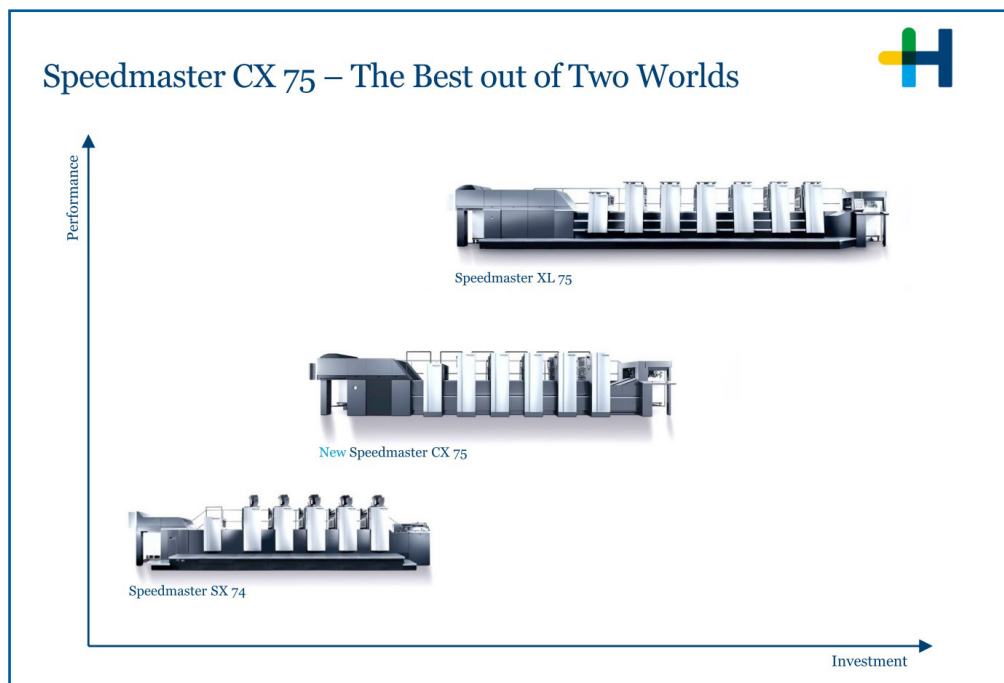


### The new Speedmaster CX 75 – space-saving Multi-Talent for agile Smart Print Shops

- Compact, flexible, and economical straight printing press for print shops on a growth course
- Combination of the innovative platform of the Speedmaster XL 75 and components of the Speedmaster SX 74
- Digitally integrated production with Prinect Press Center 2 and patented Intellistart assistance system
- Official presentation at China Print in Peking from 9 to 13 May 2017



The Speedmaster CX 75 combines the best of both worlds – the innovative platform of the Speedmaster XL 75 from the Peak Performance class combined with components of the Speedmaster SX 74.

The 50 x 70 cm format is still the ideal fit in terms of product range and sales volume for the many small and medium-sized print shops, despite strong competitive pressure from larger print formats. The requirement profile is changing, since smart production that offers reproducibility and consistently high print quality in return for a manageable investment is also in demand here. Digital integration, flexible use of paper, cardboard, and foil as well as a small footprint are important factors in this.

Heidelberger Druckmaschinen AG (Heidelberg) offers just such a Multi-Talent with the new Speedmaster CX 75. The Speedmaster CX 75 combines the best of both worlds – the innovative platform of the Speedmaster XL 75 from the Peak Performance class combined with components of the Speedmaster SX 74. As a flexible and economical straight printing press in 50 x 70 cm format, the Speedmaster CX 75 can process substrates ranging from lightweight paper through to rigid cardboard thanks to its double-diameter impression cylinders.

The presettings from the prepress stage for preset functions from the feeder to the delivery can be integrated via the Prinect digital print shop workflow, ensuring high productivity. Switching from the last sheet in one run to the first good sheet in the next can be done in under five minutes.

The meticulously planned ergonomic concept together with generous space between the printing units permits optimal access and therefore quick and easy operation and maintenance. The Speedmaster CX 75 comes as a four- to six-color press with coating unit. It has a top production speed of 15,000 sheets an hour and an impressively compact design. It is the narrowest press offered by Heidelberg in the 50 x 70 cm format range. It will be officially presented at China Print in Peking, where a Speedmaster CX 75 four-color press with innovative DryStar LED technology from Heidelberg will be showcased.

## Growth marketing of packaging with a wide variety of finishing options

With the Speedmaster CX 75, Heidelberg is closing the gap between the Speedmaster SX 74 and the Speedmaster XL 75 and rounding out its portfolio in the 50 x 70 cm format. The new press will appeal to customers in growth markets who need high flexibility but for whom a large number of automation components do not make economic sense. The Speedmaster CX 75 will also be of interest to those print shops in industrialized countries that operate one or two shifts and are looking for an attractive price-performance ratio.

The Speedmaster CX 75 can be used for an extended range of applications thanks to its comprehensive equipment options. Production is possible using conventional inks and coatings as well as optionally UV printing. UV printing in particular delivers bright results with maximum brilliance of the ink and a wide variety of possible substrates like paper, plastic or foils. No drying time is needed, which means that the sheets can go straight into postpress, which means no more waiting times and shorter delivery times. The customers can choose between three different drying technologies, with the fully integrated DryStar dryer perfectly matched to the sheet travel of the Speedmaster CX 75. The DryStar UV dryer covers a wide range of applications in terms of materials, inks, and coating types. The DryStar LE UV dryer (LE = low energy) uses highly reactive UV inks and coatings, and therefore needs less energy. The DryStar LED dryer is the most innovative technology, and achieves the highest energy efficiency.

The Speedmaster CX 75 is also available in the larger 605 x 750 mm sheet format. This option is specifically intended for packaging and label printing in order to be able to place more repeats on the sheet.

A high level of automation is achieved among other things by the preset capability and almost tool-free operation of the press. The Prinect Center 2 machine control station with the Intellistart intuitive operator guidance system also results in



The Speedmaster CX 75 from Heidelberg is a Multi-Talent that prints both thin and thicker materials and makes it easy to get started in packaging printing.

fast setup. The Prinect Easy Control or Prinect Image Control spectral color measurement systems ensure a reliable and standardized printing process. Integration into the Prinect print shop workflow means perfect data handling and transparency as well as fast makeready times. The Speedmaster CX 75 is therefore also ideal for bringing stable growth in new applications, without the need for excessive investment.

### “Exactly the right press for my business model”

The extensive internal test phase is now complete, with the Speedmaster CX 75 greatly exceeding expectations. The next stage is field testing, before the full production phase begins in fall 2017. Heidelberg secured Werbedruck Petzold GmbH (WP) in Gernsheim in Hesse as a field tester. Its product range include brochures, flyers, calendars, portfolios, catalogs, posters, displays, and packagings. It already has a Speedmaster SX 52 Anicolor and a Speedmaster CD 74 in its press room, both as five-color presses with coating unit. “We want to be the best, not the biggest, and are proud of the fact that we do all the process steps in-house,” explains Managing Director Ersin Sözer. The print shop has 20 employees, operates in two shifts, and mostly services regional customers from the fields of industry and advertising as well as public authorities. “We process grammages from lightweight paper up to cardboard with a thickness of 0.7 mm here and offer a variety of finishing options with dispersion coating, drip-off coating, and print varnish. We therefore wanted a universal press that could handle all of this and that we could also optimally integrate into our digital workflow. The Speedmaster CX 75 is exactly the right press for my business model,” confirms Sözer. WP enjoys a long-standing partnership with Heidelberg. For example, its postpress machinery includes Stahlfolder folding machines and a Heidelberg jobbing press as well as cylinders for die-cutting and embossing.

[www.werbedruck-petzold.de](http://www.werbedruck-petzold.de)



Ersin Sözer, Managing Director of Werbedruck Petzold GmbH, in front of his press at the Heidelberg site in Wiesloch-Walldorf. WP is the first field tester of the Speedmaster CX 75.

## Performance Champion: Czech commercial printer set to break the '90 million' printed sheets per year

- Triangl print shop sets productivity records with Heidelberg
- On track to produce over 90 million printed sheets on the Speedmaster XL 106-8-P and over 70 million printed sheets on the Speedmaster CX 102-5+L per year with short and medium run jobs!
- Shortest makeready times combined with highest speeds and maximum availability only possible with digitized and automated processes
- Stable and reproducible top performance with coordinated Sapphire consumables

If there were a benchmark for the most productive print shops worldwide, the Czech company Triangl AG based in Prague would surely be right out in front. From start of 2015 to spring 2017 the Czech printer of magazines produced over 172 million printed sheets on its Speedmaster XL 106-8 P. This extremely high productivity of 86 million printed sheets per year, however, is currently being further increased. The perfecting press with CutStar roll sheeter and a maximum speed of 18,000 sheets per hour produced close to eight million sheets in March. The other machines also neatly fit into this record-breaking series: The previously employed Speedmaster CD 102 four- and five-color presses stably produced sheet after sheet already; however, the recently installed Speedmaster CX 102-5+L from the latest Push to Stop generation exceeds all expectations with a productivity increase of over 70 percent. With what has been delivered in the first two months, we expect to produce more than 70 million sheets per year.

The next investments are already scheduled: a further Speedmaster CX 102 with Prinect Inpress Control 2 will go into operation soon and another Speedmaster XL 106 eight-color press with perfecting, Prinect Inpress Control 2 and CutStar will be installed once the new production hall is complete. Prinect Inpress Control 2 will also reduce time and waste further during what is already full automated non-stop make-ready. In addition with the smart software Quality Assist, the press will also turn on the clock (good sheet counter) automatically after using colormetric evaluation by spectrophotometry. This fully automated job changing – from the last to the first good sheet until production starts – is unique in offset printing.

Specializing in the production of magazines, catalogs, and calendars in short and medium run lengths, the print shop Triangl operates 24 hours a day, 7 days a week. “We needed presses with extremely high speed, extremely short makeready times, and premium quality for different materials and paper formats, in other words maximum productivity, efficiency, and availability,” says owner Petr Kotýnek in describing his high requirements. The company, established by his father Antonin Kotýnek in 1992, has had a varied history, but in recent years has grown into one of the leading premium print shops in the Czech Republic, with a staff of over 100 and an export share of 13 percent. “We had already been in contact with Heidelberger Druckmaschinen AG early on, and our experience had been nothing but good. As far as we’re concerned, Heidelberg develops the right technologies that best incorporate our needs,” confirms Kotýnek.

### Top performance with digitized and automated processes

The full-service print shop Triangl is equally well-known among publishing houses, agencies, and industrial customers for its high quality and delivery reliability, and it is on a rapid growth course. The average runs range from 4,000 to 8,000 sheets. With regularly more than 40 jobs per day, no job is on the press for more than an hour.

Maximum productivity is made possible by digitized and automated processes. What secured the order for the newest

presses was industrial production with automation components like the Prinect Inpress Control integrated color and quality measurement and control system, fully automatic plate changer and the Intellistart intuitive operating software. The makeready time on the Speedmaster XL 106-8-P is just three minutes, making it almost two and a half times faster than the older presses. On the Speedmaster CX 102-5+L it is just 4.5 minutes, which is thus 35 percent below the values of its predecessor. The mean production speed, on the other hand, was increased by 20 percent to 14,000 sheets per hour. This high productivity is supported by Saphira consumables, in this case mainly printing plates and printing supplies that are optimally tailored to the presses. In 2016, the print shop used over 170,000 plates. The high availability is ensured by Heidelberg service, and especially the remote service.

[www.tisk-triangl.cz/index.php?id=0&lang=en](http://www.tisk-triangl.cz/index.php?id=0&lang=en)



Petr Kotýnek insists on maximum productivity in his print shop Triangl AG and on the most modern equipment from Heidelberg for digitized and automated processes across the board.



Specializing in the production of magazines, catalogs, and calendars in medium run lengths, the print shop Triangl operates 24 hours a day, 7 days a week.

## Indiana Carton invests in a Heidelberg 1650 wide-web flexo press to support aggressive growth plan

- Excellent testimonials from other users
- Heidelberg ticked all the boxes during the sales process

Bremen, IN, USA – In order to support ambitious growth plans, Indiana Carton Company (ICC) has ordered and will soon get delivery of a new, 7-color 65 inch wide Heidelberg Intro flexo press for large-format folding carton production.

The press is equipped with the latest technology and includes an in-line sheeter and an automatic washing system for all print units. Within scope of supply are carbon fiber chambers, offering excellent stiffness and rigidity (300% better than aluminum). Carbon fiber chambers with its low weight allow for quicker cleaning and maintenance and therefore a safer working environment.

Heidelberg Web Carton Converting GmbH (HWCC) will support ICC during the start-up and production period by an intensive operator training, to make sure that Indiana Carton can reach full capacity very quickly.

“We looked at every press on the market, and in the end chose a Heidelberg flexo machine based on their outstanding track record, testimonials from their customers, and the perfect print quality we saw delivered on other Heidelberg presses. The Heidelberg team bent over backward to meet our technical needs, making the decision an easy one,” said Ken Petty, President and CEO of Indiana Carton.

### About Heidelberg Web Carton Converting GmbH

Based in Weiden, Germany, Heidelberg Web Carton Converting GmbH (HWCC) is the Web Press division of Heidelberger Druckmaschinen AG (Heidelberg). Providing integrated Inline Webfed solutions, HWCC complements Heidelberg’s market leading position in the world of packaging. Utilizing the most powerful Sales- and Service network in the industry and overseeing the biggest installed base in the market, HWCC provides the longest experience and broadest application know-how to enable packaging printers not only to cope with new challenges, but also to exceed customer expectations. HWCC is represented in the USA and Canada by Heidelberg Web Carton Converting USA, Philadelphia, PA.

For further information about the company and image material, please visit the Press Lounge of Heidelberger Druckmaschinen AG at [www.heidelberg.com](http://www.heidelberg.com).



Indiana Carton Company, Inc. has been serving the folding carton market since 1933. ICC’s solidarity as an independent, family-owned business provides an excellent foundation for its employees and customers. ICC focuses on custom food packaging found in grocery stores, supermarkets, wholesale bakeries and restaurants.



The new machine will be installed in the company’s Bremen/IN facility and start of production is scheduled for July, 2017.

## colordruck Baiersbronn selects Heidelberg as its digital printing technology partner and becomes pilot customer for Primefire 106

- Intensive technical testing confirms: Primefire 106 is the right solution for packaging converters to build new business models and start offering the unlimited possibilities of customized and personalized packaging
- Strong competences in the packaging market, outstanding color- and printing quality, accompanied by the service promise and the reliability of the Heidelberg brand have been main decision factors for Primefire 106
- A great deal of interest: numerous packaging producers from all over the world are reviewing the application opportunities of the Primefire technology for cutting-edge and innovative business models



Strong competences in the packaging market, outstanding color- and printing quality, accompanied by the service promise and the reliability of the Heidelberg brand have been main decision factors for Primefire 106.

The packaging service provider colordruck Baiersbronn, which operates throughout Europe, has been confirmed as pilot user of the Primefire 106, the first industrial digital printing system in B1 format from Heidelberger Druckmaschinen AG (Heidelberg). After intensive tests of a wide variety of technological and business concepts, Primefire 106 is set to expand the new Packaging Digital division at colordruck Baiersbronn. In the future, the leading innovator from the Black Forest will therefore be able to offer its customers from all over Europe unlimited opportunities for mass customization by personalization and individualization of packaging.

“Heidelberg Primefire 106 integrates seamlessly into our industrial print production and improves our flexibility, thus enabling us to respond to market trends more quickly and to implement new business models successfully. As the future will increasingly mean mass customization in packaging, the Primefire 106 will provide us with the ideal basis for meeting up-and-coming requirements,” explains Martin Bruttel, managing director colordruck Baiersbronn.

### Complete solution offering from Heidelberg as the key investment factor

Decisive for the investment decision of colordruck Baiersbronn are the strong competences of Heidelberg in the

area of packaging printing, the outstanding color and image quality of the system, together with the many years of positive experience in the areas of workflow, pre-press, printing, postpress and service. "We're confident that Heidelberg is the right choice for us for digital printing, allowing us to meet the future requirements of our discerning customers in a sustainable way," says Martin Bruttel.

### Innovative digital printing technology meets vigorous entrepreneurial acumen

One-off packaging personalization and providing customized runs for market launches and version printing? These have long been the aim of medium-sized and large companies but were repeatedly deemed unrealistic until now. As an innovative packaging service provider, colordruck Baiersbronn turns these demanding challenges into reality with an innovative e-business online solution.

Due to customized packaging design, all clients will be able to design their products online and thus stand out from the crowd: the product becomes a real emotional eye-catcher. colordruck Baiersbronn can therefore add a new dimension to customized packaging.

Primefire 106 provides the perfect production environment for developing new areas of business, such as for the production of more varied and more customized packaging or for adding tracking and security elements to the individual packaging, to use colordruck Baiersbronn as the example. Printing-on-demand with Primefire 106 facilitates the optimization of supply chain processes and the reduction of storage costs. Furthermore, the seven-color inkjet system powered by Fujifilm Inkjet Technology in conjunction with Heidelberg Multicolor technology enables Primefire 106 to cover 95 percent of the Pantone color space thereby bringing productivity and cost benefits for completing jobs involving spot colors. Water-based inkjet printing meets strict environmental and recycling requirements and therefore also permits food-safe production without any complications.

### Market launch of the Primefire 106 is proceeding on schedule

Heidelberg presented Primefire 106 as a world premiere for industrial digital production in 70 x 100 format at drupa 2016 in Düsseldorf. The system ensures reliable offset quality, combined with all the advantages of digital printing. "The start of the pilot with colordruck before end of 2017 is a further milestone in the implementation of our digital strategy. With colordruck Baiersbronn, we have been able to acquire an important strategic pilot customer for Primefire 106. Our long-standing partnership, the digital business model in packaging printing, the Europe-wide presence and the industrial production philosophy of colordruck Baiersbronn create the perfect environment for a successful market launch of Primefire 106," comments Montserrat Peidro-Insa, Head of Business Unit Digital at Heidelberg.

### A great deal of interest: packaging producers from all over the world are impressed by the applications options of Primefire 106 for new business models in an industrial environment

With colordruck Baiersbronn, an additional strategic user of Primefire 106 is now being presented. A few weeks ago, Heidelberg invited packaging producers and commercial print shops from all over the world to an exclusive Primefire event in Heidelberg. There, they were given the opportunity to find out for themselves about the technological highlights of Primefire 106 and to obtain information about the possible uses and applications of the new system with respect to new

business models. Various presentations and workshops gave a comprehensive overview of the first digital printing system for industrial production in B1 format – including live print job production, detailed insight into FujiFilm inkjet technology and a demonstration of the Prinect Digital Frontend of Primefire 106, with the options of seamless integration into existing workflow environments.

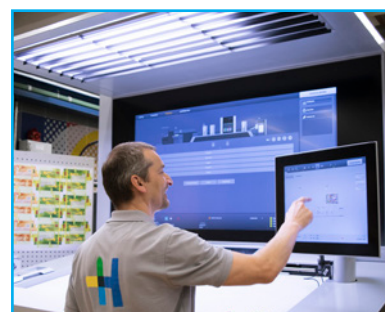
"Digital applications in packaging printing are changing the market. Packaging must be tailored more effectively to the individual market segments, become more relevant and also more creative in order to attract the attention of the consumers. And it is in this area in particular that Primefire 106 generates real added value for our customers and the entire printing industry," explains Montserrat Peidro-Insa.

### About colordruck Baiersbronn

colordruck Baiersbronn W. Mack GmbH & Co. KG is a pure family business and 100 % owned by the four daughters of the company's founder Wilhelm Mack. It offers customized and specialized packaging solutions to industrial and commercial companies from the food, confectionery, pharmaceuticals and non-food industries. Complemented by its industry-specific service, colordruck Baiersbronn as a packaging service provider counts among Europe's technological leaders. With innovative technologies, the extensive know-how of approximately 250 qualified employees and more than 60 years of experience, colordruck Baiersbronn has developed from a packaging producer to a packaging service provider. This enables colordruck Baiersbronn not only to keep up with the rapid pace of innovations in the food packaging, industrial packaging and medicine packaging segments and in a great many other areas, but also to repeatedly set the course and introduce new standards with an extensive collection of cross-industry packaging solutions. For its customers, colordruck Baiersbronn develops visions that are brought to fruition with attention to top quality, functionality and cost-effectiveness.



colordruck selects Heidelberg as its digital printing technology partner and becomes pilot customer for Primefire 106: (from left) Montserrat Peidro-Insa, Head of the Business Unit Digital at Heidelberg, Thomas Pfeifferle and Martin Bruttel, both managing directors at colordruck Baiersbronn and Sascha Knabe, Heidelberg Germany.



Intensive technical testing confirms: Primefire 106 is the right solution for packaging converters to build new business models and start offering the unlimited possibilities of customized and personalized packaging.



A great deal of interest: packaging producers from all over the world are impressed by the applications options of Primefire 106 for new business models in an industrial environment.