Ready For A Digitized World
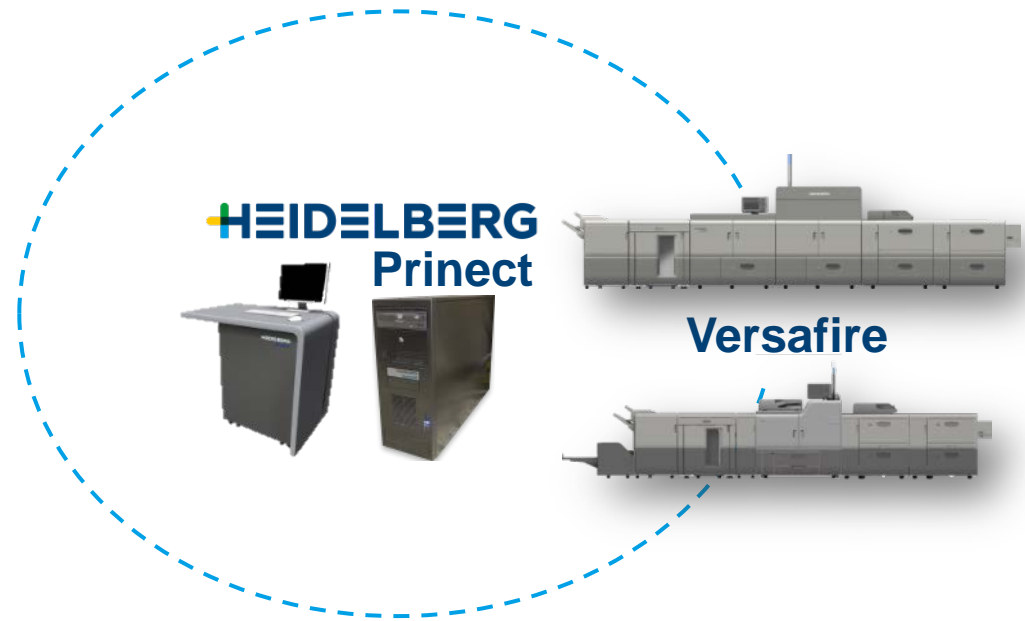
Developing The New Digital Portfolio.
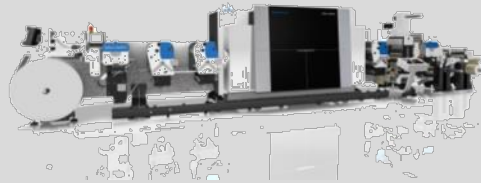# Versafire CV and CP

"Versa"

- Highest versatility
- Unbeatable substrate and application range
- Best price/performance ratio

- Prinect Digital Front End (>130 installations)
- Further improvements with Prinect 2017

HEIDELBERG Prinect

Versafire

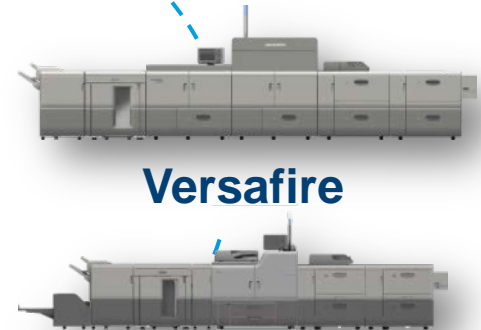# Developing The New Digital Portfolio.
Gallus Labelfire 340

"Label"

- Best in class for the label segment
- **Leading-edge performance with 50m/min at 1,200 dpi**
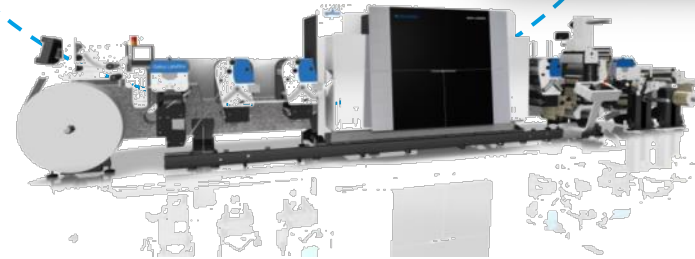- Perfect combination of digital and conventional

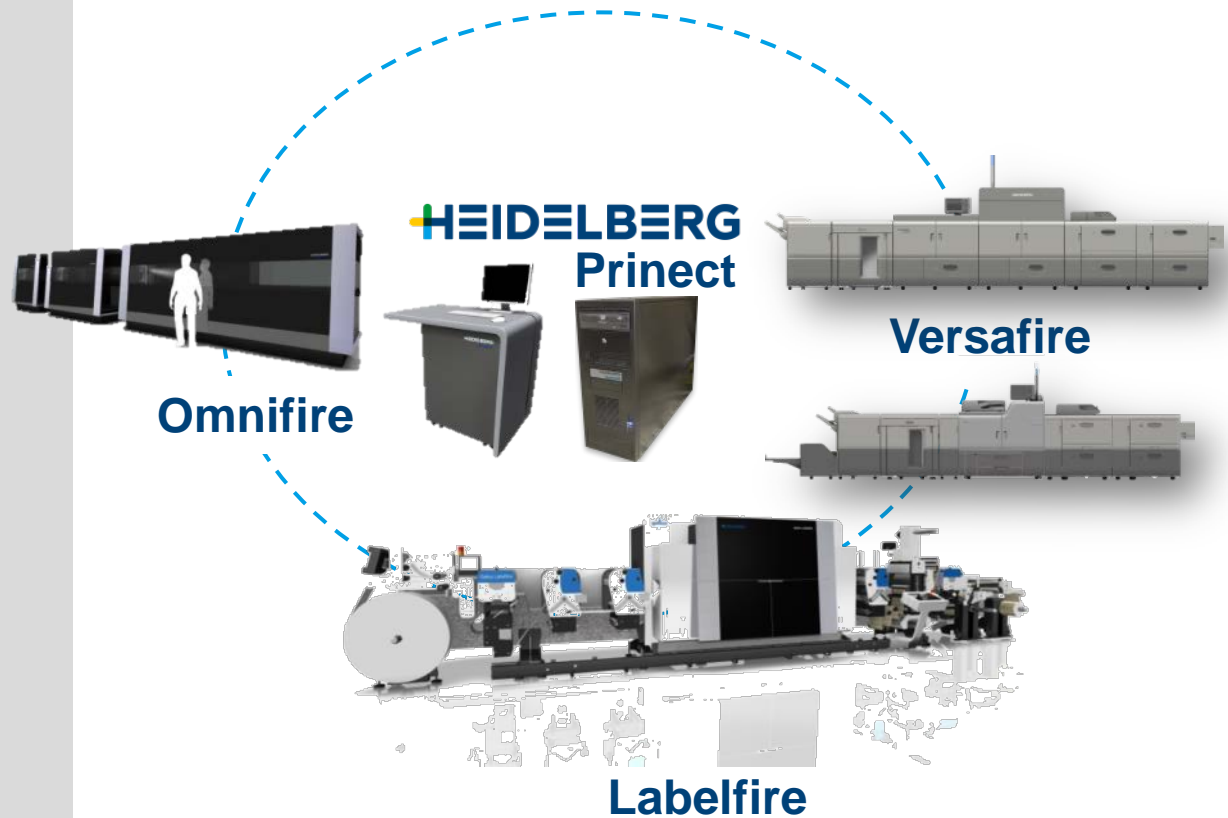**HEIDELBERG Prinect**

Versafire

Labelfire

Developing The New Digital Portfolio.
Omnifire 250 and 1000

"Omni"

- Printing on any objects and surfaces
- High performance in object printing
- Perfect for mass customization

Omnifire

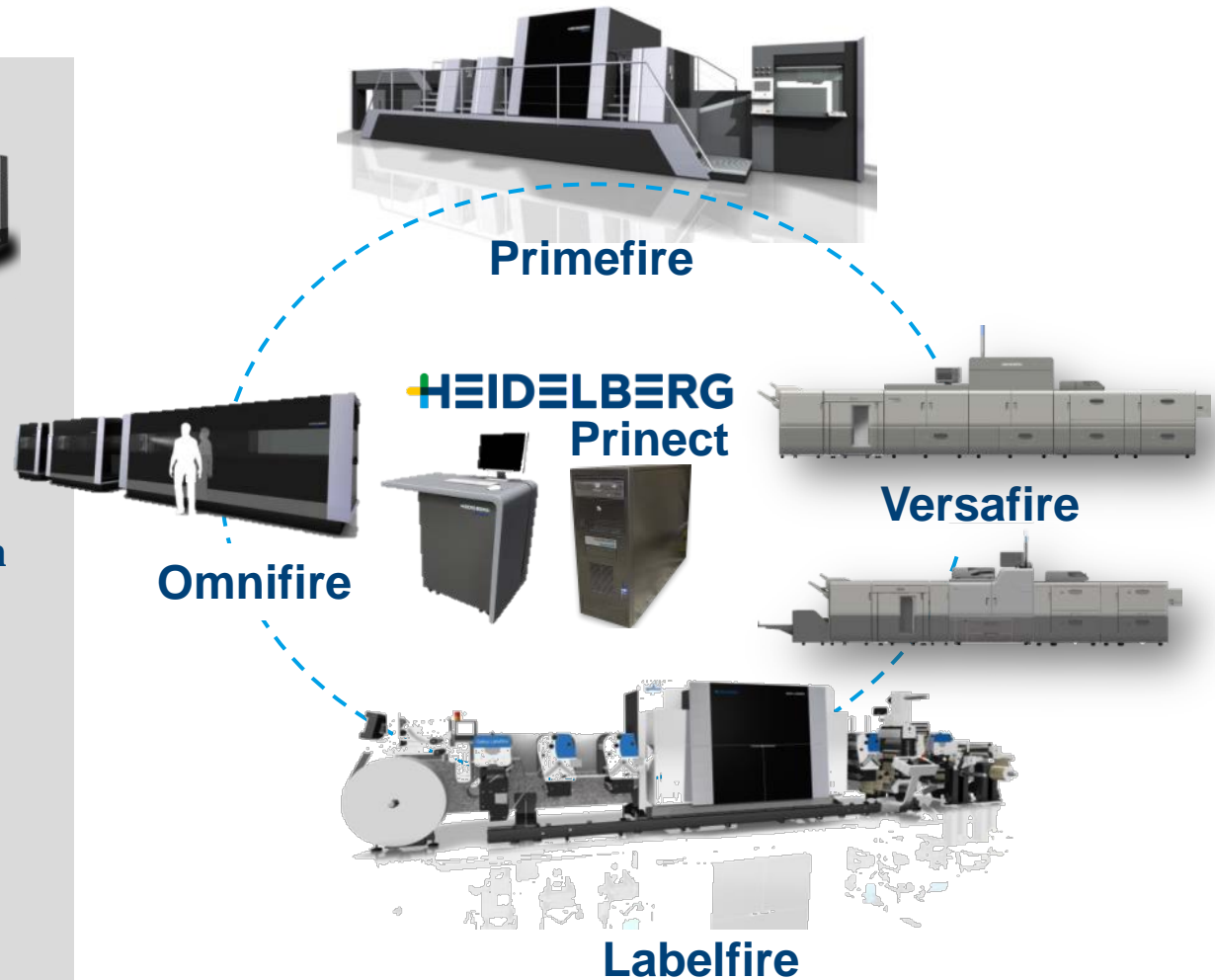**HEIDELBERG Prinect**

Versafire

Labelfire

Developing The New Digital Portfolio.
Primefire 106

"Prime"

- Premium technology and flagship for new markets
- Leadership and innovation
- Perfect combination of digital and conventional

Primefire

HEIDELBERG
Prinect

Versafire

Omnifire

Labelfire

Heidelberg Today Has A Fit Rate Of 90% With Its Own DFE. Prinect DFE.

Prinect DFE

Integration:
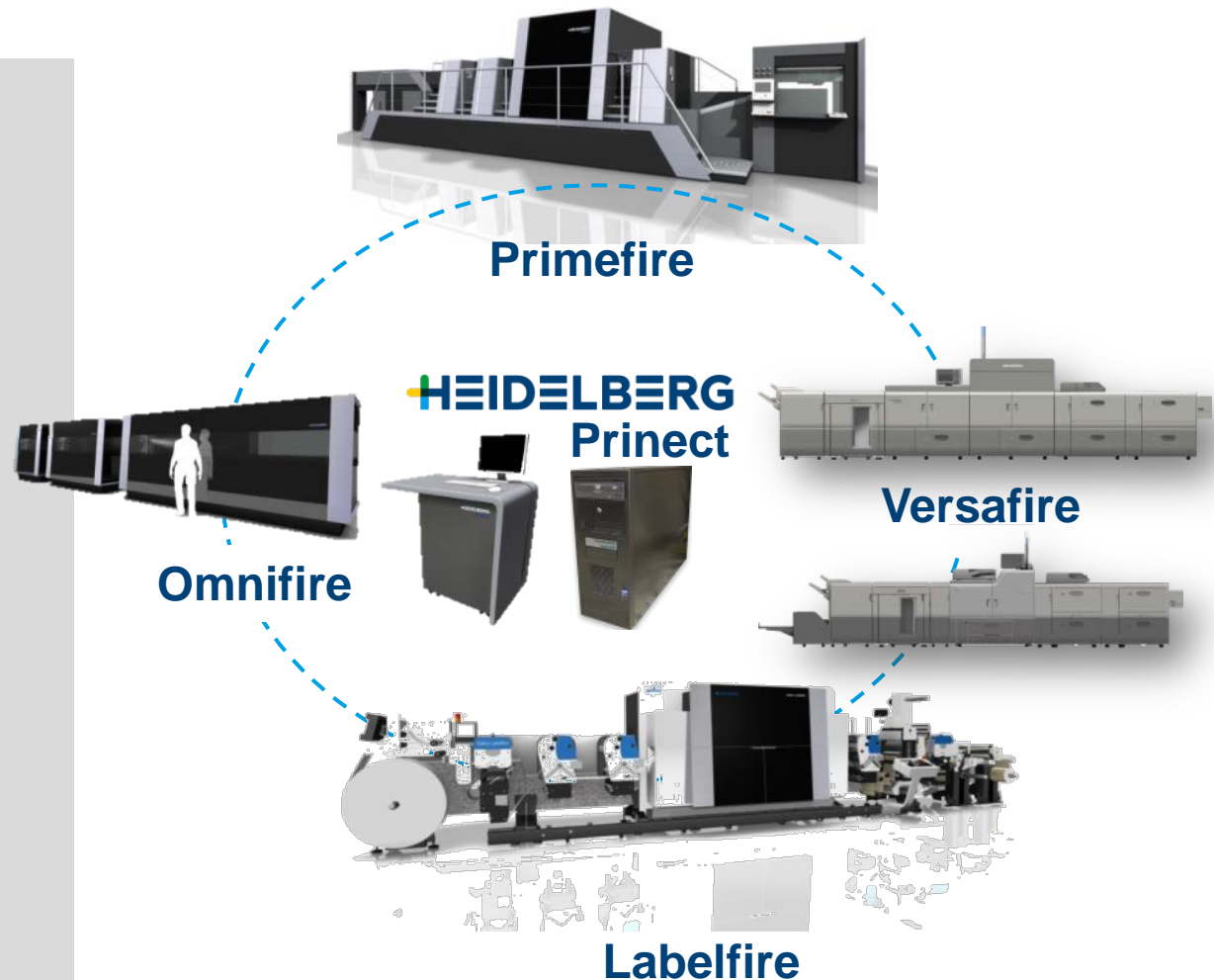One central workflow driving Heidelberg digital and offset presses.

Flexibility:
PDF tools to manage complex documents.

Makeready:
Automation of labor-intensive document preparation.

Heidelberg Color Management:
Guarantees consistent and reliable color reproduction.

Primefire

HEIDELBERG Prinect

Versafire

Omnifire

Labelfire

Heidelberg Omnifire 250 / 1000

Customer Demand For More Individualization.
Heidelberg Omnifire.

- Individualization

- Group affiliation

- Home decoration

- Customization

- Short runs & short reaction times

- Business model *web to print*

**You sell the value-add,
fulfilling social desires.
Business innovation.**

4D Printing – The New Dimension In Print.
Heidelberg Omnifire.

— Omnifire 250　　　— Omnifire 1000　　　— Omnifire XL

4D Printing – The New Dimension In Print.
Heidelberg Omnifire.

— Omnifire 250   — Omnifire 1000   — Omnifire XL

How Does The Omnifire Work?

Printing the object

Measuring the object by an ultrasonic sensor

Pre-treatment by plasma or primer

Printing with Piezo Drop-on-Demand Inkjet in single pass

360 x 360 dpi

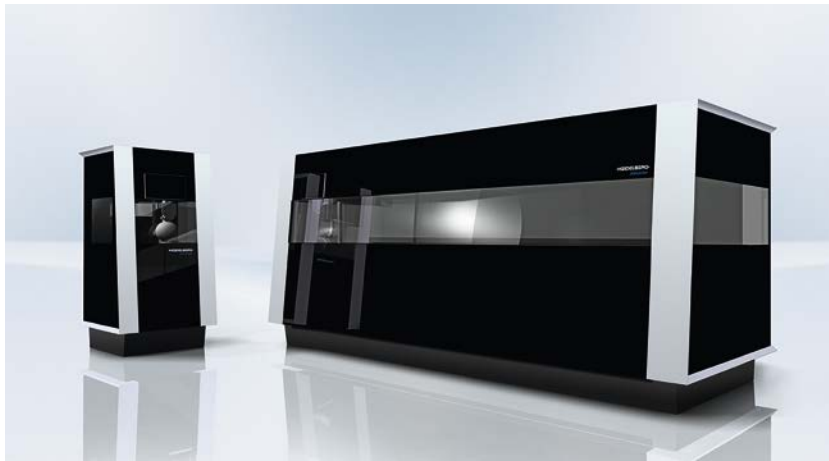Ink curing with UV

Aluminium drinking bottle

Glass bottles

Helmet

4D Printing – The New Dimension In Print.
Heidelberg Omnifire.

Omnifire Model Range

- Omnifire 250: 4-axis-robot system to decorate cylindrical objects with a diameter of 10 – 300 mm (launched 2015)
- Omnifire 1000: 6-axis-robot system for larger or complex objects (launch end of 2016)

Business Innovation

- Printing on three-dimensional objects such as household goods, sports gear, toys, luggage, lifestyle products, power tools, automotive interior, etc.
- New chances by personalization
- New design options
- Print on demand
- Automation and flexibility in production
- Effective production of small batches

Heidelberg Primefire 106

Customer Demand For Industrial Digital Print.
Heidelberg Primefire 106.

Versioning
for regional individualization and small
shipping volume

Personalization
through bar codes, QR codes, numbering

100% inspection of the print content
for error-free production

Lowest possible waste
because material corresponds to almost 50%
of production costs

Stable and reliable print quality
a claim to the industrial production process
Low-migration consumables for food packaging

Recyclable packaging products
for environmental friendly production

The Digital Revolution.
Heidelberg Primefire 106.

Pile Management
Preset Plus Delivery

Full area and spot
Coating Unit

7 Color Multicolor Technology
1,200 x 1,200 dpi Inkjet Unit

Optimum substrate handling up to 70 x 100 cm format
Preset Plus Feeder

High quality inkjet
Drying Unit

Swiss Ordinance Conformity and recyclability
Water-based Ink

High quality inkjet
Conditioning Unit

More Details...
Heidelberg Primefire 106.

Water-based inkjet system

→ 1,200 × 1,200 dpi high resolution inkjet with water-based inks for **highest print quality**

→ Water-based fluids
- for **recyclable print products**
- with Swiss Ordinance conformity for best preconditions regarding **low migration**

Multicolor technology

→ Multicolor technology for **covering a huge scope of Pantone colors** by using cyan, magenta, yellow and black with gamut extenders green, orange and violet

→ **Fully automated and integrated** into Heidelberg prepress workflow and digital press frontend

→ Services and outstanding integration know-how for integration into existing workflow solutions

Primefire 106 Will Address Certain Markets In The First Step Application Focus

→ 170-450 gsm (coated materials 0,2 – 0,6 mm)
→ 7/0 (Pantone Coverage > 95%)
→ Small to ultra short runs utilizing B1 format size
→ Ultra short runs to variable printing utilizing existing print shop workflows

Large format products
e.g. posters, displays
- Large format (B1)
- Short runs (< 100 B1)

Die-cut products
e.g. folding boxes
- Utilizing existing B1 die-cut forms
- Short runs (<1,000 B1)

Individual products
e.g. chocolate box
- Utilizing special equipment and know how (e.g. food packaging)
- Prolong seasonal business with individual products
- Ultra short runs

"Sorted" products
e.g. Calender
- Sorted delivery
- Short runs (< 200 calendar B2)