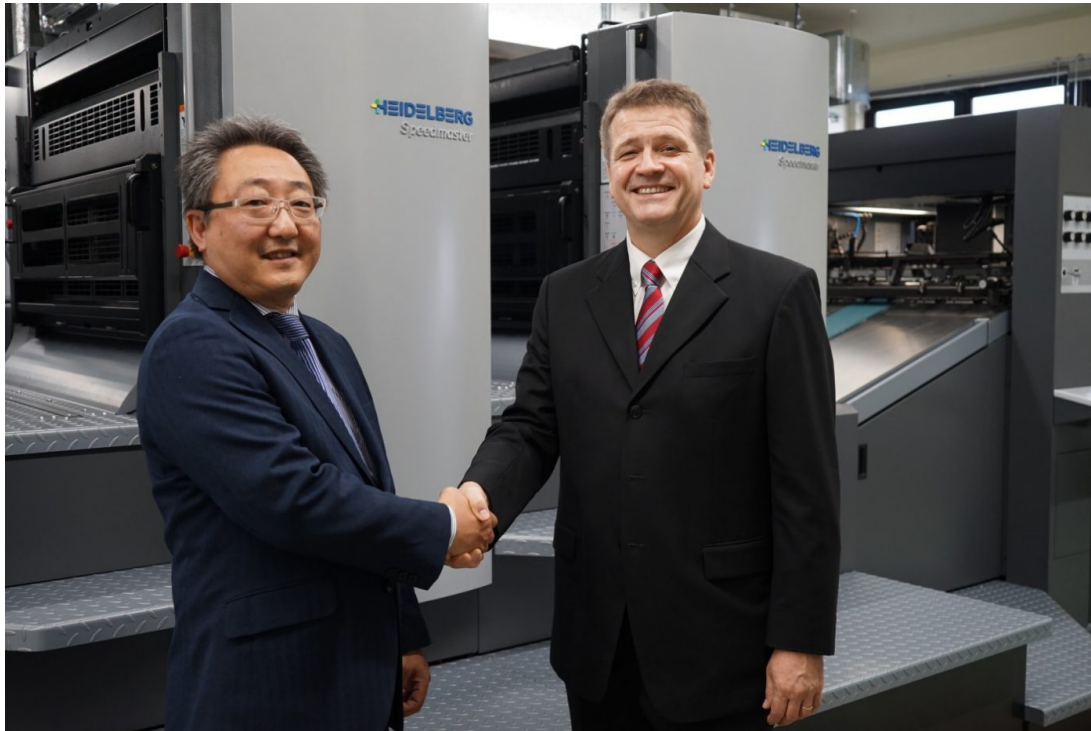


Heidelberg Announces First Digital Business Model In Japan

By Africa Print - 6th Nov 2019



Kenichiro Kimura, Hokuriku Sunrise and Jörg Bauer, Heidelberg Japan.

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According to Jörg Bauer, sales manager and member of the management board of Heidelberg Japan, Heidelberg Subscription is an interesting option for print shops in Japan. In a highly industrialised country like Japan, increasing productivity is a top priority for most print companies.

Kabushiki Kaisha Hokuriku Sunrise (K. K. Hokuriku Sunrise) is the first Japanese customer of Heidelberger Druckmaschinen AG (Heidelberg) to opt for the Heidelberg Subscription digital business model. 'With Heidelberg Subscription, we have created a win-win offer for our customers in which the interests of both parties to the contract are absolutely aligned,' said Bauer.

The subscription agreement with Heidelberg includes a Speedmaster CD 102-4, which replaces two competitor presses in A1 format, all consumables, service, including service parts, workflow, training and consulting services. Customers can order consumables and service parts via the Heidelberg eShop. As part of the Vendor Management Inventory, Heidelberg also manages the inventory of consumables and service parts on behalf of the customer.

Kenichiro Kimura, president of Hokuriku Sunrise said, 'When I first heard about the new Heidelberg Subscription business model, I was initially sceptical as to whether this might actually be an option for Japanese print companies in general and our company in particular. But in the end, we were convinced by the benefits of the offer. Without major one-time investments, we will be using the latest printing technology in combination with the right consumables. At the same time, we benefit from Heidelberg's high level of service and consulting expertise. We are therefore convinced that, together with Heidelberg, we will succeed in maximising productivity.'

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