

Heidelberg Packaging Customer Expands Use Of Subscription Model

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Heidelberger Druckmaschinen AG (HEIDELBERG), together with Munich Re Group of companies, continues to drive the expansion of the digital business model Equipment-as-a-Service (EaaS) as a part of a strategic partnership.

In this model, the customer pays exclusively for productive industrial performance, i.e., for the number of printed sheets. The price includes software, all necessary consumables, and service. The packaging manufacturer WEIG Packaging GmbH & Co. KG concluded a further subscription contract as part of the cooperation at the beginning of 2023 to grow its business.

The subscription approach offers print companies attractive, usage-based financing. At the same time, the offer helps users improve their processes and increase their productivity. This is achieved through significant performance improvements in setup time, printing speed and waste reduction. Customers benefit from the automated delivery of consumables and optimised logistics organisation.

Specifically, these attractive subscription offers for printing and packaging solutions aim to further establish the digitalisation of business models in the printing industry. As part of the 'Subscription Plus Model,' the customer continues receiving all services, such as service, training, consulting, software, and consumables, delivered through Vendor Managed Inventory (VMI) by HEIDELBERG. The machine is provided as a part of the partnership.



WEIG Packaging GmbH & Co. KG, which produces around 160 million printed sheets per year at the Emskirchen location, is now expanding the use of this model within the company. Stefan Leonhardt, Managing Director of WEIG Packaging GmbH & Co. KG, explained, 'We have decided to use the subscription model from HEIDELBERG again because it allows us to implement our production goals flexibly and efficiently. We consider the excellent partnership with HEIDELBERG in service, maintenance, upkeep, and supply of consumables to be an advantage.'

Since the introduction of subscription models, HEIDELBERG has observed growing customer interest. 'We are pleased to support WEIG Packaging GmbH & Co. KG through the subscription model in further optimising their business,' emphasised Dr. Ludwin Monz, CEO of HEIDELBERG.

This contract model is financed through the strategic partnership. The basis of the cooperation is the joint expansion of HEIDELBERG's 'Subscription Plus Model'. Relayr and IFS not only support HEIDELBERG in the operational implementation of their EaaS business model but are also responsible for financing in this case. The advantage: the essential services, financing, and IoT solutions are provided from a single source.

Relayr and IFS implement the EaaS model in practice by leveraging IoT technology to integrate HEIDELBERG's machine data combined with financing and operational asset management. 'We are convinced of the benefits of EaaS business models, especially for the manufacturing industry. Internationally active medium-sized companies are the main pillar of the German economy. We are well-positioned to help shape the digitalisation of this important sector with forward-looking business models such as EaaS. Cross-industry partnerships that link different business areas are crucial for Germany as a technology location to remain competitive,' explained Jessica Poliner, CEO of relayr.

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