



Heidelberg reports that its virtual Innovation Week, which focused on end-to-end offset and digital production, attracted several thousand registrations from more than 100 countries, several hundred one-to-one discussions with decision-makers, and around 100 000 hits on the video content.

Digital showcase drives productivity gains

HEIDELBERG'S five-day virtual Innovation Week used product presentations, innovation talks, and personal discussions via video chat to provide a comprehensive overview of how the OEM is helping commercial, label, and packaging (folding carton production) segment customers address productivity and competitiveness issues.

'The feedback we've received so far from participants and our partners has been truly overwhelming. Participants praised the content and format – a combination of professionally-produced videos and innovation talks, with the option of follow-up live chats with a regional Heidelberg expert to discuss each presentation in more detail,' says Ludwig Allgoewer, head of Global Sales & Marketing. 'As a result, we were able to register specialist customer contacts on a similar scale to an international trade show. And we're confident that the numerous customer discussions will generate business contracts soon.'

End-to-end production in the spotlight

The optimisation of the entire process in offset and digital printing, through to end-to-end production, was at the heart of the presentations. Ludwig explains that this is based on Heidelberg's enhanced Push to Stop technology, including automatic optimisation of

job sequences and navigated printing, accompanied by user-friendliness for operators thanks to easy-to-understand user interfaces. Combined with 'integrated intelligence', Push to Stop technology enables highly-productive operations with skilled personnel.

Heidelberg also provided supplementary information about offerings in the fields of Prinect workflow, consumables, and contract business. This content focused on responding to the most urgent customer requirements in each market segment, Ludwig notes.

'Heidelberg is no longer just prioritising achieving the highest possible printing speed – instead, we are aiming to make the entire process as efficient as possible. Boosting productivity offers the greatest earnings capacity for industrial print shops. Digitisation is key, and that's precisely what we demonstrated at Innovation Week,' comments CEO, Rainer Hundsdörfer. 'The positive response underlines how it's possible to use digital formats to successfully contact customers and get them excited about innovations, even during a global pandemic.'

The content and videos from Innovation Week continue to be available for registered participants. Interested parties can still register at <https://innovationweek.heidelberg.com/en/account/register>

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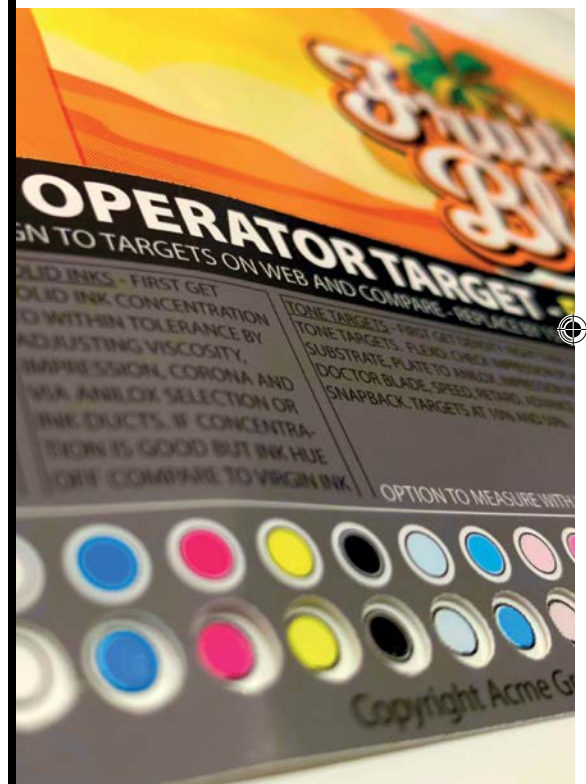
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