

KOENIG & BAUER



Revitalizing an industry with strong roots –
Uniting reinvention and tradition

Dagmar Ringel

we're on it.

Dagmar Ringel at a glance



1986

Administrator
Training & Education

1991

MarCom Manager
Imaging & Printing

2006

- Director External Com's Holding
- Director Corp Com's Lithography
- Director MarCom Electron Microscopes

Oct 2017

- Director Corp Com's & Marketing

SIEMENS

Founded:
1847 171 years



Founded:
1939 78 years

PrintProgress Conference | Dagmar Ringel



Founded:
1846 172 years

KOENIG & BAUER

Founded:
1817 201 years

21.06.2018

Koenig & Bauer

What do you think...

- What percentage of all German companies are more than 100 years old?

1.5 percent

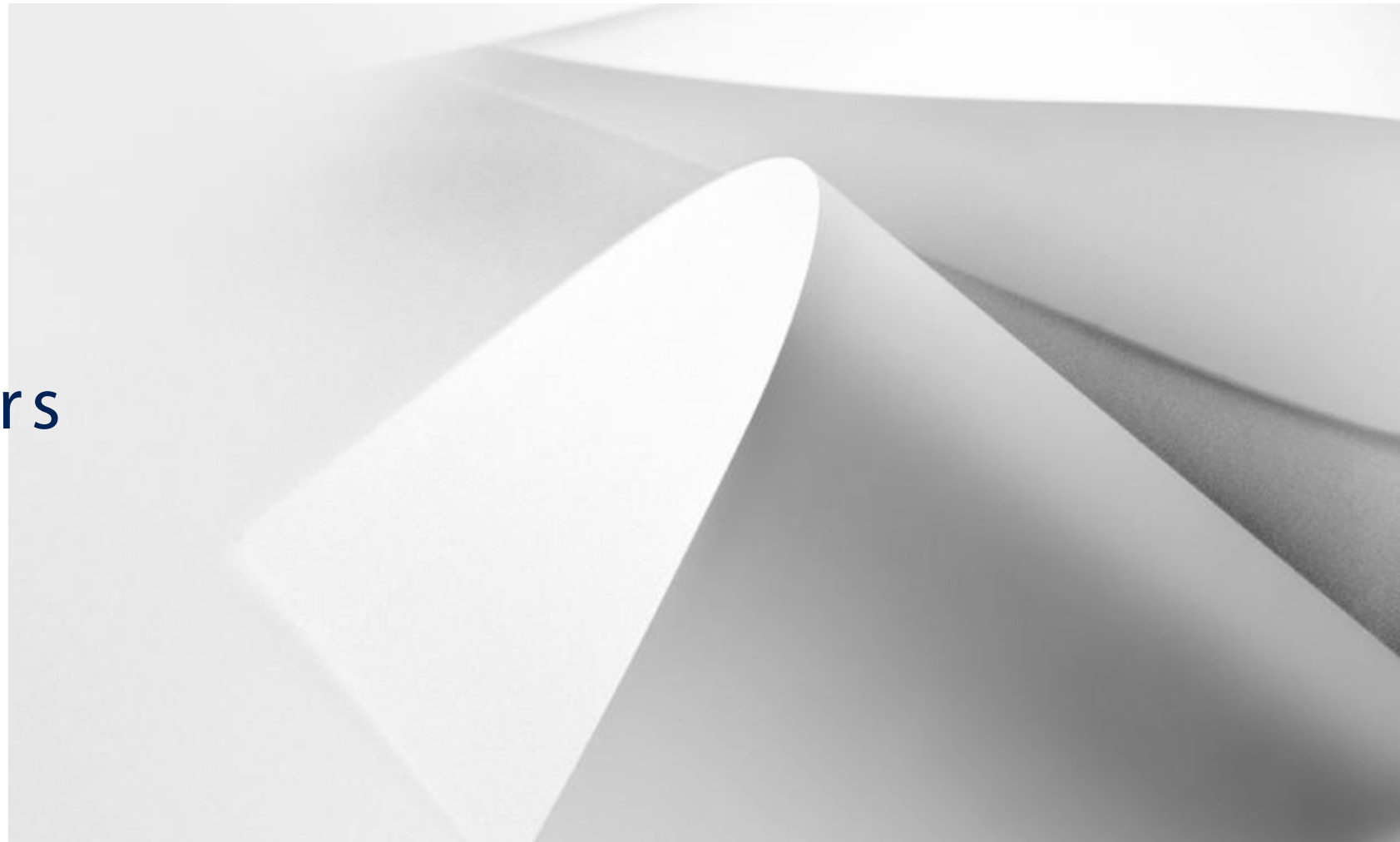
- What percentage of all German companies are more than 200 years old?

0.025 percent

KOENIG & BAUER

Success drivers

The courage to change

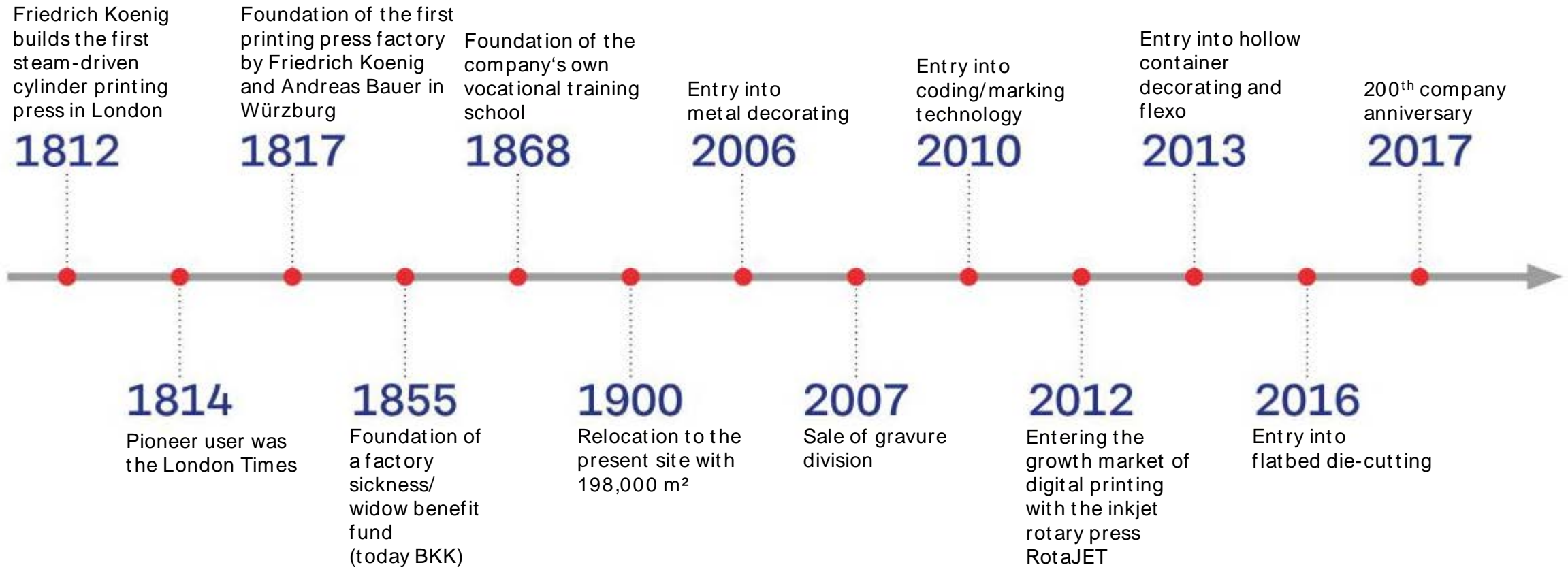


The print industry as a prime example

“The shift in the printing industry was painful, but it is also a prime example.”

Handelsblatt dated 1 June 2016

Milestones in our innovation history



Product range



Newspapers, magazines,
catalogues



Decor and laminates



Corrugated



Coding



Labels



Metal cans



Hollow containers in glass
and plastic



Banknotes



Flexible Packaging



Books

Koenig & Bauer in the year 2017

5,600

employees worldwide

10

production sites

109

sales and service sites

€1.2bn

Group sales



Exciting people since 1817

90 %

world market share in
banknote and security
printing

80 %

world market share in
metal decorating

63 %

world market share in
large-format and
packaging printing

30 %

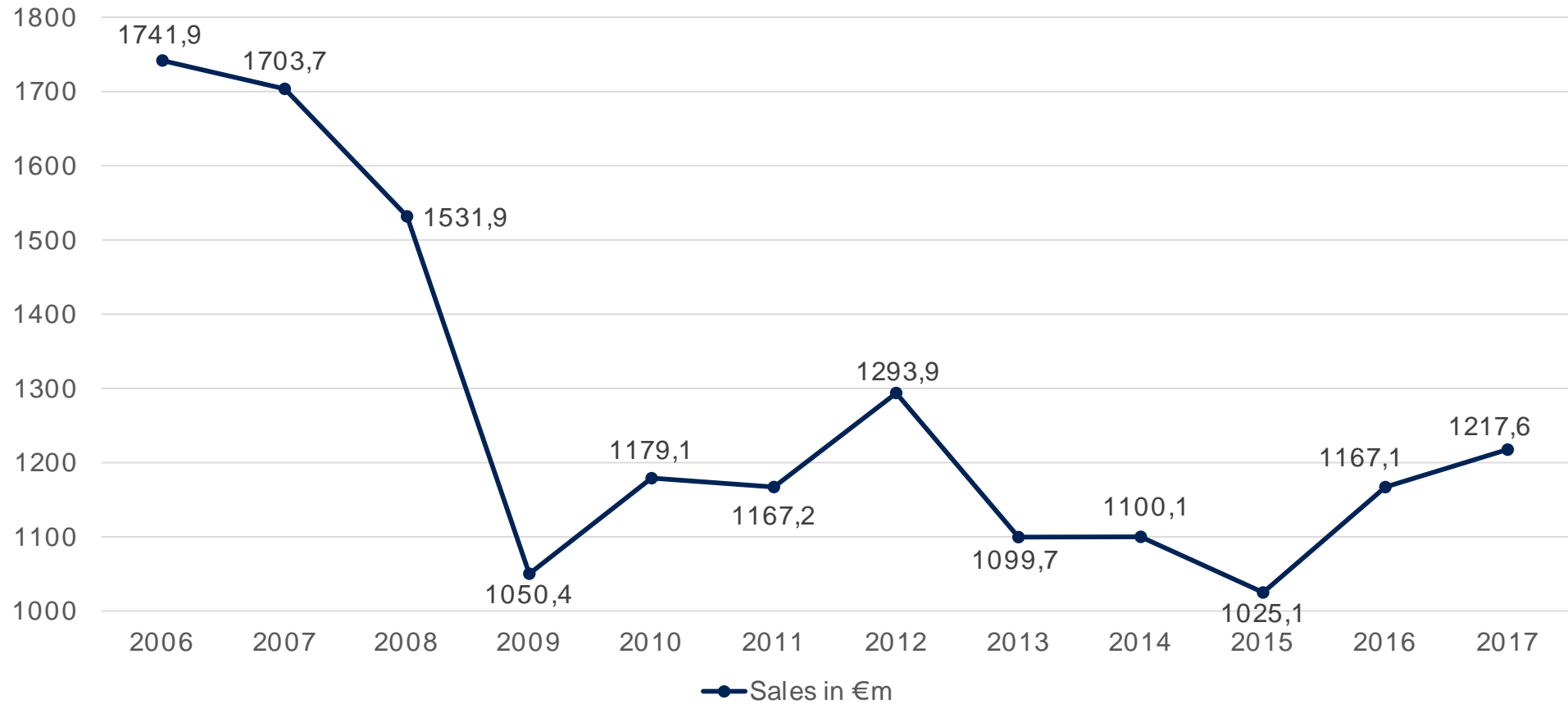
world market share in
commercial web and
newspaper printing

approx. 4,800

patents



Sales



Courage to change pays off

01/2015 – 06/2018



2015

2016

2017

2018

Brand management - internally and externally

The new brand identity should convey what Koenig & Bauer stands for

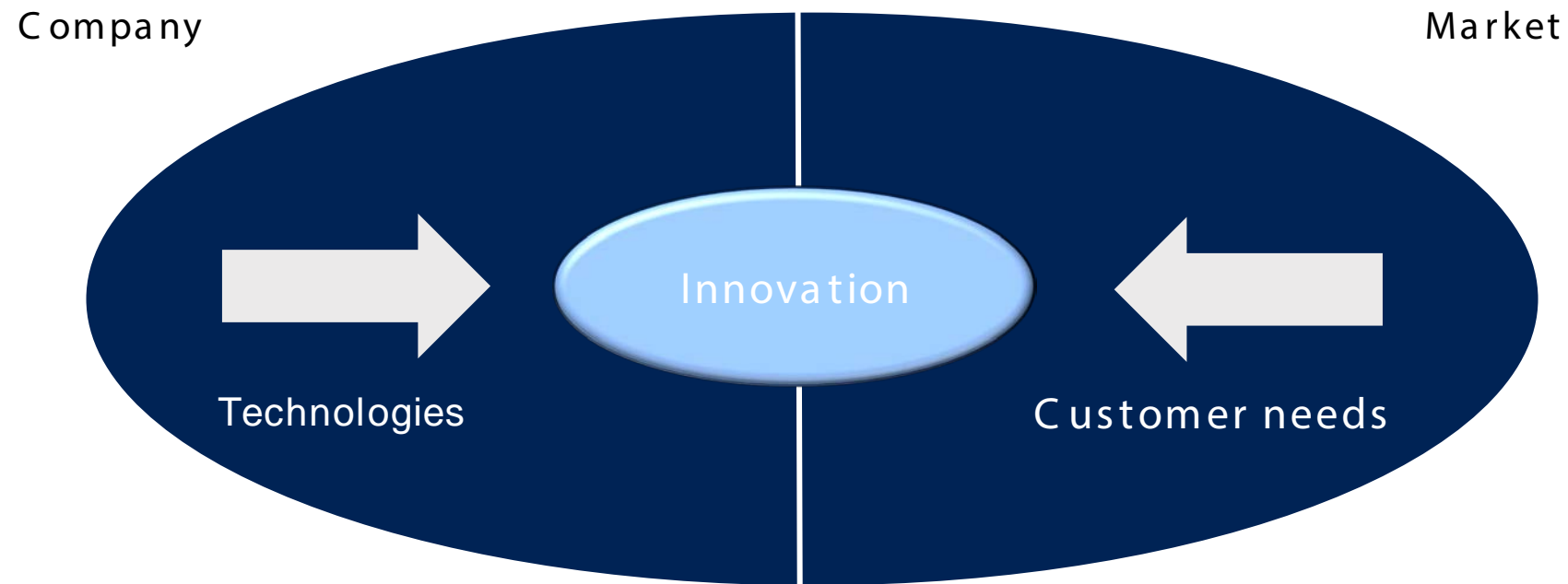


The future needs an origin

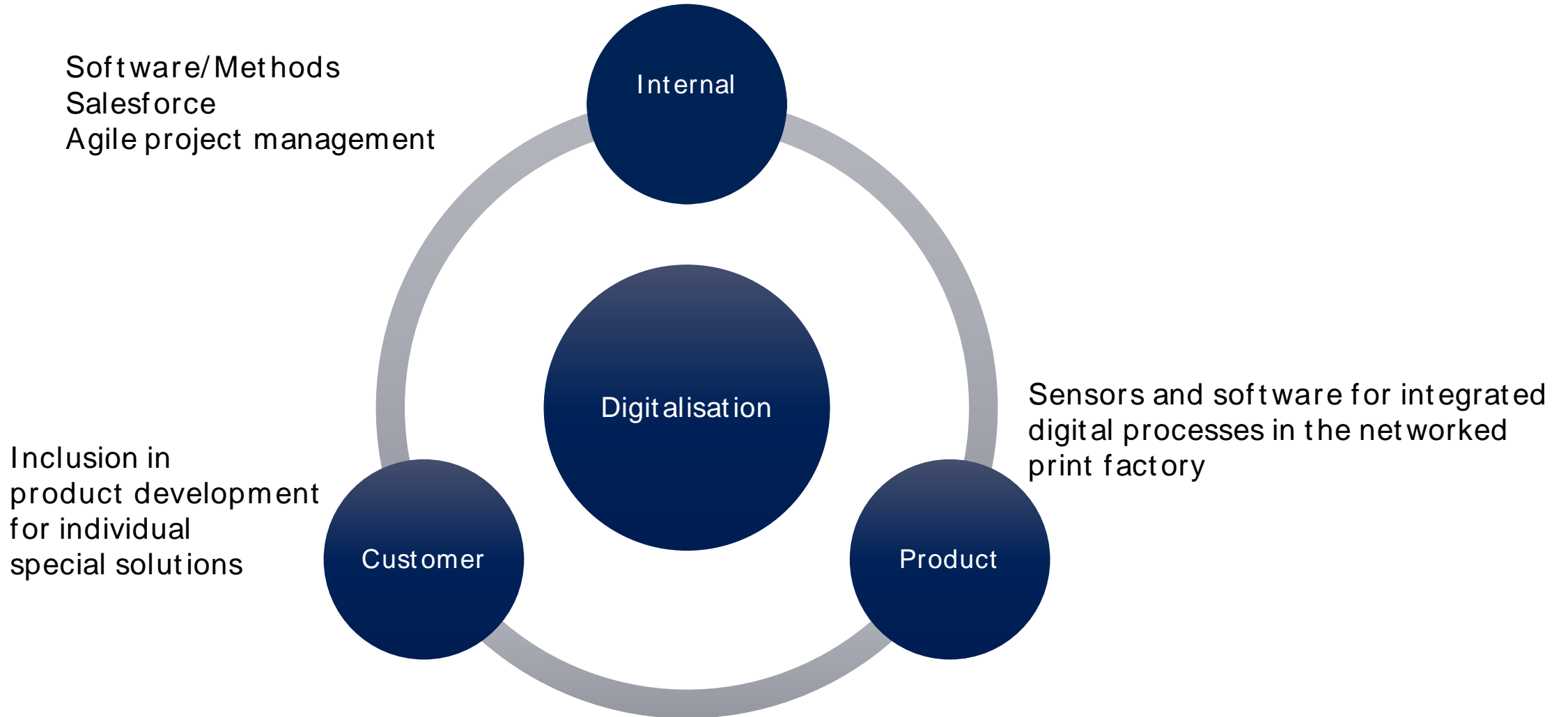


Innovation – Technology Push and Market Pull

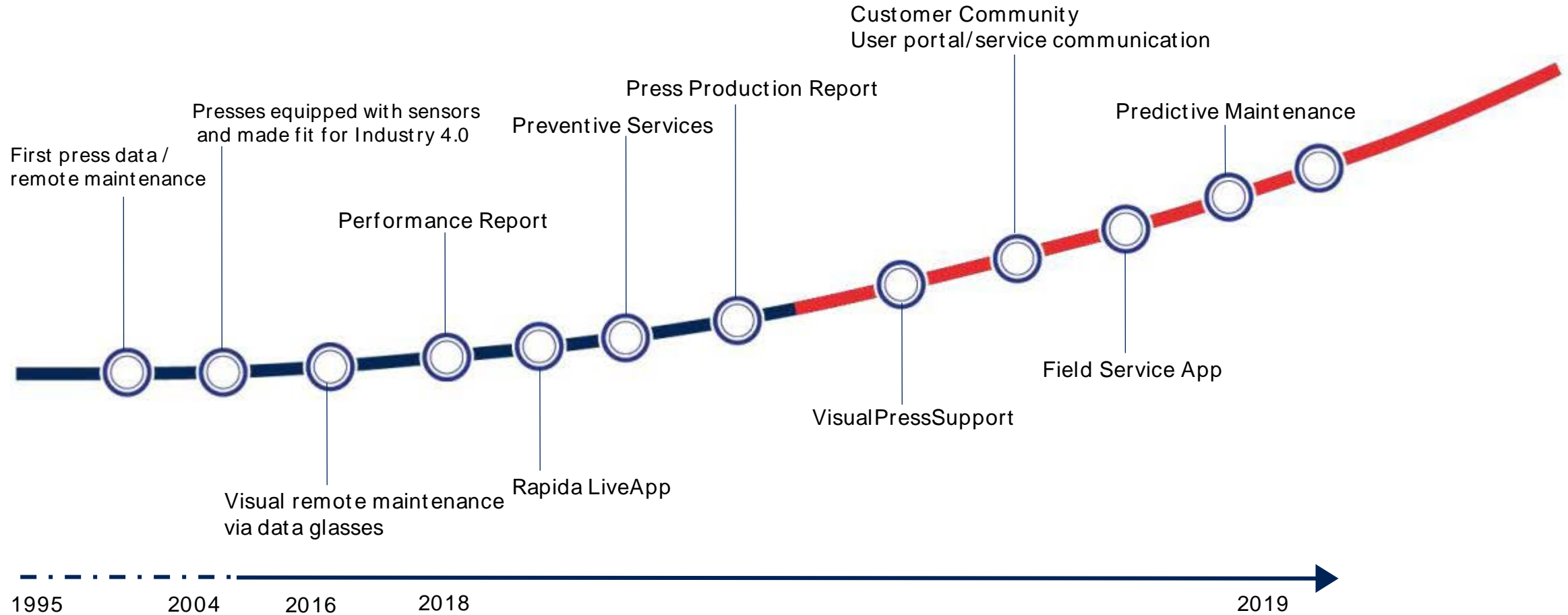
Our focus: Market Pull



Digitalisation at Koenig & Bauer



Digitalisation at Koenig & Bauer



KOENIG & BAUER

The change is being noticed

The background features a series of overlapping, semi-transparent planes in shades of gray, creating a sense of depth and movement. A prominent white arrow points from the left towards the right, partially overlapping the gray planes.

Reinvention

A fresh look and feel



Award-winning designs, apps and campaigns

Rapida LiveApp



ProductionApp



iF Design Award



Stevie Award



Brand

ADC Award



BCM Award



German Brand Award

“Special Mention” in the category
“Industry, Machines & Engineering”

Award ceremony
on 21.06.2018
Berlin, Germany

Employer brand

bAV Prize 2018



Place 27 in job ranking by Focus and Kununu





For 200 years a strong partner

Innovation is our driving force, tradition is our foundation. This is how we define the standards for printing press construction.

No matter what the future
holds in store for you and us:
we're on it.

KOENIG & BAUER

Koenig & Bauer AG

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