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Claus Bolza-Schünemann
president and CEO, Koenig & Bauer AG

KBA realigns its business activities

Fit@All for a changing print market

2014 is already two months old and we are all interested to see how the economic and structural conditions for the print industry and our business will develop. As an international press manufacturer it is particularly important that the predicted upswing of the global economy takes place, regional economic and exchange rate issues improve, and political conflicts in various parts of the world are solved or at least diffused.

The market environment for our traditional press business remains tense. Despite gaining many new customers and growth evident in some niche markets, Group order intake and sales in 2013 have remained significantly below our expectations. The interim Drupa-high in 2012 in terms of orders proved short-lived. The continuing structural change in the print industry over the past six years and the fragile economic environment in some parts of the world have put a strain on the investment climate. All in all, 2013 was not a good business year for KBA.

The global market for conventional sheetfed and web offset presses, which has shrunk by over a half in the past six years, has led myself and my fellow board members to take reality into account by realigning the KBA Group. The comprehensive restructuring programme *Fit@All* will lead to considerable structural, personnel and organisational changes within the Group. It will place heavy demands on our management and employees, and unfortunately will also result in the loss of more than 1,000 jobs at our production facilities.

This realignment to a in some segments smaller and in total much more heterogeneous print market is imperative to generate sustained profitability. Only in this way can we maintain our financial stability, competitiveness and innovative strength in the long term, which many customers value about KBA. To do nothing in the hope that shrunken markets will revive would be fatal for the company, our customers and our employees. There are already enough examples of this in our industry.

Along with a raft of restructuring measures and a new location concept to reduce the cost base, the creation of largely autonomous divisions for sheetfed offset presses, web presses, special machines and production under the umbrella of KBA is a core element of the *Fit@All* programme. The final goal is a decentrally organised and highly flexible press manufacturing group, which along with traditional volume markets also addresses future-focused and profitable special markets. Today KBA focuses more on this than any other large press manufacturer.

Naturally, in the mid-term with *Fit@All* we want to strengthen our financial basis to actively exploit growth opportunities in existing and new business fields. Currently we see such opportunities predominantly in digital printing with our KBA RotaJET and future follow-on products as well as in the prospering packaging market, in which we have only addressed some fields so far. The majority takeover of Kammann Maschinenbau, which specialises in systems for glass and hollow-container decoration, in summer as well as Flexotecnica, which is active in print market for flexible packaging, in December 2013 are steps in this direction.

Out of all the conceivable options, KBA has decided on the entrepreneurial approach by actively realigning the Group with its own funds. We would be pleased if you continued to accompany us along our chosen path, constructively and with interest.

Yours,

Claus Bolza-Schünemann



Facelift for offset

Productivity boost with HR-UV at Albe de Coker

Makeready and standstill times have to be kept to an absolute minimum in order to produce small and very small print runs economically. A promising approach is the use of highly reactive UV inks in combination with UV or LED-UV dryers. This development originated in Japan where it has been successfully implemented in a large number print shops. KBA's solutions in this area can be seen in the customer centre in Radebeul and in KBA users' pressrooms, such as Albe de Coker in Antwerp which operates a Rapida 106 equipped with HR-UV.

To come right to the point: KBA's solutions in this field are impressive. In Radebeul presses from the Rapida series equipped with UV and LED-UV dryers in half and medium format can be seen first-hand live. Up to now KBA has made a conscious decision to market these solutions reservedly in order to gather enough experiences from the pressroom first. Nevertheless, since Drupa 2012 KBA has received a raft of orders totaling 12 printing units in large format and 60 units in medium format.

Users can profit from the use of UV inks as they dry on the sheet immediately which results in greater flexibility in job acceptance and processing. The printed sheets can be sent straight to be finished reducing processing times and the need for storage space. Another appealing aspect is the improvements to quality delivered, especially when using uncoated stock.

HR-UV from KBA

KBA markets the process of printing with highly reactive UV inks under the name HR-UV and has adapted its proven VariDry dryers to these inks. The dryers feature iron-doped mercury-vapour lamps which emit a spectrum from 260 to 440nm. Lamp output is freely adjustable between 80 and 200W/cm which reduces energy consumption by up to 75 per cent compared to conventional UV printing. HR-UV dryers have a service life of up to 1,500 hours, however the lamps can be easily replaced. An extraction system in the delivery is not necessary as ozone is created by wavelengths under 250nm. In addition, the formation of odours is reduced as less heat penetrates the paper coating. Thus the key disadvantages of conventional UV printing are avoided.

Furthermore, there is the option of fitting HR-UV dryers with a sensor which

monitors the UV lamp's wear and tear and displays this on the console. The press operator can counteract this accordingly and indirectly monitor the curing process.

How does HR-UV work?

UV inks don't dry, they cure. The binding agents of inks and coatings are made of polymers which crosslink under UV radiation. In order to speed up this process inks and coatings are reinforced with photoinitiators. Photoinitiators absorb UV radiation, setting in motion a chemical reaction that converts the liquid formulation into a solid, cured film in seconds. More photoinitiators are found in highly reactive inks to start this process with less UV radiation. Photoinitiators are expensive which is why highly reactive inks are costly. Currently, these inks are two or three times more expensive than conventional inks and coatings cost up to ten times more.

The current limited availability of these inks also are reason why they are so expensive. Until recently the market was dominated by Toyo Ink, a Japanese ink manufacturer. However, at the end of 2013 Sun Chemical and the Flint Group unveiled their own range of highly reactive UV inks. KBA markets PrimePrint HR-UV and SensPrint UV as their highly reactive inks. Ink costs are expected to fall now that there are more suppliers on the market. Process and Pantone colours are also available as well as coatings, plus suitable dampening, washing and cleaning agents.

HR-UV dryers are available for the Rapida 75, 105 and 106, however KBA has also installed these dryers in large-format presses. Normally, just one module is enough to dry up to five wet-on-wet printed highly reactive inks. A four- or five-colour press equipped with a HR-UV dryer in the delivery could replace a coating machine which is only used for applying protective coatings. Along with low initial costs, HR-UV dryers also use less energy compared to a coating press with IR and TA dryers. Another welcome side effect is the amount of powder used is cut to 5 per cent which in turn reduces press cleaning time.

From four-colour presses to long perfectors

A four, five or six-colour press with an additional coater opens up a broad spectrum of applications which pave the way for commercial printers to enter into the

world of finishing. 96 gloss levels are possible and print shops no longer have to outsource their finishing tasks. With an optional interdeck dryer further areas of application are possible when printing on coloured and metallic stock or plastics. It is possible to boost productivity significantly without investing in coaters in perfecting presses with eight or ten printing units which feature HR-UV dryers positioned before perfecting and in the delivery

KBA deliberately did not position the HR-UV process against conventional UV which is utterly justified in high-end packaging printing. Rather, HR-UV makes it possible for commercial print shops to enhance productivity and to expand their range of applications. Moreover, press operators will see an improvement in quality which is particularly noticeable on uncoated stock as the highly reactive inks are not absorbed.

Decisive factors for success

An eight-colour Rapida 106 perfecter with HR-UV dryers has been in operation alongside a ten-colour Rapida 106 and a five-colour Rapida 106 with coater for nine months at prominent Belgian



Patrick Leus, managing director at Albe de Coker, wanted to combine the Rapida's high level of productivity and the benefits of UV printing with highly reactive inks

commercial printer, Albe de Coker in Antwerp. It was the first installation of an eight-colour Rapida 106 with HR-UV dryers worldwide, as managing director Patrick Leus proudly states.

In 2011 the firm decided to change its entire press fleet to KBA presses in one go. Patrick Leus reports that these efforts paid off and the gains in productivity expected have been noticeable. With an average print run of 3,000 copies the firm places great importance on reducing makeready times and waste levels. "These are decisive factors in the success of our company given our print run structure," Leus says. Nevertheless, Albe de Coker does not shy away from producing print runs of up to a million copies. The plate changeover time with DriveTronic SPC on the eight-colour Rapida 106 is just one minute and thanks to QualiTronic inline measuring system waste is cut by two thirds to approximately 50 sheets.

The need to invest in new kit arose following a takeover over of a printing

company at the beginning of 2013. A decision had to be made whether to invest in conventional offset or in an eight-colour press line with HR-UV dryers, which were relatively new at that time. "As we also had conventional presses, the risk to take over a role as frontrunner became manageable for us," Patrick Leus reports. In the end it was too tempting for the managing director to combine the Rapida 106's proven productivity with the benefits of UV printing with highly reactive inks.

Higher ink costs are not a decisive factor

Albe de Coker managing director gives an impressive practical example of this combination in the form of a book: "In the past we needed about 20 hours to print this book on a five-colour press with coater. On the eight-colour HR-UV press we can get reprints done in only 6." The higher costs for inks are cancelled out given such an increase in productivity. Furthermore, he saves on coating which cannot be offset. Leus said that when creating an honest calculation based on the higher initial costs and lower level of



According to Patrick Leus HR-UV technology suits his average print run length of 3,000 copies perfectly and cuts make-ready times and waste

Below: One HR-UV dryer is enough to dry up to five wet-on-wet printed highly reactive inks





productivity, given the shorter washing cycles and maintenance costs, the eight-colour Rapida 106 HR-UV is better than a conventional ten-colour press.

The world's first eight-colour Rapida 106 with HR-UV dryers came on stream at Albe de Coker in 2013

HR-UV: an interim step to LED-UV

In the future LED-UV could establish itself as an alternative to HR-UV. Experts view HR-UV as an interim solution. KBA presented LED-UV drying on a Rapida 106 at Drupa 2012. However, due to the high initial costs related to LED-UV dryers – they cost three times more than UV conventional dryers – means that implementing them economically in a sheetfed offset press still isn't feasible. This is why KBA offers potential users LED-UV-ready dryers which are preconfigured for the later addition of LED-UV modules.

Many of the advantages of this technology are obvious. LED-UVs can be easily switched on and off; there are no warm-up and cool-down periods. The light-emitting diodes can be actuated according to the print format. The amount of heat transferred onto the substrate is considerably reduced, just like the energy costs.

Patrick Leus points out the trend in the Benelux countries which use a lot of uncoated stock. "HR-UV has allowed us to keep the haptic qualities of uncoated paper by avoiding coating completely given the paper's scratch resistance. At the same time we can offer our customers a high level of quality." On the one hand this improvement in quality is down to the fact that the highly reactive inks do not penetrate the paper, and on the other hand jackets are no longer needed when perfecting, which leads to identical results in perfecting mode.

We wanted to find out from Patrick Leus where the break-even point lies between conventional and HR-UV offset printing. However, the managing director couldn't give us an answer as the press is supplied manually with ink and the amount of ink consumed per job is hard to define. It also strongly depends on ink coverage. KBA has created a model calculation on this topic with an average solids coverage of 140 per cent for process colours CMYK, and found that HR-UV becomes profitable from 18,000 sheets upwards. Furthermore, Albe de Coker uses Ink-Save software from Agfa to reduce ink consumption.

Ink/water balance is key

In HR-UV offset printing it is important that the press operator is aware of the significance of the proper ink/water balance. Patrick Leus explains that this demands precise and clean work, which matches the company's philosophy. A high level of productivity can only be sustained when the presses are in great

condition. When asked about the typical problems associated with UV printing, such as unpleasant odours or damage to the ink layer when folding, the managing director said he hasn't experienced this happening. He has also never seen any carbonation when using HR-UV. This is avoided by the use of 5 per cent of powder which also leads to problem-free processes in finishing.

Environmental benefits

Albe de Coker's customers are very pleased with the quality of HR-UV offset printing. Nevertheless, Patrick Leus has aligned the quality of conventional and HR-UV offset to ensure that his customers do not dictate which press to use. In addition, the firm is currently establishing its own quality team in order to sell this higher level of quality effectively. The managing director hopes to win over more customers and increase market share especially with photo books, calendars and sophisticated books.

"The entry in HR-UV printing was the right decision to boost productivity and thus improve our margins", says Patrick Leus. He goes on to state that the production security gained is an important advantage, but that it wasn't an investment criterion. It was more important to Albe de Coker to attain ISO 14000 accreditation for HR-UV printing and that the new process suited the company's environmental strategy.

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Right: Luiz Cesar Dutra (centre), CEO of Koenig & Bauer do Brasil, with his technicians Fabio Vido (l) and Evandro Facioli in front of the Rapida 106 twin-coater press

The entrance to Brasilgrafica in Alphaville, Barueri, Sao Paulo



Brasilgrafica in Sao Paulo

Single and double-coater presses in twin pack

Brasilgrafica in Sao Paulo flipped the switch on an eight-colour twin-coater Rapida 106 in February 2013. It was followed recently by a further eight-colour press from this series with coater. Even the management of Mondeléz Brazil, a longstanding customer of Brasilgrafica, praised this technology from KBA.



Nilo Cottini Filho, his son Nilo Cottini Neto (r) and Luiz Cesar Dutra (centre) in front of Brasilgrafica's many awards



The old plaque of "Brasilgrafica Ltda. Estab. Gráfico Bom Sucesso"

Few print shops in Brazil and Latin America have the technological structure and know-how to be as flexible as Brasilgrafica. Founded in 1933 by three Italian immigrants, the company soon differentiated itself from other Brazilian firms by focusing on high quality jobs. Brasilgrafica quickly won over important customers, such as the Brazilian beverage manufacturer Antarctica and the multinational marketing agency J. Walter Thompson. Over the years, more high profile customers joined Brasilgrafica's portfolio of clients, like the school supplier manufacturer Faber Castell (1933) which has remained a customer ever since, something that Nilo Cottini Filho, president of Brasilgrafica is proud of: "We have always worked with great clients, who have become loyal customers. For me, from the moment we put ourselves in pole position, we stop evolving. We must look at what we have achieved and always keep in mind what we can do better. And then, we define strategies to help us always do the best."

The president's philosophy has proved to be the right move. Following the premature death of his grandfather, Américo Cottini in 1949, his father Nilo Cottini took control of the company and turned

it into a big supplier of packaging. Nilo Cottini Filho joined the Brasilgrafica team in 1976 and spent 20 years in production before becoming Brasilgrafica's president at the end of the 90's. Today, the company operates in a 30,000m² (approx. 323,000ft²)-large very modern building in Alphaville, in Barueri (Greater São Paulo), with a total production volume of 6,000 tonnes of paperboard a month and 850 employees. The firm positions itself as one of the leading packaging printers in Latin America.

On the walls and in the heart

The firm's success story can be seen on the walls of Nilo Cottini Filho's office. There are countless certificates, national and international awards, and trophies. But for the president the most important value is his employees and the energy made when working towards joint goals. "There is a proverb that says that not one of us is better than all of us together", says Nilo. "I strongly believe that. Today, our employees are proud to work with us. Not only for the salary, but what we represent and the feeling of being part of something big. Each one has its area of responsibility. When you walk through the production rooms, you don't see a paper on the floor. Do you know why? Because all of us have the

mission to take care of our own belongings and the equipment that we use.”

When stories intersect

Another factor that differentiates Brasilgrafica from various companies in the market is its technical know-how. The company currently has nine internal engineers responsible for planning and developing projects. It was also one of the first Brazilian companies to be ISO 9000 and FSC-accredited, and since



Above: The eight-colour Rapida 106 with two coaters in action

Left: (l-r) Felipe Pintinha (Mondeléz Brazil), Nilo Cottini Filho (president of Brasilgrafica), Adriana Duemke (Mondeléz Brazil), Alexandre Turolla (Mondeléz Brazil), Nilo Cottini Neto (Brasilgrafica), Mario Calbo (Mondeléz Brazil) and Luiz Cesar Dutra (Koenig & Bauer do Brasil) next to one of the new Rapidas



June 2013 it has been a member of a select group of global companies, the IPG Group, International Packaging Association - where each country is entitled to appoint only one graphic company to be a member. “These challenges always help us grow”, says Nilo.

Brasilgrafica and KBA crossed paths for the first time at Drupa 2012. Their contact at Drupa was followed by the installation of a KBA Rapida 106 eight-colour with two coaters in February 2013. The firm then bought another eight-colour Rapida 106, this time with only one coater, shortly afterwards.

“When we received news that our previous press supplier was in financial difficulties and that there was a lot of uncertainty around the brand, we immediately started to do market research to examine other possibilities”, Nilo says. “We travelled to Germany and Japan looking for a supplier who, in addition to quality and reliability, enables us to serve our customers and meet their demands. We also looked for a partner with reliable technology which wouldn’t leave us with unstable kit. Therefore, after much analysis, we chose KBA.”

The successful partnership between Brasilgrafica, Koenig & Bauer do Brasil and the KBA Rapida 106 was celebrated in January 2014 when a plaque to mark the official inauguration of the equipment at the company's printing plant was unveiled. Along with Nilo, the management executives of Mondeléz were also pleased with the new Rapida 106 and the high technological standards delivered by KBA.

Nothing's impossible

“KBA's profile fits the profile of Brasilgrafica exactly,” says Alexandre Turolla, print service buyer at Mondeléz. “KBA technology allows us to create demand, rather than simply meet market demands. And therein lies part of the secret: creating partnerships, and always being one step ahead by working with solid companies. Our partnership works well as Brasilgrafica never says ‘that’s impossible’. Even the most challenging projects are considered and executed with quality.”

Luiz Cesar Dutra, CEO of Koenig & Bauer do Brasil is also proud of the partnership with Brasilgrafica: “When we have a company such as Brasilgrafica among our customers which not only stands as a reference for Brazil, but also internationally, we can affirm our certainty that KBA technology provides the highest level of reliability for the more challenging demands. KBA has held a strong position in packaging printing for some time now and we have devoted special attention to this market segment worldwide for many years.”

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“We are all a part of the bigger picture.”
Nilo Cottini Filho,
president of Brasilgrafica



Below left: A plaque celebrates the inauguration of the Rapida presses and collaboration with Mondeléz International

12-unit Rapida 106 at Rex Packaging

Focus on growth in label and packaging printing

Rex Corporation is a division of Cenvéo Labels and Packaging, and a subsidiary of Cenvéo (CVO), a leading global provider of print and related resources with over 60 facilities and more than 100,000 customers worldwide. Last year the firm flipped the switch on a new eight-colour Rapida 106 with two coating units, UV drying capabilities and a cold foil system at its flagship facility in Jacksonville, FL.



Websites:
www.cenvéo.com
www.cenvéolp.com



"Cenvéo is focused on growth in the Labels & Packaging market," says Michael Burton, president of the labels and packaging division. "This press investment expands our high-end packaging capabilities and will increase our product offerings for existing clients as well as increase penetration into new vertical markets." "We applaud Cenvéo for investing in this 'step-change technology' at its Rex Corporation location," says Steve Korn, KBA director of national and key accounts. "This capital investment will help Cenvéo Labels and Packaging reach their business growth goals in the high-end packaging market by differentiating themselves from their competition."

Since its introduction, the Rapida 106 has been designated the world champion in makeready times and is the most productive press in its class. The raised press at Rex Packaging features environmentally-friendly VariDry^{BLUE} infrared/hot-air drying systems, a new ErgoTronic console with wall screen and QualiTronic ColorControl for inline quality assurance. "By purchasing our new KBA Rapida 106 press, we're able to provide our clients with additional op-

The 12-unit Rapida 106 forms the heart of the pressroom at Rex Packaging. It offers customers added value when it comes to the greater diversity of inline finishing options

tionality for their packaging needs," says Bill Joca, general manager at Rex. "This press fits into our lean manufacturing philosophy and will allow us to deliver more products to our customers in a faster, more efficient method. It allows our company to continue its drive to a more market-driven, value-added strategy."

The new Rapida 106 prints labels and packaging with an array of additional capabilities including an increased number of available colour units, an inline cold foil system, and dual UV coating capabilities. Rex Corporation will be one of only a handful of printers in the southeast of the USA with this unique set of printing resources, allowing them to respond to the growing highly decorative carton market.

Quickly responding to customers' needs and to trends in the market is what makes Cenvéo Labels and Packaging a leader in the industry. Rex Packaging's customer base is predominantly made up of clients in the food, tobacco, medical device and health industries. Their understanding of what their customers want, played a key role in their decision to purchase this 12-unit Rapida in particular. "Our custom-

ers are seeking to rebrand their products with creative new looks," says Wendy Holmvik, senior vice president of packaging sales and operations at Cenvéo Labels and Packaging. "Our customers want a high quality folding carton that will stand out from their competitors on the store shelf and catch the consumer's eye. The Rapida 106 with its special printing effects helps our customers' packaging pop off the store shelf." It is a hit with all packaging designers. "Designers will take full advantage of how many colours are available on the press, as well as all the specialty coating options this press offers," says Melissa Bye, Rex Corporation account executive. "We are working with our customers to explore all that the new press has to offer."

"Our relationship with KBA over the past 25 years has been phenomenal and continues to be," says D.J. Cabler, pressroom and graphics manager at Rex Corporation. "This is our fourth KBA press installation since 2000. We believe that this Rapida 106 is the next evolution in presses."

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At PRINT 13 in Chicago (l-r) Soren Larsen, KBA North America senior vice president of sheetfed sales; Travers Webb, president of Meredith-Webb; Kelly Webb, executive vice president at Meredith-Webb; Claus Bolza-Schünemann, president and CEO of KBA; Mark Hischar, president and CEO of KBA North America; and Jan Drechsel, KBA vice president of sales, met to sign the press contract

Third Rapida for Meredith-Webb

Ten-unit Rapida 164 with two coaters boosts capacity

In September 2013 Meredith-Webb Printing Company, a Burlington, NC printer signed a contract at PRINT 13 in Chicago for a KBA Rapida 164 with two coaters. The ten-unit press with UV capabilities, six inking and two coating units, and two interdeck dryers was delivered recently. It is the third KBA sheetfed press to be installed at Meredith-Webb in as many years.

"We have formed a strong partnership with KBA over the last several years," says Kelly Webb, executive vice president at Meredith-Webb. "This large-format press from KBA will provide us with an unprecedented level of speed and turnaround. In an on-demand world where digital and inkjet capabilities drive shorter and shorter turnarounds, this new press, coupled with two additional 64in presses, will provide additional capacity and backup. Plus, the new KBA Rapida 164 with its double coating embellishments and special UV capabilities will allow us to grow our specialty business printing and give our customers much more flexibility."

The new KBA Rapida 164 will join the Rapida 162a, a 64-inch seven-colour press with coater and UV capabilities that was delivered to Meredith-Webb the first quarter of 2013, and its KBA Rapida

106 41-inch 10-unit UV press which was installed in 2010. "Ever since we installed our first KBA press we have experienced steady growth by adding new clients and providing new services to our existing clientele," says Kelly Webb. "In addition, our customer base has broadened significantly and speed to market is critical. We offer the complete package: a knowledgeable sales force, creative CAD design, dedicated customer service, quality control department and a logistical team experienced in meeting the requirements of a test market to a national rollout."

"The move to KBA in 2010 has been a huge success", says Travers Webb, president. "Our print products demand high levels of innovation and print quality. These KBA presses are an integral part in responding to those demands. Having the new Rapida 164 with double coaters and

UV capabilities will allow us to take our customers to a new higher dimension in large-format printing with special applications and treatments. KBA has provided excellent service and support as we move forward with the vision started in 1952 by our founder, George T. Webb, Jr."

The 95-employee firm has proudly earned the chain-of-custody certifications endorsed by the Forest Stewardship Council (FSC), Sustainable Forestry Initiative (SFI), and the Programme for the Endorsement of Forest Certification Schemes (PEFC). Meredith-Webb also earned the G7 Master qualification, the "seal of approval", which proves that the firm possesses the technology and tools to consistently deliver the highest quality printing in the world, based on the most stringent international standards.

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Output at Color-Print has almost tripled since the switch was flipped on the Rapida 105. L-r:

Jan Korenc (KBA CEE), Maria Cicherska (Color-Print), Michał Drożdż (KBA CEE), Krzysztof Cicherski (Color-Print) and Jakub Śliwiński (Color-Print) in front of the plinth-mounted UV press

KBA Rapida 105 at Color-Print in Bydgoszcz

More options for challenging packaging

Color-Print in Bydgoszcz joined the ranks of Polish KBA users in the middle of last year. The company expanded its existing press fleet by a five-colour Rapida 105 with coater and extended delivery. With its UV capabilities the press is particularly suited to printing packaging with finishing effects.

The new Rapida 105, which is based on the same technological platform as the Rapida 106, was launched just a few months before Drupa 2012 and offers a higher level of automation and more additional functions than its predecessor. Jakub Śliwiński from Color-Print explains: “KBA’s latest innovations shown at Drupa won us over. The Rapida 105 prints on a wide range of varying substrates, which is very important to us. In addition, the growing number of KBA presses found in Polish packaging firms confirms that we made the right decision.”

A broad spectrum

For over 20 years Color-Print has produced complex carton packaging for the food, pharmaceuticals, cosmetics and FMCG industries, amongst others. Informational and promotional material complete the company’s product portfolio. Firms from throughout Poland as well as a growing number from abroad form Color-Print’s customer base. As demands in terms of quality and finishing are growing constantly, the management

decided to add another medium-format press to their existing press fleet. “This investment has increased our pressroom’s production capacity by almost three times. The UV technology enables us to print not just on standard board, but also non-absorbent substrates such as film, plastic and metallised board. Additionally, the coater which was specially tailored to our needs delivers attractive finishing effects at high speeds.”

Reproducible quality

The Rapida 105-5+C has been raised by 450mm (17.7in) and the format extended. The press is equipped with a CX package which can handle a maximum board thickness of 1.2mm (0.05in) and corrugated board up to 1.6mm (0.06in). Further automation modules include CleanTronic Multi, an automatic roller, blanket and cylinder washing system specifically for two different washing solvents (conventional and UV inks) and a VariDry drying system in the delivery extension with IR/TA and UV dryers plus additional UV interdeck dryers which can be inserted between the different



“We don’t just want to offer our customers the highest quality, but we also wish to enable a high level of reproducibility. This is why we value KBA’s quality control solutions in particular.”

Jakub Śliwiński

printing units as needed. Additionally, the press features ErgoTronic ColorDrive automatic colour measurement and control system at the console including ErgoTronic Lab and ErgoTronic Quality Pass for creating colour measurement logs. “We don’t just want to offer our customers the highest quality, but we also wish to enable a high level of reproducibility. This is why we value KBA’s quality control solutions in particular”, explains Jakub Śliwiński.

The management at Color-Print is very pleased with the Rapida 105: “We value the dedication and professionalism of KBA’s customer service. KBA is a reliable and credible partner.” Jan Korenc, managing director of KBA CEE adds: “We are delighted that Color-Print has joined the ranks of Polish packaging printers who trust in the technology from KBA, and we hope that this press continues to pave the way for the company’s further growth.”

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Rapida 105 enhances efficiency of packaging production in Sao Paulo

Rosni Embalagens values UV technology from KBA

In 1972 the story of Rosni Embalagens one of the most traditional packaging companies in Sao Paulo, Brazil, began. At that time, unlike today, Rosni was a cardboard company making boxes to pack commercial products. In other words, printing was a distant reality. Its first monochrome press was installed in 1988 and two bicolour press lines arrived in 1994 and 1997. These were followed by four- and six-colour presses after the turn of the century. A six-colour Rapida 105 with UV capabilities has formed the heart of the pressroom since 2012.



“The Rapida 105 and its hybrid capabilities have paved the way for us to enter new markets.”

Rafael Silvestre, commercial director at Rosni

“In the past we only worked with water-based varnish and an infrared drying system”, explains Rafael Silvestre, commercial director at Rosni and third-generation member of the owning family. “We needed a technology flexible enough to enable a range of new finishing options for our customers and to expand our business”.

After carrying out intensive market research with a focus on UV finishing, Rosni chose a Rapida 105. The most important criterion was flexibility. Almost anything can be printed on the new press which features include hybrid capabilities, UV interdeck dryers, IR and UV end-of-press dryers and plastic-printing kit.

More flexibility in terms of materials and products

“Today we have three more presses in operation: a medium-format four-colour press with coater, one bicolour press in medium format and a six-colour with a

conventional coater in half format. However, the first equipment was old and we wanted new kit that would give us the flexibility to work with other types of media, like plastic, PVC and metallic media,” says Silvestre. “The KBA Rapida 105 has delivered gains in print quality and cut makeready times. Now we have two presses which enable us to use even IR and UV varnish.”

It was the speed of the KBA press and the technical support amongst other things which ultimately swung Rosni’s decision in favour of KBA. “The Rapida 105 and its hybrid capabilities have paved the way for us to enter new markets”, says Silvestre. “Printed and finished sheets can be sent immediately to postpress thanks to the UV process.”

KBA offers solutions enabling differentiation

Rogério da Costa from Koenig & Bauer do Brasil explains: “KBA offers economical

Above left: The Rapida 105 offers Rosni Embalagens the chance to work with new technologies and materials. In the background Rafael (r) and Rodrigo Silvestre

Above right: Rafael Silvestre has experienced enhanced print quality and higher flexibility with the KBA Rapida 105

sheetfed offset solutions to the packaging market. The difference between other suppliers and KBA is that KBA doesn’t sell presses as commodities, but as a means of production making differentiation possible. It’s a way of thinking that enables our customers to add value to their production line and react more flexibly to the market. Furthermore, we couple this with comprehensive technical support and sales tracking.”

Rosni’s quality management system has been DIN/ISO 9001-certified since 2008. After a series of moves, the company now has its headquarters in an industrial area on the edge of Sao Paulo with production halls measuring over 4,300m² (46,284ft²). Rosni Embalagens currently produces an average of 200 tons of packaging per month and employs 95 professionals.

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FP Pack managing directors Philippe and Florence Pouponneau praise their longstanding collaboration with KBA: "KBA knows us and we know KBA. In the ten years that we've worked together we've never been disappointed."



Packaging printer FP Pack on the path to success

Seventh Rapida in ten years

The longstanding relationship between FP Pack Cartonnage and KBA is built on mutual trust. For more than ten years the mid-sized printing house which specialises in food packaging trusts in continual investment as the key to success. Based in Appoigny, France, this family-run business revamps its two KBA medium-format presses every four years to remain technologically and competitively in poll position. The latest acquisition, a six-colour high-speed Rapida 106 with coater and a high level of automation, went into operation at the company in August 2013. It is FP Pack's seventh KBA sheetfed offset press in ten years – a record in France!

The ultimate specialist for compact carton

"The foundation of our company was not a simple matter, but with KBA's continual support we were able to establish the correct production structures," says Philippe Pouponneau, who founded FP Pack in 2002 together with his wife Florence. The firm produces packaging predominantly for the food-processing industry, but also prints a raft of compact carton packaging for manufacturers of pesticides, medicines and sanitary products. 10,000 tonnes of carton, mainly made from recycled materials, are handled every year at FP Pack's 5,000m²-large (53.821ft²) facilities. "We like to think of ourselves as the ultimate specialist. Our production resources don't allow us to produce everything, but the products we do produce are in a class of their own. We are not the largest or the smallest packaging printer in our segment, but thanks to the technology

from KBA we are one of the best and are able to offer our customers a powerful production chain which is unbeatable."

Cutting-edge press fleet

Philippe Pouponneau has pursued a bold investment strategy since founding his company. Every two years he upgrades one of his two sheetfed offset presses from the world's second-largest press manufacturer. "Our investment plan ties in a 100 per cent with KBA's R&D calendar. We exchange our old presses for newer ones depending on the number of copies the presses have printed and the newest innovations brought on to the market by KBA. In the last ten years we have put seven highly automated presses into operation."

Today FP Pack's press fleet consists of two KBA Rapida 106s, both are equipped with KBA QualiTronic inline sheet in-

spection system as well as pile logistics. The latest press, a six-colour Rapida 106 with hybrid coating capabilities, was installed in summer 2013. "KBA has made a huge leap in innovation with the Rapida 106. It is impressive to see which improvements KBA has made to the feeder, delivery, automation and operation in particular. The same is true of press output. We didn't think 20,000sph would be possible, but we were proved wrong. We nearly always print at top speed and have been able to increase our average press speed by 7 per cent. Incredible!," says Philippe Pouponneau proudly.

Environmentally friendly printing is key

It wasn't simply the new Rapida's high level of productivity that won Philippe Pouponneau over, but also its compatibility with his company's high ecological standards. Florence and Philippe Pouponneau placed great importance on en-



vironmental protection long before eco labels became standard. Aspects such as energy consumption, optimum workflow and recycling consumables were taken into account when the new production hall was built in Appoigny, France. The production facilities were certified for the sixth time to the Imprim'Vert eco standards in 2014. "We made a conscious decision to be a frontrunner in environmentally friendly printing. Naturally, it is not always easy to live up this responsibility but for us it is perfectly normal."

For years now FP Pack has only worked with alcohol-free dampening systems



"KBA has made a huge leap in innovation with the Rapida 106. It is impressive to see which improvements KBA has made to the feeder, delivery, automation and operation in particular."

Philippe Pouponneau,
managing director of FP Pack

from Technotrans, predominantly uses carton made from recycled materials as well as low-odour and migration inks and coating which are compatible with Nestlé's strict standards. Additionally, the conventional printing plates were replaced by chemical-free plates nearly one year ago. "Protecting the environment and helping our employees to reach their potential are pillars of our corporate philosophy. We are always looking for ways to improve our performance and hope that our customers value this."

Bright future ahead

In contrast to many of his fellow industry experts, Philippe Pouponneau feels extremely confident about the future. Thanks to his daring investment strategies as well as his cutting-edge, high-performance and environmentally friendly presses, his firm is on the road to success. "We are a dynamic medium-sized firm that isn't afraid of the future. Our customers particularly value our flexible and fast-reacting organisation, which is supported by equally flexible and reliable presses. Additionally, we have a strong corporate philosophy. At this point in time we are seriously thinking about the possibilities of external growth. Our future decisions will be governed by our customers, market trends and political events."

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Above: Equipped with KBA QualiTronic inline quality inspection, Drive-Tronic SPC simultaneous plate changing and KBA AniloxLoader automatic anilox roller change the new Rapida 106 reaches speeds of up to 20,000sph

FP Pack offers a broad range of packaging made of compact carton. 90 per cent of its customers come from the food-processing industry



The Appoigny-based firm delivers products promptly to its customers thanks to an own fleet of vans and ideal transport links

Commercial printer receives French industry award from the C.C.F.I.

Cadrat d'Or for Media Graphic in Brittany

Media Graphic, a commercial printing house located in western France, won the coveted Cadrat d'Or award for an aesthetically intricate photo portfolio and an art book. This prize comes only a year after the firm purchased two Rapida sheetfed offset presses. The 57th Cadrat d'Or award ceremony took place at the Centre for Contemporary Art in September 2013 in Rennes – a perfect opportunity to talk to Francis Voisin, managing director of Media Graphic.

KBA Report: Mr Voisin, about a year ago you decided to invest in two KBA Rapidas. Why did you choose KBA?

Rapidas we have been able to hold on to our customers in the face of tough competition.

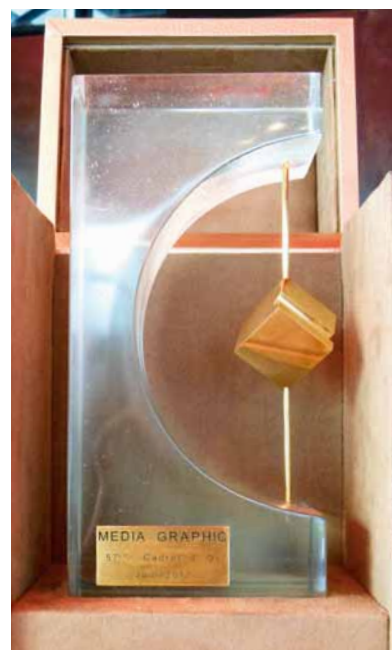
Right: The Cadrat d'Or 2013

Francis Voisin: KBA was the frontrunner as no other manufacturer was able to offer us such an attractive package in terms of kit and financing. So far we haven't regretted our decision in the slightest. We are very pleased with the performance of the Rapida 105. It is ergonomic, reliable and unbelievably productive. We can print much faster now than with our previous press, also a five-colour press with coater. The difference in output is impressive and extremely flattering for KBA. Additionally, our printers who all have 15 to 20 years of experience on the job got to grips with the new press quickly and without any problems. Thanks to the new

KBA Report: 2013 was the first time you put work forward for the Cadrat d'Or. The jury were so impressed with your work that they unanimously declared you the winner in the first round. Did this surprise you?

Francis Voisin: I was in the middle of approving printwork for an important customer when the C.C.F.I. called me and I didn't have much time. Of course I was extremely happy when they told me that we'd won the 57th Cadrat d'Or, but it didn't sink in until a few days later. It was an unexpected, yet outstanding reward for our whole team. We really didn't think we'd get it. Media Graphic

Below: On 26 September 2013 Pascal Lenoir (r), president of the C.C.F.I. association, presented the 57th Cadrat d'Or to Francis Voisin, managing director of Media Graphic, as part of the awards ceremony in the Centre for Contemporary Art in Rennes



Media Graphic

Media Graphic was founded in 1980 in Rennes, France. The commercial printing specialist, who prints nearly everything from business cards to art books, has 25 employees and generated annual sales of €3.8m in 2012. Since its foundation, Media Graphic has been a SCOP (cooperative and participatory association) and has a broad customer base (medium-sized businesses, communities, public institutions and associations). Today the company prints in two 8-hour shifts on two KBA sheetfed offset presses, one of which, a high-speed five-colour Rapida 105 with DriveTronic coater and automatic plate changing, prints up to 16,500sph.

The Cadrat d'Or

The Cadrat d'Or is the oldest and most coveted award in the French printing industry. In 1956 the founder of C.C.F.I. (a non-profit organisation of master production engineers) Robert Vallet, created the Cadrat d'Or award which honours printwork of an extraordinarily high quality and excellent technical skill every year. It is the only prize awarded by an independent jury of former prize-winners and industry experts.





is the first SCOP (cooperative and participatory association), the first Breton and the smallest printing house ever to win this prestigious industry prize.

KBA Report: Can you tell us about the printwork which impressed the C.C.F.I. jury?

Francis Voisin: We put forward a photo portfolio and an art book for the Cadrat d'Or. 300 copies of the photo book were printed in August 2012 on our new KBA Rapida 105. It contains a collection of black and white photographs which were created under a scanning electron microscope. We used three colours, two shades of black and a grey tone to recreate the detail of the pictures. The C.C.F.I. jury were particularly bowled over by the depth of the black and precision of the printing. The second piece of printwork presented was a 258-page

Above left: Since September 2012 Media Graphic has produced business cards, brochures, art books and much more on a five-colour Rapida 105 with dispersion coater

book ordered by the Breton Centre for Contemporary Art. The photos, which were printed analogue on black paper in silver ink, followed the art centre's 30-year-long history, the construction of the new building, relocation, and the opening of a new exhibition. Creating this extraordinary piece of print work was a lengthy process which began in 2010 and it was only such a success thanks to the close collaboration between the customer (FRAC), the graphic artist, photographer and our printers. 1,100 copies of this book were printed on our new KBA Rapida 105 in July 2012.

KBA Report: Do you think winning the Cadrat d'Or will boost the number of orders you receive?

Francis Voisin: In addition to the Cadrat d'Or, in 2013 we also received the Fedrigioni Top Award and we came first in the category "edition" at the French printing industry Awards. These three prizes, which are in recognition of our outstanding expertise and high standards of quality, are likely to enhance our reputation in the region and maybe even beyond. Who knows if we'll win over new customers or get more orders. We'll know more in two to three years.

KBA Report: What does the future of Media Graphic hold? Are there any projects in the pipeline?

Francis Voisin: Our only objective is still to be active in the print industry in

"Beauregard, le 5 juillet 2012" is a collection of photos printed in silver on black paper which show the renovation of the Centre for Contemporary Art in Rennes. This award-winning piece of print work is the outstanding result of a three-year collaboration between the photographer George Dupin and the graphic artist Jérôme Saint-Loubert Bié



20 or 30 years' time. In order to reach this goal we have to work profitably. We took a huge step in this direction by opting for the two new Rapidas. We upgraded our press fleet and significantly enhanced our economic viability. We now have to keep pressing forward, but that's not all. It is vital that print becomes attractive to the general public once more. In recent years printers have simply become service providers which I think is sad. I have always had a high opinion of my profession. I believe printing houses are like encyclopaedias and as a printer it is my job to pass on knowledge and cultural aspects to the next generations. We all have to do our best to make sure that this vision lives on in the future ever more digital world.

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Media Graphic has been based south of Rennes for over 30 years

István Zoltán Kása, managing director of Marzek Kner Nyomda, in front of the first of his two new high-tech KBA Rapida 106 sheetfed offset presses



Marzek Etiketten + Packaging

Complete packaging concepts for addressing customers

It's hard to talk about label printing in Austria without mentioning Marzek Etiketten + Packaging. The family-owned business is one of the industry's leading firms and a frontrunner when it comes to developing new labels and designs. With takeovers in Eastern Europe, the firm has also expanded into printing folding carton and has recently invested in technology from KBA.

Labels produced by Marzek regularly win domestic and international awards. For the third time the international jury of the World Label Association honoured a label produced by Marzek with the top award last year in the category "World Champion of 5 Continents in Combination Line."

This traditional Austrian company now stands for much more than labels. Nevertheless, winning a "World Label Award", the top prize worldwide for labels, is still proof of the quality of the firm's labels. Six regional associations participate in this global competition which spans all five continents: USA (TLMI), Japan (JFLP), Europe (FINAT), Australia (LATMA), New Zealand (SALMA) as well as India (LMAI). The "Gmeiner – Patritus" label designed for the Norbert Gmeiner winery in Purbach, near Lake Neusiedl, won the company its third world championship title after 2007 and 2010. Marzek was responsible for the entire production process (design, production, finishing). The label was produced using a combined printing process: UV offset, UV relief screen on textured substrates with high-quality finishing and fine hot-foil embossing.

Geared for growth

In 2012 the Marzek Etiketten + Packaging Group generated annual sales of €55m (\$74m) and has 600 employees on its payroll. The Group, which is based in Austria and has production facilities in Hungary and the Ukraine, has grown by an impressive 75 per cent in the last five years. In 2013 budget was carefully



Left: In 2005 Marzek took over Kner Nyomda in Békéscsaba, Hungary. This signalled the firm's entry into folding carton printing and the market in Eastern Europe

Right: Marzek won the "World Label Award" for the "Gmeiner – Patritus" label for the Norbert Gmeiner winery in Purbach, near Lake Neusiedl, for the third time

put aside for further growth of four per cent. When asked about any plans for more acquisitions, Marzek managing director and representative of the fourth generation of the founding family Dr Johannes Michael Wareka said: "Flexible packaging is an interesting growing market segment in our Group. We would be open to further acquisitions if a suitable



opportunity arose.” Founded in 1879, the Marzek Group remains firmly in the hands of one family and is headed by the third, fourth and fifth generation of the founding family: Helga Marzek, Dr Johannes Michael Wareka and Alexander Schneller-Scharau.

From label pro to packaging all-rounder

Marzek has developed into a versatile pro in high-quality packaging decoration in Central and Eastern Europe thanks to acquisitions in Hungary and the Ukraine. Today its portfolio covers traditional labels in sheetfed and web, high-quality fancy board, such as folding carton, as well as sleeves and flexible packaging. A key benefit for customers is that the company doesn't just try to sell individual products, but instead aims to offer long-term packaging concepts with many levels.

Comprehensive investment strategy

Towards the end of 2012 another HP Indigo 6600 was installed at the firm's plant in Traiskirchen, Austria, to produce high-quality labels in reels. This was followed by a further high-tech press to print complex multi-layer labels whose production units can be positioned variably thus creating completely new production options and innovative label projects. Multi-layer labels have one key advantage: the top layer which can be seen from the outside offers designers endless design possibilities and there is a lot of room for contents, such as promotions, inside.

At the beginning of 2013 the firm opted for a semi-rotary and rotary Rotatex Brava UV offset flexo screen hybrid

Above left:
In recent years Dr Michael Wareka, CEO of Marzek Etiketten + Packaging, has pursued an ambitious growth strategy

Above right:
Marzek Kner Nyomda produces high-quality folding carton for Hungary and abroad

press with extensive finishing units (e.g. Pantec Rhino) which opened up a new category in high-quality label printing. Multiple foil stamping in one pass, inline printing on foil stamping, relief screen printing as well as relief embossing in the luxury segment: the technology at Marzek's disposal caters for all demands. “No other label printer anywhere near us has the same production facilities as we do,” says Dr Johannes Michael Wareka confidently. “For me Marzek is more than just packaging,” he emphasises. With this he means the company's customer approach as a comprehensive partner who offers a complete package ranging from the design process, production, up to optimising logistic systems.

2 KBA Rapidas for Marzek Kner Packaging

In 2005 Marzek took over Hungarian printing house Kner Nyomda based in Békéscsaba. Before the political changes in Eastern Europe it was part of a large printing conglomerate based in Keskemet. Today it belongs to the Mondi Packaging Group. Marzek has a long-standing position in the folding carton market and is one of the leading firms in Hungary in this field with a raft of prominent customers.

The firm invested in two high-performance KBA sheetfed offset presses, a six-colour and seven-colour Rapida 106, for its Hungarian site Marzek Kner Packaging. The six-colour press with an additional coater, perfecting after the second unit and a maximum output of 18,000sph was installed in September 2013 and in November it was fired up much to the satisfaction of Marzek. It

features automatic plate changing, KBA QualiTronic Color Control inline colour measurement, CleanTronic blanket-washing units, DriveTronic SFC simultaneous coating forme changing and a KBA ErgoTronic console with walls-green.

The second press, a Rapida 106-7 without perfecting but with the same features as the other Rapida, will be installed this spring. The Hungarian Marzek plant is supported by the KBA sales team in Austria. István Zoltán Kásahat, managing director of Marzek Kner Nyomda: “Our recent extensive investment package, including the two new Rapidas with extensive kit in particular, have catapulted us to the top printing league in Europe in terms of the economic production of high-quality folding carton and labels.”

Ready for the future

Thanks to their comprehensive investment strategy, the Marzek Etiketten + Packaging-Group is optimally positioned in sheetfed offset. Small and medium-sized print runs can be printed with digital offset and larger runs on cutting-edge sheetfed presses. Marzek's product portfolio covers the whole market segment from the hybrid production of highly finished special labels to standard labels for trade and industry. Along with the known sheet and reel labels, flexible packaging and high-quality fancy board and folding carton have become key growth areas in recent years.

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Right: Order spare parts today with a tablet (shown) or smartphone directly at the press

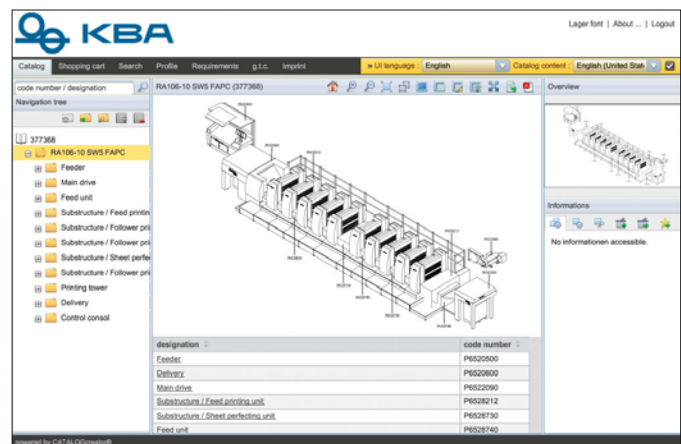
The KBA portal with a link to the electronic spare parts catalogue



Electronic spare parts catalogue for smartphones and tablets

The right spare parts fast via app

The electronic spare parts catalogue for Rapida presses has become standard. So far over 700 customised catalogues have been delivered with presses. In the meantime spare parts can be ordered not just by phone, PC and laptop, but also directly at the press via tablet PC and smartphone.



The KBA electronic spare parts catalogue (ESPC) was born in 2007 and its first user came from the Ukraine. In the beginning it contained parts just for medium-format presses. However, in the months that followed it was continually updated and today all medium and large-format presses produced in KBA Radebeul come with their own press-specific catalogue.

Web shop – just like online shopping

What makes the ESPC so special? Users can look for spare parts via an attractive graphical user interface. Users navigate through the catalogue via moving pictures with hotspots. Starting from the press model the spare part needed can be found by under components and sub-assemblies. The part is then placed in a shopping cart and the order is sent as a request. It is just like ordering from a typical online mail-order firm on the internet. Every request for a part is converted into an email (or fax) and forwarded

to the appropriate KBA branch for processing. After the request has been processed the user receives an offer promptly.

The catalogue is easy to use. A further advantage is that it is custom-tailored, meaning that all the parts listed correspond to the press in question. This also minimises the danger of wrong deliveries. In addition, the user can create specific lists, e.g. for worn parts and consumables.

Always up-to-date via internet

Press lines are delivered with comprehensive documentation on the press as well as information on how to access the KBA portal including internet addresses, login details and a password. The spare parts catalogue in paper form is a thing of the past as it can be accessed via the KBA portal on the internet. The KBA portal is a cloud network and it will play a larger role in terms of

Navigation with a tablet PC or smartphone



communication with the user in the future. The digital form of the catalogue has a further benefit – it is always up to date. Whenever changes are made to the press, the catalogue is updated and available online via the KBA portal. KBA users can access their up-to-date catalogue at any time online.

The electronic spare parts catalogue works, regardless of platform, on desktop PCs and mobile devices. Rapida users can therefore look for and order their spare parts on a tablet directly at the press. The process of ordering spare parts has become more stable and reliable thanks to the electronic catalogue. Users also benefit from easy updating. Apps, which communicate digitally with a press line, will soon offer further possibilities to facilitate and speed up operating processes.

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Vinfoil Micro SF110 GF

New compact module for cold foil finishing

In the last issue of KBA Report we looked at inline cold foil finishing in Rapida sheetfed offset presses with the highly automated and very flexible ColdFoil Infigo SF110, which has already proven itself in many print firms. With Micro SF110 GF KBA and its partner Vinfoil have developed a compact yet easy-to-use alternative for Rapida users who do not make constant use of this finishing option and therefore wish to invest less.

The market for gloss foil transfer is growing since brand-name manufacturers are looking for ways to lend their products an unmistakable, exclusive appearance. Today, cold foil transfer is even being used for brochures, as a means to help them stand out from the crowd. Cold foil is thus able to play out a major advantage over hot-foil stamping, as inline production on an offset press is more efficient and cost-effective. They run at higher speeds, even shorter runs become profitable, and no expensive tools are required.

Cold foil systems for every application

The cold foil module ColdFoil Infigo SF110 has been a product of choice on the market for gloss offset foil transfer for several years. Packaging printers all over the world have integrated modules into their Rapida sheetfed offset presses to realise high-quality foil applications inline. Many are using the system on a daily basis, and that at top printing speeds up to 18,000 sph – performance which definitely merits a world record for this type of finishing.

There are numerous print companies, however, who would like to offer gloss foil transfer, but do not have enough

corresponding jobs to work with cold foil every day. With the Micro SF110 GF, KBA is now able to offer such users a perfect solution. The new module is a more compact, space-saving version of the ColdFoil Infigo SF110 which – with a slightly lower level of automation – offers the same first-class quality, robustness and reliability as the present system.

Simple handling

Vincent van der Heijden, the founder of manufacturer Vinfoil: “We are using certain proven elements of the Infigo in the Micro version, but the Micro is otherwise a new development from the ground up.” One particular characteristic of the ColdFoil Micro SF110 GF is its compact design. As the foil reels are positioned above the printing units, the module is a very practical option for print companies with limited floor space. Even so, the Micro SF110 GF handles reels with up to 10,000 metres of cold foil. And it runs just as fast as the Rapida press, namely at the highest speeds.

Rapida presses with the ColdFoil Micro SF110 GF module are fitted with a crane for handling the full and empty reels. This allows reel replacement without any physical effort. The remote control unit for opening and closing of the shaft locks also renders an additional walkway superfluous. Accessibility to the inking units is not restricted in any way.

Constant high quality

The lightweight tensioning and friction shafts are driven by a servo motor and were selected specifically for the Micro SF110 GF. They are especially simple to handle. Print companies acquainted with the heavy shafts typically encountered will immediately appreciate the



Above: Space-saving: The whole system is fitted above the Rapida 106's inking units allowing for easy access

Top: View of the ColdFoil Micro SF110 GF from the feeder side

difference. The servo drive permits extremely exact synchronisation of the foil web to the running speed of the press. Combined with the modern technology for web tension control, this ensures efficient production.

Just like the ColdFoil Infigo SF110 module, the Micro SF110 GF delivers a consistently high quality. The use of servo motors precludes the need for dancer rollers. The sensitive metallised layer of the cold foil never comes into contact with any press parts or rollers, so there is no risk of damage. Annoying contamination in the inking units with aluminium dust is likewise avoided.

Demos in the KBA customer centre

Johannes Naumann, head of the design office for half and medium formats at KBA, welcomes the new development: “We have been working with Vinfoil for many years. The cold foil systems exceed our initial expectations with regard to speed and performance. KBA has a strong standing in the packaging market. With the new compact system, we are able to offer our users an extremely modern, high-performance cold foil system.” A ColdFoil Micro SF110 GF module will also be available for print demonstrations on a Rapida 106 in the KBA customer centre in Radebeul shortly.

Vincent van der Heijden

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Left: A crane with a remote control unit ensures fast and ergonomic foil changes

Rapida 106 with reel-to-sheet feeder at Friedrich VDV in Linz

Fast sheetfed offset as a business principle

Swiftness has always been a core virtue for the print company Friedrich Vereinigte Druckereien- und Verlagsgesellschaft, which has its headquarters in the Austrian regional capital Linz. But speed is not everything: Quality, schedule reliability and individual service are further parameters on which customers from industry, commerce and publishing are able to rely. Since May 2013, a Rapida 106-8-SW4 press with RS 106 reel-to-sheet feeder has been in production at Friedrich VDV to everyone's fullest satisfaction – and the company has now become even faster than ever before.



Managing director Bernd Friedrich: "With our anticyclic investment strategy, we are always in a good position when the important time comes." The company has invested over €10m since 2008



With the RS 106 reel-to-sheet feeder, the Rapida 106 can handle jobs faster than with a conventional sheet feeder



18,000sph in 4-over-4 perfecting and start-up waste of less than 60 sheets are the keys to efficiency and profitability

Many print companies began to cut back their investment budgets when the current crisis first hit the industry in 2008. Friedrich VDV, by contrast, has since spent over €10m (\$13.7m) on the expansion of its machinery base and on restructuring measures to cement its reputation as one of the most cutting-edge and productive print companies in Austria. "We saw the crisis as an opportunity, and thanks to the reorganisation our processes we are now leaner and much more efficient," says managing director Bernd Friedrich, who manages the company together with his brother Alexander and company founder Heinz J. Friedrich.

Bernd Friedrich explains how the strategy of anticyclic investment has paid off: "Especially in difficult times, investments in innovation send a convincing signal out to customers. We were already one of the leading partners of Austrian publishing houses. With this latest major investment, however, we are now in an even better position to serve the publishing sector, and can also give a sustainable boost to our catalogue and brochure production."

One important tool for fast and lean production is an eight-colour Rapida 106 perfecter with RS 106 reel-to-sheet feeder, the only KBA press in such a configuration in Austria. Printing from a reel enables jobs to be turned around faster. Bernd Friedrich: "By investing in the latest press and finishing equipment available on the market, we are now able to print directly from reel stocks. We achieve higher speeds, a 50 per cent increase in output helps us to guarantee short delivery times, and the print process is at the same time kind to the environment."

With Global Print, the Friedrich company group has even managed to establish a second strong brand in recent years. Originally founded as a means to smooth fluctuations in capacity utilisation, the online portal has in the meantime developed an image of its own and generates regular turnover via the internet.

"Linz is where it begins"

The third-largest city in Austria has been using variations of this rhyming slogan since 1973. Linz is well-known as an industrial location, but it also offers fine cultural highlights with the annual Bruckner Festival and the Ars Electronica. The city lies at the heart of one of the country's most interesting economic regions.

Linz is also where it all began for Friedrich VDV. Heinz J. Friedrich, a trained typesetter and today senior director, founded his business back in 1978 and has shaped the company into a major print provider with around 90 employees and an annual turnover of €15m (\$21m) in 2013. It is not without pride that he points to a 20 per cent increase in revenues last year. The product portfolio covers a broad range from business cards, via reports, books, brochures, various commercial products and notepads, through to digital print, 3D stickers and posters. A sales office was opened in Vienna in 2001 and moved into new modern premises in the vicinity of the famous Schönbrunn Palace last year. The east of Austria is one of the company's main markets.

Friedrich VDV attaches great importance to sustainability and has obtained approval to use not only the Austrian Ecolabel, but in the meantime also the new EU Ecolabel. Both enable the customer to trust in certified quality, health awareness and minimised ecological impact. "The various certificates, whether FSC, PEFC, Print CO₂-tested or the Austrian Ecolabel, are an indication of the strict criteria we apply to ourselves with regard to environment protection," Bernd Friedrich explains. "Certification is furthermore subject to meticulous and regular audits. The customers can thus be sure that they are receiving genuinely eco-friendly products. Sustainability is also becoming ever more important for our customers and permits positive outward communication. Corresponding certificates are increasingly a requirement."



Customers in industry and publishing

Around 50 per cent of the company's turnover is business with customers in industry and commerce, while publishing accounts for the other 50 per cent. "Our customer list reads like the 'who's who' of Austrian industry, and we are very proud of that," says Bernd Friedrich. Catalogues and brochures in a broad diversity of languages can be counted among the production gems. The demand for print is as intensive as ever.

The situation in publishing is similar. Leading Austrian publishers send their work to Linz and take advantage of a service package which covers the whole chain from image processing through to a mailing lettershop. Around 70 periodical magazines are today handled with clockwork precision in three shifts. In the publishing segment, in particular, the return on investment is immediately evident: Short makeready times, fast production and minimised wastage add up to an unbeatable offer. Customers honour such commitment with contracts which run for several years in some cases. And in today's competitive day and age, that is already quite an exception.

Regular investment in modern technology

The Friedrichs are convinced that good money can also be earned in highly competitive times if you have the right equipment. It is merely important to invest on a regular basis. The ten-year investment cycles of old are no longer appropriate. "The new KBA press fits our needs perfectly," Bernd Friedrich adds. "We even brought the planned investment forward after an exact calculation of the cost

benefits." A decision which has certainly paid off. Makeready times are down by half, and then there is the faster production on top. Friedrich: "We now pack an even harder punch!"

Hardly surprising. The new eight-colour Rapida 106 is equipped with all the features which capture a printer's heart: High-speed package for full-colour perfecting at 18,000sph, DriveTronic SPC for simultaneous plate changing with parallel washing, QualiTronic Color-Control for inline colour measurement, accessories for low-alcohol and alcohol-free printing, CleanTronic washing systems, ErgoTronic console with wall screen, and LogoTronic Professional for production data acquisition and print-shop networking with MIS integration. The press is a high-tech means of production with which the printers have very quickly and gladly become familiar. Not least thanks to the many technical details which make life so much easier for the operator. "With the Rapida 106, KBA has certainly landed a winner. We are running at 18,000sph on a daily basis, and we are delighted with the minimal start-up waste of at most 60 sheets," says a contented Bernd Friedrich.

Sleek and flexible

Planning is already half the battle, and that is taken care of admirably at Friedrich VDV by software from PrintPlus. A great deal of effort has gone into the streamlining of internal processes over the past years, and fast production has become practically a business principle. The times in which job dockets were passed from hand to hand are a thing of

Above left: Where fast printing presses call the shots, a well-equipped post-press department is imperative



"With the right equipment, you can also earn good money in highly competitive times!"

Bernd Friedrich, managing director

the past. Lean is the motto today, and the company has been able to learn a lot from its own Internet print portal when it comes to effective organisation. A quality manager is responsible for regular monitoring of the production process and the output from the presses. That maximises reliability and has reduced quality-related returns to a negligible percentage.

Friedrich VDV has evolved successfully into a full-service provider and logistics partner for its customers. "We try to view our company with the eyes of our customers, and then react accordingly," Bernd Friedrich summarises. The result is a future-oriented enterprise which lends positive impetus to the world of print with state-of-the-art equipment and a highly motivated team.

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High-quality calendars with UV finishing were produced as part of the open house to celebrate the Chinese year of the horse. Shown here are brothers Zaiding (2nd left) and Zaiquing Xu (2nd right) with Lianbiao Wang (l), Dietmar Heyduck (centre) and Yugao Gong (r)



Open house at pioneer user Taizhou Xindali in Hengjie Town

Chinese premiere of the KBA Rapida 75 UV

At the beginning of this year a UV version of the half-size KBA Rapida 75 was unveiled in China under the banner "Big Goals with Small Format". More than 150 visitors seized the opportunity to attend this open house event.



Taizhou Xindali is managed by twins Zaiding (l) and Zaiquing Xu



Taizhou Xindali's cutting-edge production facilities

Two years ago Taizhou Xindali, a young company, fired up a five-colour and a six-colour Rapida 105 which features UV capabilities. They were joined recently by two raised special-format Rapida 75s (605 x 750mm/ 23.8 x 29.5in) with nonstop facilities. The six-colour press is the first in its series in China to be equipped with UV kit, and it is essential at Taizhou Xindali as the company prints primarily on various types of film (PE/PP/PVC) as well as on board with a metallic coating. In 2013 annual sales came in at RMB 80m (\$13.6m), with over 30 per cent generated abroad. This was a 30 per cent increase on the year before. The firm which is managed by twin brothers, Zaiding and Zaiquing Xu, has just under 80 employees on its payroll.

Fully equipped for printing on film

The Rapida 75 presented in both the practical and theoretical parts of the

open house is equipped with central format adjustment, KBA CleanTronic washing systems for rollers and blankets, differential drives in the dampeners and further automated features. The equipment in the inking unit for UV mixed operation, a board-handling and anti-static package as well as air-cushioned sheet travel all make the press perfectly suited to printing on non-absorbent substrates. Along with UV dryers in the extended delivery, two further UV interdeck dryers that can be inserted at multiple docking stations in the press are also available. In addition, an EES (Emission Extraction System) reduces emissions and unpleasant odours around the delivery.

When welcoming the guests Zaiding Xu reflected on his firm's partnership with KBA. "Xindali now has the edge over its competitors thanks to KBA's cutting-edge technology," Xu says. KBA



sales director Dietmar Heyduck referred to KBA's strong technological position in the packaging printing market and assured the company of KBA's continued

support with the new presses. Lianbiao Wang, sales manager for sheetfed presses in China, then gave some outstanding examples of previous press in-

The visiting print experts avidly watched the presentation about UV technology on the Rapida 75 by Yugao Gong, regional sales manager at KBA China

stallations in packaging firms. Regional sales manager Yugao Gong presented the Rapida 75 and its components for UV production. As part of the practical part of the event, three different jobs were produced including a calendar in poster form celebrating the Chinese year of the horse, and which symbolises the immediate success of the Rapida 75. Many participants expressed their interest in the Rapida 75 during the event which could lead to a post-event boost in business.



KBA sales director Dietmar Heyduck explained KBA's role as a technological leader in packaging production to the more than 150 visitors

KBA has a good reputation in the region of Taizhou in China with nearly 20 KBA presses in operation ranging from half, medium to large format. Various KBA users lined the streets with large posters expressing their pride at belonging to the big KBA family.

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Conventional, HR, LED or inert?

Innovative UV technology is on the rise

At the end of January Dirk Winkler, head of the print technology department at KBA Radebeul, held a presentation on "UV curing in sheetfed offset: conventional, HR, LED or inert" at this year's Druckforum in Filderstadt, near Stuttgart. This article draws on excerpts from his presentation which was avidly watched by a raft of print professionals.



Dirk Winkler, head of the print technology department in Radebeul, gave a presentation on proven and new UV curing technology at Druckforum in Stuttgart

Today the demands placed on UV printing vary: up to 18,000sph with a high level of finishing and no migration when producing packaging for food and drinks are just some of the core requirements. Hazardous substances are taboo. The sheets have to be dry, which means there must be sufficient polymerisation and the entire process has to be standardised. These demands have been fulfilled by KBA VariDry UV modules used since Drupa 2012. These modules have standardised media connections and can be plugged in as an end-of-press dryer, interdeck or at any position easily. In addition, UV lamps for various UV technology (mercury, iron and gallium-doped) can be inserted into the modules. The modules save a lot of energy by reducing standby times and cutting scattered and IR radiation. Each one is fitted with an operating counter. The UV output of the lamp is measured directly at the lamp by a sensor and the results are shown on the ErgoTronic console allowing quality and production reliability to be monitored.

Commercial printers can benefit from HR-UV

Highly reactive UV technology (HR-UV at KBA, and LE-UV from another big German manufacturer) can significantly reduce the amount of energy consumed when drying (*see also the article on pages 3-5*). In addition, the formation of odours is reduced as less heat penetrates the paper coating. HR-UV is predominantly suited to commercial print shops with small to medium-sized print runs and short lead times. Immediate ink curing allows for fast finishing, higher gloss levels and a wider product spectrum.

A HR-UV dryer in the delivery of a four or five-colour press could replace a coating unit which is only used for applying protective coatings (*see picture 2*). This would reduce energy costs and cut initial costs compared to a press with a coater and IR/TA dryers. In addition, the amount of powder needed is also reduced and press cleaning efforts and post-press are kept to a minimum.

Four to six-colour presses with a coater become all-rounders when equipped with an HR-UV module before the coater and in the delivery. (*see picture 3*). It permits the use of high-gloss varnishes with UV coating thus offering commercial printers the opportunity to apply finishing with less energy than convention-



al UV printing. A conventional UV press would need a UV interim drying module after every second printing unit and before the coating unit, as well as three further dryers in the delivery extension.

HR-UV can replace the coating units before and after perfecting in highly productive eight- or ten-colour perfectors (*see picture 4*). In addition, only short deliveries with one drying module are required. This results in considerable savings in initial costs and energy consumption. Sheets which are printed on both sides can still be sent straight to post-press. An additional drying unit prevents UV inks from sticking to the impression cylinder and it is also perfectly suited to position inline colour measurement tasks.

The lamps used in HR-UV are specially doped mercury lamps which are geared precisely to highly reactive inks. One module is enough to dry up to five wet-on-wet printed inks. Thanks to a KBA plug-in connection the lamps can be easily changed by hand. VariDry HR-UV modules can be plugged in at any position in the press. Cleaning times are reduced for the sheetfed offset press (in this example by up to 65 per cent) as well as in post-press. Dried-on UV ink, coating and powder no longer have to be removed. Inks costs, which are currently

Picture 2
Simple: A four-colour sheetfed offset press with HR-UV drying in the delivery





quite high, can normally be compensated by the resultant savings in protective coating.

LED-UV: A process with potential

Radiation is emitted in only one wavelength in LED-UV modules with no IR and hardly any heat is generated. Compatible materials ensure reliable drying. The dryers have a long service life, are low-maintenance and require little energy. In addition, the lamps can be actuated exactly according to the print format. That means that fewer LEDs are in action when printing on narrower sheets compared to maximum-format sheets. Run-up and standby times are a thing of the past. An extraction system only

makes sense for by-products from inks and paper coatings. Mercury doping is not available.

KBA presented LED-UV drying for the first time at Drupa 2012 and now this innovative drying process can often be seen live on an eight-colour Rapida 105 perfecter in the KBA showroom. Demonstrations of HR-UV and LED-UV are often done on this press so that interested parties can compare the two processes directly on one sheet. However, high initial costs and limited efficiency currently prevent these processes from appearing in pressrooms. As the applications that use LED-UV dryers are the same as those for HR-UV there is the option to invest

Picture 3

Allrounder: Four- to six-colour presses become allrounders when equipped with an HR-UV dryer before the coater and a further dryer in the delivery

HR-UV makes sense for:

- Flyers
- Calendars
- Brochures
- Covers
- Books
- Forms
- POS displays
- Postcards
- Booklets
- Business cards
- Simple finishing
- Uncoated / recycled stock
- Small print runs
- Short lead times

Pros and cons of UV processes in commercial printing

HR-UV technology

- + Scratch and smear-free
- + Fast, direct post-press; no buffer and storage capacities needed for half-finished products
- + No need for protective coating
- + No powder needed
- + Reduction in maintenance and cleaning tasks
- + Dot sharpness and print contrast on matt or uncoated stock
- + Paper savings perfecting by minimising/reducing corridors
- Higher start-up costs dryer configuration (UV)
- Higher costs for consumables
- Higher energy consumption without coating
- Lamps have to be replaced regularly

Conventional technology

- Scratch and smear-free due to press settings and kit
- Waiting time for perfecting and post-press
- Requires a protective coating for faster post-press
- Powder needed
- Higher need for maintenance and cleaning tasks
- Dot sharpness and print contrast especially on uncoated stock
- Need for paper perfecting for print-free corridors
- + Lower start-up costs
- + Costs for consumables lower
- + Lower energy consumption without water-based coating
- + Not necessary without water-based coating



KBA VariDry
UV drying modules can be plugged in quickly and easily at any position – whether conventional, HR or LED-UV



now in HR-UV and to switch to LED at a later date. KBA Rapidas feature all of the prerequisites to make this possible.

Inert UV for luxury packaging

A further interesting process is inert UV. In this process oxygen in the irradiated area is displaced by nitrogen. By ruling out oxygen inhibition curing is better than other curing processes. The risk of migration and odours is significantly reduced and energy consumption is also cut. However, special inks, coating and silicon are required for the inert chamber and the UV system. The supply of nitrogen must be constant and the requirements in terms of residual oxygen

Picture 4
Highly productive: Eight or ten-colour presses with perfecting and each with an HR-UV dryer before perfecting as well as in the delivery. An additional drying tower is perfectly suited to inline colour measurement

and output must be defined precisely. Today this technology is in action on the longest sheetfed offset press to date, a Rapida 106 with 19 printing and finishing units, at Amcor Tobacco Packaging in Switzerland. See *KBA Report Nr. 43, page 18* for more details on how to implement UV inert curing.

Measuring curing results

There is a raft of tests to analyse the curing of inks and coatings, such as rubbing, scratching or the adhesive test with adhesive tape. However, all of these deliver subjective results. KBA is therefore dealing with processes which analyse and describe the curing results exactly, where possible.

One of them is the MEK test. A wad of cotton soaked in MEK is rubbed back and forth over the whole substrate to be tested. The number of wiping movements until a change or damage to the surface occurs reveals how resistant the surface is to MEK and also supplies the operator with more information about the cured surface. It tests a surface's resistance to solvents.

The second possibility is carbonation. A print sample is sent through a testing device along with an unprinted sample. The density of the ink on the unprinted sample is measured. Again increasing ink layer strength can be ascertained when colour density decreases. This test is predominantly performed to check finishability. As these parameters are dependent on the colour characteristics both of these methods identify the degree of drying only indirectly.

That's why KBA uses another test: near-infrared spectroscopy (NIRS). This measures the residual monomer content of the inks on printed sheets. This determines the degree of polymerization thus allowing conclusions to be drawn in terms of curing. This method is less subjective and is a suitable method for analysing precisely the curing of UV inks and coatings. The development and testing for spot colours and metallic inks is not yet concluded.

KBA assesses the characteristics and suitability of UV inks for the new HR-UV and LED-UV curing systems by combining the tests mentioned and other technological aspects.

Comparison of UV processes

	LED-UV	Conventional UV or HR-UV
Service life lamps	Approx. 20,000 to 30,000 hours	Approx. 1,000 to 2,000 hours (depending on the number of ignitions and powder penetration)
Wave length range	365/375/385/395/405 nm Tolerance +/- 5 - 10 nm	200 - 450 nm
Efficiency	20 to 30%	Approx. 28%
Operating mode, Components	No warm-up time; exact printed image clocking (image width and length); no standby mode (E/A); no mechanical components	Warm-up period required; full, steady format output; standby mode; mechanical shutter components necessary
Temperature development	Increase in temperature so too low to have any effects on substrate; positive for press and substrate (strain on material, stretching etc.)	Higher temperature development, can be reduced with cold-light reflectors – possible strain on temperature-sensitive materials is too high, good for curing process
Inks	Commercially available ink series and special inks are currently in the final development stage (Skala)	Complete range available; several ink manufacturers, even special inks
Costs	Price per unit: approx. €100,000 to €150,000 (12 W/cm); of which approx. 70% for lamp component	Price per unit: approx. €30,000 to €45,000 (200 W/cm); of which approx. 30% for lamp component

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After several Rapida 106s comes the first Rapida 145

KBA Japan on the road to success with high-tech sheetfed offset technology

The employees of KBA Japan moved into their new Tokyo office in September 2012 making it the first subsidiary in the company's 200-year-long history to be based in this country. The team here is being led by Kenneth Hansen, managing director of KBA Korea in Seoul. He has worked in the Asian graphic arts industry for over 30 years and is a valued expert on the Japanese printing industry with outstanding contacts. After only 15 months Kenneth's efforts in Japan with KBA sheetfed offset presses have begun bearing fruit.



Long and tailored high-tech presses from KBA are proving particularly popular in Japan. So far four Rapidas worth nearly €10m (\$13.7m) have been installed in Japanese printing firms or are on their way there. The Rapida 106 and Rapida 145, the world makeready and output champions in medium and large format, have generated a great deal of interest in the Land of the Rising Sun. Their high levels of automation can now be seen first-hand live in a raft print companies.

Long Rapida 106 at Taisei in Tokyo

Japan, which ranks among the top five printing press markets in the world, has long been a blank spot on the KBA map, something that is now changing. In the past only publication rotogravure and web offset presses for telephone directories were delivered here. Kenneth Hansen carefully planned KBA's entry into this market accordingly. The Japanese team received comprehensive training before prominent packaging printer Taisei in To-

kyo flipped the switch on the first Rapida 106 at the beginning of 2013. The press features eight printing units, simultaneous plate changing, packages for foil and board handling, and capabilities for UV mixed operation. In addition, the employees in Japan are supported by their colleagues from Korea and Germany with regard to commissioning and service activities.

Rapida 145 for Kinsei Printing in Osaka

Following initial success of the medium-format Rapida 106 with packaging printers, the first commercial printer opted for a large-format press in autumn 2013. Kinsei Printing in Osaka ordered a Rapida 145 with six printing units and simultaneous plate changing (DriveTronic SPC).

Kinsei Printing is a commercial printer specialising in large-format, high-quality printing of maps, books, brochures, calendars and posters. President Morikiyo Nozaki states that the KBA Rapida 145

Above left: (l-r) Kenneth Hansen with president Morikiyo Nozaki of Kinsei Printing and KBA sales director Dietmar Heyduck in front of the Kinsei plant in Osaka, Japan

Above right: A long Rapida 106 has been in operation since spring 2012 at Taisei Co. Ltd. in Tokyo. Pictured here Taisei's president Yoshiro Ohno (r) and Kenneth Hansen, managing director of KBA Japan

with its combination of speed, quick turnaround times and high quality is a perfect match for his customers and his company. Morikiyo Nozaki: "After a series of print tests we had no doubt that this machine will carry us well into the future and make Kinsei able to meet the demands of the market segments it is in now, in addition to supporting our expansion in the future. None of the other manufacturers came close to meeting our ambitious demands, but KBA's Rapida 145 exceeded them. I now know why KBA is the undisputed world market leader in large-format presses."

The Kinsei plant in Osaka only operates large-format presses and until now has had presses from Mitsubishi, Komori and manroland. Installation of the new KBA Rapida 145 is scheduled to begin in spring 2014.

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“In the future we wish to maintain our position in the market as a high-end specialist with the goal of the Excellence Centre of Printing Art. We also wish to offer our customers more innovation and print solutions than our competitors.”

Mark Van Hove,
CEO Atar Roto Presse



Excellence Centre of Printing Art

Atar and KBA: High End with High Tech

It is an investment that sets a big signal for the Swiss market: Founded in 1896, prominent quality print shop Atar Roto Presse based in Satigny, near Geneva, banks on technology from KBA for the future. A ten-colour Rapida 106-5+T+5 perfector and a five-colour Rapida 106-2+T-3+L perfector with coater, making a grand total of 18 units, will be installed in summer 2014. Both presses are equipped with energy-saving HR-UV.

Above: A ten-colour and a five-colour Rapida 106 each with perfecting as well as coating and drying towers are scheduled to come on stream at Atar Roto Presse in Satigny, near Geneva, in the summer

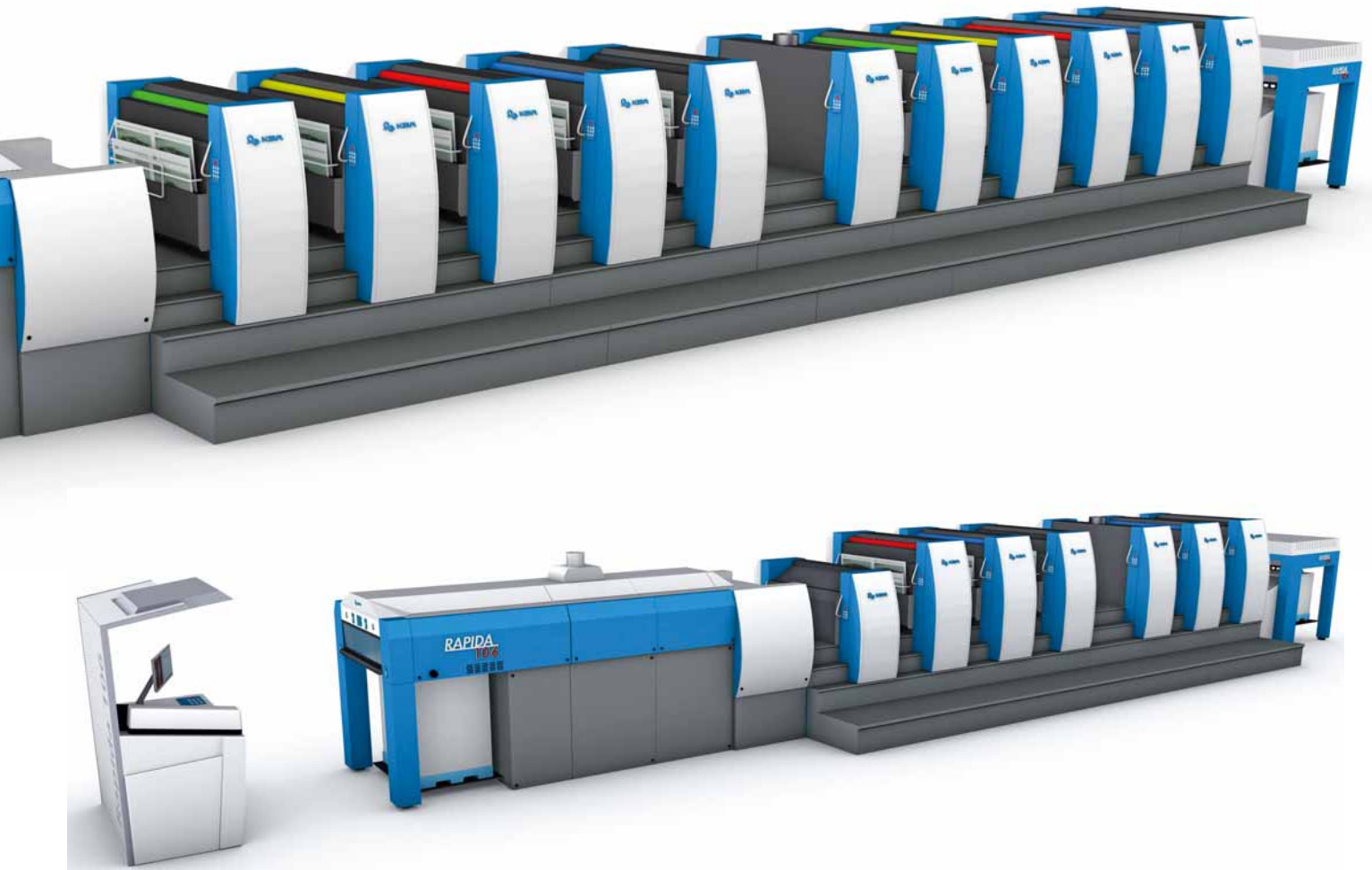
For Atar Roto Presse CEO Marc Van Hove the two new sheetfed presses play a central, strategic role in the firm's development and its future success. Mark Van Hove: “In the future we wish to maintain our position in the market as a high-end specialist with the goal of the Excellence Centre of Printing Art. We also wish to offer our customers more innovation and print solutions than our competitors. Our strategy focuses on high quality and added-value products, and not on the cheapest price. In order to follow this path we needed a technological partner who could supply us with presses which continue to offer us additional market potential and the chance to enter future business fields long after installation.”

Atar Roto Presse's decision is a historical milestone for KBA says Peter J. Rick-

emann, CEO of Swiss KBA subsidiary Print Assist: “It is of great significance that we have gained Atar, a sophisticated and strong brand, as a partner. We are proud to have met the future plans and the technical as well as technological demands of Marc Van Hove and the production team led by technical manager Sabine Mounir. This was a particularly challenging task.”

Atar required an intelligent tailor-made production solution to fulfil their own demands and those of their customers. The firm found what they were looking for thanks to the close collaboration of the experts from Print Assist and KBA Radebeul during the evaluation stage of the project. The press configuration chosen in this arrangement is a premiere for Switzerland.

Both presses are equipped with a raft of automation modules often featured in the high-end Rapida 106. These include: DriveTronic feeder with sidelay-free infeed system SIS, automatic plate changing, automatic inking unit uncoupling and DriveTronic SPC direct drives at the plate cylinders for simultaneous plate changing. In addition, the press lines will feature CleanTronic Synchro parallel washing systems, ErgoTronic console, AirTronic delivery as well as nonstop rollers in the delivery for continuous production. When it comes to measurement and control the presses will be equipped with ErgoTronic ICR (Integrated Camera Register) an automatic register measuring system for quality assurance, ErgoTronic Color Control automatic colour measuring system, QualiTronic Color Control in-line colour and control system, Quali-



Tronic LiveView for inline live image inspection of every sheet and the high-quality QualiTronic Instrument Flight grey balance control system from System Brunner.

The high-tech sheetfed presses are equipped for the use of HR-UV inks.

A HR-UV dryer is installed before each perfecting unit to guarantee maximum print quality and production reliability for all substrates and products at any speed even in perfecting mode. The five-colour perfecter with coater can print either with HR-UV or conventional UV inks. Atar Roto Presse can therefore

offer a raft of finishing effects and can choose the optimum coating for every print product depending on price and performance.

Peter J. Rickenmann: "Atar Roto Presse's decision in favour of two extensively automated Rapida 106s once again confirms KBA's role as technological leader in sheetfed offset. KBA has understood that in today's world it is not simply about making highly productive presses. The position of the printed product is changing fundamentally in a market that is heavily affected by the advance of online media. Target-group orientation, flexibility, fast availability and greater value with more finishing are paramount. Today customers who opt in favour of a medium-format press want solutions which meet the individual demands of today and tomorrow. KBA guarantees this with adaptive innovations and technology, thus providing their customers with investment security."

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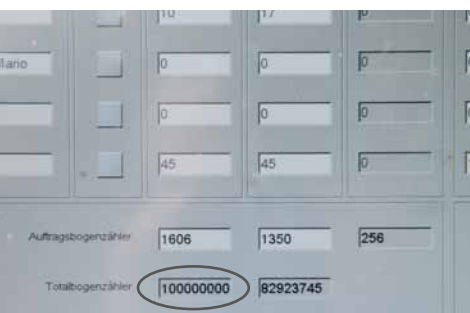
Happy faces after signing the contract: (sitting l-r) Marc von Hove, CEO and executive member of the board of directors Atar Roto Presse, Peter J. Rickenmann, CEO Print Assist, (standing l-r) Patrick Punzenberger, sale of capital goods Print Assist, and Sabine Mounir, technical director at Atar Roto Presse



10 years of superlarge format from Radebeul

KBA Rapida 205 at Ellerhold hits the 100m-sheet mark

On 21 January at 3:25pm the sheet counter on a KBA Rapida 205 with the serial number 001 proudly clocked up its 100 millionth sheet at Ellerhold in Radebeul. This comes only three weeks before the press' tenth birthday. However, 100m sheets in ten years is nothing new in sheetfed offset. Some packaging printers hit this mark after just two years. The Rapida 205 in giant format (151 x 205cm/54.4 x 80.7in) at the firm predominantly prints large posters with occasional print runs of only 100 copies. More time is spent on makeready than on printing with such small jobs.



The first Rapida 205 to roll off the assembly line was delivered to Ellerhold where it has completed 7,720 shifts in total and produces nearly 2,000 jobs every year with a maximum output of 9,000sph. In the last ten years it has printed an area measuring 310km² (120mi²) roughly as big as the German city of Munich. Two Rapida 205s are in action at the Ellerhold poster factory in Radebeul. The oldest is a four-colour press with coater and the youngest is a five-colour version with hybrid coating capabilities. Two further four-colour Rapida 205s with coaters have been installed in the firm's plants in Witten and Karow, near Wismar, as well as a four-colour Rapida 185 with coater in Zirndorf. Ellerhold is the world's biggest KBA jumbo press user with a total of five Rapida 205s. Ellerhold board member Klaus Gerlach is proud of his

Above left: Frank Ellerhold (l), CEO of Ellerhold, with the team who printed the 100 millionth sheet: Alexander Schmidt, Torsten Schubert, Oliver Hirsch and Sven Schiffler (l-r)

Above: Ten years later the first Rapida 205 on the market is in the same good shape as it was when it was commissioned and it still has got many years to go

Left: The sheet counter's big jump: After 99,999,999 sheets (above) came the 100 millionth sheet (below)

sheetfed offset giants from KBA, especially his ten-year-old Rapida 205. Gerlach: "Over the past ten years this press has run very stably and without any substantial downtimes. Following a scheduled revision a few weeks ago we plan on printing with this press well into the future. It prints in just a high quality as it did when it was first installed."

In the past ten years KBA has delivered some 60 Rapida 185/205 presses to 20 countries all over the world, an average of one every two months. For many years now poster printers have not been the only ones who think big as the super jumbos are just as likely to be found in packaging and commercial print firms. In Saudi Arabia a seven-colour Rapida 185 with twin coaters, a press with an impressive 11 printing and finishing units, is the longest large-format installation to date.

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Signal for growth against the branch trend

Vogel Druck invests in KBA C48 commercial web press

German print enterprise Vogel Druck und Medienservice GmbH (VDM) in Höchberg near Würzburg has set the ball rolling on a project to replace an existing production line with an ultramodern KBA C48 commercial press. This step will serve not only to expand production capacity, but also to broaden the diversity of available formats for magazines and catalogues.

With its decision to invest in a KBA C48, Vogel Druck has yet again confirmed its reputation as an innovation-oriented print centre. Managing director Rolf Lenertz: "This investment enables us to satisfy current market demands in optimum fashion. As an economically strong member of the Bertelsmann group, we are also setting a clear signal for growth – against the branch trend and despite the generally challenging competitive environment. When the new press comes on stream in August 2014, it will lend a further boost to our production reliability, and we will be able to offer customers an ever wider choice of formats for their print products."

The four-unit press has been configured for a maximum web width of 1,460mm (57.48in) and a cylinder circumference of 1,156mm (45.51in). In combination with a variable superstructure, integrated gluing device and a P5G folder with two deliveries, this caters for a wide range of products with up to 64 pages in reduced format. Standing alongside three further press lines and recent investments for the associated bindery, the new KBA C48 will become part of one of the most modern commercial web production centres in the branch.

Extensive automation

The new 48pp press features a high level of automation. This includes, for example, automated KBA RollerTronic roller locks for reduced maintenance and high energy efficiency, and an ErgoTronic control console with LogoTronic press presetting system, which is likewise geared to fast makeready and minimum waste. The KBA C48 is to be integrated into the LogoTronic professional production and management system of an existing 32pp KBA Compacta 217 with eight printing units. With its maximum production speed of 50,000iph, fully automatic plate changing and an operator-friendly drive concept with two motors for each printing unit, it promises ultimate productivity. The KBA EasyTronic module for optimised press start-up and run-down underlines the economic strengths of the engineering concept.

All-round service provider

With its 380 staff, Vogel Druck und Medienservice is one of the leading web offset print enterprises in Germany, and a specialist for perfect-bound and wire-stitched magazines, catalogues and brochures in the medium-volume segment. Beyond its web and sheetfed offset printing activities, the company

Above: The 48pp KBA C48 for Vogel Druck und Medienservice. Alongside automated plate changing, the integration of fully automatic KBA Patras A paper logistics permits automatic switching between wider and narrower webs in a matter of minutes

Right: After signing the contract at the KBA headquarters in Würzburg: Rolf Lenertz (managing director of Vogel Druck und Medienservice) with KBA executive vice-president Christoph Müller



sees itself as an all-round media service provider. The services offered include advertising specials, print and online media design, database publishing, address management and individually tailored mailroom and logistics services. Vogel Druck places the needs of its customers at the focus of all decisions, and accompanies them through the whole media process as a reliable professional partner and advisor.

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Dick Ranzijn, Sr. eight years after installing the world's first KBA Cortina:

“Opting for a Cortina was one of my best business decisions”

In 2005 Rodi Media near Amsterdam was the first newspaper print firm in the world to invest in a KBA Cortina waterless press. Dick Ranzijn, Sr. and his son Dick Ranzijn, Jr. look back on a daring move. They also explain why, in August 2013, they acquired Drukkerij Dijkman, a printing company that invested in a KBA Cortina in 2007 making it the second printing company in the Netherlands to install this press. *KBA Report** spoke to Dick Ranzijn, Sr. and Jr. in Dijkman Print's beautifully refurbished offices in Diemen, just a stone's throw from Schiphol Airport.



The KBA Cortina at Dijkman Print has been in operation since 2007



Rodi Rotatiedruk prints 26 daily and weekly newspapers produced by their own publishing division as well as products for third parties which also demand a high quality



In the Netherlands there is still demand for above-average coldset print products in unusual formats. Rodi and Dijkman have a strong footing in the premium market segment with the waterless Cortina

KBA Report: At a time when others are shutting down or selling their printing business you decided to buy Dijkman in Diemen and, indirectly, a second Cortina. Can you tell us why?

Ranzijn, Sr.: “Only two printing companies in the Netherlands have chosen to install a KBA Cortina. We were the first – we were actually the first in the world – in 2005. Dijkman proceeded to purchase the same coldset waterless offset press in 2007. Needless to say, even as competitors you frequently come into contact with each other. Dijkman went into liquidation at the end of July. Initially I was primarily interested in spare parts. But then I started thinking and working things out and the entrepreneur in me began to surface. I will soon be retiring and my son is preparing to take over the business. What's the right strategic choice? We talked it through and within a week we decided to acquire Dijkman. We are already seeing considerable synergy benefits.”

KBA Report: More than eight years ago the decision to go waterless with the Cortina was visionary. Yet it also involved an element of risk because the process was completely new for newspaper and magazine production. Would you make the same decision again?

Ranzijn, Sr.: “The decision to invest in waterless back in 2005 enabled us to take a huge step forwards as a publishing and printing company. We were suddenly able to print all pages in full colour and in an unimaginably high quality. Our customers were also willing to pay for a higher print quality. This also meant that we generated less production waste. Since we were the first we had to resolve all kinds of problems, which was to be expected. For the first few months KBA appointed ten to fifteen engineers to sort out the press' teething troubles. It was a hectic period because we had to switch to working with waterless Toray printing plates, which meant that we had to adjust our CTP process. We also had to



“I'm 28 years old and I spend a lot of time online. However, when the opportunity arose to acquire Dijkman my answer was: ‘Yes, absolutely!’”

Dick Ranzijn junior



work with a different rubber blanket and different inks. With what I know now, I'd say that the decision to purchase the Cortina was one of the best business decisions I've ever made. If anything, I should have done it sooner."

KBA Report: How has your business developed over the last eight years, bearing in mind the fundamental change in the media environment with the emergence of online channels?

Ranzijn, Jr.: "Newspapers and magazines are under pressure in the Netherlands. Young people are less inclined to pay for subscriptions. But that doesn't

mean less printing is being done. It simply means you have to deliver a higher quality which involves more than simply impeccable printing. Some of our customers don't want fold and register marks to mar the overall effect. They want clean cut edges with pictures that bleed off the page. Photographs printed across the spine must line up flawlessly. With a coldset web offset press you want to achieve perfect quality printing and binding. With two Cortinas this is something we can guarantee. And there's a market for this kind of quality."

KBA Report: Have you launched any new print titles or are you addressing new target groups with your print and online activities?

Ranzijn, Sr.: "As well as printing newspapers and magazines for our own publishing division, we also provide printing services for third parties. We are currently seeing growing demand for newspaper-type products. Organisations such as fashion chains and retailers are coming up with new initiatives. They regard online advertising as a shot in the dark. And the distribution of unaddressed printed matter is equally hit and miss. They want to stand out and they want to make good use of the impression created by various types of paper in unusual formats, because it enables them to differentiate themselves."

Eight years after the installation of the world's first KBA Cortina Dick Ranzijn senior (r) and his 28-year-old son are still bowled over by the benefits coldset waterless printing offers

KBA Report: What do you think are the main advantages of coldset waterless printing compared with the conventional process?

Ranzijn, Jr.: "The main advantage of coldset waterless is undoubtedly the fact that you can offer a superior print quality at a competitive price. The type style is crystal clear. Low production waste is also an important contributing factor when you calculate cost price. It means that we can also produce smaller print runs and still make a profit. We have also noticed that people like the look of the products without knowing that the printing process uses far fewer chemicals than conventional offset printing."

KBA Report: Are there also any major disadvantages to the Cortina technology and/or the waterless web offset process?

Ranzijn, Jr.: "The main problem is that the technology is only used by a relatively small number of printers throughout the world. The fact that Toray is the only company that supplies the printing plates keeps the price of the plates high, and the companies that supply the paper and inks have to produce specially adapted products not used by conventional printers. As a printer you have to adapt your prepress and CTP processes, and you also have to provide special training for the printers who operate the machine. It

Two Cortina presses in one printing group

Rodi Media is involved in publishing, printing and distribution. Dick Ranzijn, Sr. started the company in 1978 and acquired Drukkerij Dijkman in August 2013. Both printers use a waterless KBA Cortina coldset offset press. As well as printing 26 daily and Sunday newspapers produced by the company's own publishing division, the Cortina press at Rodi also prints newspapers of up to 96 pages in full colour for other newspaper publishers. The two companies employ approx. 200 people.

is important that more printers start to appreciate the superior quality produced by this technology. Once there is a larger installed base, the price of paper, printing plates and other consumables will come down."

KBA Report: Do you make a point of selling the environmental benefits of the Cortina concept - no water, fewer chemicals, less waste - like some other Cortina users? And if you do, what's the result?

Ranzijn, Sr.: "It goes without saying that sustainability is an important requirement not only within the industry, but also for our own operation and for our customers. But it is not the first thing they consider. What they want is affordable print products in a perfect quality that will support their business - which, in turn, supports ours. The environmental benefits are an added bonus. However, this doesn't mean that the environmental benefits are unimportant. We gain extra points for our environmental performance when we are bidding for European tenders."

KBA Report: Some of your colleagues in the European publishing industry don't

By taking over Dijkman Print in Diemen, near to the Schiphol airport in Amsterdam, Dick Ranzijn senior and junior also acquired the second Cortina in the Netherlands



see a promising future for printed media and are turning their attention from media activities to e-commerce. What future do you see for printed media?

Ranzijn, Jr.: "I have yet to come across a publishing company that has developed an effective online business model which is making serious money in the Netherlands. Printed matter is unique in this respect. The communication media mix is continually and rapidly evolving. Printed matter is a commodity that will emerge

as a premium product with a high differentiation factor. Newspapers can be enriched with special sections, inserts and unusual formats. I'm 28 years old and I spend a lot of time online. However, when the opportunity arose to acquire Dijkman and my father asked me if that was where my future lay, my answer was, 'Yes, absolutely!'"

*The interview was carried out by Leon van Velzen
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AZ Medien: Swiss commitment to Print

Compact Commander CT soon to print in Aarau

The successful, high-tech Commander CT will soon be printing in Switzerland. In parallel to promoting new digital offerings, Mittelland Zeitungsdruck belonging to AZ Medien in Aarau has opted for this highly automated compact press to strengthen its printing business. The double-width 80-page press line will be equipped with two eight-high towers, a four-high tower, five reelstands and a jaw folder.

"We believe in the printed product linked with online and mobile applications. As part of centralising our newspaper printing activities in Aarau we aim to strengthen our print products and gain additional contract work by upgrading our existing press fleet there", says Peter Wanner, publisher and chairman of the board of directors at AZ Medien. Roland Tschudi CFO of AZ Medien

and head of printing and logistics: "We will intensify our efforts to win new orders for local advertising publications and smaller regional titles." The media house also wants to bid for contracts from both retailers Coop and Migros, which publish the biggest print titles in Switzerland with 2.5m and 2.1m copies respectively.

Roland Tschudi (CFO of AZ Medien and head of printing and logistics, right) and Urs Binkert (managing director of Mittelland Zeitungsdruck) will intensify their efforts to acquire contract work for their new Commander CT





The Commander CT for Mittelland Zeitungsdruck in Aarau, Switzerland

contract newspaper titles generates over CHF 40m (\$45m).

Flexible technology

The Commander CT will replace the oldest of the company's two Wifag presses. "Production will start in September 2014 and in October the press will be integrated in the printing of our own titles, various contract work and complex supplements. The new press will print more efficiently, in a better quality and with flexible production possibilities. The company, readers and advertising clients will all profit from the new press", says Urs Binkert, managing director of Mittelland Zeitungsdruck. With variable web widths from 1,140 to 1,280mm (45 - 50.3in) and a cut-off of 470mm (18.5in) up to 45,000 80-page full-colour newspapers can be printed per hour.



"The investment totalling approx. CHF 20m (\$22m) in printing, finishing, distribution and other process steps will pay off with savings in connection with the concentration of printing capacities in Aarau as well as enhanced efficiency", says Axel Wüstmann, CEO of AZ Medien.

Key Swiss media firm

In 2012 AZ Medien and its some 800 employees generated sales of over CHF 250m (\$282m). Along with the six titles of the newspaper alliance "Die Nordwestschweiz" (*az Aargauer Zeitung*, *bz Basellandschaftliche Zeitung*, *bz Basel*, *Limmattaler Zeitung*, *az Solothurner Zei-*

Peter Wanner (l), publisher and chairman of the board of directors at AZ Medien, and Axel Wüstmann, CEO of AZ Medien, believe in print linked with online and mobile applications

tung, *az Grenchner Tagblatt*), AZ Medien also publishes the national Sunday title *Schweiz am Sonntag*. The regional dailies are distributed in the areas around Zürich, Bern and Basel.

These print products use multi-media links with regional online news portals, e-papers, iPads and mobile applications. The portfolio also includes ten high-circulation weekly titles and frees, eleven special-interest and trade magazines, the TV channels TeleZüri, Tele M1 and TeleBärn, AT book publishing house, commercial printers Vogt-Schild Druck and Weiss Medien as well as Mittelland Zeitungsdruck. The printing of own and

The printing towers, which feature automatic plate changing systems, can be accessed conveniently on both sides via lifts. They can also be split down the middle for maintenance tasks. The press is controlled by KBA ErgoTronic consoles with the EasyStart and EasyClean-up modules for automatic press start-up and run-down. The integration into the ABB MPS production scheduling and pre-set system is carried out via a PRIME interface. Other features which add to the press' high level of automation include colour and cut-off register controls, inking, dampening-unit and blanket washing systems, and pre-former web guides. The KF5 jaw folder's superstructure is equipped with two formers. Five turner bars, half-cover web leads and a section stitcher enhance product flexibility further. In addition, 3/8 and 7/8 web widths support the production of innovative ad forms, such as spadia. Provision has been made for the optional addition of a unit enabling the production of four-page centre spreads, skip splitter, ribbon stitcher and a third former.

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An unusual press layout: The KBA Commander CL is floor-mounted with reelstands which are at right angles to the press

Proud that the new printing facility was constructed in only 14 months and within the budget planned: Managing director Thilo Grickschat is responsible for the technical and editorial divisions in the Westfalen-Blatt Group



KBA Commander CL for Westfalen-Druck in Bielefeld

Tailor-made and compact

Normally the logistic part of a newspaper printing company profits the most from a move to the “countryside” and Westfalen-Blatts’ printing facility is no exception. Moving out of the city centre was necessary mainly due to the enormous success of the German printing house’s supplement business. The new press, a KBA Commander CL, is significantly more efficient than its predecessor, yet compact enough to have been able to cope with the cramped pressroom conditions in the old plant.

The Westfalen-Blatt Group is now conveniently situated with regard to transport links as it is close to the German autobahns 2 and 33, a fact that managing director Thilo Grickschat is very pleased about. It is the experienced production specialist’s third construction project of this size which he has been responsible for.

Specialists at work

Grickschat is proud of his publishing team and the many specialists involved who built the printing house in the Bielefeld-Sennestadt industrial park and got it up and running in only 14 months. All this was done within the given time-frame and even slightly under the budget of €28m (\$38m). The pile foundation started in September 2012 and a three-

shift operation has been in place since November 2013.

Supported by Ingenieurbüro Kablitz, engineering specialists from Mülheim, Germany, and monitored by consultant Günter Billmeier, the architects from KSW, who have made their mark on a raft of newspaper printing houses, constructed a building which is impressive in terms of its simplicity and short paths. Amongst other things, a KBA Commander CL, which is constructed in a quite unusual way for Germany, contributes to this. It is floor-mounted with reelstands installed at a 90-degree angle to the press. The reasons for this design were the loess soil which is saturated with ground water and the twelve-meter (39ft) construction height

Left: An impressive sight also at night: In autumn 2013 the Westfalen-Blatt Group began gradually moving their print jobs to the new printing plant in the industrial park Sennestadt, Germany



restriction imposed in Sennestadt, a suburb of Bielefeld.

The high level of energy efficiency of the new building, its systems and the press fleet is remarkable. Sandwich panel walls with 17cm (5.9in) of insulation and a warm roof construction keep out the heat. An intelligent system finds the cheapest source of energy for controlling the temperature. At outside temperatures of up to 19 degrees Celsius the press and its peripheral systems can be cooled by the outdoor air alone.

A challenging task

The Westfalen-Blatt Group's newspapers titles are some of the most influential pieces of print media in the Ostwestfalen-Lippe, the eastern part of the region of Westphalia, Germany, extending up to the borders of Lower Saxony and Hesse. The Group's dailies are already the number one around the cities of



Above left: The first Commander CL with automatic plate changing is in operation at Westfalen-Druck. One of the two press lines is equipped with the new technology

Above right: The four-tower press is equipped with three KBA Ergo-Tronic consoles featuring the Softproof option. The third console serves as a back-up

Outstanding reel logistics with the KBA Patras A system: All four reelstands are supplied with reels by the shortest route from a central stripping station

Höxter and Paderborn and it also publishes the region's freesheet market leader: about a million copies of *Panorama*, *OWL am Mittwoch* and *OWL am Samstag* are successful as comprehensive information and advertising platforms. In the period before Christmas some 2.5m supplements were inserted into the *OWL am Sonntag* editions on one publication day alone.

Luckily, the times of the old packing facility in the city centre with only two loading ramps causing traffic jams for the delivery vans are over. Today the cutting-edge mailroom with two finishing lines from Müller Martini ensure that there are no delays when inserting supplements and bundling. Now even the peak advertising days of the year can be managed with 12 feeders on every inserting machine and the feeding of preprints.

Top quality with blanket-to-blanket

The new printing facility – operating under the name Westfalen-Druck GmbH since 1 January 2014 – relies on intermediate storage via Flexiroll and a streamlined prime title which in principle does not exceed 32 pages in Rhine format (exactly: 350 x 510mm/13.7 x 20in). This principle was the deciding factor for the new press configuration: The Commander CL is equipped with four double-wide four-high towers and two centrally placed folders with copious amounts of space around them which has a positive effect on the climate/temperature within the press. According to Thilo Grickschat the blanket-to-blanket principle found in today's four-high tower structures en-

sures a top quality, just like the nine or ten-cylinder Satellite presses guaranteed in the past. Colour and cut-off register controls from QIPC also contribute to this.

It suits Grickschat well that the Commander CL is delivered in standard configurations: the more standardised components, the better. He says the press "is a workhorse you can rely on". It is not by chance that it has become a bestseller for KBA.

The four reelstands stand out at Westfalen-Druck as they are positioned in pairs at right-hand angles to the printing towers. This reduces the complexity of the KBA Patras A reel logistics system as only one stripping station and two turntables are sufficient. The webs run below ground level directly behind the reelstands and are turned 90 degrees before passing through the printing units. According to Thilo Grickschat, this web guide got off to a good start.

1,200 plates per night

The KBA Commander CL at Bielefeld, the fifth installation of this press type to date, has until now always been delivered with manual and semi-automatic plate change. As short changeover times are desired at Westfalen-Blatt given its 27 local editions and around 1,200 plate changes a night, the printing house is now acting as a beta-tester for automatic plate changing. One of the press lines has been equipped with automatic plate changing and Thilo Grickschat and his team can compare both technologies – automatic at one section and semi-automatic at another section – and the time needed.

Plates are changed at all print sections simultaneously in less than three minutes. Every minute gained when changing plates would shorten the production time window by 15 minutes on both lines. This is important for customer satisfaction as the distances between the German towns of Lübbecke, Gütersloh and Höxter are far and the readers are used to finding their *Westfälisches Volksblatt*, *Herforder Kreisblatt* or *Westfalen-Blatt* in their letterboxes at 6am sharp.

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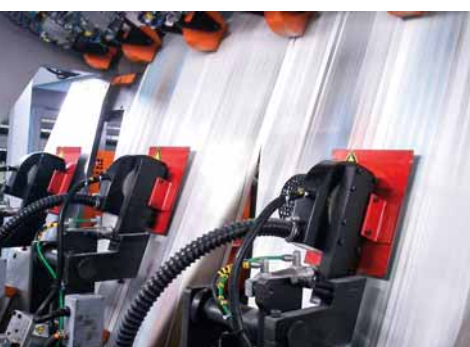


The brand-new facility houses GWN's 7,000sqft (650m²) press hall

Newspapers and semi-commercials in various formats

Highly flexible KBA Colora at Great West Newspapers

An unusually flexible KBA Colora 6/2 with UV capabilities for newspapers and semi-commercials went into operation at Great West Newspapers (GWN) in St. Albert, Alberta/Canada in late summer 2013. This followed an intensive test phase in the firm's newly constructed press hall. GWN prints 22 local titles, community newspapers and a raft of own and third-party commercial products in various sizes and formats. One of the biggest third-party jobs printed on the new press is the *Edmonton Journal*, a 6-day-a-week paper belonging to Postmedia publishing house.



An average day at GWN: Single, double and triple-width production on the KBA Colora 6/2

The new press replaced a single-width press line which couldn't keep up with GWN's growing demands with regard to print quality, productivity and production flexibility for their own and third-party products. At the same time the new press creates extra capacity for further contract work. With such a broad mix of newspaper and semi-commercial work along with extremely tight production windows and high throughput channels, a unique multi-format press concept was developed with the support of Sam Wagner of Web Offset Services in Sarasota, Florida.

Single, double and triple width

The Colora 6/2 is comprised of three towers, three reelstands and a KF5 jaw folder accommodating all three newspaper press production formats including single, double and triple width. This is all accomplished with very little operator invention by utilising a special fully adjustable and presettable triple former assembly mounted on a single level.

The job scheduling and presetting system from EAE with embedded auxiliaries is specially configured for the production of semi-commercials. This platform has extensive presetting capabilities including a built-in, pre-programmed 'catalogue' of 950 different products. Sam Wagner first worked with KBA and EAE to develop this system in 2003 for an-

other KBA press destined for Independent Newspapers in Dover, Delaware, and the system was further refined in 2008 on a triple-width Commander 6/2 installation for Dansk AvisTryk in Copenhagen, Denmark. The system eliminates most of the inefficiencies of a typical double- or triple-width press, as well as the pre-planning or job creation associated with adjustment and changeover. This shortens turnaround times while reducing waste—all with minimal operator intervention.

Another special attribute of the press is the high-performance KBA KF5 folder with quarterfold, built-in stitching, a full triple-width slitting and turner-bar sections allowing higher production speeds and pagination capabilities, integrated QI register and cut-off controls, Technotrans inking and dampening systems, Baldwin blanket-washing devices and a Prime UV curing unit for up to 48 pages of glossy paper.

15 to 20 makereadies a day

Duff Jamison, president of Great West Newspapers: "In our industry where many are turning off the lights and willing to declare it dead, there are still opportunities to compete and make a profit. GWN has increased its press capacity by four to six times what we previously had. Total weekly output has more than doubled, with an additional



30 per cent of capacity available to fill — and it's been accomplished without any additional staff. Production includes changing over from one format and/or size to another many times a day, with

some days requiring as many as 15 to 20 makereadies for jobs ranging from 800 to 100,000 copies. All this being done by a press crew of two to four people, with waste for each new job started in

Above: A KBA Pastomat reelstand and one of the eight-high towers each delivering 24 broadsheet or 48 tabloid pages

the range of 150 to 400 copies, depending on the product." Plant manager Evan Jamison isn't ready to declare 'mission complete' just yet, considering it's only been a few months and new lessons are being learned every day, but he is certain GWN made the right choice: "For an operation where so many different types of jobs must be run every day, efficiency is an absolute necessity in today's competitive marketplace. I'm looking forward to the years to come."



L-r: GWN president Duff Jamison, plant manager Evan Jamison with Sam Wagner president of Web Offset Services are pleased with their unusually flexible KBA Colora after the first few months in operation
Photo: Great West Newspapers

Sam Wagner, President of Web Offset Services: "This challenging project and the concrete production conditions in St. Albert required a stable platform which is delivered by the tried-and-tested Colora and the KF5 jaw folder. The advanced EAE presetting and control system is the crux of the full integration of all components and systems from different suppliers. In this case we didn't want the operator to make dozens of button pushes and adjustments at three or more operational points, but instead interact with a single display at the console with all associated activity happening automatically in the background. Only in this way can you print a raft of different jobs efficiently and economically."



One of the three printing towers is equipped with a Prime UV unit for semi-commercial products

All photos: Sam Wagner
Web Offset Service

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Polaris Trykk opts for eco-friendly waterless press

KBA Cortina with dryer for Norway

The 35-year-long successful business relationship between Polaris Trykk AS in Trondheim, Norway, and KBA has entered a new phase with the decision for a highly automated 48pp Cortina with heatset dryer. The Cortina is scheduled to go live in autumn 2014 and will replace two existing KBA Express press lines, which in 1997 replaced KBA Commander press sections delivered in 1978, 1987 and 1994.

“By investing in a KBA Cortina waterless press, our goal is to be the leading newspaper printing plant in Norway when it

comes to quality and productivity,” says Polaris Trykk managing director Steinar Bakken. “Along with printing newspapers in coldset, with the installation of

a dryer we seek to broaden our product spectrum with semi-commercials (supplements, magazines) on coated paper. By producing top-quality coldset, heat-set and hybrid products we will be able to offer our customers more options, expand into new markets and be better equipped to face competition from electronic media. The Cortina’s impressive green credentials influenced our decision especially as our media group and many of our customers place great importance on environmental matters.”

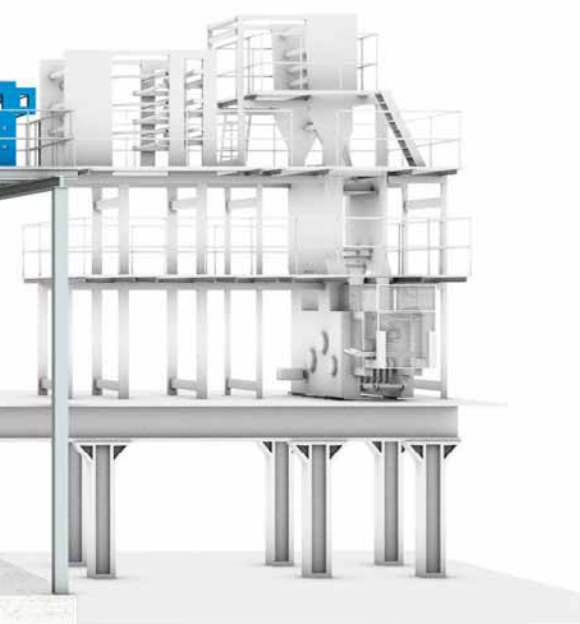


After signing the contract in mid-November at KBA in Würzburg (l-r): Polaris Media CEO Axel Koch; KBA sales director Jochen Schwab; Håkan Rundén, director of KBA NORDIC; Steinar Bakken, managing director of Polaris Trykk; Olav Monseth, CFO Polaris Media; KBA sales manager Winfried Schenker

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“By investing in a KBA Cortina waterless press, our goal is to be the leading newspaper printing plant in Norway when it comes to quality and productivity.”

Steinar Bakken,
Polaris Trykk managing director



One of the leading printing companies

Polaris Trykk in Trondheim is one of the largest printing plants in Norway. Its history goes back to 1767 and the foundation of *Adresseavisen*, the oldest running newspaper in Norway. The media group is 100% owned by Polaris Media, one of the country's largest media houses which emerged from *Adresseavisen* newspaper house. Along with its print business, the group is also very active in the electronic media arena and is a leader in providing cross-media information via the internet, print, radio and television.

From the northwest Norwegian coast to all the way to the North Cape, Polaris Trykk is a supplier to the paper-based media industry with sales of around €55m (\$75m) and plants located in Trondheim, Ålesund, Harstad and Alta. The plant in Trondheim is the largest in the middle and northern part of the country. Additionally, the firm also has a 50 per cent stake in a plant in Orkanger. Steinar Bakken: "All of our printing plants are certified in accordance with national and Scandinavian environmental criteria defined by the authorities. With plants all over Norway we can offer production close to the end user, which in addition to saving transport costs has an environmental

Above left: The KBA Cortina capable of delivering 48 broadsheet or 96 tabloid pages will roll into action at Polaris Trykk in Trondheim in autumn 2014

Above right: Polaris Trykk produces a wide range of newspapers

impact as well." Approximately half of the revenue is generated in Trondheim with printing the circulation of the titles *Adresseavisen* and *Trønder-Avisa* as well as part editions of the national dailies *Verden Gang*, *Dagbladet*, *Dagens Næringsliv* and *Aftenposten*. During the day inserts for *Adresseavisen* and other commercial products for national customers are produced. Steinar Bakken: "We are particularly proud to have some of the largest commercial players in Norway as our customers."

Premium kit and high automation

The highly automated Cortina will have a cylinder circumference of 1,120mm (44in), a 560mm (22in) cut-off and a maximum web width of 1,600mm (63in). It will be capable of delivering 48 broadsheet or 96 tabloid pages, all in full colour, at a rate of 40,000 copies per hour.

The reels will be transferred by AGVs to the KBA Patras A automated paper logistics system which will convey them to the reelstands, position and load them. Three KBA Pastomat A reelstands with infinitely adjustable divided arms enable fast and flexible edition and pagination changes. The KBA stripping station makes the employees' work easier and increases hourly output. The three

compact printing towers provide proven features: automatic plate changing and blanket washing systems, automatic roller locks for stable print quality, push-button setting of the optimum printing pressure from the console as well as gearless and oil-free printing units with AC direct drives. The press' 13m-long hot-air dryer features an internal thermal after-burning unit which lowers gas consumption.

In addition, the high-performance KF 5 jaw folder (2:5:5 cylinder ratio) is in the superstructure equipped with two 71° formers, a gluer, three ribbon stitchers and a ribbon splitting device. Length and cross perforation, the KBA section stitcher and a quarterfold support high flexibility and a broad product range. As tabloid pages are widespread in Scandinavia, KBA's ribbon splitting device will be added to ease production and cut makeready. This allows the webs to be guided unturned over both formers, and the slit ribbons then to be assigned more flexibly to the three KBA ribbon stitchers.

Provisions have been made for a further reelstand, printing tower and folder.

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German regional newspapers continue to invest in print

Commander CL for Main-Echo in Aschaffenburg

After the Märkische Allgemeine newspaper in Potsdam near Berlin, Main-Echo in Aschaffenburg has become the latest in a succession of German regional newspaper houses to opt for a flexible, four-high Commander CL. The highly automated 48-page newspaper web press is scheduled to go live in autumn 2014, replacing a 15-year-old manroland press. The Commander CL for Aschaffenburg is already the seventh flexible press line of this type to be sold to Germany and the tenth worldwide since its launch over two years ago by the Würzburg-based global market leader.



Ulrich Eymann, Main-Echo's managing director: "The Commander CL's high level of productivity and its fast edition changes driven by practical automation solutions allow us to optimise our local editions and economically strengthen our newspaper titles. The Commander CL won us over with its technical solutions when we researched the market."

Broad product line-up

The mid-size, family-run company with over 300 employees is broadly diversified with high-quality print products, innovative online solutions, a mail delivery service, software services and a travel agency. Along with the newspaper printing house, two printing houses which specialise in commercial and form

printing and an art title publishing house also belong to the Main-Echo group. Founded in 1945, the daily is printed in eight local editions in region around Aschaffenburg, Miltenberg and the district of Main-Spessart, situated east of Frankfurt/Main. Including the titles the *Bote vom Untermain*, *Lohrer Echo* and *Wertheimer Zeitung*, the Main-Echo has a circulation of over 75,000 copies and about a quarter of a million readers in the lower Main region of Germany. In addition, the media house also publishes the consumer magazine *top shop* once a week in six sub-editions to over 230,000 households. The *Kurier am Wochenende* for non-subscribers, the monthly event magazine *Stadtmagazin*, two telephone and business directories and further monthly titles also belong to the house's product spectrum. With over 10 million hits a month the internet platform *Main-Netz* profits from the Main-Echo publishing house's wealth of news.

Tailor-made technology

The double-width Commander CL will be engineered for the Rhine format and can print up to 85,000 full-colour newspapers per hour. The features include three Pastomat reelstands embedded in an automatic reel handling system, three printing towers with automatic plate changers, automatic colour and cut-off register, web guiding system, CleanTronic cylinder washing systems, automatic inking-unit cleaning, central ink pumping and a KBA KF5 jaw folder. The superstructure will be equipped with three turner bars (with half-cover web leads and spadia production capabilities), three formers, skip splitter and a ribbon and section stitcher. Two KBA ErgoTronic consoles with EasyTronic waste- and time-saving press start-up (EasyStart) and automated run-down (EasyClean-up) as well as KBA PressNet for scheduling, presetting and process control including a proofing system all enable the press to be operated effectively and comfortably.

The KBA Commander CL for Main-Echo in Aschaffenburg, Germany

After sealing the deal (sitting l-r): KBA executive vice-president web press product house Christoph Müller with both managing directors of Main-Echo Ulrich Eymann and Reinhard Golembiewski, KBA sales director Alexander Huttenlocher and KBA sales manager Günter Noll (both standing)

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Metal Packaging Association at KBA-MetalPrint in Stuttgart

Premiere of the new Mailänder 280

The VMV, Metal Packaging Association, acts for German-speaking metal packaging firms and suppliers, and thus represents KBA-MetalPrint's most important customer bases in Germany, Austria and Switzerland. The VMV's annual meeting took place in Ludwigsburg near Stuttgart in autumn 2013. KBA-MetalPrint seized this opportunity to present the new Mailänder 280 metal-decorating press at its facility.



In Ludwigsburg Thomas Groß, regional sales director at KBA-MetalPrint, spoke about the topic "Automation makes the difference – cutting-edge concepts in metal decorating". The members were then taken to KBA-MetalPrint and were treated to a tour of the facilities which included a look at various printing and coating machines as well as systems for sheet handling, drying and air purification. The highlight was the unveiling of the new Mailänder 280. This completely new metal-decorating press combines the winning features of the MetalStar and Mailänder 222 series. The superstructure of the high-performance MetalStar was combined with the Mailänder 222's substructure. This unites outstanding print quality and ink stability with the high level of automation found in the MetalStar and the Mailänder 222's robust design which can easily handle thicker metal sheets.

The Mailänder 280 uses printing units found in the Rapida 145 made in Radebeul. The substructure, sheet transport system and feeder are all manufactured in Stuttgart, where the final assembly

Above: A highlight of the event was the new Mailänder 280's first print run

Above right: Managing director Ralf Gumbel welcomes the members of the VMV to KBA-MetalPrint

Below right: The new Mailänder 280 unites the benefits of the MetalStar and Mailänder 222

also takes place. In contrast to conventional sheetfed offset presses, the Mailänder 280's sheet transport system is straight and flat thus ensuring problem-free printing on thicker tin plates.

Along with improved sheet transportation and enhanced register accuracy, other new features include a new fast-reacting and stable inking and dampening unit, semi-automatic plate changing as well as CleanTronic washing systems for rollers and blanket cylinders. In addition, separate inking-unit drives facilitate simultaneous washing processes. The new console improves ease of operation and allows the printer to monitor all functions centrally. The feeder 780 is also a new development from Stuttgart and features individual drive, continuous sheet transport and double-sheet ejection.

The name Mailänder enjoys a good reputation with metal printers. Founded in 1876, Mailänder soon set global benchmarks with its special solutions for the metal-packaging industry. From the very beginning metal as a hard substrate has demanded soft blankets in the off-



set process. At the turn of the century Mailänder became a pioneer in offset press manufacturing. With the emergence of rotary printing and aluminium printing plates, the firm replaced the flat litho stone used in the first so-called litho press as a printing forme with a plate cylinder. Today the name Mailänder stands for innovative and productive printing and coating systems on flat substrates. In 1994 Mailänder was taken over by LTG, before becoming KBA-MetalPrint at a later date. LTG manufactured drying ovens and with this acquisition they could supply entire metal-decorating lines under one roof.

The new Mailänder 280 press is a further milestone in the development of metal decorating and will be presented for the first time at METPACK in May 2014. VMV members were impressed by the prototype's very first print run. In the meantime KBA-MetalPrint has already received several orders for the new Mailänder 280.

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Bring paper to life! Unite print and the web intelligently

Augmented Reality

Given changes in the structure of media consumption resulting from the internet, traditional print media is declining in volume. Attempts to find arguments against the internet or to hold on to old habits and business models will not lead to success for the majority of users.

It can also be summarised like this: Keep your friends close, and your enemies closer! In the future whoever understands how to implement the potential from the non-print arena or the internet in print products will be successful. This article focuses on interesting examples which show how real products can be made out of virtual ones.

An example of this is “Angry Birds”. This simple, yet entertaining game has become one of the most successful smartphone apps worldwide with over 500m downloads. Today there are even Angry Birds board games, cuddly toys, costumes, pyjamas etc. Other examples are magazines which have originated from popular German TV shows, such as *Galileo* or *Grip*.

What does this show?

The key here is to not work against virtual media, but together with it. A print campaign alone is not successful – and a purely web-based campaign is also

Above left: Simply download the Layar app onto your iOS or android device

Above right: Try it yourself, scan this picture of the KBA RotaJET 76 with Layar

normally not. The right media mix is fundamental and print remains one of its most important pillars. Therefore the credibility of print products and print advertising is considerably higher than comparable online offerings. Without uniting online and print activities the potential of each information channel is not exploited properly, as these run in parallel. Campaigns are more successful when both channels are combined intelligently. Augmented Reality is the glue that links print and the internet.

What is Augmented Reality (AR)?

Augmented Reality is a view of a real-world environment whose elements are supported by computer-generated sensory input. For example, AR is used in football matches to show free-kick distances overlaid onto the real-time view of the playing area. Admittedly, this is a very simple example but it is one that is common and that has been successfully used now for many years. QR codes on print products are also nothing new. By

scanning a printed QR code readers can call up links on the internet and additional information (e.g. moving images) about the product thus uniting the strengths of two very different forms of communication.

For some, generating and printing variable codes has become daily routine. This can be done easily on KBA offset presses, like sheetfed offset, with the inkjet colour deck for the Rapida series unveiled at Drupa 2012 as well as with web presses featuring an integrated high-speed inkjet printing heads. Nevertheless, – now this is where the more intelligent AR comes in – up to now only with QR codes which require additional space and when implemented are not necessarily always consistent with the overall design.

In the meantime there are better, more appealing solutions available. One of them is Layar. No code or comparable feature is added, or needs to be added, to the design with Layar and other simi-

lar applications. The approach is that the picture or a graphic itself is the code. With the corresponding Layar app, which can also read QR codes, additional information can be made available without affecting the layout.

Try it yourself!

Simply download the Layar app onto your iOS or Android device and using Layar scan this picture of the KBA RotaJET 76- see picture on page 44.

In contrast to simple QR codes, not just links can be attached to a website but also Youtube videos and “Call to Action Buttons”, such as the possibility to send an email, call or other information.

Where can AR be found today?

Magazines such as *TV Spielfilm*, *Die Welt*, *Focus*, *Auto Bild* or even *Glacier Media* in Canada have been using AR for a while now to grant their readers access to trailers, background information on certain topics or parts of their online services. TV programme guides also use AR to store a TV programme’s broadcasting details automatically in their readers’ smartphone calendar, in addition to simply showing a trailer.

AR has also been successfully implemented in newspaper adverts. As a direct result of just one interactive print advertisement using Layar, Nissan Canada got more than 6,500 page views, a 65 per cent increase in the number of test drives for the car advertised which

resulted in higher sales. This is evidence of just how well print and online complement each other, following the classic AIDA approach: Attention / Interest / Desire / Action.

It is interesting to note that AR is not just a topic regarding digital printing, but can also be implemented with offset.

More options with digital

Printing digitally, for example with the KBA RotaJET, lets you implement AR more professionally and with significantly more potential. Firstly there is the option of addressing customers on a more regional level which increases the amount of attention generated for the product advertised. Secondly, target-group orientated advertising enhances the relevance of the product and promotes customer acceptance.

This is particularly true of direct mail or target-group/person orientated brochures. Pictures of products can be defined depending on target group via an intelligent selection process and can be enriched with additional specific AR information. These can be combined with additional information which take the customer to personal landing pages on which the customer’s name, address and e.g. clothing size, appear if known. Thus making “One Click Orders” possible.

The benefits are obvious – personalised mailings generate higher response rates and are accepted more by customers. It

is much easier for customers to purchase goods online as they are intelligently forwarded to suitable offers. In this way companies can take advantage of print advertising to secure an immediate purchase.

In addition, AR solutions offer considerable benefits in terms of marketing controlling. It is often very difficult to understand customers’ purchasing behaviour with a printed advertisement. Mass media, such as newspapers, continue to have an outstanding reach, however the activities behind consumer purchasing, e.g. visiting a website, hardly ever can be followed. Marketing managers are often not able to track the success of print campaigns and are reliant on predominantly very complicated and expensive primary market research, such as surveys on media consumption. However, new doors for marketing controlling are opened as soon as a reader is forwarded to an online offering via AR, where an email is sent to customer service or a call is made to a hotline.



AR has also been successfully implemented in newspaper adverts.

Some AR applications are able to log activities carried out with regards to a campaign:

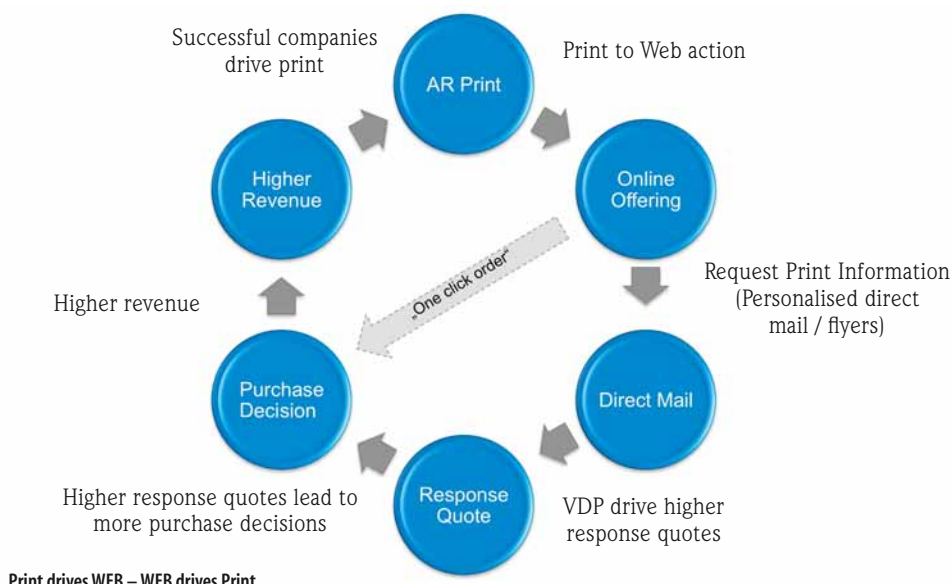
- Readers’ activities
- Country of origin
- How often are certain activities carried out?
- How many “unique users” have visited the site or triggered other activities?

It is important to note that only anonymous, quantitative data can be gathered. Privacy rights and valid data protection laws must also be complied with.

Whoever uses integrated communication solutions enhances their market appeal. Intelligently set up internet portals generate additional print volumes, e.g. by offering extra information via the credible communication channel, print.

KBA supports new users in opening up new business options in a technologically neutral and vendor-independently manner with solutions ranging from traditional offset, hybrid to purely digital printing systems including suitable pre-press and finishing components.

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Riedeldruck opts for Genius 52UV

Traditional meets modern

Riedeldruck from Auersthal in Austria has offered its customers a smorgasbord of creative print products for more than 60 years. The company values its broad product portfolio, something they wish to maintain in the future. This was clear to see at their open-house event.



At the “Munken Art Workshop” customer event some 50 visitors not only saw presentations on topics such as uncoated paper, but were also treated to live demos on the corresponding subjects. A highlight of the event was the presentation of Riedeldruck’s newest kit, a waterless Genius 52UV from KBA-MePrint, which had only gone live a few days before.

Managing director Andreas Geritzer explains why he opted for the new press:

“Riedeldruck has always been at the forefront when it comes to ‘traditional meets modern’. Ever since the company was founded in 1945 we have evolved continually thanks to our consequent investment policy, and we have established ourselves as a cutting-edge print shop. Along with various commercial offerings such as traditional business stationary, high-gloss calendars, customer magazines and books, we are now targeting plastic as a media. This is why we began looking at the Genius 52UV. Only this press managed to fulfil our specific demands. In the future we want to add beer mats, novel PVC invitations and plant tags to our product spectrum. This five-colour UV press opens up virtually boundless possibilities in terms of creativity. We can’t wait to see what the future has in store in the way of new ideas for us and this press.”



“This five-colour UV press opens up virtually boundless possibilities in terms of creativity.”

Managing director
Andreas Geritzer

Above: For over 60 years the team from Riedeldruck has offered its customers creative print products. Now their portfolio can grow with the Genius 52UV

Based on this successful kick-off event it seems we won’t have to wait long for innovations from this traditional printing firm whose philosophy is “Riedeldruck – traditionally ready for the future”.

Antonio Morata
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Website:
www.riedeldruck.at

Jens Maul hands over web service activities to Thomas Potzkai

After more than two successful years at the helm of web press after-sales services at Koenig & Bauer (KBA) Jens Maul (48) has left the company at his own request as of 1 January 2014. This decision was based on Maul's wish to concentrate fully on his own firm outside the graphic arts industry. As the new head, Thomas Potzkai (43) will unite web press services with his current area of responsibility as vice-president of division web presses and project management. Press expert Potzkai, who has held diverse technical management positions in his 27 years at KBA, aims to strengthen customer focus further with this move.

After joining KBA in October 2011, Jens Maul restructured web press service ac-

tivities, reinforced these with additional personnel and introduced new products and services to actively support KBA customers in a rapidly changing market environment. To this end, PrintHouse Service (PHS) was founded at the beginning of 2012 headed by Steffen Dittmann. This subsidiary has already enjoyed considerable success primarily offering a range of services (maintenance, repairs, retrofits and press relocations) for third-party presses up to monitoring production systems at printing firms with on-site personnel.

Thomas Potzkai plans on consistently following the path taken by Jens Maul. He has extensive experience in the development and customer support of commercial, gravure and newspaper



Thomas Potzkai (l) has taken over as head of after-sales service for KBA web presses from Jens Maul

web presses. The bundling of management responsibilities for the areas press scheduling, project management, on-site installation, commissioning, user training up to press acceptance and customer support for the entire service life of web presses should reinforce customer loyalty. Thomas Potzkai intends to implement experienced project managers in new press activities as heads of customer support in after-sales service.

Highly automated Rapida 145 at Malnove in Nebraska

Malnove, the largest independent folding carton manufacturer in the USA and a KBA user for over 15 years, has fired up a seven-colour Rapida 145 with a host of cutting-edge features at its plant in Omaha, Nebraska. The raft of impressive features includes DriveTronic SIS sidelay-free Infeed, DensiTronic Professional, LogoTronic Professional, CleanTronic Synchro, DriveTronic coater and a high-speed package for an output of up to 17,000sph.

"KBA continues to introduce new technology and innovations that allow our company to thrive and prosper," says president Paul Malnove. "Our strategy is to embrace new high-speed presses to answer the demands of our customers. We have formed an important alliance with KBA and installed our first large-format Rapida in 1997. Our common press platforms across all of our facilities have provided our customers with the benefit of being able to produce any carton, for

any customer, in any plant with the same quality and pictorial results."

Malnove's new KBA Rapida 145 features new automation seen for the first time at Drupa. Along with sidelay-free infeed, these include CleanTronic Synchro (two washing beams) for simultaneous washing of ink rollers, blankets and impression cylinders parallel to plate changing. Additional simultaneous makeready processes ensure that the Rapida 145 contributes to significantly higher net production output compared to other presses. Convenient operation is guaranteed at the new ErgoTronic console with wall screen, picture-in-picture function.



Malnove press operator Ryan Linder (l) and printing manager Duane Craig in front of the new Rapida 145 that reaches speeds of 17,000sph

"We are proud to supply Malnove with the most technologically advanced presses in the market," says Mark Hischar, president and CEO of KBA North America. Founded in 1948, Malnove designs and converts high-quality folding carton packaging at its three plants located in Omaha, Jacksonville and Clearfield. It is committed to delivering sustainable value through its commitment to its three tenets – intelligent packaging design, continuous process improvement, and speed-to-market.



Website:
www.malnove.com



Long Rapida 106 for Picton Press in Australia

Following an order for a six-colour Rapida 162 with coater from Centrum Printing, a further Australian firm has chosen cutting-edge press technology from KBA. Perth print business **Picton Press** opted for a ten-colour Rapida 106 perfecter for 5-over-5 production. Together with a new MIS system, the firm is assembling what managing director Dennis Hague says will be the best printing solution in operation in Australia that includes a no-sidelay infeed, simultaneous plate changing and other DriveTronic components.

Dave Lewis, general manager at KBA Australia, is pleased: "There will not be a higher specified press in Australia. It prints at 18,000sph in perfecting mode, has fully automated makeready, automatic simultaneous plate changing, Plate Ident cameras which scan the plates and pull the job into register before running any substrates, and it is also connected to a central ink pumping system.

Thanks to its standardised dryer modules the new press will come prepared for retrofitting HR UV inks. The advantage of

The automated ten-colour Rapida 106 will soon be installed at Picton Press in Perth, Australia

this is that the ink dries immediately and no spray powder is necessary. Dennis Hague is looking forward to the benefits this press will bring: "The press will enable us to offer our customers additional benefits, provide related information in respect to the pressures being applied by the market with ISO colour management and reporting, ease of operation, transparent reporting, supported by the very best people all in one affordable easy-to-use set of platforms. The new press will also allow us entry into markets we have been unable to service in the past."

PAMEX 2013: Rapida 75 and MBO M80 win over Indian printers

Following Pack Print International in August 2013 in Bangkok, in November KBA and MBO once again shared a stand at the Indian trade show **PAMEX** in Greater Noida. Representatives from KBA's Indian agency Indo-Polygraph Machinery were also on hand. Visitors were treated to live print demonstrations of a four-colour KBA Rapida 75 with an M80 folding system from MBO.

High-quality postcards and posters which were printed live on a slightly larger Rapida 75 for a sheet size of 605 x 750mm (23.8 x 29.53in) were eagerly snapped up. The exhibition press was equipped with central format adjustment, non-stop facilities, CleanTronic blanket and roller washing systems as well as dif-

ferential drives in the dampening units. The press has a maximum output of 15,000sph. MBO won over print experts with its M80 folding system which was presented live for the first time to an audience of Indian printers. The M80 is currently the most cutting-edge folder in its market segment due to its modular construction and the possibility for it to be extended and automated further at a later date. MBO also presented two KL112.1 small folders from its subsidiary Herzog+Heymann. Experts from KBA, MBO and Indian sales partner IPM were all on hand.

With its large population, above-average economic growth rate and huge number of printing firms, India is a key growth



The experts from KBA, MBO and Indian sales and service partner Indo-Polygraph Machinery were satisfied with the results of the four-day trade show

region for KBA. The high-performance medium-format Rapida 106 in particular is proving very popular with packaging printers. An example of this is the plinth-mounted Rapida 106 with two coaters for Parksons Packaging. Further big packaging players in the Indian subcontinent to place their trust in Rapida sheetfed offset technology include TCPL Packaging, Sai Packaging and ITC.

Marshall & Bruce adds large-format sheetfed offset to its arsenal

Marshall & Bruce, an American commercial and packaging printer, has made a critical move into the large-format arena by adding a new six-colour Rapida 145 with coater and UV capabilities at its facility in Nashville, Tennessee. The new press which was installed in late summer joins an existing Genius 52UV and a Rapida 105.

“Our decision to move into the large-format market will help to separate ourselves from the highly competitive general commercial printing industry and bring value-added services to our existing customer base,” says Chip Smith, the company’s president. “We’re using the new Rapida 145 to more efficiently print our high-end point-of-purchase and packaging work on a variety of substrates and allow the Genius to focus on short-run jobs. Our Rapida 105 press is focusing on high-end commercial work.”

L-r: Chip Smith, president of Marshall & Bruce, Sam Creel sales manager at KBA North America, and Dudley Smith, vice president of Marshall & Bruce, in front of the new Rapida 145



Smith is impressed with the many advantages on the Rapida 145. “We’re seeing positive advantages to our business due to its features. This press is a key investment for our firm due to its format, fast run speeds and its quick changeovers,” he says. “Over the years, we have developed a deep partnership with KBA. The Rapida’s high level of automation has contributed to the success of our company and satisfied the demands of our customers. KBA’s sales, training, and support staff are extremely helpful

and its on-site training has been superb. Every press installation has gone very smoothly.”

Marshall & Bruce was founded in 1865 by Andrew Marshall and James Bruce. Today the family-owned firm is one of the most modern and efficient printing firms in the region. Its 55,000ft² facility houses four sheetfed offset presses as well as the latest in prepress equipment, die-making and die-cutting and a complete bindery.

Swiss printers visit Saxony

At the end of September 2013 30 Swiss print pundits were invited to a sheetfed offset open-house event under the banner “Innovations & Trends by KBA”. The participants were able to find out more about half- and medium-format press technology from KBA in a mix of presentations and live demos.

The visitors were welcomed by Ralf Sammeck, KBA executive vice-president for the sheetfed product house, and Peter J. Rickenmann, CEO and board delegate of KBA subsidiary Print Assist. This was followed by Dirk Winkler, head of the print technology department, and sales director Sascha Fischer, who addressed the technology-related topics of the event. One of the topics on the agenda was makeready times and how these can be reduced with cutting-edge technological developments. Parallel makeready processes as well as DriveTronic components featured on KBA presses took centre stage. Minimal makeready and down

It’s hard to tell which unit is printing and which is preparing for the next job with Flying JobChange from KBA

times are of key importance to countries like Switzerland which are known for their high numbers of short or very short print runs and high personal costs. A raft of highly automation presses in action are proof of this. The second part of the event was dedicated to the latest trends

in UV drying technology, HR-UV and LED-UV. Theory was enriched with live practical demonstrations on four sheetfed offset presses. After the technological part of the event came a culinary highlight in Dresden’s historic city centre and a chance to exchange views on the day.



Oktoberfest for Italian printers

In late autumn 2013 KBA invited **Italian printers** to an Oktoberfest at its sheetfed offset plant in Radebeul, Saxony, admittedly a little later than the traditional Munich beer festival. The two-day event was naturally not just about beer. 50 sheetfed offset printers from nearly all regions in Italy experienced cutting-edge technology in half and medium format live. A typical commercial job was produced live on a Rapida 75 in three different finishes: full-solid UV coating, hybrid matt and gloss effects were created with an oil-based varnish, and partial spot coatings. The visitors were then treated to drip-off coating effects on covers at speeds of up to 18,000sph on a six-colour Rapida 106. Several catalogue signatures were

printed one after the other on a ten-colour Rapida 106 perfecter with DriveTronic SPC dedicated plate-cylinder drives. This was followed by a demonstration of Flying JobChange between the first and the last five printing units, which each produced 500 calendars. The next demo took place on an eight-colour Rapida 105 which printed the same design on both sides of the sheet - dried on one side with HR UV and on the other side with LED UV. The guests were able to compare the results of both processes directly. Finally, the highly automated half-size Rapida 76 demonstrated its enormous performance potential in the production of small runs with DriveTronic SPC simultaneous plate changing and parallel makeready steps when often changing jobs.



Printing instructor Mike Trepte handed out print samples of drip-off finishing effects from a Rapida 106

The KBA team also provided information about fast makeready, inline quality control as well as new energy-saving drying technology with UV. At the end of the event the participants agreed that efficient printing during the day and a cool beer in the evening go well together.

“Innovations manager print” training course kicks off at KBA



The fourth ‘**Innovations manager print**’ further training course began in mid-October 2013 with an event at KBA’s facilities in Radebeul. At this kick-off event Björn Panne, managing director of Cluster Print and Print Media which was founded by the State of Bavaria, said: “Innovations are the driving forces of growth in today’s economic environment. This is why Cluster Print and Print Media created the ‘innovations manager print’ course to provide companies with the know-how to estab-

lish their own innovation processes and to generate growth.”

This modular series of seminars offers a varied combination of theory and practical work. “Even in its fourth year demand for this modular programme was a lot higher than the number of spaces available. This confirms that we’ve chosen the right topics and the right partners,” says Panne. The success of this training course will continue in the future with ‘innovations manager

Above left: The participants of the fourth ‘Innovations manager print’ training programme in KBA’s customer centre in Radebeul

Above right: Future innovations managers listened intently to the lectures at KBA

publishing’. Prof Dr. Sven Ullrich from Esslingen University discussed the soft facts in innovation management as part of the theory part on the first day. The participants had the chance to reflect on the days’ events and chat over an evening meal. The second day focused on practicing innovation management with speakers from KBA presenting the “Way of Innovation” strategy followed in Radebeul.



14-day tour through Greater China

KBA took to the road informing printers of the latest sheetfed offset trends in the printing industry as part of the seventh KBA **road show** through **China** in October 2013. Main topics at the six events in Tainan, Taipei, Dongguan, Kunming, Ningbo and Taiyuan included inline finishing technologies for packaging production, migration-free printing as well as the introduction of the KBA RotaJET 76 digital web press, the Rapida 105 sheetfed offset press and the new large-format Rapida 145 and Rapida 164 press series. A further highlight at some event locations was the presentation of

the 19-unit Rapida 106 with inert curing and cold-foil finishing capabilities at Amcor in Rickenbach, Switzerland. The press is unique the world over.

As in previous years, printing houses once again opened their doors as part of the road show. Participants were treated to a live demo of a seven-colour Rapida 105 with coater and UV capabilities at Yunnan Junhe Printing Company and Ningbo Beike Packaging Company invited guests to see its new Rapida 145 in action. The highly automated five-colour press with coater, which was showcased

Participants of the event on 12 October 2013 in Kunming

at China Print in May, predominantly prints packaging and displays.

Along with Jürgen Veil, key account manager packaging at KBA and a well-known speaker at the road shows throughout China, Andreas Hatzelmann from KBA sales, Lianbiao Wang sales manager at KBA China and Andreas Friedrich general manager web sales and service (North/East Asia) were also on hand to present the latest innovations from KBA. Between 80 and 200 print professionals took part in the single events.

KBA RUS celebrates 10th birthday in Saxony

KBA RUS, KBA's Russian sales and service subsidiary, celebrated its 10th birthday at the end of October 2013. 70 representatives from printing firms in Russia and central Asia were invited to the KBA plant in Radebeul. The formal celebrations took place at Lingnerschloss

Castle in Dresden overlooking the river Elbe. Along with a tour of the beautiful city sights, the guests learned more about KBA's cutting-edge sheetfed offset technology first hand at the plant during the three-day event.



Live print demo on a Rapida 105 with (l-r) Wolfgang Ley, manager of the KBA customer centre, Anna Perova, marketing director KBA RUS, and Anne-Kathrin Gerlach, product manager KBA

After Ralf Sammeck welcomed the visitors, Dirk Winkler informed the participants on the current trends in sheetfed offset as well as the latest developments in drying technology. An array of inline finishing options in UV and hybrid operation were shown on a Rapida 75 during various live print demonstrations. Further demos included the record output of 20,000sph on a Rapida 106 and Flying JobChange with DriveTronic SPC on a ten-colour press from this high-tech series. Information was provided on innovative UV drying processes and inline cold-foil finishing.

Before starting their journey home, the guests saw two extra-large format Rapida 205s in action at Ellerhold and visited the impressive Moritzburg Castle on the outskirts of Dresden.



Intropak on growth curve with hybrid Rapida 105

Packaging printer Intropak **Płochocki & Wspólnicy Sp.j.** in Celestynów, near Warsaw, fired up a six-colour KBA Rapida 105 with coater and delivery extension at the beginning of this year. The press is equipped for mixed operation with conventional and UV inks as well as finishing with water-based and UV coating. With this investment the 40-year-old firm reaffirmed its successful partnership with KBA.

Intropak has an excellent market position in carton printing. Its broad customer base consists of clients from the music, cosmetics, food and electronics industry, as well as from other branches including publishing. Along with printing and finishing, Intropak offers various finishing services, such as coating (including UV), laminating, gold blocking, emboss-

ing, and window cutting and gluing. The new Rapida 105 has paved the way for further finishing effects. Intropak's management made a conscious decision to invest in a hybrid press. Proprietor Dariusz Płochocki: "We have used press technology and services from KBA for over twelve years. Along with a larger sheet format, this press offers us a nearly endless array of possibilities in terms of inline finishing, which we aim to exploit fully."

The Rapida 105 at Intropak is mounted on a 450mm (17.7in) plinth for printing packaging and is equipped with additional board and film packages which handle a maximum stock thickness of 1.2mm (48pt). Automatic plate changing, CleanTronic Multi and CleanTronic UV washing systems as well as nonstop rollers in the delivery all contribute to

Intropak proprietor Dariusz Płochocki and Jan Korenc (r), managing director of KBA CEE, in front of the six-colour Rapida 105 with coater

short makeready times. The press features VariDry IR/TA/UV dyers in the delivery extension and delivery as well as a UV interdeck dyer which can be positioned freely between the printing units. In addition, ErgoTronic ColorControl for measuring colour density, ErgoTronic Lab for colour measurement and control based on Lab values as well as QualiTronic ColorControl for inline quality control all ensure a consistent high quality and low waste levels.

"With its extensive kit our new Rapida 105 has much more potential than its predecessors," Dariusz Płochocki concludes. "It allows us to expand our product portfolio. We are confident this new medium-format press will deliver a boost in quality and output, which was the case with our previous KBA presses."

Walter Hartmann now head of sheetfed marketing

With effect from 1 January 2014 Walter Hartmann (51) has taken over as head of marketing for sheetfed offset presses at the Koenig & Bauer (KBA) plant in Radebeul. The distinguished print veteran with many years of experience at prominent sheetfed offset firms follows in the footsteps of Jürgen Veil (50), who after 15 successful years at the helm sought new challenges in the sheetfed offset product house. Veil took up the role of key account manager packaging in September 2013.

After completing an apprenticeship as offset printer and an advanced training as print technician, Walter Hartmann held various positions in sales and internal sales at Köselbuch in Kempten thus gaining in-depth knowledge of the inner

workings of a printing house. Born in Allgäu, Hartmann was able to broaden his management expertise further as works manager at AZ Druck und Datentechnik in the 11 years that followed. The book and commercial print enterprise has over 200 employees at its facilities in Berlin and Kempten. In this role he was responsible for all of the technical departments (prepress, printing plant and bindery) and contributed significantly to introducing new technologies and processes in every production field.

Walter Hartmann got to know many KBA employees from diverse divisions during the selection and installation of one of the first Rapida 105s, an eight-colour press featuring DriveTronic SPC direct drives at the plate cylinders, the world's

Walter Hartmann (51) is the new head of marketing for sheetfed offset presses at KBA in Radebeul



first medium-format Rapida with Flying JobChange, and the subsequent open house at AZ Druck. It was this that spurred on his interest in new technologies and to seek new professional challenges, such as those amply offered in marketing at an international press manufacturer.



Some 60 representatives from Cortina print firms from all over Europe as well as suppliers met for the 9th workshop at marks-3zet in Mülheim/Ruhr (Germany)

Cortina users meet at marks-3zet

At the end of November 2013 users of the waterless KBA Cortina newspaper press met for the ninth time. The workshop took place in Mülheim/Ruhr (Germany) at the headquarters of marks-3zet, the host of this Cortina user meeting.

Marks-3zet is seen as an important partner by many Cortina users. However, the Mülheim-based company is not simply a

sales partner for Toray waterless printing plates, but is the world market leader in calibrated underpacking sheets. The firm actively works on improving and developing waterless offset printing technology further in its waterless printing centre. Additionally, since 2012 marks-3zet has been a general contractor for pre-press solutions in newspaper houses, adding another string to its bow.

15 companies – and thus almost all current Cortina print shops – were present in Mülheim. They are particularly delighted that two more newspaper houses in Trier (Germany) and Trondheim (Norway) recently chose to invest in environmentally friendly, waterless offset. This user group even has subgroups, one of which, the “Nordic Group”, was founded this year by Scandinavian Cortina printers. It serves as a way for users from Denmark, Sweden and Finland to intensively exchange experiences.

Some 60 print experts took part in the meeting as a raft of ink and paper manufacturers sent representatives to Mülheim to participate in sharing experiences from the pressroom as well as to answer the users’ various questions.

The workshop’s agenda included detailed material valuations by the “paper and ink” workgroup and the “error analysis/quality management” workgroup informed the participants of their results. Cortina project manager Peter Benz together with his colleagues from KBA presented further technological developments as well as exemplary print projects from the circle of users. These products, some of which have been awarded prizes, strikingly demonstrate the high quality delivered by the Cortina in commercial printing.



Shoptalk during the breaks

KBA and PHS take over all-round technical support at Stürtz

KBA web press service and its subsidiary PrintHouseService (PHS) founded early last year will provide comprehensive on-site support for the printing, finishing and building systems at **Stürtz** in accordance with the service contract concluded recently. A total of seven employees – two from KBA and five from PHS – will work in shifts and are responsible



for monitoring production, preventative maintenance, upkeep and rectifying any technical malfunctions that occur.

Stürtz's technical equipment includes two web offset presses from KBA and manroland, seven medium- and large-format Rapidas as well as a large bindery which is one of the most high-performance finishing plants in Europe. Today Stürtz is managed by Ronald Hof and the company's some 300 employees produce approx. 55 million print products per year. It is one of the largest sheetfed and web offset printing houses in Germany. For over 183 years the printing house has produced high-quality print

Along with cost savings, Stürtz managing director Ronald Hof (r) wants to concentrate more on the company's core business by outsourcing the technical service activities, also in the photo PHS managing director Steffen Dittmann

media for publishing houses, industry and trade. The print specialist is known far beyond its sector mainly for its school books and complex scientific publications. In addition, the firm also prints catalogues, magazines, other periodicals and corporate publishing media. The company's strengths lie in the mix of consulting, workflow and process management, sheetfed and web offset printing, and the variety finishing options.

Managing director Ronald Hof: "The responsibility for the performance of our technical systems is vital for Stürtz. However, it is not part of our core business. This is why we made the strategic decision to place the 'comprehensive carefree' service for the maintenance of our technology in the hands of experienced professionals who know the production processes and complexity of a highly automated printing house and finishing lines."

KBA at the World Publishing Expo 2013 in Berlin

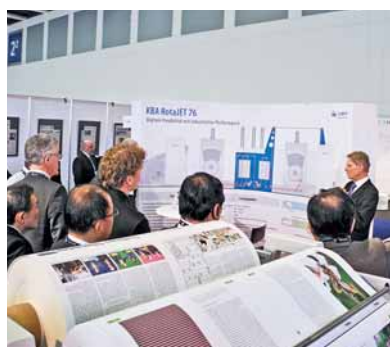
A highlight at the **World Publishing Expo (WPE) 2013** in Berlin in October was the high-performance KBA RotaJET. Based on past experiences many regional newspaper houses have doubts about a one-sided online-orientation. They are looking for technical solutions to produce short and very short runs economically as well as to expand their print portfolio to retain readers and regional advertising customers. The RotaJET opens up new avenues, whereby a combination of offset and digital also has its advantages.

The presentation of the KBA RotaJET and information about possible business models with this high-volume digital press were the subject of great interest among the visiting newspaper professionals in Berlin. Samples (*Frankfurter Allgemeine Sonntagszeitung FAS; Hessisch-Niedersächsische Allgemeine*) printed on newsprint – with and with-

A hot topic at the WPE in Berlin: New or expanded business models with the KBA RotaJET in the newspaper branch



A presentation of the KBA RotaJET in the Digital Pavilion at the media port "Power of Print". Newspapers printed on the inkjet press were eagerly snapped up by the visiting prints experts



out primer – in a good quality on the RotaJET were well received. Following the sale of the first RotaJET, in other market segments there is a raft of digital printing projects at traditional newspaper houses.



Druckerei Konstanz presents creative newspaper supplement with index

SMART-Flap from the Lake Constance region

Druckerei Konstanz in southern Germany which belongs to Südkurier Medienhaus has often scored points with trade fairs and ad customers for its creative newspaper supplements. Recently the firm started a campaign under the banner "We are SMART!" to promote its image. SMART stands for nine goals (ecological, flexible, innovative, sustainable, vividly-coloured, detailed, fast, service-orientated and unique). The printing house developed nine new products for the new SMART portfolio which are designed to meet these goals. These include SMART-News, SMART-Out and SMART-Flap.

The beauty of the SMART-Flap is its index tabs unusual for a newsprint supplement. By processing two webs in different special widths and a staggered fold, the first four pages are narrower than the following pages. The two visible 3cm-wide tabs on the right-hand edge offer various categorization and additional ad options.

Smart printing with the KBA Cortina

Along with the daily *Südkurier* and a lot of other print media, the newly developed SMART products are also printed in waterless offset on a triple-wide compact KBA Cortina web press. The first SMART-Flap was printed for Autowelt Schuler: Web widths of 590mm (23.2in) and 560mm (22in) were used instead of 630mm (24.8in) in straight production, which only required a software change at the reelstands. The SMART-Flap takes

full advantage of the Cortina's technological benefits:

- Flap width is completely variable thanks to the keyless inking unit and it can be designed
- No smearing or toning on the substrate overlapping the print-free areas
- No pollution from "spraying" on the print-free areas
- No inking fluctuations and no colour emulsification due to the absence of ink-key overlaps
- No dampeners and therefore no parameter changes necessary
- Many different product types (ad forms/formats) possible

Outstanding response

Autowelt Schuler, the first user of the new SMART-Flap supplement, was extremely happy with the result and the positive response it received. Sales manager Daniel Beyer: "The product was a bull's eye for Autowelt Schuler. We have even received positive feedback from VW marketing."

Michael Schäfer, managing director at Druckerei Konstanz: "This extraordinary, eye-catching ad form can be produced highly efficiently as it is made in one press pass. The keyless inking unit in our KBA Cortina creates the ideal requirements for processing any web widths."

Klaus Schmidt
klaus.schmidt@kba.com

Above: Effective newspaper advertising: the SMART-Flap advertising form from Druckerei Konstanz may seem very unusual but its side index tabs help readers to find exactly what they are looking for
Photo:
Druckerei Konstanz

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