HEIDELBERG

HD

HEIDELBERG DIRECT

People, Processes, and Innovation

Looking back at 2022, I believe many people in the industry can agree that it was a good year. Moving into 2023, while fears of a harsh recession are dampening, printers are still facing mounting challenges: price increases, high interest rates, and inflation. Additionally, our customers tell us that apart from the economy, recruiting and retaining good people is the toughest challenge they face.

Committed to helping our customers succeed, HEIDELBERG is focused on three priorities for printing companies: educating and training their work forces; automating their manufacturing processes; and adopting innovative technologies to improve their productivity and control their costs.

It is HEIDELBERG's opinion, as well as my own, that in order to grow and prosper in the industry today, printing companies must put equal focus on people, processes, and innovation as they make their strategic plans. These three values have always guided HEIDELBERG's philosophy of product development and customer support and will go on doing so.

To support the "people" of the industry, we have broadened the range of the training programs we offer at our U.S. headquarters and at customer sites. Additionally, HEIDELBERG leads the industry in "process" automation with solutions like our end-to-end Prinect Software and HEIDELBERG's Push-to-Stop philosophy.

In this expanded issue of *HEIDELBERG Direct*, you will find plenty of examples of what we mean by "innovation," such as Boardmaster, the world's first wide-web flexo press for nonstop folding carton printing; and Gallus One, a narrow-web digital inkjet press that creates new possibilities in label production for start-up companies and experienced label producers alike.

We're convinced that people, processes, and innovation make up the formula needed to build a forward-looking and profitable business in all of the print market segments we serve. We thank our customers for the many opportunities they continue to give us to help them get there.

Felix Mueller
President
Heidelberg USA, Inc.

Table of Contents

Prinect:
Connecting People, Processes, and Technology

In today's automated manufacturing environments, most machines are driven by software. The automation itself may be mechanical, but the performance of the mechanical devices is enhanced by the information they get from the software.

Prinect is HEIDELBERG's software-based solution for automating and enhancing the print manufacturing process. It spans everything from order entry to delivering the product or warehousing it for delivery at a later date.

This goes well beyond just producing print-ready files for platemaking. Prinect is at work throughout the entire sequence of production events, optimizing the steps as they take place and generating data for analyzing their efficiency after they are complete.

Prinect "lives" in a shop's hardware – its CtP devices, presses, and postpress equipment – from one end of the process to the other, but in an entirely modular way. This means that the shop doesn't have to install the full suite of Prinect software modules in order to automate the entire production process – just the parts that it needs to get started.

An essential component is Prinect Business Manager, a powerful MIS solution that uses a web portal to handle requests for estimates, order entry, and file submission. Once processed as an estimate or an order, the customer's data enters the workflow through Prinect Production Manager, the gateway for file manipulation, imposition, trapping, and color management.

Prinect Production Manager handles every file processing task that typically needs to be done in a print shop with additional modules for packaging, compensation for paper stretch, and production data analysis.

Better Together
Combining the two modules creates a full set of software tools that serve the same purpose as the elements of an ERP, but in a way that's designed specifically for printing.

Prinect Business Manager takes care of order entry, billing, and inventories of raw and finished goods as well as all of the estimating that needs to be done. It ties into Prinect Production Manager by channeling the production data that was gathered for the estimate or the order into the workflow.

This fully automated handoff eliminates manual data entry all the way down to finishing and shipping. Even data that comes in late – for instance, delivery addresses for the labels – can be captured and entered into the system as an update by Prinect Business Manager.

> **Prinect is at work throughout the entire sequence of production events, optimizing the steps and generating data for analyzing their efficiency.**

Meanwhile, the workflow continuously pushes manufacturing data downstream for setups on production machines that send equally steady streams of running data back to Prinect. This interchange produces a staggering amount of information about the efficiency of the manufacturing process and the opportunities that may exist to improve it.

Seizing these opportunities pays practical dividends. Modern HEIDELBERG presses can achieve significant

savings with the help of the data that Prinect sends them. Prinect provides not only the color data, but the substrate details as well: size, thickness, and grain direction. More than 20 different makeready presets can be completed on press without the operator having to key in any of the information.

Streamlining press setup in this way saves the operator up to four minutes of data entry time per job. As a result, a customer running 300 jobs per month recovers a total of 20 hours of makeready time – time that goes straight into improving OEE and enabling the shop to print more volume for the sales staff to sell.

The data that the equipment sends back can take the form of production milestones that track the progress of a job: how long it took to get the plates imaged and on press; whether the job is still in makeready; if it is running, how fast; if completed, how much time in total was needed. Color analytics, such as measuring Delta E tolerance throughout the run, can be presented as reports to the customer should questions about quality arise.

Advancements on the Way

Prinect is a time-tested, continuously improved solution that has brought the benefits of print workflow automation to thousands of customer sites around the world. HEIDELBERG is now in the process of moving its capabilities into the cloud to make the Prinect workflow less dependent on software running on servers in individual production environments.

This will make its components instantly available and more convenient to work with. For example, instead of customers having to install periodic updates and security patches on their copies of the software, the updates now can happen automatically – just as they

do on smartphones and other personal devices. This is beneficial not just for ease of use, but for cybersecurity as well.

The transition to the cloud will begin with the Print Shop Analytics app and continue with the preflight components. The plan is to migrate the entire Prinect portfolio into the cloud over time.

In another step forward, HEIDELBERG Assistant, a digital interface with HEIDELBERG that users access through their PCs, tablets, and smart phones, will become a new and fully integrated portal called HEIDELBERG Customer Portal.

Here, users will be able to obtain all the information and intelligence they need to maximize operational efficiency with their HEIDELBERG equipment: production benchmarking, data analytics, invoicing, and service history, along with eShop, the online e-commerce platform for ordering parts and consumables – all from a single login.

Third-Party Accommodation

HEIDELBERG knows that some of its customers use software from other sources for tasks such as MIS, web-to-print, and shipping. Prinect encompasses all of these functions, and many more. But for customers who prefer alternative solutions, HEIDELBERG will work with third-party vendors to integrate their software into the Prinect workflow.

This could be done, for example, by enabling these different products to export XML files or .csv data to Prinect Production Manager for further processing. HEIDELBERG sees making inputs from other software compatible with the Prinect workflow as another way of making its customers more efficient.

No matter how Prinect is implemented, buy-in from ownership and top management is key to deriving maximum value from it. The first step is for CEOs and presidents to understand why workflow automation belongs in their environments as a key ingredient of lean manufacturing and continuous improvement.

When they fully appreciate the advantages of Prinect, they will encourage their department heads to make the most thorough use of it – achieving a true connection of people, processes, and technology across the board.

How Automation Trends in Finishing Drive Customer-Focused Innovation by HEIDELBERG

Automation trends in finishing are not new, however, they have gained momentum recently for many reasons. Once, only customers with standardized processes would invest to eliminate labor and reduce manual processes to drive down costs. COVID-19 changed that, bringing new challenges related to the availability, reliability, and cost of labor.

Coupled with increasingly costly raw material, "automation" became a buzz word for many more customers, offering less reliance on unpredictable labor and increased efficiency to combat rising prices.

Examples of HEIDELBERG's innovative approach to meet these challenges can be seen in the commercial finishing and packaging environments, where the company offers peripheral equipment for POLAR guillotine cutters, robotic packing solutions for folders and efficiency-boosting technology for folding carton converting.

Adding a Stack Lift, Jogger, and Transomat Unloader to a POLAR cutter doubles the system output while greatly reducing the manual work required.

POLAR PACE automation technology takes the cutting process to the next level of efficiency, productivity, and safety by minimizing the handling of the materials being cut.

The Autotrans gripper system moves loads automatically from the jogger into the cutter. The integrated turning system aligns, turns, and positions the loads before cutting without operator intervention.

Keeping a Brisk PACE
The benefits are clear: a POLAR PACE system has an output up to four times a stand-alone cutter. Each solution reduces manual labor, ensures optimum output across the entire shift while reducing potential lifting-related injuries.

Integrating POLAR Compucut software into the planning process

virtually eliminates programming time at the cutter. Preparation is done in prepress, and the cutting program, generated by Compucut, is downloaded to a workstation by the machine or directly to the machine itself.

Compucut is the greatest benefit for customers with constantly changing layouts: for example, those in a web-to-print environment. Programming a new job at the cutter can take 30 to 45 minutes for a complex layout. Eliminating this with Compucut increases output dramatically.

Rely on the Robot
In the folding department, the main trends in automation have been reducing setup time and increasing output. HEIDELBERG's Push-to-Stop technology accomplishes this by enabling autonomous job changeover from one signature to the next.

Each job is identified with a barcode. When a new barcode is read

at the feeder, the machine automatically stops feeding sheets, empties the previous job, resets the counters, and then restarts production after a predetermined time. A pallet feeder eliminates the lifting of paper and reduces strain, allowing operators to focus on folder performance and quality.

Top Speed > Human Speed

When production is focused on folding signatures, adding a P-stacker robot enables work to be palletized automatically. The P-Stacker picks up bundles of signatures from the delivery, neatly jogs them, and sets them down in a predetermined pattern on a pallet. Operating up to 300 bundles per hour, folder speed is never compromised by manual handling at the delivery. Tie sheets are automatically placed onto the pallet to ensure load stability. The P-Stacker's industrial robot is permanently installed behind the folder and protected with safety guarding, ensuring a safe working environment.

Quick setup and automated job changeover are essential for success in the packaging market. Modern die-cutters like the Mastermatrix 106 CSB have many features to ensure a makeready is performed rapidly and efficiently. From its Quicklock tooling to automatic cutting chase and plate lockup, the Mastermatrix 106 CSB is rich with features for reliable and repeatable operation.

The addition of an offline blanking unit like the Kawahara BMS 1100 automates the separation of blanks from a die-cut sheet without cumbersome manual labor. The device is easily programmed, and blanks are quickly and neatly separated and delivered to a conveyor for manual palletization.

The finishing department in every packaging company always has the most manual labor with repetitive and heavy work. Feeding blanks into a folder-gluer requires the operator to invert them so they are print side down: an action directly linked to repetitive strain injuries. At the delivery, collating glued cartons and packing them into corrugated cases are also repetitive and labor-

intensive tasks. Inevitably the speed of the folder-gluer line will be limited to the speed of these processes without automation.

This demand led MK Automation to invest in robotic technology to automate the infeed of a folder-gluer. An innovative pickup head removes blanks from the pallet and places them onto a belt, which feeds directly into the Diana Stack Turner. The Diana Stack Turner automatically inverts the pile of blanks and places them directly into the Diana Feeder, which feeds the folder-gluer continuously.

At the delivery, the Diana Packer 4.0 fully automates the filling of the corrugated case. With a case erector and tie-sheet inserter, the Diana Packer can run in completely automated mode with minimal supervision from an operator. Cases circulate in the Packer until filled and then exit the machine to be sealed and labelled.

The New Face of Finishing

Historically, finishing has been viewed as the least automatable, most labor-intensive part of commercial and packaging printing. HEIDELBERG is challenging this outdated idea with numerous solutions taking mechanical constraints out of the process for greater efficiency, safety, and speed. These innovations demonstrate that guillotine cutting, die-cutting, signature folding, and even folding carton gluing can be automated just as in other areas of the print production process. Going forward, HEIDELBERG will continue to innovate in this direction as its customers' needs evolve.

These innovations demonstrate that guillotine cutting, die-cutting, signature folding, and even folding carton gluing can be automated just as in other areas of the print production process.

WHEN RIGHTSIZING THE OFFSET PRESSROOM, SUBTRACTION MEANS ADDITION

Much has changed in the commercial offset segment over recent years, but one fact of life hasn't. No matter what other processes these shops may have added, most of them still rely on conventional offset lithography for the single largest share of their revenue. That's why it's critical for them to be sure they are producing their offset presswork as efficiently as possible.

But, this can be difficult to accomplish in plants where the average offset press is approximately 17 years old and needs operators with traditional craft skills to run it. Today, a plant producing with two or more of these obsolescent machines has the same number of strikes against it in terms of manufacturing efficiency and business profitability.

One and Done
Investing in a new offset press rightsizes the press department by replacing multiple presses with a single machine that can produce at minimum the same volume of work, but with greater speed, more consistent quality, and at a much lower overall cost of operation. The automation and quick-changeover features of a new press also ensure profit in medium- and short-run applications.

Labor and space are the areas where a two-for-one or a three-for-one press swap can be transformational. Start with labor, considering that the fully burdened cost of a typical two-member press crew probably comes to $100,000 per year. Now, multiply this figure by the number of presses replaced and the number of shifts worked, adding in the sharp reduction in energy use that comes from disconnecting the old equipment. The result is a powerful cost savings that drops straight to the plant's bottom line.

What's more, the plant now can produce everything its customers desire on a self-monitoring, self-adjusting press for improved quality without depending on old-school human skills that grow scarcer in the industry every day. It protects revenue and profit by making the offset portion of the plant's work as technologically efficient as possible, with reduced exposure to the uncertainties of a tight labor market.

Extra Elbow Room
Removing two or three old presses is like expanding the plant without having to build it out – an option that many commercial shops might not have in the first place. Space that's recovered is space that can be repurposed for paper storage, other production equipment, or simply for making the floor layout more flexible and the physical workflow less constrained. Given the extra elbow room, the plant becomes that much more streamlined and efficient as a manufacturing environment.

With a new offset press running in a streamlined production setting, the plant can achieve continuous peak performance in the work that represents its largest source of income. That way, no matter how the product mix changes or what other capabilities the shop adds, offset can stay where it belongs: at the forefront of value in the business of commercial printing. HEIDELBERG, likewise, remains the best place to start a conversation about rightsizing the pressroom for all the right reasons.

The plant now can produce everything its customers desire on a self-monitoring, self-adjusting press for improved quality without depending on old-school human skills that grow scarcer in the industry every day.

Versafire:
Digital Printing for the Way Print Shops Print

The distinctions that people used to draw between offset printing and digital printing aren't talked about much anymore, and certainly not by printers. They know that the task before both processes is the same: to produce top-quality work that meets their customers' highest expectations. That's a given for shops that satisfy the demand with the help of Versafire digital presses from HEIDELBERG.

Toner-based Versafire presses stand apart from other digital platforms in substrate versatility and operating economy. And when it comes to print quality, Versafire regularly lives up to the output quality of Speedmaster offset presses in the many hybrid production environments where HEIDELBERG supplies both the conventional and the digital print capability.

One of the most remarkable things to know about the Versafire family – with the newly launched Versafire color engines, the LP and LV as well as the proven Versafire EM monochrome printer – is how broad a range of sheetfed applications its presses can produce.

Expanding Digital Print Applications
Building on the success of three prior generations of Versafire presses in collaboration with partner Ricoh, the Versafire LP and LV combine proven reliability, quality, performance and expand that for further productivity, expanded substrate range, ease of use and maintenance, even tighter color and registration control, and advance quality monitoring. Equipped with a fifth color station for dispensing any of seven special toners, Versafire LV is a go-to device for high-end embellishments such as metallic silver, gold, and high opacity white. Versafire LP's hallmark is high-speed, high-volume production in formats up to 49" long on paperboard, synthetics, and other substrates too

heavy or too challenging for other digital systems to handle.

At work in thousands of shops around the world, Versafire is a robust and reliable platform designed to integrate easily into hybrid offset and digital workflows. Its advanced technologies assure consistently excellent results no matter what the nature of the job. For example, Versafire LV and Versafire LP feature sensor-based monitoring systems with advanced closed loop control systems. The latest generation in fuser and transfer technology provide for adjustable gloss levels to meet print buyer varying requirements. The Versafire EM makes a virtue of simplicity as a monochrome, A3+ digital press that is ideal for book pages and the many other kinds of black-and-white work that printers everywhere continue to produce.

DFE of Distinction
The Prinect Digital Front End – the DFE preferred by a large majority of customers who install Versafire presses – assures high efficiency by automating prepress tasks and job preparation in a workflow that saves time, eliminates touch points, and reduces cost. With the benefit of digital job queueing and the many paper drawers, the engines can print continuously for extended periods, so the Prinect DFE makes sure prepress is streamlined to maximize productivity of the engines. With Versafire, digital printing is economical as well as technically superior. The ownership model is based on a single click charge that covers everything needed to maintain and operate the press, including service and software updates.

The Choice is Easy
When they choose HEIDELBERG as their one-stop source for digital printing with Versafire, shops avoid having to deal with third-party suppliers for support of any kind. As one of the most consistently successful products in the HEIDELBERG portfolio, Versafire demonstrates that toner-based printing remains a great way to go for shops that want to complement their offset capability with an equally capable digital solution. Today, some Versafire customers are running third generation versions of the presses they started with and many have expanded their resulting increased business volumes with additional Versafires. Shops making their first investment in digital printing, as well as those looking for an improvement over the digital systems they already have, will experience the same sense of loyalty by installing Versafire presses of their own.

Mele Printing Overhauls Bindery with Seven New Folders and Cutters from HEIDELBERG

In the postpress department at Mele Printing, from left: Ed Ramsey, Head of Bindery; Ryan Schech, Folder Operator; Mike Morgan, Production Manager; John Diaz, Bindery Operator; Mallery Mele, Owner.

After coming out of the COVID-19 slowdown in good shape, Mele Printing of Covington, LA wanted to be well positioned to handle its customers' growing demands. Established in 1985, the commercial shop produces for every major market, including higher education, manufacturing, energy, insurance, credit unions, and utilities.

With such a broad customer base, the company's aging finishing equipment was struggling to keep up with the volume of work printed on its Speedmaster XL 105 and Speedmaster XL 75 offset presses and its Versafire digital press. Owner Mallery Mele opted to overhaul the postpress department with a completely new set of capabilities.

This was behind his decision to replace Mele Printing's older cutters and folders with two POLAR N 78 PLUS and two POLAR N 137 PLUS cutters; a POLAR jogger; and Stahlfolder KH 82, Stahlfolder TH 82, and Stahlfolder BH 56 folders from HEIDELBERG. The benefits have been plain to see since the first day the new machines went to work.

This was especially true of the Stahlfolder KH 82, which runs the company's signature work. According to Mele, the Stahlfolder KH 82 has improved throughput in the bindery by more than 25%. "This folder has made such a big difference for us," he says. "It really took the wear and tear off of our operator because once the skid is loaded, the machine really takes over."

Labor-Saving Investments

Labor savings plays a main role in many of the company's equipment investment decisions. As Mele explains, "Labor is the big challenge that everyone is facing right now. When I look a new machine, I'm asking, can it add more productivity; save makeready time; is it easier to operate; or is it easier to train someone to run."

Encouraged by the "yes" answers that the Stahlfolder KH 82 gave to these questions, Mele then replaced two other vintage folders with a new Stahlfolder TH 82 and a Stahlfolder BH 56. Their higher speeds and advanced makeready automation has helped the bindery to meet customers' deadlines and exceed their quality expectations.

Quality Products, Service

With the same goals in mind, Mele installed four automated POLAR cutters to replace aging models in the shop. The two new POLAR N 137 PLUS cutters are dedicated to cutting sheets from the company's Speedmaster XL 105. One of the POLAR N 78 PLUS cutters handles work from the Speedmaster XL 75 while the other supports the company's digital department. Part of the reason for investing in them, says Mele, "is that we felt they could help our operators get at least one more job completed each day. At the end of the week, the month, that starts to add up."

> **"They help our operators get at least one more job completed each day. At the end of the week, the month, that starts to add up."**

XPress Printing Expands
Digital Capabilities with Two Versafires from HEIDELBERG

Brothers Josh Rovig and Drew Konze grow the family business at XPress Printing with help of their Versafire digital presses.

After years of sustained growth, XPress Printing, a family-owned commercial printer in Columbus, GA, "still provides small shop service," says Josh Rovig, Director of Sales & Production. "We also have the capacity to produce 'big time' projects for clients." Needed, however, was a more reliable digital print solution to drive growth – a solution that the company found when it installed Versafire EP and Versafire EV digital presses from HEIDELBERG.

The digital equipment that the Versafires replaced had struggled with registration and color consistency. "Each job would require extensive sheet-to-sheet alignment corrections, which made it difficult for our finishing department to cut and fold accurately," says Rovig. The Versafire's automatic inline camera technology keeps front-to-back and sheet-to-sheet registration consistent for the variety of stocks XPress Printing uses every day – even on long runs. "The quality of the Versafires compared to our previous machines is night and day," Rovig declares.

'Now We Own the Timeline'

As a result, XPress Printing now has the confidence to keep some digital jobs in house that it previously would have outsourced. "The accuracy of printing duplexed oversized sheets has been extremely helpful," Rovig adds. "Now we own the timeline and can turn over projects quickly to meet our customers' deadlines." The reliability of the Versafire's high-capacity stacker also lets the company run long jobs run with less operator intervention, enabling it to move a number of offset jobs onto the Versafire EP.

The Versafire EP can run stocks up to 24-pt. board for die-cut boxes to laminated stocks for runner bibs and synthetic paper for reusable menus – all without jamming. "The Versafire's efficiency allows us to pursue new customers and provide a better experience for our current customers," Rovig says.

Color of Competitive Edge

The pursuit of growth is also why XPress Printing purchased the Versafire EV, which prints with a fifth color toner that can be white, clear, gold, silver, neon pink, neon yellow, or invisible red. Rovig says the Versafire EV's fifth station gives XPress Printing a competitive edge by enabling it to offer customers unique and creative projects that its competitors don't.

XPress Printing, a longtime offset customer of HEIDELBERG, made the decision to purchase the Versafire EV and Versafire EP after a demonstration at HEIDELBERG's Print Media Training & Performance Center in Kennesaw, GA. "We were able to bring sample print files to see the machines in action," Rovig says. When a customer ordered a new job mere days before the Versafire EV was installed, the team in Kennesaw hosted the company's digital press operator and showed him how to run the new machine with a live job.

"This type of effort really reassured us that we made the best decision," Rovig states. "HEIDELBERG has really helped put our company in a position to grow and adapt as the industry changes."

Now, Custom Configured, Ultra Fast Production for Label and Carton Printers

Today, one Speedmaster XL 106 often replaces multiple machines thanks to the increase in production efficiency, but other criteria factor into a final decision.

Offset shops that specialize in sheetfed labels or folding cartons know that controlling the cost of manufacturing is critical. But, understanding their customers' requirements as they do, they're just as focused on maximizing speed to market. This has had a direct influence on the way HEIDELBERG designs and builds offset presses for these applications.

The printing of labels and cartons can be complex, with multiple colors, coatings, and enhancements such as foiling. For a long time, coater-equipped six- and eight-color presses produced the bulk of this work, supplemented by offline systems for the extra touches the presses didn't provide. That got the work done, but at a penalty to speed to market every time a step had to be completed on a machine other than the press.

One Time, Quick Time

Recognizing what its customers needed, HEIDELBERG decided the objective should be putting the job through the press just once, and as rapidly as possible. This was meant to include jobs consisting of highly decorated products in the large volumes that label and carton printers typically produce.

The objective has been fully achieved in the extreme customizability and the unmatched running speed of the Speedmaster XL 106 press platform, HEIDELBERG'S premier solution for sheetfed label and folding carton printing.

HEIDELBERG's approach to customized press design is to start

FOIL SAVINGS COULD REACH AS HIGH AS 80% FOR THE LOWEST MANUFACTURING COST

with the customer's specific requirements, and then to configure the press to fulfill all of them in a single pass. The number of printing units, coaters, dryers, perfecting, and other special features such as CutStar roll-to-sheet or logistics options in the press is a backward calculation from the tasks the press will be expected to perform. If that means building a press of 14, 16, or even 20 units, that is the press HEIDELBERG will deliver to the customer.

An excellent example of how HEIDELBERG builds one-pass productivity into these long presses is FoilStar. Integrated into the HEIDELBERG Prinect software workflow, FoilStar is an inline cold foiling unit that replaces offline hot foil stamping for metallic special effects. Combined with other value-adding processes in the press, FoilStar makes it possible to produce long runs at the highest quality in the shortest time. With the indexing feature, foil savings could reach as high as 80% for the lowest manufacturing cost.

The other ingredient, press speed, reaches a new peak in the just-launched 21,000-sph version of the Speedmaster XL 106. Its top speed is a 3,000-sph gain over the maximum output of what was already one of the industry's fastest presses.

Many Millions More

Many Speedmaster XL 106 customers running at 18,000 sph produce up to 85 million impressions annually, often by virtue of running seven days a week. With the new version of the press, a 3,000-sph increase spread across 6,000 production hours in a year potentially yields 18 million more sheets annually without changing existing production schedules.

HEIDELBERG can build a customized solution for every label and carton plant that needs one. With the debut of the newest version of the Speedmaster XL 106, the range of possibilities has grown even greater.

Meet Boardmaster, the Nonstop Revolution in Flexo for Folding Cartons

Printing stock for folding carton packaging is both a marathon and a sprint.

The marathon is the production run. The sprint is getting from one completed run to the next in as little time as possible.

With the introduction of its new new Boardmaster flexographic packaging press, HEIDELBERG has eliminated the sprint altogether.

Boardmaster is the first flexo press for packaging that runs with no changeover downtime. This means the press prints without interruption from job to job by fully automating the plate cylinder setup and coming onto impression with minimal waste. The web never stops moving, the press never stops printing, and the shop never stops making money.

Run the Numbers

With Boardmaster, the potential benefits for folding carton production are enormous. Consider a standard flexo web press that needs 20 minutes of makeready downtime and 300 feet of board waste to complete a job change-over. Because it can run nonstop, Boardmaster cuts makeready downtime to zero and generates just 30 feet of waste.

Assuming 15 makereadies per day, the comparative annualized savings are 1,800 hours of idle time and nearly 1.5 million feet of material – a sizable boost in productivity and profits for any folding carton plant.

Naturally, individual savings will depend on a shop's volume and the number of makereadies it typically performs in a day. But, with its no-downtime operating model, Boardmaster changes the business proposition of folding carton printing in a dramatic way.

When the interval between jobs is no longer a factor, short and medium web runs become economically attractive – a key advantage for shops serving customers that want to target their packaging to niche consumer audiences.

By shrinking the cost of makeready in short- and medium-run jobs, Boardmaster also narrows the breakeven gap between web flexo and sheetfed printing for folding carton production. This kind of crossover simply wouldn't be possible with conventional flexo equipment. Boardmaster, however, is anything but a conventional flexo web press.

Innovation Times Three

A trio of innovative technologies gives Boardmaster its unique capabilities:

- Three-dimensional scanning of the plates after mounting;
- Precise calculation and setting of plate impression on the press based on the scan data;
- Tandem plate cylinder configuration in the printing decks that enables nonstop production.

The core innovation is an offline optical scanner called the HEIDELBERG Intellimatch. The revolutionary Intellimatch offline plate scanning system is a 3D scanner that is designed to scan and identify a flexo printing plate mounted to a lightweight sleeve. It precisely measures the mounted plate topography and performs a quality check.

As a part of the scanning and identification process, Intellimatch captures and stores measurement information as well, and that is processed through the AI system for later use.

When the plates are mounted on the press, a camera scans the identifying data matrix code from the plate sleeve and then sends the relevant information to a database, from where it is subsequently pulled for the print run. This includes the precise print unit instructions for automatic impression and registration settings, all done while the press is running at full speed with the other paired print unit.

Because this happens instantaneously and automatically without operator intervention of any kind, there is no manual tweaking that adds minutes to changeovers on conventional equipment.

First A, Then B
The Boardmaster web press consists of printing decks that house side-by-side plate units. While unit A runs, unit B is made ready. When the time comes to change jobs, the running units come off impression. The waiting units – mounted with scanned and ready-to-print plate sleeves – go onto impression with the same preset precision as the units for the first job. All of it happens without slowdown or stoppage for a true on-the-fly job change no matter how many printing units are being used.

Toggling back and forth between the A and B units creates a continuous workflow of rotating plates into the waiting stations on every print deck. Waiting decks can be washed up and color changes made while the first job is in progress with no sacrifice of press speed. This means that Boardmaster never interrupts printing until there are no more jobs left to run or unless the operator decides to stop the press for some other reason.

Production takes place at a top speed of 2,000 feet per minute. The press is built to handle paperboard from .010" to .040" thick in 33", 40", 55", and 67" web widths with a repeat range from 19" to 42". Either water-based inks with hot-air drying or UV curable inks can be used.

Printing Fast, Looking Good
Boardmaster is a high-efficiency, high-output flexo press that also delivers the kind of quality that the paperboard packaging market requires.

Once, flexo's reputation for reproduction quality was not strong, but continuous advances in plate imaging and press design have earned the process a new level of respect. With its precision presetting and repeatability, Boardmaster is well up to the challenge of printing sharp, accurate color and graphics in all but the most demanding paperboard packaging applications.

Boardmaster is also built to keep operators safe as they prepare non-running cylinders while the active ones turn. This is accomplished by making working spaces on the equipment wide enough to eliminate nip points and other potential hazards during the run.

With everything that the press is capable of, it's no exaggeration to call Boardmaster a revolutionary advance in flexographic printing for folding carton production.

Boardmaster presses are installed, operating, and commercially available now. Further developments, such as integrated die-cutting, will keep Boardmaster a game-changer in packaging for years to come.

Your folding carton packaging business can win the marathon and conquer the sprint with Boardmaster. Contact your HEIDELBERG representative to learn how.

For HEIDELBERG, Sustainability Is a Manufacturing Best Practice

What does a reforestation project in Africa have to do with the building and delivery of a HEIDELBERG Speedmaster press? Plenty, when the press has been certified as carbon-neutral because the customer shares the manufacturer's goals for sustainable print production.

Carbon-neutral press manufacturing is one element of a corporate campaign for sustainability that HEIDELBERG has been pursuing for more than 30 years. HEIDELBERG is committed to building Speedmaster presses and other equipment with sustainable goals in mind – goals that can be measured in waste materials minimized, energy saved, and in the case of Speedmasters bearing the CO_2-neutral badge, trees planted.

The quest for sustainability starts with the construction of the press and continues throughout its operational life cycle. Manufacturing is so efficient that nearly all input raw materials are consumed and utilized in the process. Less than 4% is left over as recyclable waste.

After that, HEIDELBERG presses uphold sustainability by being as mechanically and electrically efficient as possible in all of their main components from feeder to delivery. Over time, improvements along these lines have been striking.

For example, a late-model, six-color Speedmaster with coater is 40% more energy efficient than a press of the same type in the 1990s. The electrical efficiency of its motors – the ratio of their output energy to the input energy they run on – is 95%. If the press is supported by DryStar cabinets with turbo radial blowers for hot-air drying, these units, at 70% radiance, are twice as efficient as older DryStars used to be.

Customers can see all of this energy efficiency at work by equipping their HEIDELBERG press consoles with a meter that monitors energy consumption while the press is in operation. The display lets them know that the faster the press runs, the less power it will consume across the entire run.

Another console feature, a standby button which lets customers put the press into a holding mode when necessary, can save hundreds of kilowatt hours per year. But of all the things that HEIDELBERG does to keep its pledge to sustainability, carbon-neutral press manufacturing is the most far-reaching in terms of environmental benefits.
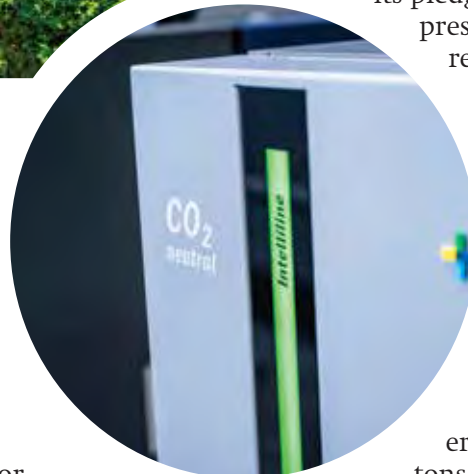
At the customer's request, HEIDELBERG pre-calculates the amount of carbon that will be generated at every stage of the machine's creation from assembly to delivery to the installation site. In the case of an eight-color, elevated, coater-equipped Speedmaster XL 106 with feeder and delivery logistics, this would come to 386 tons of carbon emissions – a figure that HEIDELBERG verifies with a certificate of accuracy from a prominent institute for climate research in Germany.

Having purchased the press with the carbon-neutral option, the customer gets the certificate, the CO_2-neutral emblem on the printing units, and the knowledge that HEIDELBERG has offset the emissions by planting trees at the Sodo reforestation project in Ethiopia. Offsetting the tonnage noted above in this way would add 2,316 carbon-absorbing trees to the biosphere.

Efforts in support of sustainability can be complex, or they can be simple and straightforward. As an equipment manufacturer, HEIDELBERG believes in all of them. Today, there is no mystery about what the industry needs to do in order to mitigate climate change and protect the environment. HEIDELBERG has been acting on that knowledge for decades now and will continue to do so in the future.

DIAMOND PACKAGING INSTALLS
FOURTH SPEEDMASTER XL 106 FEATURING HEIDELBERG'S 20,000TH XL PRINTING UNIT

With the 10-color Speedmaster XL 106 at Diamond Packaging are Gary Cuozzo, Printing Manager, and Dave Rydell, President and COO.

Diamond Packaging of Rochester, NY, is committed to sustainability and corporate responsibility – and has back-to-back Platinum ratings from EcoVadis, the leading global advocate for these policies, to prove it. HEIDELBERG endorses them as well, and Diamond's investment in a fully equipped Speedmaster XL 106 demonstrates the depth of the values-based partnership between the two.

The new press will help the company "capture the essence of luxury and premium brands with the most advanced printing and decorative capabilities in the industry while minimizing environmental impact throughout the supply chain," says Dave Rydell, President and COO of Diamond Packaging. A special distinction is the fact that the 10-color, double-coater press contains the 20,000th XL 105/106 printing unit to be installed since the model was introduced – a testament to the success of HEIDELBERG's Speedmaster XL line at printing and packaging companies around the world.

Founded in 1911, Diamond Packaging is a leading developer of innovative and sustainable packaging solutions for major consumer packaged goods companies. Its packaging products use recyclable or recycled paperboards and are manufactured with 100% clean, renewable wind energy in a zero-waste-to-landfill and carbon-neutral facility.

Think Inside the 'Greenbox'

Diamond relies on HEIDELBERG technology to pursue what it calls its "greenbox sustainability" initiative – a comprehensive approach to packaging that minimizes environmental impact throughout the supply chain. The new press supports this goal through features for high-efficiency production with reduced waste and material consumption.

The Prinect Inpress Control 3 automated color and registration color system delivers the first measurable results in fewer than 60 sheets. This lets Diamond advance its quality monitoring technologies at the same time it supports a sustainable use of resources.

In a similar fashion, the FoilStar inline cold foiling unit helps the company meet its customers' desires for high-end special effects without the inefficiencies of offline foiling processes. With its indexing function, FoilStar applies the desired metallic decoration to printed sheets with minimal foiling, achieving optimal results with reduced waste and cost. Diamond's FoilStar unit can also apply cast-and-cure holographic effects inline and is the first FoilStar in the world with this combined functionality.

Not a Trend – an Expectation

Other innovative features include autonomous Push-to-Stop technology, AutoPlate Pro, and Intellistart 3 automated job changeover. "The efficiency of this press versus our older presses will significantly lower set-up costs and material usage," Rydell observes.

Through creative design, careful material selection, and best practices at the plant level, Diamond achieves it objectives across the board – with its sustainability first and foremost. "Sustainability is no longer a trend in packaging, it's an expectation," says Rydell. "The efficiencies we gain by using HEIDELBERG technology helps us lessen our environmental impact while continuing to cultivate a positive emotional connection to the customer's brand."

Proprint Turns to Speedmaster CX 104 from HEIDELBERG to Grow Folding Carton Capacity

Producing work for some of Canada's most notable brands, Proprint, a self-described "very small, big company" has flown under the radar as one of the country's most proficient print providers throughout much of its 30-year history. But over the last decade of building up its in-store retail display and folding carton business, the company wants to move to the next level of long-run folding carton production.

Priding itself on fast turnaround times with exceptional customer service, the Scarborough, ON, company recently installed a new Speedmaster CX 104-6+L from HEIDELBERG to complement an existing six-color Speedmaster CD 102. Proprint's new press is one of five Speedmaster CX 104s to be installed in Canada in the last 12 months – making it the new "go to" press for Canadian commercial and packaging printers alike.

When it operated only one offset press, Proprint shied away from what it deemed "longer" run folding carton jobs that could monopolize press time. "We like to be able to react on a dime for our customers," says Richard Krakower, CEO of Proprint. The company's average turnaround time from receiving a print-ready file to live production on press is usually only 24 hours.

Speedy Speed-to-Market

The Speedmaster CX 104 lets Proprint maintain this exceptional speed-to-market while doubling its offset print capacity. Now, according to Krakower, "if we get a run that's 100,000 or 200,000 sheets, we'll be able to accommodate the job without interrupting our core business."

To fully maximize its overall efficiency, Proprint is also planning a complete refurbishment of its Speedmaster CD 102 once the new Speedmaster CX 104 is running at full capacity. As Krakower explains, "Our CD 102 still prints magnificently, and with the efficient makereadies of the CX 104, we decide where we print each job – regardless of length."

The new press is fully equipped with autonomous Push-to-Stop, Intellistart 3 job changeover and a completely new operating philosophy, the HEIDELBERG User Experience (UX). Additionally, Prinect Inpress Control inline spectrophotometric system measures and controls color and registers on the fly at any speed, delivering the first measurable result in less than 60 sheets.

Offset on 'a Digital Press Level'

What this means from the makeready perspective, says Krakower, is that "Inpress Control takes offset printing to almost a digital press level." He adds that by continuously scanning sheets for color deviations as they run through the press, Inpress Control not only saves makeready time and waste sheets but also helps the company as it brings on new press operators. "Inpress Control enables us to take someone with a digital printing background and train them to run an offset press in a much shorter period of time."

Proprint purchased its very first HEIDELBERG press in 1999. "The first sheet we ran through it was on Valentine's Day," Krakower recalls. "Since then, I've never had a doubt that HEIDELBERG is the best of the best. The longevity, quality, and heritage behind HEIDELBERG products is second to none. It's hard to compete with perfection."

FROM HEIDELBERG AND GALLUS:
A FULL SET OF SOLUTIONS FOR LABEL PRODUCERS

Gallus Labelfire 340

Labels are everywhere, and wherever the demand for them exists, printers of labels are prospering. According to one estimate*, the North American print label market will reach a value of nearly $11 billion by 2027 at a CAGR of 3.6% – a pace that few other print market segments can come close to matching.

Many different factors shape an encouraging outlook for the label market: changing patterns of demand during and after the peak of COVID-19; new product marketing strategies by makers of branded consumer goods; lower barriers to entry for small local and niche producers; regulatory requirements and environmental awareness; and emerging technologies that make labels look better, perform more reliably, and communicate more effectively.

It all adds up to steady flow of income both for long-established label printers and for others seeking a

way to break into this essentially future-proof segment of the industry.

HEIDELBERG and its customers are deeply committed to the label market. For example, about 20% of HEIDELBERG sheetfed equipment in the U.S. is dedicated to the production of labels. The label business is important to HEIDELBERG, which maintains a leading position in it because of the manufacturing efficiency of every solution it offers for printing and finishing labels.

The range of solutions spans equipment for every label production requirement: Speedmaster sheetfed presses for paper, film, and in-mold applications; and, manufactured by HEIDELBERG'S

North America Print Label Market - Growth, Trends, COVID-19 Impact, and Forecasts (2022 2027) (ReportLinker, April 2022)

Speedmaster XL 106

partner Gallus Group, flexographic printing systems that combine multiple processes for handling even the most complex jobs. The latest addition to the family is Gallus One, an advanced platform that brings all of the technical and cost advantages of fully digital ink-jet production to the label market.

Ready for Anything

What they all have in common is application flexibility: feature sets that let printers adapt their HEIDELBERG and Gallus equipment to whatever the workload calls for in terms of creative specifications and run lengths.

Nothing showcases application flexibility for label printing more impressively than a HEIDELBERG Speedmaster sheetfed press, particularly the Speedmaster XL 106. This highly configurable platform is also a workhorse for large-volume production, with some users printing as many as 80 million sheets of labels on it annually.

A customer who makes an investment in a Speedmaster XL 106 for label printing gets a machine built with that application in mind – and with the full spectrum of capabilities that high-value sheetfed label printing entails.

The press can handle substrates from 50-micron films for in-mold applications to 60-lb. C1S for food cans with equal ease. It can have a customized arrangement of printing cylinders, dryers, coaters, inline cold foiling units, and other assets to suit the types of labels the shop specializes in, so that there's no difference between what the job requires and what the press can do. A roll-to-sheet, seven-color configuration with coating is popular for label work, but the exact specifications of the delivered machine are always the customer's to choose.

This is the key to optimized label production on the Speedmaster XL 106. Everything needed to expedite material handling and the flow of substrates through press is fully built in and precisely controlled. The result is a tailored solution for maximizing the output of the sheetfed label products that contribute the bulk of the shop's profits, whatever those products happen to be. HEIDELBERG can even supply a version of the press configured as a rotary die-cutter for custom post-print processing.

Flexo and Friends

In the narrow-web label market, where flexo remains the predominant process, the objectives are the same as those on the commercial sheetfed side: greater capacity utilization, more throughput, less downtime, reduced waste, and sustainable production. Narrow-web shops also rate application flexibility as essential to keeping up with their customers' ever-evolving creative and print quality requirements.

Above all, they want their press equipment to accomplish these things economically, within a tightly controlled total cost of ownership that protects their profit margins. This is the assurance that Gallus label printing systems give them.

Multi-capable Manufacturing

It comes from the scalability of Gallus Labelmaster, RCS, and ECS flexo presses: modular designs that enable Gallus press systems to be expanded at will to meet changing requirements. For many Gallus customers, this means incorporating diversified printing and finishing processes in a single, multifunctional press platform – one machine capable of doing whatever is necessary to produce all the different types of labels the shop's customers want to buy now, and new versions they may want to buy in the future.

The possibilities are almost endless: for example, a Gallus Labelmaster or a Gallus Labelfire 340 running with rotary screen, gravure, and digital inkjet printing units alongside traditional flexo or even offset. Inline cold foiling, hot foiling, embossing, lamination, and die-cutting can also be among the capabilities of these ultra-versatile devices.

With machines like these, high-end quality, consistent reproducibility, and rigorous cost efficiency are givens in even the most elaborate label printing applications. At the other end of the spectrum of

Gallus One

Gallus Labelmaster

Together with Gallus, HEIDELBERG offers label printers a complete range of production technologies for prosperity in the present and growth in the future.

complexity are the short- and medium-run, four-color label jobs that many shops count on as the meat and potatoes of their business.

For these customers, Gallus has combined top-quality digital printing with attractive pricing, operating economy, and TCO in a new product: Gallus One, a joint development with HEIDELBERG that represents a game-changing solution for digital UV inkjet narrow-web label production.

'Ecosystem' of Assets
Gallus One is a 1,200 x 1,200 dpi, four-color plus white digital inkjet press based on the Labelmaster platform. Everything that Gallus has learned about inkjet for labels is concentrated in Gallus One, which is surrounded by an ecosystem of technologies – workflow, ink, inkjet automation, and cloud-based predictive services – that make it unique as a value proposition for label producers everywhere.

Gallus One prints roll-to-roll with full quality in CMYK and white at 70 meters per minute (230 fpm) on a 340 mm (13.38") web that can accommodate a full range of paper, film and synthetic label printing substrates (plus 14-pt. board for light folding carton applications). With offline embellishment, this puts all but the most complex label jobs within Gallus One's range of capability.

As a digital press, Gallus One can print variably for jobs that consist of multiple SKUs or contain user-specific information. Among its many technical refinements are an innovative print head suspension system; automatic print quality monitoring; energy-saving LED UV curing; and contactless ultrasonic head cleaning.

Gallus One is also an easy press to work with, thanks to a sophisticated but straightforward user interface that helps less experienced operators achieve great results in every label printing application.

One Supplier, One Source
From its specially formulated inks to the Prinect workflow that streamlines the input of jobs to the press, nearly everything that goes into Gallus One comes from the same vertically integrated source. This makes for a cohesive product with a single point of contact for support.

In designing Gallus One, Gallus and HEIDELBERG have focused on keeping cost of acquisition and cost of operation highly competitive. Its short makereadies, fast running speed, and job-to-job repeatability maximize productive uptime – the key to keeping budgeted costs low and return on investment high.

Built for the Long Haul
Equally important, acquiring a Gallus One won't be the kind of short-term proposition that printers often associate with digital printing equipment. Durable, dependable, and expandable, Gallus One is built to save and make money for label shops over many years. It's a Gallus press for any shop, large or small, that wants an affordable solution for consistently profitable digital label printing.

Gallus One also stands as proof of HEIDELBERG's ongoing commitment to its customers in the label printing market. Together with Gallus, HEIDELBERG offers them a complete range of production technologies for prosperity in the present and growth in the future. That's an invitation to success for veteran providers and newcomers alike.

HEIDELBERG TECHNOLOGY AND PARTNERSHIP
HELP DRIVE INLAND PACKAGING'S GROWTH AND SUCCESS

Safety, quality, and productivity remain the three key pillars of performance at Inland Packaging, a third-generation family business with six production locations and over 400 employees in Wisconsin and Pennsylvania. Historically known for producing cut and stack beer labels, Inland has evolved its product portfolio to include pressure sensitive, shrink, and in-mold labels in addition to flexible packaging for the food, beverage, household goods, personal care, nutraceutical, dairy, pet, wine and spirits, and private label markets.

Amy Mashak, Director of Operations, Inland Packaging, and Jason Wahoske, Lead Speedmaster XL 106 Operator.

An $18 million spending commitment to growth in these markets included the recent installation of a HEIDELBERG Speedmaster XL 106-8+L, Inland's sixth continuous investment in the Speedmaster XL 105/106 press platform. The press, configured to support developing segments such as craft beer and nutraceuticals, features a full array of HEIDELBERG technologies for high-quality, high-efficiency print manufacturing. Among them are Push-to-Stop and Intellistart 3 for process automation and autonomous job changeover; Prinect Inpress Control 3 and Image Control 4 for consistent color quality and accurate registration throughout the production run; Autoplate Pro for automated plate changing; and Generation 4 CutStar inline sheeting.

According to Amy Mashak, Inland's Director of Operations, the Speedmaster XL 106-8+L has reduced makeready times by 20% compared to the company's other presses. The company has seen a 10% increase in press uptime since the press was installed.

"Printing technology is advancing at a solid pace," Mashak comments. "Every company is looking for different ways to do things with less touch points and increased efficiencies. HEIDELBERG is doing a nice job of staying at the forefront and offering new advancements with quick turnaround."

A good example of how this works in practice are automatic job queue sequencing and simultaneous wash-up with the help of Intellistart 3, which defines and executes the steps required for job changeovers

without operator intervention. Program-controlled blanket wash-up devices coupled with Wash Assistant, which automatically selects the right wash-up program based on the L*a*b* values of the ink, make wash-ups faster, easier, and more effective than ever.

According to Mashak, "With the press performing these actions at the same time, it takes the guesswork out of wash-ups for our operators. They can move onto the next job faster. It's been a big driver in our overall efficiency improvement."

Inland relies on Prinect Inpress Control 3, an inline spectrophotometer that automatically measures and controls color and register accuracy. Prinect Image Control 4, a color measurement system, spectrally scans the entire sheet and automatically corrects deviations in the printed image. The Prinect production workflow also integrates with InColor, Inland's color control and management system for extended-gamut printing.

Watch and Learn
Inland's longtime use of HEIDELBERG Performance Services enables it to track, compare, and maximize the performance of its Speedmaster XL presses. The support program includes regular consultation with HEIDELBERG performance advisors as well as status checks through Predictive Monitoring and Remote Diagnostics, which alert HEIDELBERG technicians to any irregularities in the functioning of the press.

By coordinating with HEIDELBERG in these ways, "we're not just working on our concerns," Mashak says. "We're optimizing the performance of each machine and looking at of how we can take our current assets and do more without just replacing another press."

JONES HEALTHCARE INVESTS IN GALLUS LABELMASTER FROM HEIDELBERG TO SUPPORT CUSTOMERS' DYNAMIC NEEDS

At Jones Healthcare, from left: Dave Dixon, Technical Manager; Jhester Agustin, Press Operator; Todd MacMillan, Production Supervisor; Peter Hetu, Web Operations Director.

As a leading provider of progressive packaging and medication dispensing solutions, Jones Healthcare partners with pharmaceutical brands, pharmacy groups, independent pharmacies, hospitals, and long-term care facilities around the world. Since 2020, the company has invested $30 million in equipment to strengthen support for its broad customer base.

To better respond to fluctuations in demand for its prime label services, Jones Healthcare recently installed a Gallus Labelmaster 440 from HEIDELBERG at its London, ON, production facility. With its fast running speeds and short makeready times, the Labelmaster adds new capacity and enhanced capabilities to support growth in Jones Healthcare's target markets.

"We're focused on responsive innovation," says Dave Dixon, Technical Manager for Cartons & Labels at Jones Healthcare. "That means creating packaging solutions that anticipate regulated healthcare market and client needs." The Labelmaster, he explains, "lets us be more agile. Flexible support is critical for our clients since market demand often changes – and sometimes, last minute."

Size, Volume, and Quality
Flexibility is the hallmark of pro-

duction with the Labelmaster, configured with 10 UV flexo units, two rotary screen units, a 17" wide print area, and cold foiling. The larger web width and 656 fpm running speed mean the company can not only support bigger label sizes, but also produce a higher volume of labels more quickly. The screen units assure that when Jones Healthcare prints on transparent stocks, label colors will stay true regardless of package color.

"The quality and registration accuracy of the Labelmaster means our business runs more efficiently," says Dixon. "When combined with our inspection systems, the Labelmaster ensures the precision that is required in the regulated medical market."

Jones Healthcare provides vertically integrated packaging support across multiple categories to support brand requirements,

including folding carton printing and conversion. To achieve this end, the company also operates multiple HEIDELBERG Speedmaster presses and a Gallus EM 280 narrow-web flexo press. The HEIDELBERG and Gallus products, says Dixon, "have helped us stay competitive for years. They build high quality machines that are versatile, safe, and operator friendly."

A Familiar Platform
Jones Healthcare expects its new Labelmaster to add scheduling flexibility to its production floor as the company focuses on high-volume label projects for health and wellness brands and manufacturers. "Since our operators already know the Gallus platform, they can easily switch between running the EM 280 and Labelmaster," Dixon explains.

While the machine's high production quality played a large role in Jones Healthcare's decision to invest in the Labelmaster, Dixon says superior customer support was also a major factor.

"We urgently needed to increase our capacity. Gallus went above and beyond to quickly secure us a machine, which was vital in the context of the supply chain constraints during the pandemic." With the Labelmaster, Dixon adds, Jones Healthcare has expanded capacity while ensuring its industry-leading lead times and responsiveness.

Understanding the Broad and Secure Reach of HEIDELBERG Performance Services

Installing a new press often marks the beginning of a long-term relationship between the manufacturer and the customer. To ensure this relationship is an ongoing success, HEIDELBERG has developed a comprehensive portfolio of Performance Services – all designed to increase the productivity, value, and profitability of the press throughout its entire life cycle.

With the help of Performance Services, customers are able to gather intelligence about both their business and their equipment, which in turn helps them maximize the manufacturing efficiency – and thus the ROI – of the equipment. The support, provided in customizable packages of coverage, spans a menu of operator training, parts, consumables, and remote assistance as well as machine maintenance and repair.

What Followed by How

All Performance Services begin with an assessment of what the customer plans to do with the equipment, which then dictates the capabilities the equipment should have. A shop specializing in long runs, for example, probably will focus on press speed. In web-to-print environments, quick changeovers for short runs will be the paramount requirement. HEIDELBERG uses these insights both to configure the equipment and to devise a strategy for the post-installation support the customer will need.

Key to developing any Performance Service package for a customer is understanding the human element. This is the reason why HEIDELBERG builds a framework of training goals and plans into every equipment offer that reflects both what the customer intends to do with the press and what operators will need to know in order to make it happen.

As part of their training, operators could be introduced to Prinect Inpress Control, a spectral measurement system that automates the regulation of color and registration during the run. HEIDELBERG might also recommend training in print color management to assure consistent results across a broad range of jobs. Another key ingredient could be HEIDELBERG's consumable line, Saphira, formulated for optimal results with Speedmaster presses.

All Performance Services begin with an assessment of what the customer plans to do with the equipment, which then dictates the capabilities the equipment should have.

Deep Dive into Data

What sets Performance Services apart from other post-sale support programs is its emphasis on using data to track performance and quality. A press run produces more than just a printed product. It also generates large volumes of data that can reveal issues that may be limiting press performance and output quality. With the customer's permission, HEIDELBERG can analyze this data, pinpoint the problems, and identify ways to restore both benchmarks to exactly where they need to be.

This can take place through HEIDELBERG Assistant, a digital interface that enables interactive communication between the print shop and HEIDELBERG. A new enhancement, Performance Advisor Technology (PAT), brings the power of AI to HEIDELBERG Assistant by gathering data about the press, comparing its performance with others of the same model, and recommending ways for the press to catch up with or even outpace its peers. The more data points that PAT accumulates, the better it "learns" how the press can reach peak performance – and stay there.

The consultation isn't strictly digital in nature. Periodic reviews with Performance Advisor teams add a human element that helps customers put their operating data to best use. Team members are all veterans of pressroom management in high-quality environments. By telephone or during on-site visits, they translate the data into plans of action for achieving next-level productivity. If the customer wishes, they can also look at ancillary operations – for example, pressroom logistics – that impact the shop's efficiency.

Closed Circle of Value

Another, no less critical function of Performance Services is to monitor the operation for gaps that can develop between what the shop wants to do and what it is actually accomplishing. HEIDELBERG can help the customer deal with these gaps as they arise by recommending the best ways to close them: with technology upgrades, for example, or by retraining operators who need to refresh their skills.

Customers may choose to do training on-site with a group of operators or send individuals to HEIDELBERG's Print Media Performance & Training Center (page 24) to learn about a range of topics from basic press maintenance to process improvement. In this way, Performance Services closes its circle of value by continuously delivering on the promise of productivity that came with the installation of the press.

Data makes it all possible – data that makes a genuine difference to the experience of owning and operating the press. Data by itself is often of little use. It can even be confusing. But when data is fact-based and accurate; presented in an understandable form; delivered in a timely way; and interpreted by a qualified advisor, there is almost no end to the opportunities for process improvement that it creates.

Print shops can access the HEIDELBERG Performance Services portfolio through a variety of Systemservice contracts and other coverage agreements. Some customers, in fact, have even negotiated Performance Services into new press deals. In every arrangement, the pledge is the same: to maximize the value of the equipment for as long as the customer chooses to operate it with the help of the only source of support it will ever need.

HEIDELBERG'S PMPTC: AN ALL-AROUND LEARNING RESOURCE FOR PRINTERS

HEIDELBERG's commitment to its customers is built upon helping them make the most productive use of their HEIDELBERG equipment. Meeting the commitment means focusing not just on machine capabilities, but on operator skills and the training needed to keep those skills up to date and sharp.

This explains why the company's Print Media Demonstration Center at its North American headquarters in Kennesaw, GA, has become the Print Media Performance & Training Center (PMPTC), reflecting its expanded role as a learning hub for both basic and advanced operator skills. Here, customer personnel can learn from HEIDELBERG experts and from each other as they discover how to get better at what they do in their own pressrooms.

Provided free of charge, the training consists of small classes that combine lecture sessions and hands-on practice on some of the industry's most advanced production equipment. The approach is foundational: trainees learn not just how to perform a task, but how to appreciate what happens, and why, as a result of carrying it out.

For example, simply running a job doesn't necessarily teach the operator anything about the underlying principles of ink/water balance and press chemistry. PMPTC coursework fills the knowledge gap by emphasizing that the key to getting the best results from the printing process is to thoroughly grasp what makes it work.

Training is open to all customer personnel, including veteran operators, novices, and senior executives who want to broaden their practical knowledge of print manufacturing. Courses in press, postpress, and process optimization cover the most essential subjects for successful production,

and more will be added as customers' needs indicate.

All training takes place in Kennesaw on a calendar designed to accommodate customers' production schedules. To date, about 120 people have taken advantage of the programs, sharing the learning experiences and forming personal networks that have continued after the training is complete.

Develop and Retain

From HEIDELBERG's perspective, one of the main benefits of the PMPTC operator training program is its contribution to workforce development and retention – the most significant long-term management issue confronting the industry.

PMPTC trainers report that their students, particularly the younger ones, return to their plants with renewed enthusiasm for the work they do and the careers they have chosen. For employers, the reward is loyalty given in return for the investment they have shown themselves willing to make in the skills of their employees.

Training for operators isn't the only kind of learning experience offered at PMPTC.

HEIDELBERG also is committed to workforce development through apprenticeship, which it fosters in a multi-year program that turns applicants into fully trained HEIDELBERG Field Service Technicians. After receiving initial instruction in Kennesaw, these learners return to their home regions for work-based training and mentorship leading to graduation and employment. With its 30,000 sq. ft. of technology-packed demonstration space, PMPTC is also the ideal setting for sheetfed maintenance training. Available to customers with Speedmaster XL 105, 106, 145, and 162 models, the five-day classes cover both mechanical maintenance and electrical control systems.

For more information on Training Classes and Availability

To view Apprenticeship Requirements and Application

Expert Talk
Educational Video Series

Designed with a strong focus on meeting customer needs, HEIDELBERG USA has crafted a complimentary educational video series covering a wide range of topics. These include instructional content on equipment and consumables as well as valuable insights and recommendations pertaining to the print industry.

Increasing your die-cutting capabilities on Easymatrix 106 CS

Are you a commercial printer looking to enter into the packaging finishing market? HEIDELBERG has the solution — the Easymatrix 106 CS. Capable of handling full 41" sheets and die-cutting up to 7,700 sheets per hour, the Easymatrix 106 CS is the perfect transition into high volume, finished print jobs. In this Expert Talk, we show you how you can use easily transition your current commercial workflow into a one-stop shop.

Gallus Screeny Demonstration Center

In this Expert Talk the HEIDELBERG Gallus Team discusses the the various products and services available at our Gallus Screeny Demonstration Center located in Ivyland, PA. Our demo center prides itself on being customer oriented and reliable — including same day shipping for screen material, local support and service, plus your own personal contact. From a roll of raw Screeny material, finished screens, or a variety of prepress equipment, the Gallus Screeny Team is here to help your business' unique label needs.

How to increase production on POLAR CuttingSystem 200

Are you experiencing bottlenecks in your cutting department causing delays in the finishing process? If you said yes, did you know by simply adding POLAR Peripherals you can double your cutting production, cut more accurately, and relieve the stressful lifting & down stacking of substrates? In this Expert Talk, our HEIDELBERG Postpress Team demonstrates how this can be accomplished without additional labor added to your cutting department.

View our entire Expert Talk playlist by scanning the QR code with your smart device. If there is a topic or subject you would like to see, please send any inquiries to **info@heidelberg.com**

Show us your HEIDELBERG

"We're a HEIDELBERG Shop." It's always been a mark of distinction in the printing industry, and the HEIDELBERG customers on these pages are proud to claim it. We salute them!

HERA Printing Corp.

Carlos Seda has worked on HEIDELBERG Speedmaster presses from all his life, from an SM 72-4 to a new XL 75-8-P+L. HERA Printing Corp. also has a Quickmaster QM 46-2, a Suprasetter A75, POLAR cutters, and Prinect workflow, all from HEIDELBERG. Located in San Juan, Puerto Rico, HERA Printing Corp. has been serving its customers with an extensive list of products and services since 1978.

Carlos Seda, Head Pressman at HERA Printing Corp.

Shawn Haacke, Die-cutting Operator at Think Patented

Think Patented

Located in downtown Dayton, OH, Think Patented has been part of the printing industry since 1979. The company has a long list of HEIDELBERG technology in its print shop including Prinect Pressroom Manager, Speedmaster XL 106-5+LX with UV and Inpress Control, Quickmaster QM 46-2, Versafire CP, POLAR 115 cutter, POLAR 137 high-speed cutter, Easymatrix 106 CS die-cutter, and an Original HEIDELBERG Cylinder press.

Lake Superior Press

Dave Skewis started as a Press Operator at Lake Superior Press in 1989, where he is still running the same HEIDELBERG SORMZ today as Head Press Operator & Production Manager. He recently celebrated his 34th year with the company and has over 117 million impressions on the SORMZ. Located in Marquette, MI, Lake Superior Press has been in business for over 50 years and is the largest commercial printer in the Upper Peninsula, where it operates a Printmaster QM 46-2, SORMZ, and GTO 52-1.

Dave Skewis, Head Press Operator & Production Manager at Lake Superior Press

Bayard Printing Group

Mike Loke, Press Operator at Bayard Printing Group

With facilities in Williamsport and Plymouth, PA, The Bayard Printing Group is a regional supplier of publications, periodicals, and printing with its own direct mail processing center and in-house US Postal Service substation. The company serves the Mid-Atlantic region of Northeastern Pennsylvania, including Williamsport, Scranton, Wilkes-Barre, Pocono, Allentown, and Philadelphia, as well as New York, New Jersey, and the Washington, DC area. The Bayard Printing Group owns both an Original HEIDELBERG Cylinder (1950), which produces pocket folders and door hangers, and an Original HEIDELBERG Windmill (1965), which produces table tents, hang tags, and even die-cut animals!

Corcoran Printing

Corcoran Printing of Wilkes-Barre, PA, has been providing quality print products to its customers for 80 years. It is now a fourth-generation printing business that offers foil stamping and embossing, direct mailing services, die-cut printing and more. No stranger to HEIDELBERG technology, new or old, Corcoran has four Original HEIDELBERG Windmill presses that specialize in cigar band rings. It also operates two Quickmaster QM 46-2s, a Speedmaster SM 52-5P, a Printmaster PM 74-4-P, a Versafire CV, two Stahlfolders, and two POLAR cutters.

Bill Corcoran Jr. (fourth generation) and Bill Corcoran Sr. (third generation) of Corcoran Printing

BR Printing Group

One of two Original HEIDELBERG Cylinder presses at BR Printing Group

BR Printers of San Jose, CA, acquired JP Graphics of Appleton, WI, on March 1, 2023. Along with that acquisition came exciting new pieces of machinery, capabilities, and personnel. Two of those machines are stunning Original HEIDELBERG Cylinders, a 23" and a 29". JP Graphics purchased the 29" Cylinder about 10 years ago. The 23" Cylinder was acquired by JP Graphics through its acquisition of Mastercraft, also of Appleton, a restaurant menu and pocket folder printing company. While JP Graphics is known for its package printing, it also uses both HEIDELBERG Cylinders to die-cut pocket folders.