Press Release

# Vision Foods & Packaging produces on a Rapida 106

High-performance sheetfed offset for packaging printer in Pakistan

* Packaging production at speeds up to 18,000 sheets per hour
* Comprehensive features for board handling
* On course for further growth

Radebeul, 12.02.2021  
At the end of last year, Vision Foods & Packaging in Lahore/Pakistan took delivery of a six-colour Rapida 106 with coater and extended delivery. With the installation of this highly automated sheetfed offset press for the 3b format, the company has significantly expanded its print capacity, just five years after its founding as part of a major local manufacturer from the FMCG sector. Food and confectionery packaging is supplied primarily to other companies within the group.

The high-end Rapida has enabled the company to realise its vision of becoming one of the leading packaging producers in the region. Already today, Vision Foods & Packaging possesses modern equipment for all phases of the production process. This includes, for example, three flatbed die-cutters from Iberica (the newest of which is an Optima 106), folder-gluers and CtP systems with corresponding workflow and colour management solutions.

### Perfection down to the last detail

The Rapida 106 prints at speeds up to 18,000 sheets per hour and incorporates numerous technical features geared to board handling. To facilitate the efficient processing of heavier substrates, the press has been raised by 675 mm to allow for higher piles. The equipment list includes automatic plate changing, inking unit temperature control, EasyClean ink ducts and CleanTronic washing systems. Similarly Rapida-typical are the DriveTronic feeder, the sidelay-free infeed DriveTronic SIS and inking units which can be disengaged when not in use.

Vision Foods & Packaging expects the Rapida 106 to optimise the efficiency of its print production and places a particular focus on high output, perfect print quality and significantly reduced waste. Modern technological solutions, a high level of automation and the availability of fast local support from the service specialists at Koenig & Bauer sales partner Imprint Packaging Solutions were key arguments in favour of the Rapida 106.

### All the signs point to growth

Vision Foods & Packaging currently occupies production floor space of almost 20,000 m2, but is already planning further expansion. Ch. Zulfiqar Ali, group CEO of Vision Packaging & Expert Advertising, explains: “We have drawn up ambitious plans for our future growth, and that includes a new production facility with new packaging lines.” Implementation would enable the company to increase its share of the folding carton market.

Vision Foods & Packaging already operates around the clock in three shifts. Typical run lengths lie between 10 and 30,000 sheets. Certification to ISO 9001 has been completed successfully.

#### Photo 1:

To mark the inauguration of the press, Bhupinder Sethi (4th from right), senior sales manager from Koenig & Bauer, and Akhlaq A. Khan, director of Koenig & Bauer sales partner Imprint Packaging Solutions (3rd from right), presented a model of the high-performance Rapida 106 to Ch. Zulfiqar Ali (4th from left), group CEO of Vision Packaging & Expert Advertising, and his team (left to right): Major Fazal, admin manager, Vision Packaging; Amer Iqbal, general manager, Vision Packaging; Hina Zulfiqar, director, Vision Packaging & Expert Advertising; Muhammad Bilal Ashraf, operations manager, Vision Packaging; Kashif Afaq, general manager, Expert Advertising (group company)

#### Photo 2:

Ch. Zulfiqar Ali, group CEO of Vision Packaging & Expert Advertising (right), pictured here with Bhupinder Sethi from Koenig & Bauer, has developed a clear growth strategy for Vision Foods & Packaging

#### Photo 3:

Official commissioning of the six-colour Rapida 106 coater press in the modern production centre of Vision Foods & Packaging (left to right): Akhlaq A. Khan, director of Koenig & Bauer sales partner Imprint Packaging Solutions; Umair Latif, Rapida 106 team leader, Vision Packaging (obscured); Amer Iqbal, general manager, Vision Packaging; Muhammad Bilal Ashraf, operations manager, Vision Packaging; Hina Zulfiqar, director, Vision Packaging & Expert Advertising; Ch. Zulfiqar Ali, group CEO of Vision Packaging & Expert Advertising; Bhupinder Sethi, senior sales manager, Koenig & Bauer; Kashif Afaq, general manager, Expert Advertising (group company)

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#### About Koenig & Bauer

Koenig & Bauer is the oldest printing press manufacturer in the world 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, decor, 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 2019, the approximately 5,800 highly qualified employees worldwide generated annual sales of more than EUR 1.2 billion.

Further information can be found at [www.koenig-bauer.com](http://www.koenig-bauer.com)