm	450,000 A3/13 x 19" Sheet
Versafire EV	85 & 95 pg/minute	13 x 27.5"	360 gsm	350,000 A3/13 x 19" Sheets
Versafire EP	115 & 135 pg/minute	13 x 27.5"	470 gsm	850,000 A3/13 x 19" Sheets



Speedmaster Sheetfed Offset Presses

Speedmaster® sheetfed offset presses offer a high level of automation and productivity, primarily targeting industrialized printing operations. These presses can also be flexibly equipped for a wide range of special applications.

Product Name	# Units	Max. Speed (sph)	Max. Sheet Size	Max. Image Size	Stock Thickness
Speedmaster SX 52*	2-10	15,000	14.56 x 20.47"	14.17 x 20.47"	0.0012-0.016" (opt.: up to 0.024")
Speedmaster SX 74*	2-5	2-7: 15,000, 8-10: 13,000	20.87 x 29.13"	20.08 x 29.13"	0.0012-0.024"
Speedmaster CX 75	2-6	15,000 23.82 x 29.53" (F)	20.87 x 29.53" (C) 23.03 x 29.13" (F)	20.08 x 29.13" (C) (opt.: up to 0.031")	0.0012-0.024"
Speedmaster XL 75*	2-14	15,000 straight/perfecting 18,000 option (straight)	20.87 x 29.53" (C) 23.82 x 29.53" (F)	20.08 x 29.13" (C) 23.03 x 29.13" (F)	0.0012-0.032"
Speedmaster XL 75 Anicolor*	2-12	15,000	20.87 x 29.53" (C) 23.82 x 29.53" (F)	20.08 x 29.13" (C) 23.03 x 29.13" (F)	0.0012-0.032"
Speedmaster CS 92	4-6	15,000	25.59 x 37.01"	25.20 x 36.22"	0.0012-0.024"
Speedmaster CD 102	2-8	2-7: 15,000	28.35 x 40.16"	27.95 x 40.16"	0.0012-0.040"
Speedmaster CX 102	2-12	16,500	28.35 x 40.16"	27.95 x 40.16"	0.0012-0.040"
Speedmaster SX 102*	2-8	14,000	28.35 x 40.16"	27.95 x 40.16"	0.0012-0.032"
Speedmaster XL 106*	2-18	18,000 straight; 15,000 or 18,000 option for perfecting	29.53 x 41.73"	29.13 x 41.34"	0.0012-0.040"

*Perfecting option available

Gallus Label Printing Presses

Outstanding process flexibility: the systematic, modular design of Gallus press systems allows them to be scaled up at will in response to changing future requirements.

Product Name	Processes	Max Speed	Substrates
RCS 430	flexo UV, offset, rotogravure, cold foil, hot foil, embossing, screen, varnishing, lamination, die cut	160 m/min	P/S, PET from 12 micron, PVV from 15 micron, OPP from 20 micron, Paper from 60g/square meter, tube laminate
Labelmaster 340/440	flexo UV, hot air, cold foil, hot foil, embossing, screen, varnishing, die cutting, lamination	200m/min	P/S, paper, board, film, tube laminate
ECS 340	flexo UV, hot air, cold foil, hot foil, embossing,	150m/min	P/S, paper, board, film, tube laminate
Labelfire 340 (Digital Platform)	flexo UV, UV ink jet: W, CMYK, OGV, cold foil, hot foil, screen, varnishing, die cutting, lamination	50m/min	film, paper, composite materials

POLAR Hydraulic and High Speed Cutters

POLAR® hydraulic and high-speed cutters meet the highest demands for quality, efficiency, and durability. They can be purchased as individual machines or part of an automatic cutting system. Peripherals are also available to help automate the cutting process including lifts, joggers, pile turners, and unloaders.

Cutters	Cutting Width	Clamp Opening	Feed Depth
POLAR D56	22"	3.15"	22"
POLAR D66	26.3"	3.12"	26.3"
POLAR D80	31.5"	3.93"	31.5"
POLAR D115	45.2"	6.5"	45.2"
POLAR N78	30.6"	4.75"	30.6"
POLAR N92	36.2"	5.12"	36.2"
POLAR N115	45.2"	6.5"	45.2"
POLAR N137	54"	6.5"	57"
POLAR N155	61"	6.5"	61" (78" opt.)
POLAR N176	69.3"	6.5"	88.5"



Product Name	Performance	Top Trim Min/Max	Front Trim Min/Max.	Bottom Trim Min/Max.	Book Thickness
POLAR BC 330 3-Side Trimmer	220 books/hr (single mode) 520 books/hr (multiple mode)	0.08 – 3.94 in.	0.08 – 3.94 in.	0.08 – 3.94 in	0.12 – 2 in.

Stahlfolder Folding Machines

Heidelberg offers a comprehensive line of buckle plate and combination folders and mailing systems as part of the Stahlfolder line. Their modular design and range of accessories ensure maximum flexibility and productivity.



Product Name	Non-Auto	Auto	Sheet Size Max.*	Sheet Size Min.*	Roller Diameter	Min. Speed	Max. Speed 1st Station	Available Feeders
Stahlfolder Ti 36	X		14.17 x 25.59"	3.15 x 3.94"	1.26"	394 in/min	6299 in/min	Flat Pile, Flat Pile Tremat, NSF 36
Stahlfolder Ti 52	X		20.47 x 33.07"	3.15 x 4.27"	1.58"	394 in/min	7874 in/min	Flat Pile, Flat Pile Tremat, Round Continuous, NSF 36
Stahlfolder CH 56	X	X	22.05 x 50.39"	5.51 x 7.09"	1.73"	984 in/min	7874 in/min	Flat Pile Tremat, Round Continuous
Stahlfolder CH 66	X		25.98 x 50.39"	5.51 x 7.09"	1.73"	984 in/min	7874 in/min	Flat Pile Tremat, Round Continuous, Pallet Feeder
Stahlfolder CH 78	X		32.28 x 50.39"	5.51 x 7.09"	1.73"	984 in/min	7874 in/min	Flat Pile Tremat, Round Continuous, Pallet Feeder
Stahlfolder BH 56		X	22.05 x 35.43"	5.51 x 7.09"	1.73"	984 in/min	7874 in/min	Flat Pile Tremat, Round Continuous
Stahlfolder BH 66	X	X	25.98 x 50.39"	5.51 x 7.09"	1.73"	984 in/min	7874 in/min	Flat Pile Tremat, Round Continuous, Pallet Feeder
Stahlfolder BH 82	X	X	32.28 x 50.39"	5.51 x 7.09"	1.73"	984 in/min	7874 in/min	Flat Pile Tremat, Round Continuous, Pallet Feeder
Stahlfolder TH 56		X	22.05 x 50.39"	5.51 x 7.09"	1.73"	984 in/min	9055 in/min	Flat Pile Tremat, Round Continuous
Stahlfolder TH 66	X	X	25.98 x 50.39"	5.51 x 7.09"	1.73"	984 in/min	9055 in/min	Flat Pile Tremat, Round Continuous, Pallet Feeder
Stahlfolder TH 82	X	X	32.28 x 50.39"	5.51 x 7.09"	1.73"	984 in/min	9055 in/min	Flat Pile Tremat, Round Continuous, Pallet Feeder, PFX without Shingling
Stahlfolder TH 82-P		X	32.28 x 44.29"	16.54 x 11.81"	1.73"	984 in/min	9055 in/min	PFX with Shingling
Stahlfolder KH 66	X	X	25.98 x 50.39"	5.51 x 7.09"	1.73"	984 in/min	9055 in/min	Flat Pile Tremat, Round Continuous, Pallet Feeder
Stahlfolder KH 78	X		30.71 x 50.39"	5.51 x 7.09"	1.73"	984 in/min	9055 in/min	Flat Pile Tremat, Round Continuous, Pallet Feeder
Stahlfolder KH 82		X	32.28 x 50.39"	5.51 x 7.09"	1.73"	984 in/min	9055 in/min	Flat Pile Tremat, Round Continuous, Pallet Feeder, PFX without Shingling
Stahlfolder KH 82-P		X	32.28 x 44.29"	16.54 x 11.81"	1.73"	984 in/min	9055 in/min	PFX with Shingling
Stahlfolder TH 96		X	38 x 51.97"	16.54 x 11.81"	1.73"	984 in/min	9055 in/min	PFX (No Shingling)
Stahlfolder TX 96		X	38 x 51.97"	16.54 x 11.81"	1.73"	984 in/min	9055 in/min	PFX with Shingling

*Minimum and maximum sheet size dependent upon feeder selected. Shown min. and max. formats might not be available on the same feeder type.

Duopress Two Platen Station Machines

Bringing up to five processes together in one machine, the Duopress combines foil stamping, embossing, die cutting – with optional stripping, and blanking – for folding cartons that need foil stamping with one or several hot foils as well as embossing.

Product Name	Sheet Size Max.	Sheet Size Min.	Machine Speed Max.
Duopress 106 FC	29.92 x 41.73"	13.78 x 15.75"	6,000 sph
Duopress 106 FCS	29.92 x 41.73"	13.78 x 15.75"	6,000 sph
Duopress 106 FCSB	29.92 x 41.73"	13.78 x 15.75"	6,000 sph

Die Cutters & Hot Foil Stampers

High productivity and greater flexibility for effective die cutting, embossing, and hot foil stamping. Heidelberg's die cutters and hot foil stampers are ideal for short to long runs and from complex layouts to just-in-time packaging production.



Die Cutting	Sheet Size Max.	Sheet Size Min.	Machine Speed Max.
Multimatrix 60 C/FC	23.6 x 17.7"	9.8 x 6.8"	5,500 sph
Easymatrix 106 C/CS	29.53 x 41.73"	14.2 x 17.8"	7,700 sph
		Option: 11.28 x 13.78"	
Easymatrix 106 FC	29.53 x 41.73"	14.2 x 17.8"	7,500 sph
Promatrix 106 CS	29.92 x 41.73"	11.82 x 13.78"	8,000 sph
Promatrix 106 CSB	29.92 x 41.73"	11.82 x 13.78"	7,500 sph
Promatrix 106 FC	29.92 x 41.73"	13.78 x 15.75"	7,500 sph
Powermatrix 106 CSB	29.92 x 41.73"	13.78 x 15.75"	8,000 sph
Promatrix 145 CSB	42.52 x 57.09"	17.72 x 22.83"	7,000 sph

Diana Folder Gluers & Blank Inspection

High processing quality, short make-ready times and consistent user-friendliness for high-performance handling of up to 200,000 folding cartons per hour. Diana folder gluers produce a broad spectrum of sophisticated and premium cartons in a highly economic way.

Product Name	Blank Width Max.	Blank Width Min.*	Blank Length Max.	Machine Speed, Max.
Diana Go 85	33.46"	2.95"	15.6" to 23.6" (depends on carton design)	820 fpm/984 fpm option
Diana Easy 85	33.46"	2.95"	23.60"	984 fpm/1,148 fpm option
Diana Easy 115	45.28"	2.95"	23.60"	984 fpm/1,148 fpm option
Diana Smart 55	21.60"	2.95"	23.60"	1,476 fpm
Diana Smart 80	31.50"	2.95"	23.60"	1,476 fpm
Diana Smart 115	45.28"	2.95"	35.43"	1,476 fpm
Diana X 115	45.28"	2.95"	35.43"	1,640 fpm/2,132 fpm option

*1.77" with miniature carton attachment

The Diana Eye offline inspection system provides quality assurance for packaging products with high added value such as luxury goods and pharmaceuticals.

Product Name	Blank Size, Min.	Machine Speed, Max.	Blank Size, Max.
Diana Eye 42	13.78 × 16.53"	2.76 × 2.76"	984 fpm

Lifecycle Services



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World Arts of Spencer, IN, expects to double capacity while increasing short-run efficiency with its new Speedmaster CX 102-5+L. Matt Leach, general manager, says the many automation features of the press have cut makeready times by two-thirds. Integrated “Push to Stop” technology enables autonomous job changeovers without operator intervention – a capability that Leach says he finds impressive. “We are able to go from signature to signature in a matter of 8 to 10 minutes,” he says, “and all we have to do is just let the press do its thing.”



Expansion of the bindery at Benson Integrated Marketing in Alpharetta, GA, included the addition of a Heidelberg Stahlfolder SSP 66, augmented with a TH folding station and an FFH flat pile feeder. Brian Benson, CEO, praises not only the Stahlfolder's high running speed but also its ability to slit, score, perforate, and fold inline. "Since a vast majority of our work is simple panel folds, this has really benefited our company and helps us to get closer to a 24-hour turnaround," he says.



Rebecca Barbosa, graphic designer at Ritter's Communications, and Paul Orosz, digital press operator, examine the output of the company's Versafire EP digital press from Heidelberg. Based in Fort Lauderdale, FL, Ritter's is using the 4,800 x 2,400 dpi device to print sheets up to 13" x 27.5" in stock thicknesses to 24-pt. The company's Versafire EP can even handle heavy magnet blanks for refrigerator



The team at the Hobby Lobby in-plant print shop in Oklahoma City, OK, now can produce all of their work in-house thanks to the installation of a Heidelberg Speedmaster XL 106 that is equipped with Prinect Inpress Control 2 and DryStar UV. The in-plant also uses the Heidelberg Assistant online portal to analyze machine data. This enabled the shop to increase its Overall Equipment Effectiveness (OEE) rating from 19% to 42% in only four months.




Inder Singh, owner of Fast Imaging Center in Berkeley, CA, has taken his shop's cutting operation to a new level of productivity with a POLAR D 66 ECO automated cutter from Heidelberg. The machine can store up to 198 cutting programs that can be changed at any time, and pre-clamping time and clamping pressure are fully adjustable. "We never had the ability to program our cutters before," Singh comments. "Now, our efficiency and turnaround times are hard to compete with."



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HOW ISSUE 53 WAS MADE



Prepress Workflow: Prinect Prepress Manager with Renderer
Layout: Prinect Signa Station with Packaging Pro
Color Management: Prinect Color Toolbox
Platemaking: Suprasetter 106 DCL
Printing: Speedmaster XL 106-6+L UV Hybrid with Prinect Image Control
Consumables: Saphira Plates, Saphira Blankets, Saphira Fountain Solution, Saphira Presswash, Saphira Specialty Pressroom Chemistry, Saphira Pressroom Supplies, Saphira Rollers
Finishing: POLAR 137XT Cutter with Auto Jogger & Stacker, Stahlfolder KH 82, Stitchmaster ST 400
Fonts: HeidelbergGothicML, HeidelbergAntiquaML

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