PRESS RELEASE

# Compelling trends driving digital transformation in corrugated markets is focus for SPC Open House

* Koenig & Bauer Durst to unveil important announcements at live event
* Global packaging expert Thomas Reiner will also provide expert corrugated packaging insights
* Brand owner and retail thinking will also be among topics under discussion

***Würzburg, Germany, 29.04.2022***

**The challenges facing converters in the corrugated board market will come under the spotlight in Koenig & Bauer’s SPC Open House in Lienz, Austria, on 12 May. The drive where brand owner and retailers are dynamically moving towards a circular economy, digital transformation and sustainability will also be among topics under discussion at the live event.**

With travel restrictions easing, converters from mainland Europe and further afield will be converging on the Durst Innovation Center East location in the beautiful eastern Tyrol where the keynote address will be given by global packaging expert Thomas Reiner, co-founder and CEO of Berndt & Partner. How brands are thinking and planning for their digital transformation in the current paradigm will be among the insights he will outline to delegates.

Koenig & Bauer Durst will also use the SPC Open House for important announcements, including product updates, as the world continues to move towards digital production. The theme will be *‘Compelling trends driving digital transformation in corrugated packaging’ –* and the day-long event will be preceded by an evening dinner and networking event.

Robert Stabler, Managing Director of Koenig & Bauer Durst, said: “With factors such as intense inflationary pressures and acute product shortages, converters like never before are looking to optimize their production by reducing waste and increasing the value of the goods they supply to their clients. Reduced lead times and shorter run lengths, coupled with greater forecast unpredictability, are also among the trends driving the surge towards single pass digital printing that helps converters meet evolving demands of brand owners.

“We are incredibly excited about our SPC Open House on May 12 and look forward to welcoming delegates in person to discuss the new challenges and opportunities for the corrugated packaging market. Please reach out to your local Koenig & Bauer Durst local partners for more details.”

#### Image 1:

Delegates at the SPC Open House can see the Delta SPC 130 close-up

#### Image 2:

The keynote address will be given by Thomas Reiner, co-founder and CEO of Berndt & Partner

**Press contact**
Koenig & Bauer Durst GmbH
Colin Harding
T + 44 7730 435400
E colin.harding@shawcommunications.co.uk

#### About Koenig & Bauer Durst

Koenig & Bauer Durst is a young company in the digital printing systems market. The two parent companies Koenig & Bauer and Durst Phototechnik each hold 50 percent of the shares in the joint venture founded in 2019. The company develops, manufactures and markets single-pass digital printing presses for folding box and corrugated board production. It brings together the technological focus and market expertise of the two parent companies - both in the development of digital printing systems and in mechanical and plant engineering.

 More information on [www.koenig-bauer-durst.com](http://www.koenig-bauer-durst.com)

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