Press Release

## Koenig & Bauer road show on market trends in commercial and packaging printing

Seminar in Kuala Lumpur

* Wide range of topics from sheetfed offset to digital and flexo printing, as well as cutting, die-cutting and folding carton gluing
* Information on data-driven processes and business models
* Opportunities for discussion and networking

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Following a very successful year in 2018, with several installations of sheetfed offset and flexo presses in Malaysia, Koenig & Bauer (SEA) organised a special road show and seminar for the region’s users and prospective customers last month.

The objective of the event held in Kuala Lumpur was to inform the market on the latest trends and technical solutions which could help printers in the region to become more competitive and profitable in their business. In addition, the audience was brought up to date on current sheetfed, digital and flexo printing technologies.

Beyond the core printing process, the participants were also provided with comprehensive information on the group’s portfolio of flatbed and rotary die-cutters, as well as the latest range of folder-gluers. Since the beginning of the year, after all, Koenig & Bauer has been able to offer customers a full spectrum of European-manufactured equipment for folding carton production.

### Robust machinery, automation and data-driven business models

A presentation given by Sascha Fischer, head of product management at Koenig & Bauer Sheetfed, met with especially great interest. He spoke about the technical highlights, cutting-edge automation features and tailored configurations of Rapida sheetfed offset presses, which have helped to establish Koenig & Bauer as the market leader in the packaging segment.

Perfecta product manager Clemens Berndt introduced his company’s latest cutting technologies and explained how the current range of high-speed cutters can contribute to automation and optimisation of the process chain. Important topics in both presentations were the possibilities to implement data-driven services and business models, along with examples of successful installations in Southeast Asia.

### Customer-centric service

For general manager Billy Yap, the seminar was an ideal occasion to introduce the local service team of Koenig & Bauer (SEA) to the audience. At the same time, he provided information on the individually configured service packages, proactive and predictive services, remote support, performance reports and consulting services offered by Koenig & Bauer.

All the presentations were accompanied by lively and constructive discussions. At the same time, there were ample opportunities for networking to gain an even better understanding of the users’ needs, expectations and business models.

#### Photo 1

Sascha Fischer, head of product management at Koenig & Bauer Sheetfed, spoke about the cutting‑edge automation features of Rapida sheetfed offset presses

#### Photo 2

General manager Billy Yap introduced the sales and service team of Koenig & Bauer (SEA)

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#### About Koenig & Bauer

Koenig & Bauer is the world’s second-largest printing press manufacturer with the broadest product range in the industry. For more than 200 years, the company has been supporting printers with innovative technology, tailor-made processes and a wide array of services. The portfolio ranges from banknotes, via board, film, metal and glass packaging, through to book, display, coding, magazine, advertising and newspaper printing. Sheetfed and webfed offset and flexo printing, waterless offset, intaglio, simultaneous perfecting and screen printing or digital inkjet – Koenig & Bauer is at home in virtually all printing processes and is the market leader in many of them. In the financial year 2018, the approximately 5,700 highly qualified employees worldwide generated annual sales of more than EUR 1.2 billion.

Further information can be found at <www.koenig-bauer.com>