

# Report

1|2012

PRODUCTS|PRACTICES|PERSPECTIVES

 **KBA**  
www.kba.com

40

## Contents

### KBA

Editorial	2
Pre-Drupa open house	3
KBA at Drupa	4
KBA's entry into digital print	8

### Sheetfed offset

New Rapida 145	10
Erlking at Leopold	12
Rapida 106 inside: the new Rapida 105	14
From digital to fine printing	16
Rapida 75E in Bremen	18
LF Rapidas in Turkey	19
Siepmann's super Rapida 106	20
World's biggest atlas	22
Second Rapida 106 in Amsterdam	24
Albe de Coker switches to Rapida 106	26
Ten-colour for CardPak	28
Two Rapida 145s for Specialty Finishing	29
All in one at Saint Paul, Switzerland	30
Dual coater for Unipack	31
Instrument Flight at Jordi	32
Successful quartet at 07 Gruppen	34

### Web offset

Austria: a-Print upgrade	35
Innovative C series supersedes Compactas	36

### Newspaper

Rieck takes Commander CT	38
6/2 Commander CT for Koninklijke BDU	39
Commander CL: the new classic	40
Commander CL duo for Bavaria	42
USA's Hearst media group invests in print	43
Commander for China	44
High-tech newspaper press at Der Neue Tag	45

### Special applications

Milk and the alphaJET	46
Genius 52 in Korea and Slovakia	47
Metal, a special substrate	42

### Shorts

50



A tradition of innovation: at Drupa in May, 200 years after our company founders demonstrated the first mechanical letterpress machine, we'll be announcing our entry into the digital inkjet printing sector with the RotaJET 76

Countdown to Drupa 2012: print in a digital world

## Seeing change as an opportunity

In 1812 KBA's founders, Friedrich Koenig and Andreas Bauer, unveiled the world's first steam-powered cylinder printing press and thus signalled the end of the centuries-old Gutenberg era. 200 years later, one of the many new web and sheetfed offset products we'll be launching at Drupa 2012 will be the first German-built webfed inkjet press, the RotaJET 76. Both presses represent landmarks in the long history of print and reflect the technological transitions that every sector must embrace.

The media environment is changing apace. There is an ongoing shift towards the digital transmission and reception of information and advertising worldwide. But content, credibility and sustainability are all too often sac-

rificed for speed. While we may bemoan this development, we cannot arrest it. All those whose livelihoods are associated with – and dependent on – print are feeling the impact of a digitised world. But while this has brought risks, it has also opened up opportunities that should be exploited to the full. In the foreseeable future, digital printing will displace offset no more than the internet has displaced printed newspapers or magazines, and certainly not packaging.

Without digital print and digital processes, the explosive advances in offset press performance that we'll be demonstrating at Drupa would not have been possible. And without this productivity leap, offset printing would never have

defended its dominant position in multiple market sectors. Print needs technological progress and change. Widespread pessimism notwithstanding, there are signs that the initial confrontation between digital and conventional media will resolve into a stimulating coexistence engendering new hybrids that unite the specific strengths of both. The same applies to the sporting rivalry between digital and conventional printing processes. Some examples will soon be on show in Düsseldorf, not least on the KBA stand in hall 16.

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Print family reunion on the Rhine

## Join us in Düsseldorf!

Claus Bolza-Schünemann  
president and CEO, Koenig & Bauer AG

Drupa will soon be opening its doors in Düsseldorf. It is taking place at a troubled and challenging time for our sector. No exhibitor can be confident of booking sufficient orders to recoup the high cost of participation. Many of us who were present in 2008 will remember the mood of optimism that prevailed, the positive investment climate – and the deluge of cancellations that followed just a few weeks later as the financial markets and the global economy hit the buffers. Some exhibitors at the last Drupa no longer exist. Others have been knocked sideways or are only just emerging from bankruptcy and are hoping that this definitive trade fair for the print media industry will give their sales a vital boost. No-one knows today how the show and post-Drupa business will turn out. We can only hope that the events of 2008 will not be repeated any time soon.

Once again KBA will be one of the biggest exhibitors at the show. We are also one of the few that have not reduced the size of their stand. We have never suffered from delusions of grandeur, but we do have the broadest product range in the industry and we shall be unveiling a string of new products which demand costly space. Although we have not come through the market slump unscathed, we survived with no state aid or assistance from our shareholders, and over the past three years have posted modest pre-tax profits. We are thus pretty unique among the major press manufacturers. While we and our shareholders would have preferred better results, we have financed our appearance at Drupa from our own resources, which certainly cannot be said of all the exhibitors.

The following pages will provide a wealth of information on the many new products and applications that you can expect to see on our stand at this year's Drupa. The plethora of innovations we shall be demonstrating are evidence that we shall continue taking an active part in shaping technological change within the print media sector, and that we are putting our money where our mouth is. Notwithstanding the current need for disciplined cost management we devote some 5 per cent of our turnover to research and development. KBA ranks higher than all other press manufacturers in diverse patent statistics, and not without reason.

So it is understandable that the top-class technology we offer for many applications cannot always be the cheapest. A higher level of automation and performance, and greater cost efficiency, cannot be offered free of

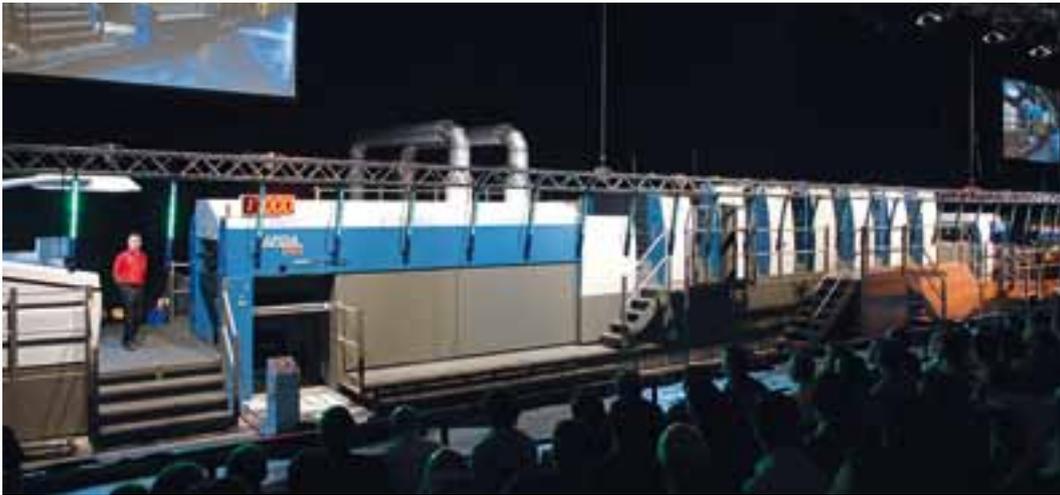
charge. In the end it is value for money and the return on investment that count. Both comprise more than just the initial purchase price. When it comes to the bottom line, buying and selling at knock-down prices can prove to be more costly, as we have seen in our sector over recent years. In the long term, the bargain and discount mentality that is so widespread in the retail economy has no place in the capital-goods and printing business. It hollows out an enterprise financially and hinders necessary investment and innovation. This is something that decision-makers everywhere, who have a responsibility to their company and employees, should take into account.

As the president and CEO of the world's oldest and second-biggest press manufacturer, there is one message I feel it is important to get across. KBA's move into digital print with its own web-fed inkjet press does not signify its departure from sheetfed or web offset. We focus on the long term and I personally am fairly resistant to hype of any sort. Which is why we waited for a relatively long time before directing our energies towards digital printing applications. But since we demonstrated inkjet printing back in its early days, with inkjet heads from Scitex (now Kodak Versamark in Dayton, Ohio) fitted in a newspaper web offset press at Drupa 1995, substantial advances have been made in this technology. So our renewed commitment was a logical step. But because we are press manufacturers and not dealers, we obviously preferred to develop our own product. It was the only way we could offer our customers the system best suited to their production needs from an impartial perspective. For many applications an offset press may still be the best solution, while for ultra-short runs or personalised prints it may be our new RotaJET digital press or, in some cases, a hybrid offset/inkjet system such as the offset Rapida 105 we are showcasing at Drupa with an additional inkjet unit.

Turbulent times are usually exciting times, too, and certainly no excuse for burying our heads in the sand. So we at KBA are looking forward to Drupa with keen anticipation and hope that large numbers of you will attend. There is a lot to see at KBA and you are warmly invited to visit our stand in hall 16.

Yours,

Claus Bolza-Schünemann



With a maximum output of 17,000sph in straight mode and 15,000sph in eight-colour perfecting, our new, fully automated Rapida 145 is not only the makeready world champion but also the absolute speed champion in large format

Pre-Drupa open house in Radebeul

## Press demonstrations fascinate 1,000 print professionals

Around 1,000 selected members of the trade from some 40 countries assembled in Radebeul from 21 to 23 March for a sneak preview of the products we are launching at Drupa. Shortly before the curtain dropped to reveal the first of these the audience was entertained by an impressive step-dancing routine to music by "Ostroek" legend Karussell.

Following the opening address by the vice-president for sheetfed sales, **Ralf Sammeck**, president and CEO **Claus Bolza-Schünemann** and senior sheetfed offset engineer **Christian Ziegenbalg** answered questions on current innovations. Ziegenbalg emphasised that continuous innovation is the only way to safeguard success, both for the user of our technology and for KBA. Bolza-Schünemann noted that KBA's first digital web press is just one example of our outstanding technological skill.

There followed a video transmission in which **Anja Hagedorn** of product marketing demonstrated the makeready process on a Rapida 75E. She also presented a world premiere: some of the automation modules offered with the Rapida 76 we are launching at Drupa. These include DriveTronic SIS, DriveTronic SPC, CleanTronic Synchro for simultaneous washing, and new technology for online and inline colour measurement.

**Anne-Kathrin Gerlach** offered a further high spot with a demonstration on a Rapida 106 incorporating new automation modules such as Anilox-Loader for faster roller changes in the coater, and DriveTronic SFC that allows the coating forme to be changed while the plates are being washed. With immediate effect the Rapida 106 is available with a high-speed package that boosts the maximum rated output to 20,000sph. This was compellingly demonstrated at the pre-Drupa open house by print instructor **Erdogan Köksoy**.

Sheetfed offset marketing manager **Jürgen Veil** hosted a demonstration on a Rapida 105 unveiled last autumn. The press exhibited at Drupa will feature a new inkjet unit supplied by Atlantic-Zeiser that enables processes such as sheet tagging for quality control purposes and coding for brand protection to be incorporated inline.

But the climax of the show was undoubtedly the unveiling of our new Rapida 145 large-format

series, two versions of which were displayed: an eight-colour perfecter and a six-colour with coater and extended delivery. With a maximum production speed of 17,000sph and automation modules ranging from DriveTronic SIS, DriveTronic SPC and CleanTronic Synchro to DriveTronic SFC and AniSleeve anilox roller change in the coater, this new model redefines the benchmark in large format. So it was no surprise that attendees were keen to get a closer look once the demonstrations were over.

The evening entertainment that followed at a historical industrial complex in Dresden had a Twenties theme with acts by Liza Minnelli and Charlie Chaplin look-alikes and burlesque dancers. Many of those present dressed accordingly and joined in the fun, propping up the Cigar Bar or gambling with KBA chips in a louche casino.

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Prior to the press demos sheetfed offset marketing manager Jürgen Veil, KBA president and CEO Claus Bolza-Schünemann and senior sheetfed offset engineer Christian Ziegenbalg (l-r) discussed some exciting new developments and the need for innovation



Breaking the sound barrier: the Rapida 106 pictured here being demonstrated by Anne-Kathrin Gerlach of product marketing now has a top speed of 20,000sph

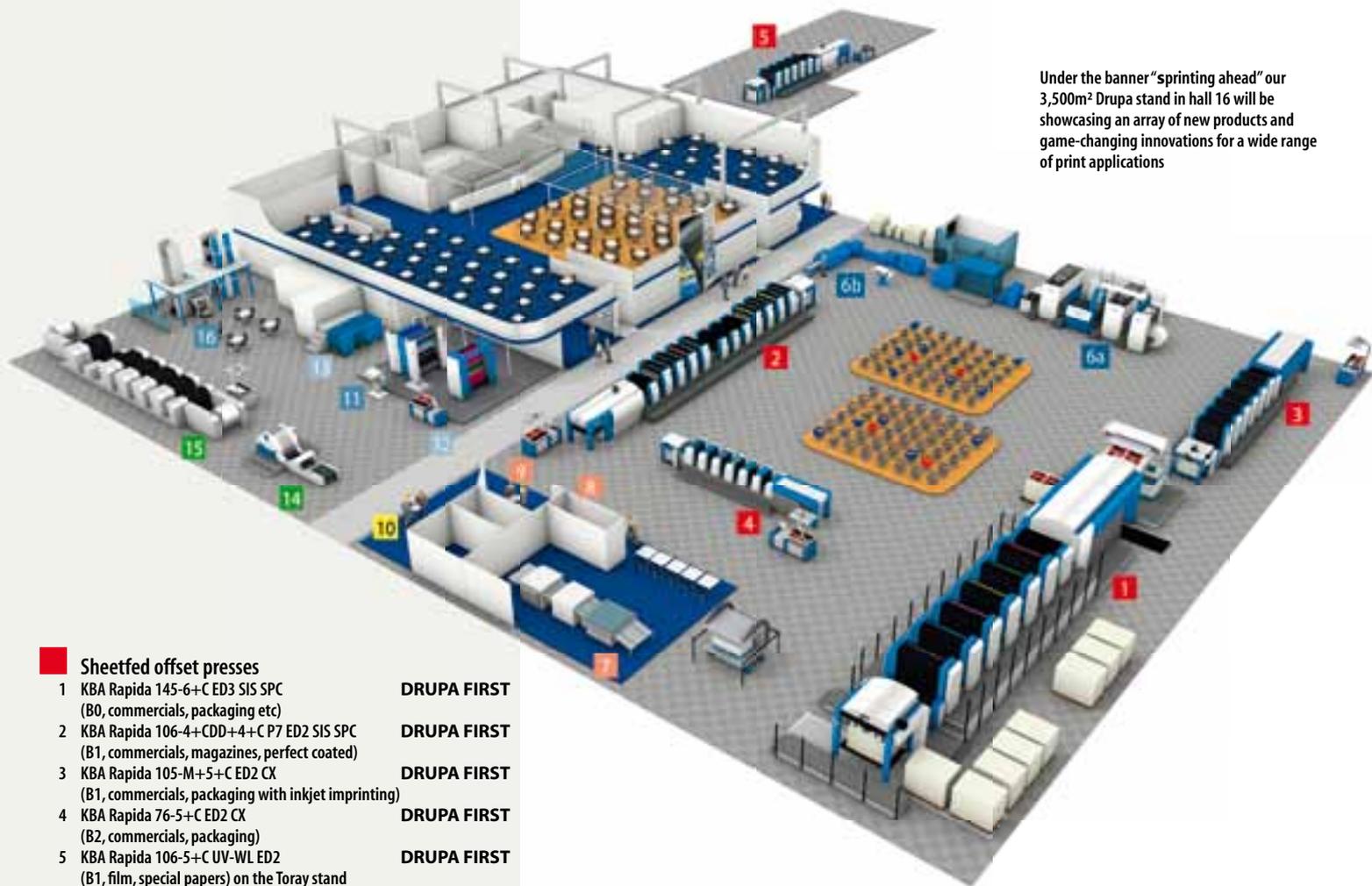


Anja Hagedorn ran a job change on a Rapida 75E to demonstrate some of the new automation modules offered with the Rapida 76 scheduled for launching at Drupa



Print pros attending the preview of our new Drupa launches were entertained by idols from the Twenties

Under the banner “sprinting ahead” our 3,500m<sup>2</sup> Drupa stand in hall 16 will be showcasing an array of new products and game-changing innovations for a wide range of print applications



- **Sheetfed offset presses**
  - 1 KBA Rapida 145-6+C ED3 SIS SPC (B0, commercials, packaging etc) **DRUPA FIRST**
  - 2 KBA Rapida 106-4+CDD+4+C P7 ED2 SIS SPC (B1, commercials, magazines, perfect coated) **DRUPA FIRST**
  - 3 KBA Rapida 105-M+5+C ED2 CX (B1, commercials, packaging with inkjet imprinting) **DRUPA FIRST**
  - 4 KBA Rapida 76-5+C ED2 CX (B2, commercials, packaging) **DRUPA FIRST**
  - 5 KBA Rapida 106-5+C UV-WL ED2 (B1, film, special papers) on the Toray stand **DRUPA FIRST**
  
- **High-volume digital inkjet press**
  - 6a KBA RotaJet 76 web-fed inkjet press (commercials, books, magazines etc) **DRUPA FIRST**
  - 6b SigmaLine finishing equipment from Müller Martini
  
- **Solution Center**
  - 7 CTP: Kodak Magnus 800 MCU imagesetter
  - 8 KBA LogoTronic (JDF, JMF), KBA ProductivityPlus (process automation), MIS integration
  - 9 Technology Lounge, ClimatePartner, consumables
  
- **KBA-Metronic**
  - 10 udaFORMAXX, separation and inkjet addressing system **DRUPA FIRST**
  
- **Double-width newspaper press**
  - 11 KBA C16 printing unit with automatic plate changer and ErgoTronic control console **DRUPA FIRST**
  
- **Commercial web offset press**
  - 12 KBA C16 printing unit with automatic plate changer and ErgoTronic control console
  - 13 New quarterfold
  
- **KBA-MePrint**
  - 14 KBA Genius 52UV, WL (B3, film, board, paper)
  - 15 KBA Varius 80 UV, WL (web offset, variable format, flexible packaging) **DRUPA FIRST**
  
- **Single-width newspaper press**
  - 16 The Printers House (TPH), India

KBA in hall 16 at Drupa 2012

# “sprinting ahead”: innovation drive in offset and digital print

Under the banner “sprinting ahead”, at this year’s Drupa we’ll be showcasing some cracking innovations in offset, digital and various other processes. Members of the trade were given a sneak preview at an open house in Radebeul from 21 to 23 March. Those of you planning to visit our 3,500m<sup>2</sup> (37,700ft<sup>2</sup>) stand (16C47) in hall 16 can look forward to seeing demonstrations of new small-, medium- and large-format sheetfed offset presses, commercial, digital, packaging and newspaper web presses and novel hybrid inkjet/offset systems. The “sprinting ahead” slogan underscores our confidence that the prospects for print are bright even in today’s multimedia environment. As an innovative press manufacturer we shall continue to devote all our energies towards helping printers exploit this potential to the full. Hence our move into digital print and the union of digital inkjet and analogue offset technologies that we shall be unveiling at this year’s mammoth fair in Düsseldorf.

Five sheetfed offset presses (three of them new launches), three web offset presses (two of them new launches) and the new inkjet web press will be joined on the KBA stand by a five-colour Rapida 106 UV waterless offset press with coater, while on the adjacent stand our Japanese alliance partner Toray Industries will be showing a Genius 52UV. These last two presses will demonstrate green printing on high-quality substrates.

**RotaJET 76:  
KBA's entry into high-volume digital print**

Let's start off with the web-fed inkjet press, the RotaJET 76, which was built at our main plant in Würzburg. The new-generation inkjet technology supports the high-volume or personalised, on-demand production of four-colour books, brochures, commercials, mailings and magazines. We speak printers' language and for generations now KBA has demonstrated an insider's understanding of the level of performance they expect from print-related systems, processes and products. Our greater expertise and experience in professional printing over vendors originating in the office applications sector is evident in the pilot press exhibited at Drupa. You can find out more about the RotaJET on pages 8 and 9.

In sheetfed offset, which is by far the biggest print market worldwide, we'll be showing some real fire-cracker innovations in the shape of new-generation presses and inline capabilities.

**Rapida 145:  
redefining the benchmark in large format**

As the market leader in large format we are living up to our image with the launch of a new press, the 1050 x 1450mm (41.34 x 57in) Rapida 145. The plinth-mounted six-colour version displayed will be configured with a new type of coater, a triple-length extended delivery and automated pile logistics. The Rapida 145 has a maximum rated production speed of 17,000sph in straight-on mode with the optional high-speed package, and 15,000sph in perfecting mode with a new three-drum per-

fecting unit. Many of the automation modules offered with the Rapida 106 makeready world champion are now available in large format. The press at Drupa will also feature DriveTronic SIS sidelay-free infeed and DriveTronic SPC dedicated drives for fast, simultaneous plate changing.

The Rapida 145's higher output compared to previous models and comparable presses from other vendors is attributable to a number of simultaneous make-ready processes. For example, its CleanTronic Synchro two-bar system can wash the inking rollers, blankets and impression cylinders simultaneously during plate changing. CleanTronic ReInk is a new, ultra-fast washing system for the inking units. The coating formes in the new coater can be changed simultaneously via DriveTronic SFC (simultaneous forme changing) and the AniSleeve sleeves on the anilox rollers changed single-handedly in a matter of seconds. The 145's high production speed of 17,000sph was made possible by a new High-Flow doctoring chamber for the coater and by a new AirTronic delivery that can be preset from the console and has overhead venturi sheet guides and dynamic sheet braking. We have re-engineered our ErgoTronic console to make it even easier to use, adding a wall screen with image-in-image function and embedding QualiTronic colour measurement and control software for quality monitoring. Our new large-format Rapida presses also incorporate QualiTronic ICR (inline register control) and QualiTronic PDF for comparing the printed image inline with the original PDF file. Our energy-saving VariDry<sup>BLUE</sup> dryers, which were previously offered only with large-format presses, will soon be available in medium format as well.

**Rapida 105:  
digital meets offset**

The Rapida 105 – a new-generation B1 (41in) press – made a highly successful debut at the All in Print China trade fair in Shanghai last November. The overhead delivery makes it instantly evident that the press is based on the same platform as our high-end Rapida 106.



View across the new Rapida 145's overhead venturi delivery to the new ErgoTronic console with integrated measurement and control systems



The feeder board for the Rapida 145 has just two suction belts and the proven DriveTronic SIS sidelay-free infeed adopted from the Rapida 106



The Rapida 145's new coater supports simultaneous forme changes via DriveTronic SFC, and sleeves on the anilox rollers can be replaced single-handedly in no time



Digital meets offset: the Rapida 105 is equipped with inkjet heads from Atlantic Zeiser for personalised imprints and product coding

The RotaJET 76 high-volume web-fed inkjet press built at our main plant in Würzburg marks KBA's entry into the high-growth digital print market





A 12-unit Rapida 106 perfecter with pre- and post-perfecter coater can be seen in action on the KBA stand

The Rapida 105 is offered with a much broader range of automation options than was its predecessor, and is now also available as a perfecting version for four-backing-four. It thus boasts all the capabilities of a cutting-edge commercial press specifically engineered for performance. Following the flawless start-ups of the presses delivered over the past four months, the model exhibited at Drupa will be equipped with a high-speed package that raises the maximum production speed to 17,000sph, compared to 16,500sph for the standard version.

But the big attraction on the Rapida 105 at Drupa is its hybrid offset/inkjet configuration. In addition to five offset printing units and a coater the press will have an inkjet unit with two Atlantic Zeiser Delta 105iUV personalised imprinting and coding systems. An innovative suction cylinder (AirTronic Drum) ensures that the sheets are positioned correctly under the inkjet heads. This option, which dispenses with the need for mechanical sheet guides and print-free corridors, is unique to the Rapida 105 and 106. By preventing the rear edge from lifting it allows the inkjet system to be installed at a distance of just 1mm (0.04in) from the sheet. UV LED dryers cure the ink fast.

There are many potential applications for inkjet systems in a sheetfed press. Quality inspection with KBA-Metronic's alphaJET-tempo printer for tagging flawed sheets, and brand protection using coding devices for barcodes, QR codes, numerical IDs or combinations of these are just two of them. Others include security printing,



The Rapida 106 makeready world champion celebrates its return to Drupa with an enhanced production speed of 20,000sph (with high-speed package)

packaging, labels, lottery tickets and industrial product marking. Up to eight of Atlantic Zeiser's high-speed greyscale inkjet printing heads can fit in a Rapida 105 or 106 printing unit. They apply equally sharp images on coated, laminated, glossy and non-absorbent substrates. A miniature controller allows them to be used in marking, inspection and quality assurance processes. A high-speed camera system for verifying the variable data is another quality control feature. KBA QualiTronic Mark<sup>plus</sup>, which flags faulty blanks as part of an inline sheet inspection system, is an attractive option for packaging printers. The flawed blanks can be ejected automatically during downstream processing, eg in the folder gluer. AirTronic Drum will enable us to expand our range of inline finishing capabilities even further.

**Rapida 106: up to 20,000sph and inline perfect coating**

At this year's Drupa we are unveiling a new high-speed option for our B1 (41in) Rapida 106 that boosts the maximum production speed of this makeready world

champion press to 20,000sph in straight printing and 18,000sph in perfecting mode. Launched at Drupa 2008, our flagship Rapida 106 – which will be strutting its stuff on the KBA stand as a 12-unit perfecter for four-backing-four plus inline perfect coating – will boast a raft of new features, some of them unique. They include a new coater with DriveTronic SFC, additional options for online and inline quality monitoring and control, and a new-generation ErgoTronic console with the same big wall screen as we offer with our large-format presses. The Rapida 106's advanced level of automation has been enhanced still further with Anilox-Loader for automating anilox roller changes, and an optimised AirTronic delivery that ensures precise pile formation at even higher press speeds.

**Rapida 76: a high-powered stablemate for the Rapida 75**

The 15,000sph, 530 x 750mm (20.86 x 30in) Rapida 75E we unveiled at Ipex 2010 has since been given an extensive upgrade embracing sheet travel, the feeder and delivery and many other features in between. Here our larger

Rapidas have been our model. The Rapida 75 (the E has been dropped) is now offered with our new-generation ErgoTronic console, QualiTronic inline colour measurement and control and a UV accessory package. It can also be configured as a perfecter for up to eight colours in total.

At Drupa 2012 we'll be exhibiting a new, high-end press, the Rapida 76, which is faster and more highly automated than its compact and energy-efficient stablemate. The Rapida 76 is sure to fire the interest of productivity-focused commercial and packaging printers. The press demonstrated in Düsseldorf will be a five-colour coater press with a maximum rated speed in straight production of 18,000sph. It will incorporate many of the automation options that were originally developed for our medium-format Rapida 106. These include DriveTronic SIS sidelay-free infeed, high-speed automatic plate changing, DriveTronic SPC dedicated plate-cylinder drives, fast, simultaneous washing with CleanTronic Synchro and a choice of either ErgoTronic online colour measurement and control at the new console or QualiTronic inline colour measurement and control. The Rapida 76 is the product of a cutting-edge technology transfer from our B0 and B1 presses to B2.

**C16 and Commander CL: innovations in web offset too**

We shall, of course, also be unveiling a raft of new products addressing current and emerging trends in the commercial and newspaper printing sectors. One exhibit will be a printing unit of our new com-



Premiere in Düsseldorf: this H-type printing unit of our modular Commander CL newspaper press features automatic plate changing and stands just 2.5 metres high

A printing unit from our new 16-page commercial web offset press, the C16, which boasts the fastest automatic plate changers in its class



compact Commander CL newspaper press, for which we offer a choice of automation modules. The press will incorporate both automatic and semi-automatic plate changing and will be linked to a new-generation ErgoTronic console. It will stand alongside a printing unit of our new 16-page commercial press, the C16, whose fast job changes make it the perfect tool for printing multiple titles. The C16's console and new, low-maintenance quarterfold module will be displayed on the stand as well.

**Varius 80: variable-format press for flexible packaging**

KBA-MePrint will be showing two versions of its small-format Genius 52UV, both with an array of new features that include an envelope feeder and split-colour printing capability. It will also be launching

the Varius 80, a modular variable-format web offset press targeting the high-growth flexible packaging market. Like the Genius, the Varius 80 is a waterless press with keyless inking units and a UV dryer – a combination that delivers an excellent print quality on flexible, non-absorbent substrates with a minimum of start-up waste. Added to which the offset plates used in the press are much cheaper than the sleeves required for a flexo press.

Being keyless and waterless, the Varius 80 runs up to saleable colour in just 100 metres (328ft) of web – a waste saving of around 80 per cent compared to other presses. This can pay dividends where runs lengths are diminishing and job changes becoming ever more frequent. And a lot of print buyers will appreciate the high offset quality, not to mention the environment benefits, because as well as

being waterless the Varius 80 uses neither solvents nor powder. Engineered for a maximum web width of 800mm (31.5in) and a production speed of 400 metres (1,312ft) per minute, the press can handle substrates from 30 to 800µm (1.2 - 31.5mil) thick. The printing length is adjustable between 21 and 34 inches. The format length can be adjusted in a matter of minutes by automatically changing the plate and blanket cylinders (no sleeves).

**BetaJET: innovative marking technology from KBA-Metronic**

KBA-Metronic, a specialist manufacturer of digital and analogue marking and coding systems, will be showcasing yet another interesting product for the packaging sector: the freely programmable betaJET thermal inkjet printer, which is integrated in the uda-

FORMAXX feeder system for handling folding cartons, blanks etc. It can be used for a variety of applications, eg as an addressing device, as an anti-counterfeiting module in the pharmaceuticals industry, for brand protection or for just-in-time manufacturing in the textiles and cosmetics branches.

**Green printing, Technology Lounge, JDF, MIS and more**

As an acknowledged pioneer of environmentally friendly print production, at Drupa we'll be promoting green technologies just as energetically as we did at the last show in 2008. Four of the web and sheetfed presses exhibited will be waterless UV models. We'll be teaming up with ClimatePartner to demonstrate new options for climate-neutral printing and the potential of climate-neutral press manufacture. In a dedicated Technology Lounge we'll be showcasing the latest advances in UV LED and HR (high-resolution) UV curing systems, energy management and heat recovery in printing plants. As at previous Drupas the CTP pre-press equipment – a Magnus 800 MCU platesetter – will be provided by Kodak. The JDF workflow on the stand will run via LogoTronic Professional, and our Italian alliance partner Logica Sistemi will be showing proven, print-specific MIS software that is also suitable for smaller printshops.

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KBA-MePrint's new variable-format Varius 80 waterless UV offset press

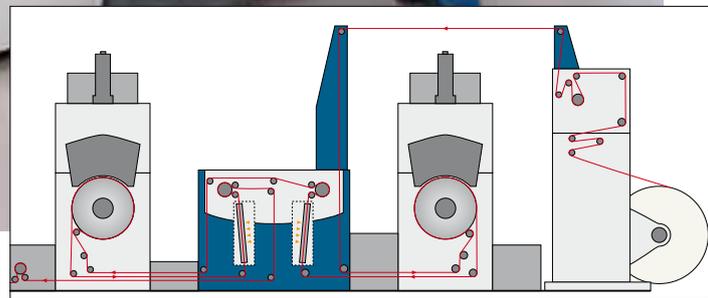


KBA-Metronic's udaFORMAXX separating system for folding cartons has an integrated, freely programmable betaJET thermal inkjet unit for addressing, offline coding etc





The RotaJET 76 is a new web-fed inkjet press specifically engineered for high-volume digital printing to the highest quality standards



The RotaJET's ingeniously simple web leads promote a precise web tension and allowed the length of the press to be reduced substantially compared to other installations

The new KBA RotaJET 76

# High-volume inkjet from the offset pros

The RotaJET 76 we are unveiling before a broader trade public at Drupa 2012 is a new, high-volume inkjet web press for the on-demand or personalised production of four-colour books, brochures, commercials, mailings and magazines. Modified versions for sectors such as packaging printing will follow at a later date. Thanks to its ingenious new web lead system the RotaJET 76, which is manufactured at our main plant in Würzburg, is much shorter and more compact than comparable presses. It unites innovative precision engineering, cutting-edge piezo inkjet technology and high-powered hardware and software. The name RotaJET guarantees quality, performance and efficiency in high-volume digital print production. In creating this new press we have drawn on our unique level of expertise as the leading vendor of quality web offset presses and on our knowledge and experience as a global player in the print media industry.

The RotaJET 76 operates with water-based inks which have a specially modified pigmented surface that delivers an image quality closely approaching that of offset. The press has a maximum web speed of 150 metres (500ft) per minute and a maximum web width of 781mm (30.74in) – the equivalent of 3,000 A4 pages per minute or approximately 85 million A4 pages per month.

The new-generation piezo inkjet heads used are engineered for quality and endurance, require a minimum of maintenance and

help to make the overall system exceptionally reliable. They also help to ensure that high-volume production can continue uninterrupted, because they need replacing much less frequently than other systems. Each one of the 112 inkjet heads for printing four colours on both sides of the web is controlled individually. Inkjet timing and the positioning of every droplet of ink on the substrate are calculated precisely. A new method has been developed for cleaning the printing heads automatically, reliably and fast.

## Precision engineering "made in Germany"

Precision engineering from KBA and advanced inkjet technology are the key to the RotaJET's superior print and register quality – quality that is only possible with a uniformly correct web tension. Which is why the unwinder and infeed unit were designed specifically for this press. Future options will include an automatic reelstand and integration in an automated paper logistics system to enhance productivity still further. In conjunction with an ingeniously simple,

turner-bar-free web lead system for full-colour perfecting this delivers outstanding results. Web tension is controlled automatically.

## Focus on quality

The two arrays of 56 printing heads that arch over the two large central impression cylinders can be moved aside for cleaning and maintenance purposes. This arrangement ensures that the web is guided with absolute precision and promotes an outstanding print quality, even on problematic stock. The print-heads are automatically aligned

(this is commonly referred to as “stitched”, because the configuration resembles back-stitching). Manual intervention is kept to a minimum to simplify handling. The system has a native print resolution of 600dpi. The ability to vary droplet size is an additional advantage in terms of quality. There are plans to offer an optional aqueous coater at a later date as a means of enhancing quality still further.

**Saleable quality even during start-up**

Ease of maintenance is another of the RotaJET’s winning features. The automated cleaning process can run simultaneously with other sequences such as a change of stock or job preparation. This eliminates makeready cycles and boosts efficiency. What is more, the inkjet heads run up to saleable colour even during the start-up phase. In concrete terms this means even less waste, much eas-

ier maintenance, perceptibly faster job changeovers, greater flexibility, higher productivity and last, but by no means least, enhanced efficiency.

**Powerful workflow for PoD production**

Internal systems communications and the integration of third-party systems are JDF-enabled. Standard features include module-based press controls and data management systems to shorten commissioning time. The technology utilised combines PLCs and dedicated drives in one control system. The result is an intelligent and streamlined sequencing of functions for the benefit and convenience of the operator. All this helps to optimise processes and reduce costs. On the KBA stand at Drupa visitors will be able to see demonstrations of personalised production based on the popular APPE (Adobe PDF

Print Engine) workflow. The powerful front-end kit is engineered specifically for the high-volume data throughput associated with industrial-scale print-on-demand applications. And the RotaJET can handle these large volumes of data at maximum production speed, delivering full-colour personalised copies with no stoppages or delays.

**RotaJET teams up with Müller Martini’s SigmaLine at Drupa**

The RotaJET 76 on display at Drupa will be operating inline with a Müller Martini SigmaLine digital production system configured with a SigmaFolder variable-format section folder module and a Primera Digital gang-stitching system. This constellation will allow the digitally printed magazines and advertising brochures to be folded and gang-stitched inline. The SigmaLine system for total digital production control has already been installed

at numerous production plants worldwide. It is controlled via a smart data and process management system supplied by Connex, which ensures the smooth and consistent integration of printing presses and finishing equipment in a single workflow. SigmaLine’s modular design and broad spectrum of finishing options enables it to be customised for the production of both paperbacks and hard-cover books plus a variety of other stitched products.

**At KBA we speak printers’ language**

The RotaJET 76 bears the signature of offset professionals with far greater expertise and experience than other vendors in this relatively new line of business, who primarily hail from the office applications sector.

Klaus Schmidt  
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The RotaJET incorporates an energy-saving infra red dryer from KBA



One of the two arrays of 56 precision-aligned (“stitched”), premium-quality printing heads



The RotaJET at Drupa will be pumping out gang-stitched magazines and brochures via Müller Martini’s SigmaLine digital production system



The focus in designing the RotaJET was on process automation and ergonomic operation



The unwiner developed by KBA for the RotaJET has an integrated controlled infeed unit for exceptionally precise web tension, and alongside automated webbing-up boasts other features hitherto rare in digital presses



New generation of big Rapidas

## Performance explosion in large format

At Drupa 2012 we shall officially unveil a new generation of large-format Rapidas, reaffirming our position as market and technology leader in this format. The most striking features of these big new presses are their compact design, ergonomic operation, enhanced efficiency and superior productivity. They sport a raft of groundbreaking innovations that are quite simply unique in this format. While some were developed especially for LF presses, others were adopted from our medium-format Rapida 106, the makeready world champion. As

the saying goes, "time is money", and the automation and operating systems for this new series are geared towards eliminating needless time sinks. Wherever possible, consecutive job-change sequences have been extensively automated so that they now run simultaneously. And the Rapida 145's higher maximum rated output of 17,000 sheets per hour is a boon to printers with longer production runs, such as those in the packaging sector. The string of new features and enhancements runs the entire length of the press, from the feeder to the delivery.

### **DriveTronic feeder:** press presetting to the highest standards

The DriveTronic feeder has been modified specifically for the new large-format Rapidas and re-engineered to enable it to handle virtually any weight of stock, from paper to heavy board, in what is more or less one universal setting. One hundred per cent presetting accuracy ensures an optimum quality even before the job change has been completed. Substrate-dependent characteristic curve control redefines the benchmark in terms of sheet transfer precision throughout the entire production run.

### **DriveTronic SIS:** sidelay-free infeed for a 17,000sph throughput

A highly acclaimed feature of the Rapida 106 in recent years, and the winner of some prestigious technology awards, our DriveTronic SIS

sidelay-free infeed is now available as a new option to replace the conventional suction sidelays in large-format Rapidas. With DriveTronic SIS there is no need to align the side of the sheet on the feeder board. Instead, a lateral sensor determines the position of the sheet and at the transfer point to the first printing unit the gripper bar on the transfer drum pulls the sheet accordingly. This doubles the time afforded for sheet alignment at the infeed line and was the key to increasing the maximum production speed to 17,000sph on suitable substrates with no loss of quality or frequent stoppages.

### **DriveTronic SPC:** simultaneous plate changing in 50 seconds

The dedicated plate-cylinder drives that have already proven their performance countless times over on the Rapida 106 are now available as an option with our big Rapidas,

raising productivity in this format to a whole new level, particularly where multiple job changes are routine. Irrespective of most other makeready tasks, all the printing plates on our large-format Rapidas, no matter how many there are, can be changed simultaneously in just 50 seconds.

### **DriveTronic Plate Ident:** adding intelligence to size

DriveTronic Plate Ident was originally developed to reduce errors and waste. However, used in conjunction with simultaneous plate changing the system delivers an additional time gain. The camera systems located in the printing units recognise the position of the plates via register marks and any necessary register corrections are performed before printing even starts. The system also carries out a plausibility check by scanning a data matrix code exposed with the plate. It compares the stored job

data with press status, instantly detects and flags any inconsistencies, such as the incorrect allocation of plates, printing units and colours, or incorrect language selection, and halts the makeready process if necessary.

### **CleanTronic Synchro:** washing in record time

CleanTronic Synchro, an optional two-bar washing system for the blanket and impression cylinders, was designed for speed and can run simultaneously with DriveTronic SPC. As an alternative, and another unique feature, both bars can be used to wash the blankets – an option that can cut blanket-washing times by as much as 50 per cent.

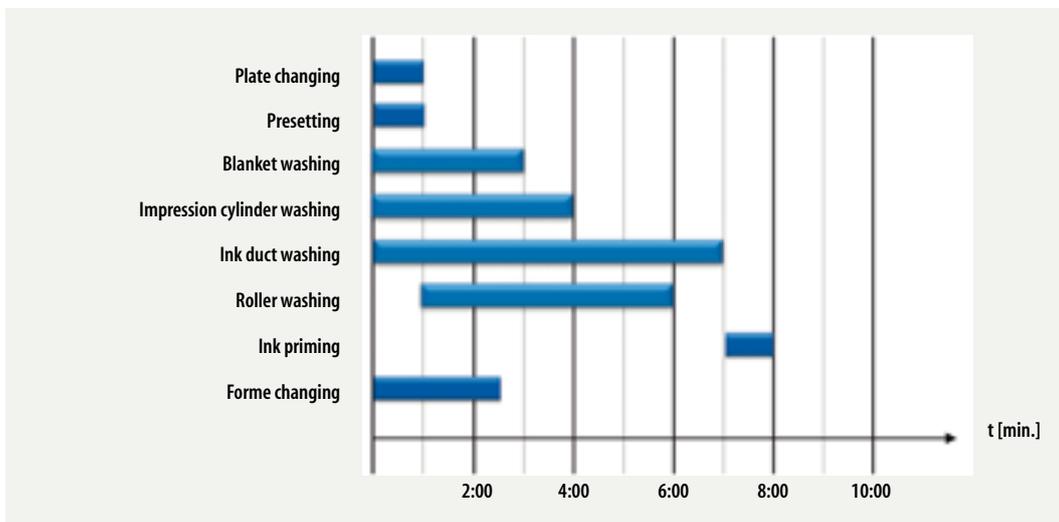
### **DriveTronic SFC:** revolutionising changes of coating forme

The coater for our new-generation big Rapidas is offered with a sensational new option, DriveTronic SFC



**Large-format Rapidas –  
the new 17,000sph performance class**

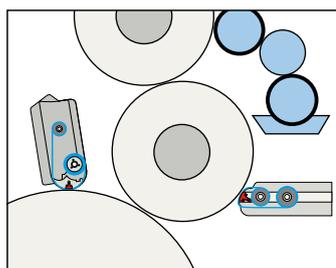
- 1 New AirTronic delivery
- 2 New VariDry<sup>BLUE</sup> dryer
- 3 New DriveTronic SFC
- 4 New high-speed inking unit
- 5 New DriveTronic SPC
- 6 New DriveTronic SIS
- 7 New DriveTronic feeder
- 8 New anilox sleeve
- 9 CleanTronic Synchro
- 10 New gripper carriage
- 11 New multi-venturi sheet guide
- 12 New cylinder bearing
- 13 New substructure design



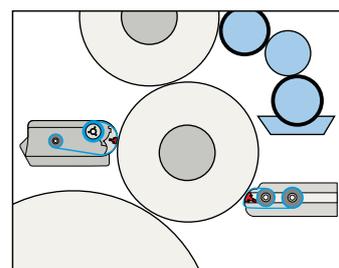
**Makeready diagram for a large-format Rapida with all options, showing how simultaneous sequences can cut makeready time (non-binding example)**

(= Simultaneous Forme Change), which can run while the plates are being changed and the blanket and impression cylinders washed. If only one of the coaters in a two-coater press line is in operation, the second coater can be made ready for the next job during production of the current one.

The anilox roller in the coater is now available as a sleeve, which is much more convenient where production schedules entail frequent changes in coating volumes. The sleeve can be changed with ease single-handedly while other make-ready processes are running simultaneously.



**CleanTronic Synchro in operation:**  
Left: simultaneous blanket and cylinder washing  
Right: blanket washing by two bars simultaneously



**AirTronic delivery:  
presettable and engineered for speed**

Our new AirTronic delivery has an overhead sheet guide, which along with the rest of the sheet-guide system and the multi-venturi blower system above the pile is engineered for a minimum output of 17,000sph. All setting parameters can be preset and stored with a characteristic curve for the substrate. The system can be operated via the control console or a touch panel at the delivery.

**VariDry:  
effective, energy-efficient drying**

Developed and manufactured in-house, our VariDry dryers have been modified for use with the presses in our new 17,000sph performance class, and guaran-

tee thorough drying and accurate sheet delivery even at high speeds. Their energy efficiency is impressive, and this is partly because an optimised delivery geometry and flat gripper carriage allow them to be positioned much closer to the substrate.

An exceptionally energy-efficient version, VariDry<sup>BLUE</sup>, which consumes up to 50 per cent less energy than other systems, is now also available for our new large-format Rapidas.

**User-friendly:  
our new ErgoTronic control console**

Our all-new operator workstation, the ErgoTronic control console, will make the heart of even the most hardened pressman skip a beat. Large, clearly laid out graphical user interfaces, ergonomic forms and a huge wall screen with image-in-image functions make the console truly user-friendly.

And these are just some of the innovations in our big new Rapidas. To find out what else is new, visit our stand in hall 16 at Drupa 2012, where you can also see one of our highly automated Rapida 145 presses in action.

Jürgen Veil  
juergen.veil@kba.com

With 48,000m<sup>2</sup> (517,000ft<sup>2</sup>) of production space at three locations, an annual throughput of 65,000 tonnes (71,500 US tons) of board and a 215-strong workforce, Leopold Verpackungen is one of Germany's biggest packaging manufacturers. Following its inauguration in 2007 the firm's factory in Marbach am Neckar was extended in 2010/11 to some 16,000m<sup>2</sup> (172,000ft<sup>2</sup>). It is one of the most advanced box production plants in Europe. The packaging is printed on three large-format Rapidas, including a six-colour press which may bear the name Rapida 142, but differs from the rest in many ways, not least in the delivery.



A slightly different finish on its highline delivery makes the new Rapida 145 prototype at Leopold Verpackungen instantly recognisable to insiders

New Rapida 145 at Leopold Verpackungen in Marbach, Germany

## 18 months of "Erlking" magic in cutting-edge print environment

While not boasting all the features of our big new Rapidas, the fact that the press at Leopold has the slightly larger format clearly marks it out as a Rapida 145. It is in fact a hidden prototype, or what German car-makers call an Erlkönig (Erlking). Alongside a new feeder board with DriveTronic SIS sidelay-free infeed it incorporates the highline deliv-

ery that is typical of the new series, but dispenses with other innovations in our new-generation large-format presses such as dedicated drive systems for simultaneous plate changing with DriveTronic SPC, a second CleanTronic washing bar at each printing unit and new DriveTronic SFC coaters with quick-change anilox roller sleeves. Like the other two Rapidas the new

press is embedded in an automated pile-logistics system. 90 per cent of the boxes are made of recycled board. In the store, the piles of stock for the infeed are placed on plastic pallets and delivered by shuttle trolley to buffer stations at the presses. The deliveries of the three big Rapidas are also connected to logistic systems to safeguard continuous production.

### High level of automation in the production line

The Marbach factory focuses exclusively on high-volume products for the food-processing industry. These include all kinds of folding and collapsible cartons for well-known companies like Dr Oetker, Barilla and Zott. The Rapidas can handle virtually any board weighing from 250 to 1,100gsm (14-54pt). Recently the company even produced 1.5mm (0.06in) thick beer mats on one of its presses – without the time-consuming conversion work normally required to optimise the sheet guides for such thick board. Behind the sheetfed offset presses there is a buffer zone leading to three Bobst automatic die-cutters. While production on the KBA presses runs in two shifts, the die-cutters must be operated at maximum capacity in three shifts in order to keep up with the stream of printed sheets. The converting line includes high-tech folding and gluing systems (with glue-line de-



The Marbach factory's main products are folding and collapsible cartons for foodstuffs

Managing director Jürgen Leopold (l) and press operator Carlos Napoli at the prototype Rapida 145, which still bears the inscription Rapida 142



ector, code reader and automatic ejection) and a robot system for palletising the finished products. A 5,000m<sup>2</sup> (56,000ft<sup>2</sup>) automated high-bay store 20m (65ft 7in) high can accommodate as many as 7,200 large-format pallets. Block storage space offers additional capacity if required. There is enough space to store finished products and blanks worth up to €6m (\$8m), or 10 per cent of turnover.

**Raft of productivity-boosting innovations**

Leopold's press crews are particularly impressed by the feeder and infeed unit on the new press. Carlos Napoli, who has worked on all the Rapidas, has nothing but praise for the sidelay-free infeed, which saves him a lot of work. And the fact that there is no longer any need to

adjust and position rollers or brushes makes job changes much simpler and faster. The absence of pull lays, which could mark the substrate, is another benefit.

**Bigger format and faster makeready times**

Managing director Jürgen Leopold considers the bigger sheet size to be another major advantage. Depending on the size of the packaging being printed, an extra row of blanks can be fitted in both across the width and down the length of the sheet. While this is rarely the case, an increase from four to six blanks delivers cash savings as it represents a 50 per cent increase in productivity. The higher press speed, in tandem with the pile-logistics system, boosts the Rapida's effective output by 20 per cent.

While the CleanTronic washing unit with its new swing bar runs smoothly, there is as yet no second washing bar at the printing units of the new press in Marbach, so there has been no discernible reduction in makeready times. However, where there are two bars – as is the case with the six-colour Rapida 145 showing at Drupa 2012 – our new large-format Rapidas outclass all other presses of a comparable type. This is because the bars can be programmed either to wash the blankets in half the time or to wash the blanket and impression cylinders simultaneously during automatic plate change with DriveTronic SPC.

**Seven Rapidas at three factories**

Sheetfed offset presses from Radebeul have been strutting their stuff at Leopold Verpackungen since the

mid 1980s, and the first large-format Rapida was installed in 1999. Now there is just one medium-format but six large-format Rapidas in operation at the company's three factories in Ludwigsburg, Bad Lauterberg and Marbach. That is a total of 45 printing units plus coaters and dryers.

Most of the products are given an aqueous coating. Although two presses are equipped with UV capabilities, and a UV option is still available, the discovery of toxins in UV coatings some years ago led to a noticeable drop in the use of such coatings. In order to exclude the possibility of migration by mineral oils into foodstuffs, most products are now printed using Epple's BoFood inks, in which the only components that may potentially migrate are foodstuffs or food additives.

Leopold Verpackungen is making every effort to green up its operations. The temperature throughout the entire plant in Marbach is regulated using geothermal energy and waste heat recovered from the presses. A photovoltaic system mounted on the roof harnesses solar energy. The company has achieved all the accreditation required for the production of food packaging, such as FSC (Forest Stewardship Council), PEFC (Programme for the Endorsement of Forest Certification) and ISO 9001, while BRC (British Retail Consortium) safety and quality certification for the production of primary packaging is in the pipeline. The services offered by Leopold in Baden-Württemberg extend from the design of innovative packaging affording maximum protection during transport using a minimum of material, to punctual delivery by the company's own vehicle fleet. Leopold has plenty of capacity, and to stay at the cutting edge of technology it ploughs a large proportion of its profits back into the business. Jürgen and Reiner Leopold have found that this policy of honest investment has always paid off.

Martin Dänhardt  
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The automated pile-logistics system for the three large-format Rapidas includes a shuttle trolley that conveys the prepared piles to buffer stations at the feeders



The elimination of rollers and brushes at the feeder board is a neat solution; the red light is emitted by the DriveTronic SIS sidelay-free infeed system



All the piles are transferred to nonstop pallets by a pile turner at the diverter between the materials store and the press room



The three big Rapidas form an impressive backdrop in the production hall



The 5,000m<sup>2</sup> automated warehouse, which was erected between May 2010 and July 2011, can accommodate up to 7,200 pallets loaded with finished products and blanks



Instantly recognisable: the new Rapida 105, like its faster stablemate, now has a high-line delivery

Semi-automatic plate changers in the printing units are often adequate for many Rapida 105 users

New Rapida 105: the most advanced press in its class

## Cutting-edge Rapida 106 technology inside

In late autumn last year production of a new-generation B1 (41in) sheetfed offset press started in Radebeul. All that remains of the previous Rapida 105, with its global reputation for reliability, flexibility and performance, is the name. The new model (maximum sheet format 740 x 1050mm or 29.13 x 41.34in) is based on the same technological platform as our top-class Rapida 106. Following a successful testing phase the new press was officially unveiled last November at the All in Print China trade fair in Shanghai. Drupa will see another premiere: the press will demonstrate the fusion of digital and offset.

The new Rapida 105 incorporates many of the fast and highly automated Rapida 106's innovative features. A wider choice of equipment supports customised configurations for printing commercials, books, labels and even high-quality packaging complete with inline finishing.

### Raft of features from the Rapida 106

The maximum rated production speed of the new Rapida 105 has been raised to 16,000sph for the standard model and 16,500 sph for the HS (high-speed) version. A Rapida 105 with a Rapida 106 inside, as it were. The sub-assemblies reflect this advance. For example, the DriveTronic feeder has four dedicated drives for the main pile lift, the auxiliary pile (for nonstop pile change), the feeder head and the feed table. Shaftless technology is reliable, requires little maintenance and has universal settings for most substrates. The pile lift is totally jerk-free. There are five monitoring systems at the

infeed, for double (ultrasound and electromechanical sensors), multiple, crooked and overshoot sheets. When changing substrates no manual settings are necessary nor do the guide elements have to be changed. All press programs can be initiated, and the feeder and infeed settings adjusted, at the touch panel on the first printing unit, aided by presetting software. All functions can, of course, also be controlled from the ErgoTronic console.

The printing units have the same design as the Rapida 106. The angle between the cylinders has been flattened to reduce curvature during sheet travel and allow higher speeds. The multi-venturi guide system for mark-free sheet transport, air systems to prevent slapping and doubling as the sheets enter the impression zone, and post-impression sheet guides for standard and heavy board have also been adopted from the Rapida 106. All airstream parameters can be set and stored at the control

console. The grippers match the performance of the high-speed sheet guides and require no adjustment for different substrates. The gripper spacing has also been optimised for compatibility with all standard formats.

There is a choice of five washing systems, with the simplest incorporating blanket and roller washing. Then there are dual-purpose systems for the blanket and impression cylinders (CleanTronic/CleanTronic Impact) and the rollers. For the first time in this performance class it is therefore possible to wash the rollers and blankets simultaneously, achieving a time saving of over 40 per cent. Washcloth consumption is indicated at the console. CleanTronic Multi operates with two different washes, allowing rapid changeovers from conventional to UV inks and vice versa. CleanTronic UV incorporates an additional safety function to eliminate waiting times in UV production. All washing systems are cloth-based. This not only

eliminates the return pipework and collecting tanks associated with a brush-based system, but also the need to dispose of contaminated solvent and sludge as problem waste, since the washcloths are classified as normal household waste. Substantial reductions in solvent consumption and VOC emissions are an additional environmental benefit.



The Rapida 105's cloth-based washing systems are cleaner and more convenient



## KBA Rapida 105 – the most advanced press in its class

### New features at a glance

- 1 AirTronic delivery *Rapida 106 inside*
- 2 VariDry<sup>BLUE</sup> dryer
- 3 Coating-change system *Rapida 106 inside*
- 4 Inking unit *Rapida 106 inside*
- 5 Automatic plate changing
- 6 Pull lay *Rapida 106 inside*
- 7 DriveTronic feeder
- 8 VariDamp dampening unit *Rapida 106 inside*
- 9 CleanTronic washing systems
- 10 Gripper shafts *Rapida 106 inside*
- 11 Multi-venturi sheet guides *Rapida 106 inside*
- 12 Cylinder bearings *Rapida 106 inside*
- 13 Substructure *Rapida 106 inside*

### Specifications

<b>Formats:</b>	Max. sheet format (standard/special): 720 x 1050 / 740 x 1050 mm Min. sheet format: (standard/special): 360 x 520 / 350 x 500 mm Max. print format: (standard/special): 710 x 1040 / 730 x 1040 mm
<b>Substrates<sup>1</sup>:</b>	
<b>standard:</b>	0.06 - 0.7 mm
<b>with lightweight package:</b>	min. 0.04 mm
<b>with board-handling package:</b>	max. 1.2 mm
<b>with microflute package:</b>	max. 1.6 mm
<b>Max. production speed<sup>2</sup>:</b>	16,000 / 16,500 sph
<b>Pile height<sup>3</sup> at feeder:</b>	1,300 mm
<b>Pile height<sup>3</sup> at delivery:</b>	1,200 mm

<sup>1</sup> Printability is also determined by substrate rigidity

<sup>2</sup> Depends on individual production parameters, eg the inks and substrates used

<sup>3</sup> From floor, excluding nonstop capability

The Rapida 105's quick-response inking units with dynamic ink-key regulation are also new, as are infinitely variable oscillation timing, ink-train separation at impression off and the ability to disengage unused printing units – a feature typical of many KBA presses. A special, quick-change ink duct foil eases cleaning.

### Fast job changeovers even in coating mode

There are two plate-changing systems with different levels of automation:

- semi-automatic, where the plate is lowered into the plate clamps by hand but all further

sequences are automated. Changing the plates in one unit takes approx. one minute.

- automatic, where irrespective of press length all the plates are changed in just under three minutes – register zeroing included.

The Rapida 105's coating system has also undergone extensive changes. The coater can be fitted with either universal clamping bars (changing time approx. two to three minutes) or an automated forme-changing system (takes one minute). Forme changes on the press are the shortest in its class. Printing pressure and lateral, circumferential and diagonal register

are remotely adjustable. Hydro-comp<sup>TM</sup> blade pressure control with two-point support for the chamber guarantees a totally uniform coating application and minimum blade wear. The pumping and cleaning systems for the coater are embedded in the console controls for ultra-short cleaning cycles and coating changes. The range of applications spans gloss and matt, protective and scented, soft-touch and gentle-touch, metallic, special-effect and pearlescent coatings. Dual-coater systems are also available.

### New delivery, new dryers

The new Rapida 105 incorporates proven KBA VariDry dryers. The modules can be used for interdeck or end-of-press drying. UV interdeck dryers are available in tandem with impression-cylinder washing, and will soon be joined by our energy-saving VariDry<sup>BLUE</sup> dryer which is much more energy-efficient than conventional dryers.

Another feature adopted from the Rapida 106 is the high-line delivery, which is engineered for

speed and performance and incorporates multi-venturi sheet guides. The shape and distribution of the air nozzles have been optimised to ensure stable, air-cushioned sheet travel. The gripper bars are exceptionally aerodynamic. The delivery can be preset via a touch panel or the ErgoTronic press console.

The control console for the Rapida 105 is based on the Windows operating system. As ever, the user interface is clear, straightforward and includes an array of menus and programs both for the press itself and for associated peripherals. For example, there are interfaces to the dryer controls, cooling devices, DensiTronic and LogoTronic software. PressSupport 24 and an integrated internet connection support remote maintenance as well as online software updates. Maintenance displays indicate necessary tasks.



Small detail, big effect: a special foil permits fast ink-duct cleaning



New aerodynamic gripper bars prevent turbulence in the delivery

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Gutenberg beuys: from digital to fine printing

# Relaxed working environment yet sharp Rapida technology



The Gutenberg Boys from gutenberg beuys: Matthias Hake (l) and Christian Lieb proudly displaying the only copy that has not been distributed of their award-winning corporate magazine, *Raster*

German print enterprise gutenberg beuys feindruckrei in Langenhagen, near Hanover, differs in many ways from a lot of other printers. When proprietor and managing director Matthias Hake claims today that he suffered from delusions of grandeur when he founded the company back in 1998, he is not entirely convincing. Be that as it may, the modest printshop originally housed in a former photographic studio in a residential area has evolved into a sizeable operation with 4,800m<sup>2</sup> (51,670ft<sup>2</sup>) of production space.



Joint managing director and fine footballer Christian Lieb (r) with KBA-Deutschland regional sales manager Reinhard Pühl at the new eight-colour Rapida 106

Matthias Hake started off by hiring four long-term unemployed. Contrary to public opinion, they all seized this job opportunity with both hands. While two of them are still with the company, two have set up in business on their own – one as a photographer and the other as a web designer – but still maintain contacts with the firm.

After just twelve months the “experimental” digital printing operation was abandoned, and not long afterwards the original premises were also vacated, since the sheetfed offset press that followed the digital system shook the whole house, including the proud proprietor’s private flat. After moving to business premises in the south of Hanover, the company installed three sheetfed presses: one for small, one for half- and one for medium format. When the firm relocated last year to a plant in Langenhagen previously occupied by Schlütersche Druckerei, Hake had no intention of crating up the presses and taking them with him, so new ones had to be purchased. That is how the Langenhagen operation came to have two new Rapida 106 presses – a six-colour with coater and an eight-colour with perfecter for four-backing-four plus everything a printer’s heart could desire: sidelay-free infeed, dedicated plate-cylinder drives for simultaneous plate changing, Plate Ident plate recognition and inline quality control. A small grey press stands alongside.

## Fine products, fine marketing

Dig it! – the company’s original

name – no longer fitted. On top of which a publishing house had already had the name registered. So a new name was sought and soon found: gutenberg beuys, underscoring the link between printing and art that is the image the company projects. Feindruckerei (fine printing plant) is an additional creation of the marketing mavens for raising gutenberg beuys’ profile. Like fine art, fine tuning or fine paper. “The name is jokey and rather arrogant. It has been well received by customers,” says Matthias Hake. It’s not just the marketing that has been top grade but also the products printed: primarily sophisticated advertising matter, 85 per cent of it for agencies. Plus sumptuous books and pictorial volumes, and even business cards if they are non-standard. Fine printing is associated with quality. Fine printing imparts an impression of expense, at least among some new customers who are often amazed at how reasonably priced the Langenhagens’ products actually are.

Christian Lieb joined the company as joint managing director in 2007. Matthias Hake had been wanting to hire him for some time, but Lieb preferred to “start off earning more money and being unhappy at another printing plant.” “Now he is happy and earns a bit less,” says Matthias Hake. That can also happen. Hake and Lieb have a peculiar way of communicating with each other: often very loud, very personal, definitely funny, but never insulting. Their 37 staff have adopted the same habits, with the stellar moments of internal communication captured in conference



While production is running at full throttle...

rooms, on the company's website and on the calendar.

### Rapida technology wins the day

It is no accident that Rapida presses are now cutting the mustard at Gutenberg beuys. There had always been regular contact with KBA, and a few years ago Matthias Hake was favourably struck by the Rapida 74. However, he wanted to await developments and decided against installing the half-format press. It was different with medium-format machines: "The press demonstrations in Radebeul were totally convincing, they were absolute tops," he recalls. The technology and level of automation impressed both the managing directors. Speaking as head of technology, Christian Lieb says: "Our press crew feels much more confident with the inline quality control. And they also receive feedback in real time

on whether the sheets are OK." This can save a lot of waste, particularly where jobs entail multiple signatures. Start-up waste has been cut from 500 to no more than 300 sheets.

Often it is the minor details that inspire enthusiasm among management and press operators: inking units that can be idled, the absence of pull lays and thus the associated setting tasks, the clean handling of colour controls, the overall output. The two Rapidas boast a complete automation package that includes flying job changes. The benefits? A 15 to 20 per cent higher output. A reduction in set-up times – and thus a total time saving – of 50 per cent. "But there is further potential for productivity enhancements," says a delighted Matthias Hake. The high press output has enabled the company to switch from three to two



...Matthias Hake (3rd right) and some of his staff pursue a different activity

shifts per day. And made time for football. Because staff at Gutenberg beuys don't just print beautifully, they also play a mean game of table football. To championship standards.

### Award-winning enterprise

Gutenberg beuys has garnered a slew of awards. With the first issue of *Raster*, its corporate magazine, it carried off the German printing industry's Innovation Award and the iF Design Award. Nine different substrates offer ample scope for "some incredible stories, interlarded with plenty of humour" and a wide range of finishes. Even the packaging can be wacky – a fun-fur slip case is just one example. The second issue of *Raster* also scooped an award, as did a beautifully crafted book whose slick design and silver print on offset stock impressed the jury.

"We don't worry about internet printers because they take away the clients we wouldn't want to have anyway," explains Matthias Hake, who is keen to highlight the difference between his type of business and low-cost, high-volume work. "The bigger the print run, the less interesting the job. The shorter the run, the better," is his second golden rule. Alongside commercial work Gutenberg beuys is taking on a rising proportion of small packaging print jobs. This is because the eight-colour Rapida 106's perfecting unit is even capable of handling 500gsm (25pt) board. Die-stamping and gluing kit is to be installed in the finishing department. "We want to take over KBA," says Matthias Hake with a wink when asked about his other plans for the future.

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The eight-colour Rapida 106 is connected to an automatic ink-pumping system, but the six-colour (in the background) is not because it is often used for special colours



Out of sheer habit, press operator Hans-Jörg Bellmann checks registration on a perfecting job



Far left: The compact Rapida 75E in the press room. The considered alternative press would have been much bigger

Left: Press operators Wolfgang Martens (r) and his son Sven allow no criticism of the Rapida 75E

Merlin in Bremen: from Eduscho's inplant printing department to independent enterprise

## Success with Rapida 75E

Coffee is a constant in Heinz Höppner's life. The former head of the inplant printing department at Eduscho, a coffee roaster, seized a unique opportunity of going independent in 1998 when major coffee roasters started selling off their non-core assets. The contract included sufficient work for two years, during which time he would have to establish his own customer base. Trading under the name Merlin, he stayed at the same premises until the landlord wanted them for other purposes and offered him a new location: a coffee-roasting plant in Bremen, no longer used by the original owner and beautifully renovated. This is where the Rapida 75E has found some real fans.

When planning the relocation from an old customs building to the coffee-roasting plant, Heinz Höppner had to decide whether to have his existing eleven-year-old press overhauled or buy a newer second-hand one. His bank calculated that the monthly instalments for a new press would be roughly the same. He therefore checked out the new B2 (29in) presses on the market. Since he would also be printing

heavy board it would have to have double-size cylinders. Then he saw a print demonstration on a Rapida 75E in Radebeul which went so well that his press crew were over the moon. Another advantage was its highly compact design. Six months after the five-colour Rapida went into operation the outline of the alternative press is still visible on the press room floor. It would have been ten tonnes (11 US tons) heavier than the Rapida 75E and

required a stronger foundation, entailing a lot more structural work because there is car park underneath.

The Rapida has printed around four million sheets since being commissioned. Operator Sven Martens is still delighted with his boss's decision: "It is a fine little machine!" There is no need to change either the ink duct films nor the Super-Blue material on the rollers. Colour is extremely stable,

sheet travel is very smooth and the feeder is sensational: "It eats just about everything, with very little manual adjustment," says Martens. He has printed stock ranging from 60gsm (16lb bond) paper to 450gsm (22pt) board 0.55mm (0.02in) thick. At a higher output than before and with much shorter makeready times.

Today the company makes a living from commercials of all kinds. Sometimes print runs are as small as 150 sheets, rising to an extreme of 300,000. Customers still hail from the coffee and confectionary industries, but they are no longer called Eduscho. Instead Heinz Höppner prints products for trading companies and chocolate manufacturers in Switzerland and Brunsbüttel. Or urban community magazines and waiters' pads. Or documents for the health insurance fund on the floor above Merlin. But whatever the job, the Rapida 75E has no need for modesty, either in the reproduction of complex contones or fine reverse type in ad images. Power consumption is not an issue either, the compact Rapida being much more economical than comparable models.

The new press has freed up capacity at this nine-man enterprise. With the Rapida 75E Heinz Höppner feels well able to compete in the marketplace. But he has one word of caution: "We are competing for customers, not for a ranking among printers." While a lot of other printers accept jobs at almost any price to keep the presses humming, he focuses on specialities. For example coffee wrappers entailing four colours, special colours, two gold shades, an additional special colour and a coating, printed in two passes – and of course non-toxic, as are the similarly sophisticated labels for confectionary.



Merlin is located in a former coffee-roasting plant which had been completely gutted and renovated

Merlin md Heinz Höppner, Matthias Albers of KBA's German sales and press operator Sven Martens (l-r) discussing the superb print quality delivered by the Rapida 75E



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Kombassan's new KBA press has given productivity a huge boost, much to the delight of (l-r) Burhan Budak, Rolf Köhle (Dereli Graphic), offset manager Ercan Canigüzel, general manager Mehmet Eray Nasöz, financial director Cemalettin Tunc Efe and press operator Aykut Celik



Rolf Köhle (l) of Dereli Graphic congratulating Kombassan general manager Mehmet Eray Nasöz on his new acquisition

Six-colour Rapida 142 for Kombassan in Konya

## Modern large-format technology in Anatolia

The commissioning of a Rapida 142 six-colour coater press at Kombassan S.A. in Konya (Anatolia) shows that big KBA installations in Turkey are not confined to the major business centres of Ankara, Istanbul and Izmir.

**K**onya, the largest province in Turkey, is an industrial and research centre, and its eponymous capital is the headquarters of Kombassan Holding, one of Turkey's biggest industrial and retail groups, which was founded in 1988. Its interests span paper and board printing, engineering, metal-working, oil and gas, construction, building materials, mining, textiles, food processing and tourism.

### Growth across the board

The group's printing plant in Konya, Kombassan S.A., is part of its Paper, Cardboard & Packaging Division (PCP), and like its other industrial operations is driving rapid growth with high sales volumes. Alongside commercial and packaging printing the PCP division runs corrugated board and paper mills and a production plant for high-volume school textbooks. Initially its printing activities were confined to books, business forms and other commercials produced on small- and medium-format sheetfed presses, but it soon started specialising in packaging. Today it mainly prints packaging for the food-processing, agricultural, pharmaceutical and textile industries.

The move into packaging printing more or less meant a switch to large format. The new Rapida 142, which replaced another brand and is the company's first press of this format, was fired up in April 2011. Since then it has slashed production times.

Mounted on a 630mm (24.85in) plinth, the Rapida 142 six-colour coater press has a double extended delivery plus an array of features for enhancing productivity, quality and handling. These include automatic printing- and coating-forme change, ErgoTronic ACR, CIPLink

and DensiTronic. A slitter on the final impression cylinder allows medium-format sheets to be delivered.

### KBA conquers the market

Kombassan A.S. general manager Mehmet Eray Nasöz says: "Just five or six years ago the sheetfed offset market in Turkey was dominated by another press manufacturer, but since then things have changed. KBA radically improved its sales and service organisation and gained market share by offering first-class advice and professional

project management. Technical competence and innovative products have made the Rapidas the defining force. The Rapida 142 here can handle an exceptionally wide range of substrates and delivers an outstanding image on both 60 to 80gsm paper and 200 to 450gsm board. It is extremely reliable. We put the press into triple-shift operation and run it six days a week. Our press crews are delighted with the ease of handling and high level of automation that the new Rapida offers."

### Major resources to support further growth

Mr Nasöz continues: "Our figures show that we have achieved substantial productivity gains. With the new press we are ready to face fresh challenges both in domestic and foreign markets. We are already pursuing new projects in the medium term for our Konya and Istanbul plants and will continue to ramp up growth. In Konya alone we still have 300,000 square metres of land available for additional production halls and storage."



The large-format Rapida which came on stream in March 2011 is mounted on a plinth to accommodate the higher piles common in board printing

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For many years Thomas Siepmann, proprietor and managing director of Druckerei Siepmann in Hamburg, had no contact whatsoever with KBA. Last year was the first time, and as a result he purchased a Rapida 106 which has been pumping out prints at his company since the beginning of December last year.



Thomas Siepmann showing Ralf Engelhardt of KBA sales a job freshly printed on the Rapida 106

Druckerei Siepmann boosts productivity with KBA press

## “If we ran the Rapida 106 in three shifts, our finishing staff could never keep up”

What initially sparked his interest in a blue Rapida was its simultaneous plate-changing capability with Drive-Tronic SPC. While his critical eye was enormously impressed by a print demonstration at terminic in Bremen, prior to making a decision he required further proof. So

he had some jobs printed in our customer showroom. Thomas Siepmann recalls that it was “the best demonstration I have ever experienced at a press manufacturer’s.” Before his very eyes a Rapida 106 completed six jobs of 500 saleable sheets apiece, plus one of 3,000 sheets, in less than 40 minutes.

Now his own six-colour Rapida 106 with coater, extended delivery and all major automation modules handles in one shift a workload for which two shifts were previously needed. Its output is twice as high as its predecessor’s, with the biggest time gain delivered by simultaneous makeready processes.

Waste savings are also substantial. Thanks to inline colour control the press runs up to saleable colour in just 80 sheets, and delivers an immaculate image in 200. With presses lacking inline controls the figure is as high as 500 sheets. Calculations for some of the early jobs were based on the previous press,



Thomas Siepmann (l) always has time for a chat with his employees, in this case with press operator Milan Koch



When printing adhesive-bound brochures for the tourist trade, the edges must be aligned and the colour matched precisely on both pages

and upon completion half a pallet of paper was left over. "If we ran the Rapida in three shifts, our finishing staff could never keep up," says Siepmann.

Product finishing is one of Druckerei Siepmann's greatest strengths. The space allocated is bigger than the press room where the Rapida 106 stands alongside another medium-format press, a half- and a small-format press and two HP Indigo 5500 digital printing systems. The post-press department has a number of folding, collating and stitching machines, a medium-format die-cutter with waste-stripping station and two machines for gluing folding cartons. Whereas a lot of printers have only a limited range of in-house finishing capabilities, for Thomas Siepmann value enhancement is a major focus. This is a strategy that has certainly stood the test of time.

### Sound Hamburg business acumen

Siepmann has not posted a loss in any year since it was founded. While fluctuations are an inherent part of running a business, as Thomas Siepmann knows, "the skill lies in moderation and in maintaining a balance." Which is why new kit is only added when it can be financed from the company's own capital. For Siepmann, rapid growth heavily funded by external capital simply does not enter the equation. If several major customers order vast quantities of printed products, any work the company cannot handle is contracted out, usually to a printing plant in Neuenbrandenburg in which Thomas Siepmann has an interest. Conversely, Siepmann takes on digital print jobs from other printers. In the run-up to Christmas these are generally photo calendars.

### Sustained focus on the environment

Since it is situated in the centre of this Hanseatic city, seeking to minimise its environmental impact is a no-brainer. Its endeavours range from FSC accreditation to climate-neutral printing and ecological energy extraction. Solar modules cover 2,000m<sup>2</sup> (21,500ft<sup>2</sup>) of roof space. Because the electrical energy thus obtained is used exclusively for production, the investment is subsidised by the state. The warm air vented from the presses is used to heat the production hall, which at present covers 4,500m<sup>2</sup> (48,500ft<sup>2</sup>). As a result the company's outlay on heating oil is no higher than for an average house. Thomas Siepmann is currently in the process of replacing all the fluorescent lights with LED lamps. This will reduce energy consumption for lighting by 70 per cent.

Druckerei Siepmann is a family-run enterprise where long-term planning is vital. Thomas Siepmann took over the helm in the late 1970s from his father Heinrich, who founded the company in 1949 with his wife as the sole employee. The third generation, in the person of Mark Siepmann, is already being groomed to continue the business.

Today there are 60 employees and up to ten casual workers. Staff also benefit from the family working environment. If possible, Thomas Siepmann greets them personally every morning, and is always willing to lend an ear to their problems and worries. Bonding is promoted through company parties and outings. And there is also a reinsured company pension, which is a rarity among enterprises of this size. So staff churn is correspondingly low. Thomas Siepmann is convinced that only an employee who is happy in his work and enjoys personal freedom can give the firm 100 per cent.



Die-cutting the old-fashioned way...

...and with modern equipment. Thomas Prösch, plant manager at Siepmann in Hamburg, can operate every machine himself if necessary



### Short runs a major strength

But back to the Rapida 106: Thomas Siepmann has found that its exceptional colour stability and fast makereadies are ideal for short-run work, which is now routinely scheduled on the Rapida while longer runs are often printed on the other medium-format press. For some work, such as new jobs from a major brand manufacturer entailing two special colours on lightweight board, the sixth printing unit is irreplaceable, but for a lot of standard products it is superfluous. The ability to disengage printing units that are not required for a print run, and thus eliminate needless roller abrasion, means that the Rapida 106 can be adapted to job specifications. From time to time its other qualities, for example the ability to print a job entailing a total of 3,000 sheets and 144 plates in a single shift, really sets the pulses racing among press operators in the fine city of Hamburg.



Druckerei Siepmann also has digital capabilities in the form of two HP Indigo 5500 systems

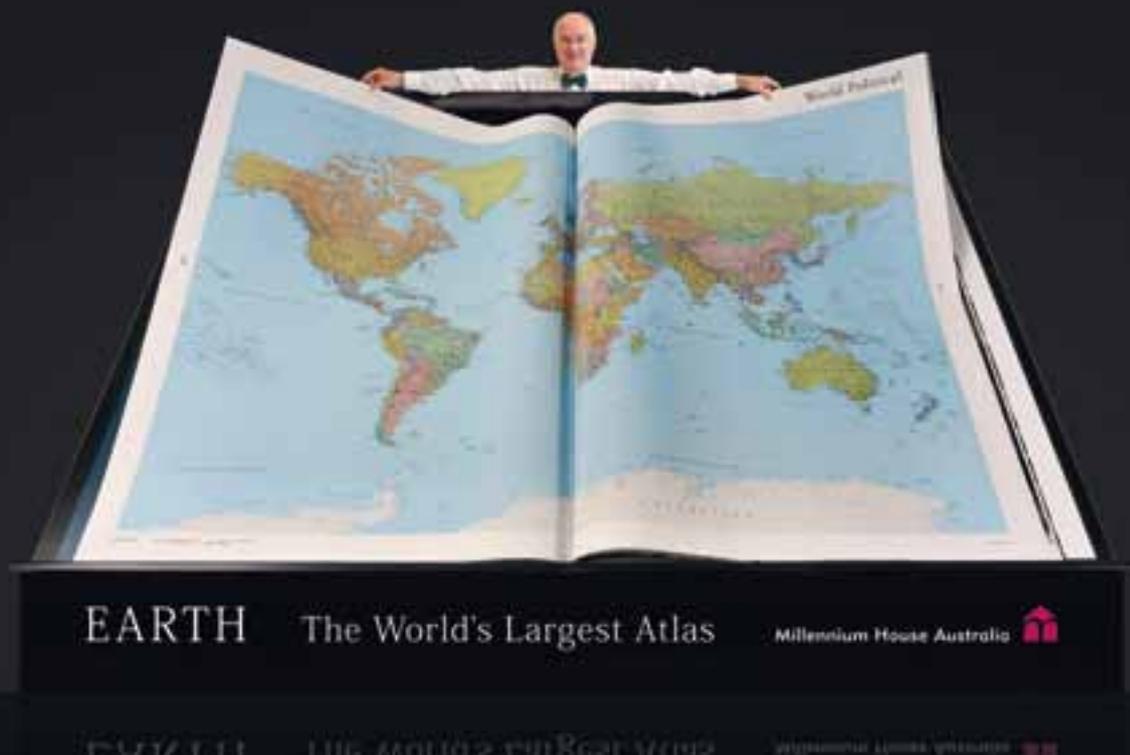


Tiny products like hotel keycards or the patient information leaflets in pharmaceutical and cosmetic packaging, which can entail as many as twelve parallel folds, are just one of Siepmann's specialities

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Millennium House publishes biggest world atlas of all time

# Rapida 205 at Litorama prints Earth Platinum



Records are made to be broken. They inspire competition and thus engender ever greater achievements. The international book scene is no exception. An Australian publishing house, Millennium House in North Narrabeen (New South Wales), recently unveiled the biggest and heaviest atlas ever produced, measuring 1.8 x 1.4m (70.86 x 55.1in) and weighing in at 150kg (over 330lbs). Titled *Earth Platinum*, this monumental, leather-bound work was printed at the end of last year by Litorama div. Igap in Mazzo di Rho, near Milan.

Gordon Cheers, managing director of Millennium House, displaying the 150kg world atlas, *Earth Platinum*

Fittingly, the limited edition of just 31 copies was produced on the world's biggest sheetfed offset press, a KBA Rapida 205 for a 1510 x 2050mm (59.45 x 80.70in) format.

## Giant Rapidas make spectacular books possible

This exceptional print job was awarded to an Italian printer fol-

lowing a worldwide selection procedure. This is hardly surprising: Italian book printers enjoy a global reputation and this is not the first time that they have hit the headlines. In 2003, when Taschen-Verlag published the massive *Greatest of all Time* – a biography of boxing champion Muhammad Ali to celebrate his 70<sup>th</sup> birthday – it was printed by Arti Grafiche Leva (Ses-

to S. Giovanni) and Canale (Turin) on large-format Rapida 162 presses and bound by Legatoria LEM.

## A cartographic legacy for generations

Acclaimed by the international press at the time as the most gigantic book in the history of literary culture, this mammoth work is surpassed by the *Earth Platinum* world

atlas both optically and in terms of the technological challenges entailed. With a surface area of 2.52m<sup>2</sup> (27ft<sup>2</sup>), *Earth Platinum* is sure of a place in the *Guinness Book of Records*. The weight and dimensions of this exquisite reference book break a record for atlases that dates back to the Klencke Atlas of 1660. The only one of its kind, this can still be viewed today in the

Antiquarian Mapping Division of the British Library in London.

**Millennium House, creator of award-winning products**

Millennium House, which started up seven years ago in Sydney, specialises in the production of exclusive books, and soon established a high-profile image in the international book industry thanks to the outstanding design and quality of its exceptional creations. Since producing its first world atlas, *Earth Blue*, in 2008, Millennium House has carried off countless cartographic awards: IMTA Best Book Award in 2008, 2009 and 2010, Best World Atlas International Cartographic Conference in 2009, and IMTA Asia-Pacific Best Overall Award in 2010. *Earth Platinum* continues the company's success story.

The main objective in creating *Earth Platinum* was to provide a cartographic record as a legacy for future generations, depicting the world in precise detail at the time of publication.

**Labouring for absolute perfection**

In carrying out this ambitious undertaking Millennium House employed the very best processes at every stage of production to ensure quality excellence. 24 photographers, 88 cartographers and geographers plus a host of computer specialists from all over the world set about fashioning this unique work with meticulous care and precision. *Earth Platinum* has a selling price of \$100,000.

The quality and detail demanded in the production of the book represented a challenge which was further intensified by its huge dimensions. When reproducing the sumptuous photos the focus was on precision and the creation of 3D-like effects. While a short print run like this would normally make digital printing the preferred choice, quality specs meant that offset was the only possible process.

**Expertise wins the day**

Of the 26 offset printers throughout the world that were screened in the selection procedure, KBA

user Litorama div. Igap was the final choice. The book was finished and bound by Sunflower Bindery in Hong Kong, which created the desired optical impact and ensured vital durability using traditional skills.

Litorama div. Igap in Mazzo di Rho near Milan was established in 1881 as Impresa Generale Affissioni e Pubblicità (IGAP) and is the oldest, largest and most successful poster printer in Italy. In December 2004 it became part of the Litorama group, whose activities embrace digital, sheetfed and web offset printing plus finishing, and which has four production plants in Milan and Rome.

Litorama installed two superlarge-format Rapida 205 presses seven years ago, before it adopted its present name. The first modern presses for this format in Italy, they redefined the print quality and productivity benchmarks at this old-established firm.

**Quality and performance safeguard advances**

Litorama div. Igap is a popular choice among industrial enterprises, retailers and publishers for exquisite printed products of all kinds. Its highly discerning customers include the fashion industry, which is renowned for its outlandish campaigns.

KBA's superlarge-format Rapidas have a maximum rated output of 9,000sph, can handle substrates weighing 90 to 600gsm (50lb to 64pt) and are used for jobs demanding a superior quality. The five-colour press, whose array of extras includes IR and UV dryers, can apply either conventional coatings or hybrid inks plus UV coatings. Boasting automatic plate changing, an online link to pre-press, ErgoTronic ACR automatic registration, DensiTronic Professional quality management and EES (Emission Extraction System), the Rapida 205 combines fast makereadies with exceptional production flexibility.

**Outstanding performance, awesome technology**

During a visit to Litorama div. Igap in Mazzo di Rho to see how work was progressing, Millennium Earth managing director Gordon



*Earth Platinum* was printed in Italy by Litorama div. Igap on a five-colour KBA Rapida 205 coater press installed in 2005



Production of the 1.8 x 1.4m pages for *Earth Platinum* posed a challenge that the press crew mastered with consummate ease



Gordon Cheers (right), KBA sales director Sascha Fischer (left) and KBA-Italia managing director Joachim Nitschke checking some images at the press console



Litorama div. Igap, which saw off 26 competitors to win the contract, was warmly praised by Gordon Cheers (left) for the excellence of the final product

Cheers expressed his admiration of management and press operators: "The print quality delivered by the KBA Rapida 205 is fantastic. I don't know how we would have produced *Earth Platinum* without this awesome machine. We at Millennium House are working on the

production of another extraordinary book and hope to collaborate with KBA once again to bring it to completion."

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**M**art.Spruijt in Amsterdam has two managing directors: Martin Key, an entrepreneur, trouble-shooter and technician, and Rob Kastelein, a passionate printer with ink instead of blood in his veins. While both men come from different backgrounds, have their own history and character, they were unanimous in their choice of KBA.

In the course of its century-old history Mart.Spruijt established a formidable reputation in the Dutch graphic arts industry for beautifully crafted, top-of-the-market books of illustrations for artists and museums. Grafinoord, which is based in Assendelft, 25km (15½ miles) north of Amsterdam, also specialises in high-quality products.

**Economic exigencies**

Grafinoord’s presses, including two Rapidas, were sold off. “While that was a big event,” says Rob Kastelein, “it was nothing compared to having to let several employees go. In the eighteen years since the company was founded we’d been through thick and thin. I am more a father figure, whereas Martin studies the figures. He said ‘Rob, we can’t go on like this!’ and he was right.”

Mart.Spruijt was also totally reorganised. When Martin Key be-



Alongside the quality of the prints delivered, what swayed the decision in favour of the Rapida 106 were the fast job changes

Mart.Spruijt Grafinoord in Amsterdam

# Second Rapida 106 coater press for quality print provider

The Netherlands is a tough print environment, and cooperative alliances are often effective in defending market share. When quality print providers Mart.Spruijt and Grafinoord merged in May last year to form Mart.Spruijt Grafinoord, one of its first decisions was to buy a KBA press. This was such a successful move that a second Rapida 106 was installed in August.



“Perfect Print People” – Mart.Spruijt Grafinoord in Amsterdam

came the new owner in 2007, the firm employed over 40 people. A few years later, extensive automation and the first of the new Rapida 106 presses meant that just 15 employees were needed for the same volume of work.

Martin Key explains: “While it was by no means easy, it was different for me than for Rob. I hadn’t

worked with these people all my life. But even if that had been the case, you can’t ignore economic principles. When a company has been a big success for so many years, which was certainly the case with Mart.Spruijt, there is a tendency to rest on one’s laurels instead of staying on the ball. That can soon lead to problems.”

**Cutting the knot**

Martin Key took a two-pronged approach. This entailed streamlining production and investing in a new Rapida 106, the contract for which was signed at Drupa 2008, while seeking a prospective partner with a view to a merger. “I conducted dozens of negotiations, but persuading printers to move out of their comfort zone is no easy task.” However, Rob Kastelein of Grafinoord expressed interest in his ideas.

Rob Kastelein says: “Although I don’t have Martin’s head for figures, I was aware of shifts in the market. When we asked ourselves whether we should invest in a new press, I cut the knot and we both sat down at the table. Looking back, that was the right decision.”



The two Rapida 106 press lines are mounted side by side



With the high-automation Rapida 106 press lines, half the number of staff can handle the same volume of work



The art and agency scene in Amsterdam figures prominently in Mart.Spruijt Grafinoord's order books

### Preference for coating

The commercial department was enlarged, the management information system enhanced and the question posed as to which press should be purchased. Rob Kastelein says: "Grafinoord was a KBA house, but that doesn't mean we opted blindly for a specific brand. I continually tested the choices I made."

The same applies to Martin Key: "While our experience with KBA had been good, when choosing a new press we approached it with an open mind. I don't focus on any particular brand, however good it may be, but on the cost calculation. Our press crews work in shifts, so I can have every press running for twelve hours a day or sixty hours a week with no overtime. This is the level of plant utili-

sation I must achieve to establish a sound basis for the company."

Production speed and job changeover times are prime criteria. "We scrutinised every press on the market. Whichever way we totted up the figures, a second Rapida 106 was the result every time. Of course print quality plays a major role, but this was something KBA had sussed long ago. The enthusiasm shown by KBA importer Wifac also played a role. What is more, our press operators know KBA presses inside and out. In short, when Grafinoord joined us we made a joint decision and inked the contract. At Rob's request, this time we opted for a Rapida 106 with coater."

### Complete control

The second Rapida, with its array

of automation modules and quality control systems, was installed at the end of August last year. The two ErgoTronic consoles are particularly noticeable. One stands with its back to the press, the other (in mirror image) at sheet delivery. Rob Kastelein says: "It looks good but is primarily a practical solution."

Mart.Spruijt Grafinoord boasts a full complement of certificates. "If you want to earn money you have to have your production process totally under control. There must be no weak links in the chain. We have always been printers of quality, and we are out to maintain our standing while streamlining production processes. Our KBA presses fit our plans perfectly."

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### Loyal to KBA quality and brand

When it comes to quality, it would be hard to find a more critical printer in the Netherlands than Rob Kastelein. Not without reason has the company worked its way up to serve the topmost echelons of the market. These include advertising and design agencies in Amsterdam, with their challenging specs, and industrial enterprises in the Zaanstad region, one of the oldest industrial areas in the Netherlands. Rob has been in the printing business since 1980. He took over a printshop north of Amsterdam in 1993, starting off with eleven employees. At Grafinoord he worked with two KBA sheetfed offset presses – a Rapida 72 and a Rapida 105. In May 2011 his company found a new home with Mart.Spruijt.

"Whichever way we totted up the figures, a second Rapida 106 was the result every time."

Mart.Spruijt Grafinoord  
joint managing director Martin Key



Master printer Rob Kastelein (left) and Martin Key joined forces in May 2011

### Over one hundred years old and still full of fire

Mart Spruijt founded his eponymous firm in 1906. One of his grandsons, Frans Spruijt, was a defining figure in the Dutch graphic and typographic industry in the second half of the 20th century. Most of the company's business comes from the art world, cultural institutions, the financial sector, industry, commerce and public authorities. Mart.Spruijt is the printer of choice for large numbers of publishers, designers, advertising agencies and communications specialists. Martin Key took over the company in 2007. Prior to that he was, among other things, the owner of an architectural practice.

## Antwerp, the cradle of the Belgian printing industry

Antwerp, on the banks of the Schelde, is the birthplace of many printing plants. The Plantin-Moretus family's historic printing plant, which dates back to the 16th century, is world famous. De Coker was founded by Frans De Coker, who started up the company in the centre of Antwerp in 1877. Two brothers, Eric and Luc De Coker, are the fifth generation at the helm. Albe was established in 1947 in Deurne, a suburb of Antwerp. The two companies merged in April 2007 to create Albe De Coker, which today has some 115 employees and is situated in Hoboken, a district of Antwerp.



"Originally we wanted to buy a half-format press, but in the end we switched our entire production to three KBA Rapida 106 medium-format presses." Plant manager Patrick Leus

Albe De Coker in Antwerp

# Three Rapida 106 presses replace entire fleet

Three brand-new medium-format Rapida 106 presses are in operation at Albe De Coker in Antwerp. Seven days a week, 24 hours a day. Plant manager Patrick Leus says: "We have organised our workflow for high-volume production, without impairing either product quality or our relationship with our customers."



In 2007 the De Coker family business merged with Albe, a print enterprise almost three times as big, to form Albe De Coker. At a single stroke this tripled the workforce from around 35 to 115.

When in 2010 a replacement was sought for a half-format sheetfed offset press, intensive calculations resulted in a radical decision to replace the entire press fleet – comprising two older presses plus three relatively new medium-format machines purchased at the time of the merger – with three new Rapida 106 models: a ten-colour, an eight-colour and a five-colour version with coater.

### Six-million-euro investment package

Plant manager Patrick Leus has worked for De Coker for 23 years and now heads the company along with the owners, Eric and Luc De Coker. He recalls: "Following a major investment programme in 2007 our press fleet included one four-colour and two five-colour presses, one of which had a coater. At the end of 2010 we decided to add a new press with the aim of substantially enhancing our productivity. When it became clear that we needed to replace one of our B2 presses, I drove to KBA in Radebeul, near Dresden, with a case full

of exceptionally challenging print formes. During a demonstration on a high-automation KBA Rapida 106 I realised that it offered a raft of benefits and I asked myself: why do we have to print in half-format? What other press can change ten plates in less than one minute? What other press reaches saleable colour in just 50 sheets? What other press is generally in register directly after plate mounting? What other long sheetfed press can attain 15,000 sheets per hour in perfecting mode? And the most important question of all: what other press combines all these properties? That was when the decision

was made to fund a six-million-euro investment package to replace all our existing presses."

### Running like clockwork

This move was made because management at Albe De Coker knew exactly what they wanted and, more specifically, what they did not want. "We did not want any of our press operators to develop favourites and prefer working on one press more than another. We did not want to have to train staff twice over. We did not want our sales staff to sell press-specific products. We did not want different plate formats."

Albe De Coker had decided to expand into continual production back in July 2010 so as to respond with much greater agility to demands for ultra-short turnaround times. “Our press crews were already working in shifts during the week, everything was in operation 24 hours a day. We have since extended this to weekends as well.”

Because production had hit the limits of its capacity, Patrick Leus imposed one condition. “The transition time to the KBA presses must be no longer than three to four months.” At Albe De Coker there was plenty of space to install the new presses while the old ones were still running. This allowed the three new presses to be installed within the scheduled time frame. All the operators received five weeks training, which included one week in Radebeul.

“We knew we had to surmount a major obstacle, but in tandem with KBA and their Belgian agency

Naca we were able to master every challenge. In the transitional period everyone did their utmost to achieve optimum results. The presses are now running perfectly.”

### High-volume print production 24/7

“If a press doesn’t reach maximum production speed, then it’s usually due to the operator and not the press itself,” explains Patrick Leus. “We are an industrially organised printing plant. Our average print run is around 3,000 impressions, but jobs with just 200 sheets are also part of the daily routine. Jobs like these demand a lot of preparation, both in pre-press and in terms of paper logistics. When a job comes in we immediately check whether all the data are correct. That is done automatically to a great extent, but it also means that we are on the phone a lot, collaborating closely with the custom-

er. Only when we are certain that everything is one hundred per cent correct does the job go for scheduling, and often leaves the company again just a few hours later following fulfilment.”

Up-to-date management information is part and parcel of a high-volume production scenario. “We permanently monitor the performance of our presses. This is done via KBA LogoTronic, which we have linked to our management information system. We strive to maintain a flat organisation with short communications channels. I am in almost constant consultation with staff at their workstations. This means that my desk is virtually unused.”

2011 was an eventful year for Albe De Coker. “But it was well worth the effort,” says Patrick Leus. “The three Rapidas have fulfilled all our demands of low waste levels, fast set-ups times and, above all, a uniformly outstanding print quality.”

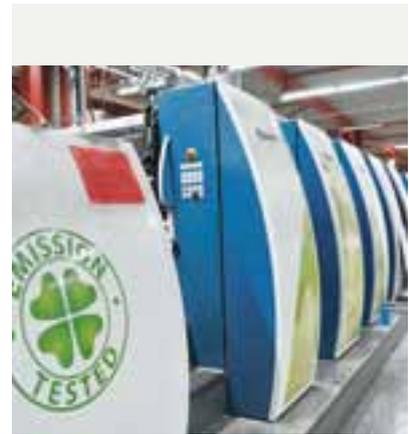
“It was a turbulent time in which everyone did their utmost to achieve optimum results. The Rapidas are now running perfectly.”

Patrick Leus



The three highly automated Rapidas have enabled Albe De Coker to implement 24/7 production with no loss of quality

Cutting-edge technology is also used to measure and control colour quality



Albe De Coker invested €6 million in three new Rapida 106 presses, one of which is this ten-colour version for 5 backing 5

### Focus on sustainable printing

Albe De Coker maintains intensive, long-standing relations with its customers. “We prefer to speak of partners rather than customers. We work with our customers as much as possible, making suggestions and advising them on their communications strategies.”

The company mainly prints for public authorities and industrial enterprises. Exports account for more than 40 per cent of its output. In March 2011 Albe De Coker became a member of ClimatePartner, so customers now have the added option of carbon-neutral print production. The Rapidas all boast the “emissions tested” eco-seal, which among other things indicates reduced energy consumption. At Albe De Coker the presses operate with an alcohol content in the fount solution of just 2.5 per cent and otherwise dispense almost entirely with chemicals. Albe De Coker has ISO-12647 accreditation.

Patrick Leus says: “A superior print quality is a basic essential. Fast turnaround is also increasingly common nowadays. While our focus has long been on sustainable production, nowadays green printing offers competitive advantages as well, and in the medium term will be indispensable for any successful enterprise. Either you are an environmentally committed printing plant or you’re not a printing plant at all.”

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Printing department manager Mike McDonald with operators Ed Collins and Steve Seminatore (l-r) at the new Rapida 106

CardPak places order for long Rapida 106 with perfecting

## Ten colours with no loss of productivity

CardPak, a leading US supplier of packaging products to consumer brand companies across the globe, installed a new Rapida 106 at its headquarters in Solon, Ohio, in mid-November last year. The configuration of this B1 (41in) ten-colour perfecting press with coater and extended delivery is not the usual choice for printing packaging.

“In the past three and a half years we have completely transformed our company,” says Tony Petrelli, president of CardPak. “We’ve established a strategic plan that has improved our operations so that we can practise lean manufacturing and produce environmentally sustainable packaging. This plan has taken us to our full manufacturing capabilities and the installation of our new Rapida 106 will open up 20 to 25 per cent more capacity in our facility.”

### High level of automation

The new Rapida 106 with a maximum output of 15,000sph and ul-

trafast makeready times has dramatically expanded productivity. The press provides a wide choice of automation options, including DriveTronic dedicated drives for the feeder, infeed and plate cylinders, plus presetting capabilities. The press also features the GATF InterTech award-winning sidelay-free infeed, DriveTronic SIS. Its LogoTronic system allows for presetting of ink ducts. New technology on press also includes DensiTronic Professional closed-loop colour management and QualiTronic inline colour control. The substrate range runs from lightweight papers to heavy board, from plastic films to

corrugated – all without adjusting any grippers.

### Rigorous screening process

Before CardPak chose to purchase its new KBA press, the firm performed diligent review of all of the press models on the market. As part of this year-long evaluation process, vice-president and general manager Greg Tisone and printing department manager Mike McDonald made multiple trips to demo centres watching their jobs run on presses, checking makeready times, running speeds and perfecting tolerances.

“All of the manufacturers had very good products. This made the decision even harder,” states Tisone. “We took our pressman to see the KBA press in action. We talked to field operators and observed actual manufacturing environments. We could see and discuss DensiTronic and QualiTronic inline quality control at work. All of the KBA customers we visited gave high marks to KBA, their presses, the technology and their service packages. It made us feel very comfortable purchasing the Rapida 106.”

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“We chose to purchase two large-format presses from KBA because they offered the highest level of automation and productivity as well as a custom-configured press for our particular needs,” says president Mark Wright. “These presses will allow our company to continue its rapid growth and offer our customers the highest level of productivity and quality that they expect. We needed the added capacity because we’ve been experiencing 25 per cent growth year over year for several years.”

The two new Rapida presses will incorporate many inline quality control and automation systems to maximise efficiency. They will join two six-colour B1 (41in) presses from a different press vendor and replace the existing B0 (56in) press.

#### DriveTronic SPC now in LF too

Key to Specialty Finishing’s decision to purchase KBA presses were its highly automated features and sleek press design. Both presses will be equipped with KBA LogoTronic management software, DensiTronic Pro density and colour measurement as well as KBA QualiTronic Pro inline sheet inspection. The two new Rapidas will be the first large-format presses to feature simultaneous, automatic plate changing via dedicated drives. This saves critical time, and with a top running speed of 15,000sph and CIP 3/4 systems will greatly reduce makeready.

“The full-sheet inspection system was a key feature on the press,” says Wright. “Sixty per cent of waste is due to defective sheet production. The QualiTronic inline sheet inspection system will allow us to greatly reduce our waste and therefore help our customers with



Left to right: consultant Don Coggswell, KBA vice-president Doug Whitacre, Specialty Finishing president Mark Wright, KBA North America president and CEO Mark Hischar and KBA senior vice-president of sheetfed sales Soren Larsen after the contract signing at Graph Expo 2011

Specialty Finishing purchases two Rapida 145s

## More power with new KBA large-format presses

Specialty Finishing, an Omaha, Nebraska, full-service folding carton manufacturer, purchased two new-generation large-format Rapida 145 presses at Chicago’s Graph Expo in September 2011. The new presses are a six-colour and a seven-colour equipped with our unique process automation and inline quality control features plus coaters. These are the first KBA presses purchased by Specialty Finishing.

faster production and improve our bottom line.”

Another important component is DensiTronic Pro, a combined density and colour measuring system for quality control both during and after printing. Unlike other systems, DensiTronic Pro also permits direct measurements within the image. Deviations from defined target values are recognised and displayed reliably and much faster than with hand-held measuring devices.

#### Superior versatility and automation

“During our four-month intensive

investigative process we looked at all of the press manufacturers with large-format models,” says Don Coggswell, an independent consultant who was hired by Specialty Finishing to assist in the purchase and accompany them during their press evaluations. “KBA invited us to their factory in Dresden, Germany, to see how their presses are built and took us on tours of other KBA printers who had similar presses. The decision to purchase a KBA press was a combination of KBA’s ability to build a press with the exact specifications required for Specialty Finishing’s customer

base and high-quality, highly-automated presses that could maximise their profits.”

“We are pleased that Specialty Finishing chose KBA and our Rapida large-format models over other press manufacturers,” says Mark Hischar, president and CEO of KBA North America. “We believe that our dedication to new, highly automated technology, our flexibility in building a custom press, and our service and knowledge will build a strong partnership between KBA and Specialty Finishing for many years to come.”

Specialty Finishing began as a small family-owned print shop in 1927. Commitment to customer goals and leading-edge technology has driven Specialty Finishing’s growth to a multimillion dollar operation employing more than 140 people. In 2007 the firm opened a second facility with 37,000m<sup>2</sup> (400,000ft<sup>2</sup>) of cutting-edge capabilities.

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The Rapida 145 incorporates a raft of automation features from our makeready world champion, the Rapida 106, and is even more productive than its globally successful predecessor



Delighted at the B1 premiere in Switzerland (l-r): (seated) Thomas Burri, director of Saint-Paul AG; Thierry Mauron, director of Saint-Paul Holding AG; Peter J Rickenmann, managing director of Print Assist AG; (standing) Christophe Wachenheim, project manager of Saint-Paul AG; and Franck Rocaries, big-ticket sales manager at Print Assist AG



Saint-Paul signs up for high-tech Rapida 106

## “All in one pass” premiere

This premiere and investment are sure to make waves in the Swiss printing industry. Saint-Paul in Freiburg recently signed up for a Rapida 106 medium-format press with a configuration that is far from common: four colours + coating + drying + drying + perfecting + four colours + coating + drying/extended delivery.

More specifically this enables four-colour jobs to be perfect printed and coated in a single pass. The only other press configuration of this kind in Switzerland is in the B2 (29in) sector. None of the eight- or ten-colour perfector presses already installed in the country have a configuration that allows them to deliver the same coating quality with such efficiency. With all of them the sheets must either be passed through the press a second time or given an overprint varnish on both sides, which cannot compare on quality.

This strategic investment is Saint-Paul’s response to mounting

competition, and will afford it a vital edge in efficiency and quality when printing high-end jobs and new products. In addition to the array of printing, coating, perfecting and drying units mentioned above the new Rapida 106 perfector will feature the following modules: LogoTronic Professional, DriveTronic SIS no-sidelay infeed, automatic plate changers, DriveTronic SPC dedicated plate-cylinder drives, DriveTronic Plate Ident automated pre-registration, DensiTronic Professional densitometry and spectrophotometry and QualiTronic colour control. The press will be delivered to Boulevard de Pérolles

in Freiburg in mid-2012 and will replace three presses from another vendor. KBA’s Swiss subsidiary Print Assist thus welcomes yet another new user to its KBA base.

### Corporate principles informed by high standard of ethics and morals

The Saint-Paul group was founded in 1871 and has around 300 employees, 145 of whom work at the printing plant. Products include a daily, *La Liberté*. The group is one of the most unusual printing and publishing operations in the country, being the proud owner of a Catholic order of nuns and committed to high moral and ethi-

cal principles. Profit maximisation at any price is not a top priority. This means that the group can invest as it deems fit to operate as a media business with cutting-edge production technology, providing a complete range of services spanning pre-press, cross media, publishing, printing and finishing. So Saint-Paul’s printing plant is well equipped to meet the mounting challenges of the next few years and can respond fast and flexibly to changes in market conditions.

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The eight-colour Rapida 106 configured as four colours + coating + drying + drying + perfecting + four colours + coating + drying/extended delivery will be installed at Saint-Paul in Freiburg this summer



In April Unipack in Bulgaria will take delivery of a six-colour Rapida 106 with two coaters plus dedicated plate-cylinder drives for printing cartonboard

Bulgarian packaging printer invests in high-tech press line

## Dual-coater Rapida 106 for Unipack

Early this year management at Unipack Fort in Pavlikeni, Bulgaria, signed a contract for a high-tech Rapida 106 six-colour B1 (41in) press with two coaters, DriveTronic SPC dedicated plate-cylinder drives and a raft of automation modules. The press is scheduled for shipping in April.

Pavlikeni-based Unipack is one of the biggest packaging printers in the country. The company's press fleet, which includes both sheetfed offset and flexo machines, prints folding cartons for the food-processing, cosmetics, pharmaceuticals and tobacco industries. At present its production plant in Pavlikeni houses a Planeta-Variant alongside presses from another German vendor. The new Rapida 106 will primarily be used to print packaging for the cosmetics industry.

### Array of automation features

In addition to conventional inks the new high-performance press will be capable of applying UV inks. Its two coaters will enable it to apply a range of different coatings – both conventional and UV – in either single or multiple applications. The Rapida 106 for Unipack will have five ports for interchangeable interdeck UV dryers that can be positioned and relocated according to the type of job being printed. Washing systems for the different types of ink are included in the



Unipack director and co-proprietor Todor Tschakow (centre), pictured here with Simeon Dominov (l) of KBA sales agency Dominov Konsumativ and KBA sales director Sven Strzelczyk, signed the contract for a high-end Rapida 106 dual-coater press in January

press package. Since the Rapida will mainly print short and medium runs management opted for fast, simultaneous plate changing with DriveTronic SPC. Image quality will be monitored by inline QualiTronic colour density controls, DensiTronic Professional with spectral measurement and ErgoTronic ACR (automatic camera register) control. Equipment also includes a board-handling package plus nonstop systems at the feeder and delivery.

### High growth potential

Following its installation the new Rapida 106 will arguably be the longest and most extensively equipped sheetfed offset press line in Bulgaria. There is an urgent need for investment among Bulgarian printers, and at present financing is facilitated by grants from the EU. We are therefore confident of booking further contracts from this region, especially in view of Bulgaria's favourable situation as a direct trade link between Serbia and Greece.

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Forward strategy at Swiss media enterprise Jordi

# Realignment with high-automation Rapida 106

An unusual press from an unusual perspective. The new-generation eight-colour Rapida 106 SPC perfecting press with coater, flying job change capability and KBA QualiTronic colour control using System Brunner's Instrument Flight software has transformed Jordi's production routine

In 2010, Jordi in Belp signed up for a new-generation Rapida 106 SPC eight-colour perfecting press with a coater. The package included a flying job change capability and – a world first – a KBA QualiTronic colour control system incorporating Instrument Flight software from System Brunner. The high-tech press came on stream in December that same year at a new printing plant. Time for a status report.

Jordi boasts a long tradition dating back to its establishment in 1897 by Friedrich Jordi. Today Bruno Jordi, the fourth generation of the founding family, is in charge of a production plant and publishing house whose 80 employees generate annual sales totalling 15 million Swiss francs (\$16.5m). Originally a conventional commercial print enterprise, over the past thirty years the firm has focused more on magazines and is now able to offer an all-in package embracing pre-press, subscription data management, editing, printing and logistics.

As the company continued to grow apace the logistics at its original premises at Belpbergstrasse 15 became increasingly inadequate. In the end the decision was made to build a new plant, and this was completed at the end of 2010. Including the new Rapida 106, Jordi invested a total of 13 million francs (\$14.3m).

Based on its size and volume of work Jordi was a typical B2 (29in)

operation. But in the course of its evolution there arose a need for ever bigger configurations to handle the swelling workload. Prior to installing the new Rapida the company purchased a ten-colour B2 press with a perfecting capability. When this could no longer handle the workload, management decided to switch to medium format with a high-performance

eight-colour sheetfed coater press from KBA. This landmark decision sparked considerable interest in the Swiss print media industry.

## Dedicated plate-cylinder drives and more

What is most impressive about the Rapida 106 at Jordi is not so much its high production speed of 18,000 sheets per hour in straight

printing and 15,000 in perfecting mode, but its exceptionally short makeready and changeover times. Not for nothing is it the makeready world champion. While the dedicated drive system for the plate cylinders is a major contributing



Jordi has invested a total of 13 million Swiss francs in a forward strategy that includes a new plant in Aemmenmattstrasse and a new Rapida 106

Over the past few decades Jordi, an 80-employee family business now in its fourth generation, has focused more strongly on magazine production and offers publishers an all-in package embracing pre-press, subscription data management, editing, printing and logistics



While electronics make high-tech press lines like the Rapida 106 easy to handle, the system as a whole is more challenging, which is why only well-trained and properly qualified operators are allowed to work with the press



For System Brunner's Daniel Würgler (r), pictured here with Jordi plant manager Stefan Müller at the console for the Rapida 106, the installation in Belp was a milestone, since Jordi was the first to install KBA QualiTronic colour control in tandem with Instrument Flight

factor, it is more a combination of technologies that has put the Rapida 106 out in front: DriveTronic SIS no-sidelay infeed for setting-free sheet alignment, quick-response single-ribbon inking units, a dual washing system for both blanket and impression cylinders, a triple-drum system for precise perfecting registration, an advanced chambered doctoring system in the coater, with automatic coating-forme change, and a hybrid IR/thermal air VariDry drying system. ErgoTronic console technology and workflow management are also crucial. The ink keys are preset via LogoTronic, while the LogoTronic Professional production management system functions as a central system for total networking.

### Inline quality control with System Brunner

The colour measurement and control system is another major feature. In Switzerland, where the competitive market environment alone compels players in the print media industry to adopt the best systems available, Rapida 106 users tend to combine DensiTronic Professional and QualiTronic Professional, since this generally offers the greatest flexibility in handling different jobs. Jordi clocked up a world first in opting for QualiTronic colour control in tandem with System Brunner's Instrument Flight software suite. This is of course based on the measurement of grey balance and tonal values plus solid densities.

### Positive practical experience

Just twelve months after commissioning the press, managing director Bruno Jordi, plant manager Stefan Müller, head of pre-press, IT and quality management Joel Ung and System Brunner's Daniel Würgler met up with KBA staff for a performance review. Stefan Müller says: "Two factors influenced our decision: dedicated drive technology to support simultaneous production processes, and the measuring and control technology." So what was the outcome of this comparison of target and actual performance after a year's production with the Rapida 106? Bruno Jordi says: "We mustn't forget that this was an unusual transition. We switched from a 500 x 700mm to a 700 x 1000mm format, and with a press featuring a lot of new technologies. Not only that, at the same time the company and all its employees relocated to new premises. Bearing this in mind I am delighted with the result."

Have basic expectations been fulfilled? Stefan Müller responds: "Dedicated drives, and the options they offer for simultaneous processes, have met all our expectations. We have managed to halve makeready and changeover times. Waste levels have also be substantially reduced. The Rapida's inking unit responds fast and the measuring and control technology has proved to be reliable and helpful. We can now handle ten to fifteen jobs in two shifts, which is much

more than was previously possible with two presses."

And what about QualiTronic and Instrument Flight? Joel Ung replies: "At present this combination is the absolute pinnacle of perfection in control and measuring technology for a sheetfed press. By using grey balance we can achieve much tighter tolerances and production is generally much more reliable. After we had completed one particular job, the customer complimented us on the colour fidelity and consistency we had achieved with Instrument Flight." Daniel Würgler adds: "Standard-compliant inline colour control with grey and process balance priority represents a challenging task because the visual colour impression changes in the first few fractions of a second after wet measurement and is not the same on all substrates. We are still in the process of making improvements with the primary aim of reducing waste still further in the colour-matching phase. This problem will soon be sorted."

### Contemplating the market

Bruno Jordi and Stefan Müller look thoughtful during the discussion, but not because they are dissatisfied with the Rapida 106. "We know there is a big capacity overhang in the market and adding new, high-performance presses is merely exacerbating the situation. Obviously, it's no good relying on producing print faster and cheaper. So we contacted a German publishing house and asked whether

they would be willing, at our own risk, to have their popular trade magazine printed in Switzerland. As a result we are now printing a French edition for distribution in Switzerland and France. But that will still not be enough." Bruno Jordi agrees, adding: "Pressure on small and mid-size printing plants in Switzerland will only increase. I believe we'll be obliged to collaborate more extensively and enter more alliances. Here, too, we at Jordi are open to offers."

Stefan Müller views the issue primarily from his position as a plant manager: "Presses like the Rapida 106 have enormous potential. But in order to exploit this to the full we need the right personnel whom we must train and motivate. Only trained operators are allowed to work at the Rapida, no casual workers. The press crew was involved in every decision relating to the press room and were also questioned in detail. This was the only way we could be sure of getting the maximum out of a press like the Rapida 106."

The above comments by Bruno Jordi and Stefan Müller give the impression that the Rapida 106 represents a new dimension in the press room. Productivity and efficiency, in conjunction with absolute quality excellence, now attain standards which were considered totally beyond reach just a few years ago.

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The two longest and newest of 07 Gruppen's four Rapida 106 presses were installed in Aurskog, which along with Oslo is the graphic production division's primary location

L-r: Hermod Refsum of KBA agency Skotvedt & Aanesen with 07 Aurskog's IT director Halvor Borresen, managing director Asmund Krogstad and head of print Terje Pedersen at the new eight-colour Rapida 106



Further Rapida 106 at 07 Gruppen in Oslo

## Successful quartet

The Rapida 106 eight-colour perfecter fired up by Norwegian design, print and multimedia publishing specialist 07 Gruppen at the end of January is the group's fourth makeready world champion press since 2008. With two plants in Oslo and Aurskog each running two of these high-speed B1 (41in) presses, Scandinavia's biggest provider of integrated communication solutions now commands a very successful quartet.

The high level of automation, fast job changes and impressive production speed make the Rapida 106 the ideal choice for printing on an industrial scale.

Founded in Oslo five years ago as a joint venture by GAN Grafisk, GAN Media, Krone Trykk and PDC Tangen, 07 Gruppen has already claimed the pole position in the Norwegian commercial print market. A lean group structure and strategic acquisitions have optimised the product and service portfolio.

### "Courage, Efficiency, Innovation"

Under the banner "Courage, Efficiency, Innovation" the group offers an array of successful concepts ranging from professional consulting services to production and the distribution or interim storage of finished products. "The pink way" is the term used for individual services for the public sector, trade associations, private customers, commercial and industrial enterprises.

### Active in offset and digital print

07 Gruppen's highly efficient production units – 07 Aurskog, 07

Oslo, 07 Web and 07 Xpress in Oslo and Kristiansand with a total of around 300 employees – specialise in complementary products and in 2011 helped generate group sales worth some 440 million kroner (\$76.6m).

07 Oslo and 07 Aurskog are the mainstays of the graphic production division. The Oslo facility focuses on advertising materials for the retail trade, flyers and covers, while Aurskog primarily handles publishing work, school textbooks and magazines.

In 2008 07 Oslo placed two orders in quick succession, one for a four-colour and the other for a five-colour Rapida 106. Both featured sidelay-free infeed and automatic plate changing, while to maximise flexibility the five-colour press was configured with a coater, the four-colour press with a CX board-handling package. The 18,000sph presses soon fulfilled the group's high expectations.

### Eight and nine colours for 07 Aurskog

It was not long before management at 07 Aurskog also showed an in-

terest in the Rapida 106. Managing director Asmund Krogstad says: "The decision in favour of KBA at Drupa 2008 was a pointer for the whole group. Even though the products typically printed in Oslo were different from those in Aurskog, we were confident that the Rapida 106 was the right choice for us. That led us to order a nine-colour perfecter with inline coater in 2009. The Rapida 106 enabled us to print magazines and covers in a single pass, boosting productivity. In January this year we started up a second Rapida 106, this time an eight-colour perfecter. We look for the most advanced technology on the market offering the greatest practical benefits. KBA gives us both."

### The full monty

Halvor Borresen, director of IT and automation, says: "The range of automation modules and the associated ease of operation are two of the Rapida's biggest benefits. Not for nothing has it earned the title of makeready world champion. We opted for the full monty – automatic plate changers, DriveTro-

nic SIS infeed, DriveTronic SPC dedicated drives, DriveTronic Plate Ident, ErgoTronic ACR, QualiTronic colour control, DensiTronic Professional and LogoTronic – and have achieved fantastic results in terms of job changeover speed and quality control."

### 15,000 sph in perfecting mode

Head of the print department Terje Pedersen is also certain that the Rapida 106 investment was the right decision: "The press has confirmed everything we had heard and seen in Oslo. The eight- and nine-colour configurations in Aurskog are perfect for printing books and magazines. Both Rapida 106 presses run in three shifts, 24 hours a day, from Monday to Friday. For our routine production runs we use stock weighing 70 to 115gsm, but for covers it can be anything up to 350gsm. The average production speed is 15,000 sheets per hour. For a perfecter press, that is outstanding."

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Equipment upgrade for a-PRINT in Klagenfurt am Wörthersee\*

# Targeting ambitious goals with new Compacta 618

In October last year the one and only web offset printing operation in southern Austria, a-PRINT Bogen- und Rollenoffset Druck in Klagenfurt am Wörthersee, pushed the button on a new Compacta 618 commercial press line with a maximum rated output of 45,000 48-page A4 copies or 24-page A3 copies per hour.

The press features KBA RollerTronic automatic roller locks – a handy innovation in commercial web offset and a first in Austria. They relieve the operators of laborious, time-consuming roller setting and in addition reduce roller abrasion, help stabilise printing conditions and cut energy consumption. Alongside automatic colour measurement and control plus colour-register control the Compacta 618 incorporates KBA EasyTronic for time- and waste-saving press run-up and run-down. The press room at a-PRINT also houses

a 16-page Compacta 215 with five double printing units. Both machines are embedded in a KBA LogoTronic Professional production management system for job scheduling, press presetting, machine and production data acquisition.

The official inauguration on 14 October was attended by a throng of marketing and advertising managers from publishing houses and commercial enterprises, along with suppliers' representatives. In his opening address a-PRINT managing director Alfred Annawitt noted that the company had succeeded



Photo: a-PRINT

KBA president and CEO Claus Bolza-Schünemann (l) congratulating a-PRINT managing director Alfred Annawitt on the successful start-up of the new 48-page web press

in realising this ambitious project in less than a year. Speaking in his turn, KBA president and CEO Claus Bolza-Schünemann praised the professionalism with which the company's project team had worked alongside the KBA installation crew, and thanked a-PRINT management and employees for their confidence in KBA commercial web press technology. The new Compacta then rolled into action printing a commemorative

magazine, the *a-PRINT-Journal*, illustrating the company's portfolio of products and the efficiency with which they are printed. There followed a three-hour boat trip on the lake, Wörthersee, which offered plenty of opportunity for talking shop whilst enjoying Kärnten and Italian cuisine to some live music.

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\*adaptation of an article in *Print & Publishing*



The new Compacta 618 is enabling a-PRINT in Klagenfurt to pursue some ambitious goals



The superstructure on the high-tech Compacta 618 press line

Photos: P&P



Our new C series double-circumference commercial web presses incorporate a raft of features for boosting productivity and cost efficiency



All new C series double-circumference presses are offered with an optional automatic plate-changing system that can change all the plates in an entire press line in just two minutes

New generation of commercial web offset presses

# Innovative C series succeeds long-established Compactas

KBA's innovation drive in many fields of technology has not left commercial web offset untouched. And it is not just the name that has changed: new technologies and advances have been introduced offering concrete benefits for users. The familiar Compacta brand, which has been a constant in the market for around forty years, has been replaced by a plain and simple C (for commercial) plus a figure indicating the maximum possible number of A4 (or near-A4) pages that can be printed. The range of formats represented by the previous fixed numerical appendage had become too diverse. For example, the Compacta 818 was launched at Drupa 2000 as a 64-page model, but within a few years had been engineered to handle wider webs, enabling it to print 72 and 80 pages. Simplifying the nomenclature and reassigning the format indicator were therefore a logical move.

The new name was adopted in 2010 when we launched an innovative and highly automated 16-page version on the market. Replacing two earlier models (the Compacta 215 and Compacta 217), the KBA C16 embodies a totally new concept offering short makereadies and less waste. The object was to make it cost-effective for the smaller circulations which are becoming the norm.

## Real innovations inside the press

The change in name was just the

start: the real innovations for making commercial printers' lives easier in today's competitive environment are to be found inside the press. What has been retained in the new C series are the ergonomic operation, intuitive software and ease of access to individual aggregates – from the reelstand to the printing units, superstructure and folder – that exemplified the Compactas.

Software and machine controls represent an important part of the total press package. Our upgraded

LogoTronic production management software and associated features, such as optimised time- and waste-saving automated press start-up and run-down via a single push-button, are a masterstroke, as are the intelligent pre-calculation and transfer of presetting data. The new MLC (motion logic controller) system that has already proven its performance in the C16, will be incorporated in all future KBA commercial web presses. LogoTronic Professional can even integrate multiple KBA press lines – includ-

ing earlier models and Rapida sheetfed presses – in a single workflow. This supports total job management up to and including a full-scale MIS.

## Cost efficiency more important than "nice to have" features

The LogoTronic software suite shortens the proofing phase and thus substantially reduces start-up waste. Automatic plate changing, which is now offered with double-circumference presses, slashes makeready times and allow a sin-



With KBA RollerTronic automatic roller locks, all the inking rollers can be set and adjusted automatically in less than two minutes by push-button at the console

## Winning features at a glance

### C32 - C80 (long grain)

- Maximum rated speed 50,000iph, maximum web speed 17mps (3,346fpm)
- Innovative two-motor drive system
- Minimised cylinder gap cuts paper waste and enhances format flexibility
- Automatic plate changing
- KBA RollerTronic automated roller locks reduce maintenance input and enhance quality consistency
- New-generation film inking units ensure a uniform application of ink
- Cantilevered turner bars and folder former allow easy access
- Automatically convertible P5 folder for all major types of product
- New pneumatic belt-tensioning system reduces abrasion, new copy control system delivers more accurate folds
- V5 variable-format gripper folder for both long- and short-grain copies
- Motion logic controllers with intelligent KBA LogoTronic presetting software
- KBA LogoTronic job management and scheduling

### C32 SG - C56 SG (short grain)

- Maximum rated speed 60,000iph to boost productivity and cost efficiency
- Other features similar to C32 - C80

## KBA's new commercial web offset press range

### Long grain

Name		Maximum	Maximum page count in
New	Old	web width	A4 or near-A4 format
C32	Compacta 418	1000 mm	32
C40	Compacta 418	1070 mm	40
C48	Compacta 618	1450 mm	48
C56	Compacta 618	1680 mm	56
C64	Compacta 818	1905 mm	64
C72	Compacta 818	1980 mm	72
C80	Compacta 818	2280 mm	80

### Short grain

C32 SG	Compacta 408	1320 mm	32
C40 SG	Compacta 408	1575 mm	40
C48 SG	–	2060 mm	48
C56 SG	–	2280 mm	56

gle operator to handle the entire sequence, even on larger-format presses. Depending on the cylinder circumference, long-grain KBA commercial presses now have a maximum rated output of 50,000 impressions per hour, short-grain presses 60,000iph. Each printing unit has two AC drives to allow the plates in the upper and lower couples – and thus in all printing units – to be changed simultaneously. The drive system also enables the circumferential register to be set quickly and precisely with no abrasion-prone mechanical systems. Another advantage of having two motors for each printing unit is that the braking and accelerating

force is much lower than with the single-motor systems commonly used by our competitors.

Alongside automated roller locks (*see below*), our engineers have reduced wear and tear by increasing the diameter of the rollers in the printing couples so that they do not have to rotate so fast, and the nip frequency is also lower. C series presses also print more cleanly because they are fitted with a new design of ink transfer roller that reduces ink spray and misting. The roller has a rougher surface that guides and applies the ink more precisely than many other rollers. New-generation KBA folders have pneumatic belt-tensioning systems which dramatically reduce belt abrasion and maintenance input.

### RollerTronic a standard feature of all KBA presses

Our patented RollerTronic automated roller-bearing system, which is unique in the marketplace, promotes consistent printing conditions and reduces maintenance input while enhancing cost efficiency, and will be a standard feature of all C series commercial presses. Optimum roller settings guarantee a uniformly even transfer of ink across the entire roller width. RollerTronic dramatically reduces roller abrasion and extends the intervals between cost-intensive recoatings. RollerTronic effectively eliminates the risk of crooked or unevenly worn rollers.

### Market-driven press performance

A high production output, practical automation modules for fast job changes and less waste, labour- and energy-saving operation and reduced maintenance input: those are the benefits delivered by our new C series commercial web offset presses. The result is enhanced cost efficiency and low per-copy costs in a price-sensitive market.



A pneumatic belt-tensioning system in the folders ensures consistent belt tension and substantially reduces belt abrasion

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The 25th Commander CT press to leave the production line is destined for DruckHaus Rieck in Delmenhorst next year



High-tech press increasingly popular in Germany

## DruckHaus Rieck signs up for Commander CT

Our compact and highly automated Commander CT is particularly popular among printers in Germany, who have snapped up eleven of the 25 Commander CT press lines – totalling 116 double and triple-width towers – sold to date.

### Traditional family business with local roots

Established in 1822, DruckHaus Rieck is part of the Rieck media group and is now headed by the sixth generation of the founding family. The 6/2 Commander CT will go on stream printing a Berliner format daily, the *Delmenhorster Kreisblatt*, with a circulation of some 20,000 copies, and a Sunday title, the *Kreisblatt am Sonntag*, which has a circulation of 78,000 copies. The regional title, which first hit the streets in 1832, is distributed in an area extending from Delmenhorst – the “industrial town in the country” just west of Bremen, with a population of around 77,000 – to parts of the Oldenburg area. Alongside its own daily and Sunday titles Rieck also publishes numerous supplements and weekly newspapers, such as *dk-Markt* and *Elbe-Weser Aktuell* for its own media group,

Frank Dallmann (l), managing partner of the Rieck publishing house and publisher of the *Delmenhorster Kreisblatt*, and Gerhard Tapken (r), managing director of DruckHaus Rieck, pictured with KBA executive vice-president for web press sales Christoph Müller after signing the contract in Würzburg. Standing (left to right): Rainer Stark from KBA agency Illies Graphik, KBA sales manager Günter Noll and KBA sales director Alexander Huttenlocher

DruckHaus Rieck in Delmenhorst has joined the ranks of German newspaper publishers opting for our highly successful Commander CT web offset press. The company has signed a contract for a triple-width (6/2) version comprising two towers, two reelstands and two folders as part of a comprehensive capacity upgrade. The new press will replace a Colora delivered in 1994 and extended in 1999.

and in addition does contract work. The company has a daily print run of up to four million copies.

Frank Dallmann, managing partner of the Rieck publishing house and publisher of the *Delmenhorster Kreisblatt*, explains: “This was a timely decision concerning a scheduled investment next year in new press technology that would enable us to address more sophisticated demands from readers, advertisers and print buyers with greater efficiency and economy. In view of our longstanding relationship with KBA and the acknowledged strengths of their versatile compact technology in terms of productivity, print quality and ROI, we decided to stick with

a proven vendor and chose a triple-width Commander CT.”

### High level of automation

The floor-mounted press is engineered for a maximum output of 90,000 four-colour copies per hour in straight production. The maximum web width is 1,890mm (74.41in) and the cylinder circumference 940mm (37in). The two Pastomat reelstands are also engineered to handle 7/12 and 11/12 webs and are embedded in an automated reel logistics system with two stripping stations. The towers split down the centre for easy access and maintenance during blanket and washcloth changes. The Commander CT incorporates

PlateTronic automatic plate changers, RollerTronic automatic roller locks, NipTronic cylinder bearings, fan-out compensation, automatic colour-register control and CleanTronic automatic blanket-washing systems.

The press also boasts a raft of other features, among them two double turner decks, two folder superstructures with three formers apiece, cut-off register controls and two KF 5 jaw folders with a 2:5:5 cylinder system. A section stitcher, two variable Zip’n’Buy perforation units, a gluing and softening unit and a glued ploughfold for four-page centre spreads enhance product flexibility still further. The two ErgoTronic consoles are networked with the existing production scheduling and presetting system and include EasyTronic time- and waste-saving functions.

Gerhard Tapken, managing director at DruckHaus Rieck, says: “We were totally won over by the Commander CT’s practical and innovative technology. Following the completion of all our extensive projects we’ll have the most advanced newspaper press in the region.”



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KBA's strong position in the Dutch newspaper market has been boosted still further by a contract from prominent Dutch printer Koninklijke BDU in Barneveld for a 6/2 Commander CT. Management at this 240-employee independent media enterprise has reaffirmed its confidence in the future of print by investing in a compact, high-automation press comprising four four-high towers, four reelstands and a KF 5 jaw folder, with the option of later additions.



Pictured after the contract was signed for the Commander CT (l-r): KBA sales manager Christian Klein and sales director Alexander Huttenlocher, Jacco de Vries of KBA agency Rotographic, Koninklijke BDU majority shareholder Cees Rebel, BDU Grafisch Bedrijf general plant manager Hans Daniëls and Koninklijke BDU managing director Henk van Esch

Cutting-edge KBA technology for the Netherlands

## Triple-wide Commander CT for Koninklijke BDU

The new Commander CT, which will replace a 1998-vintage KBA Journal, will substantially expand capacity.

### Diverse multimedia activities

Founded in 1871, BDU was awarded the honorary title of Koninklijk, or royal, at its 125th company jubilee in 1996. Last year this family enterprise celebrated its 140th anniversary. The publishing house and printing plant are integrated in Koninklijke BDU Holding. The publishing house's regional titles reach over 650,000 Dutch households.

Their focus on local news has gained them a high reputation and engendered reader loyalty. Each title has its own website with all the latest news. BDU has also made a name for itself as a contract printer, with the Barneveld operation handling over 60 products for an ever-increasing number of external publishers. Titles include *METRO*, *Reformatorisches Tageblatt* and a supplement, *Lux*, for the NRC Handelsblad. The printing plant posts annual sales of more than €24m (\$30.4m), with over two-thirds generated by contract work.

### Highly automated technology enhances production flexibility

The KBA Commander CT press line ordered will have a maximum web width of 1,734mm (68.26in) and an 830mm (32.67in) cylinder circumference for greater flexibility. It will allow short-grain production of the Nordic format. Conventional tabloid products can be run as broadsheets with a classic book structure. The press will have a maximum rated output of 94,000 full-colour 48pp copies in straight production or 47,000 96pp copies collect.

The four KBA Pastomat reelstands will be embedded in a KBA Patras A automated reel-logistics system. The Commander CT's high level of automation and top-quality specs are reflected in its automatic plate changing, roller locks, colour-register controls, ink pumping and washing systems. The two KBA ErgoTronic consoles will be networked with KBA PressNet production scheduling and pre-setting software and will incorporate waste- and time-saving KBA EasyTronic software.

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The Commander CT: a successful model for the newspaper industry

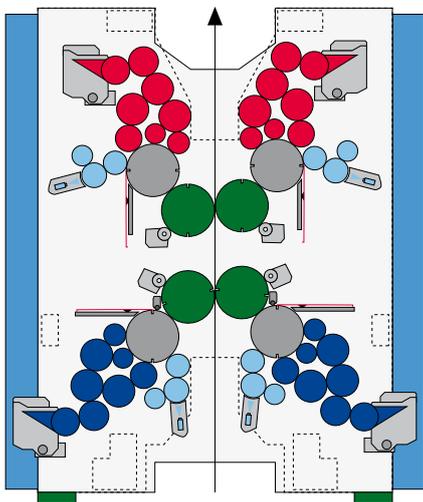


The new Commander CL's standardised, modular design supports customisation

New Classic press expands successful CT platform

# Compact and flexible Commander CL boasts array of useful new features

IFRA Expo 2011 in Vienna saw the launch of our new Commander CL (= classic), a compact and flexible four-high tower press with a choice of automation levels for printing high-quality newspapers and semi-commercials. An addition to our successful compact platform, the press has non-splittable H-type units that stand just 2.75m (9ft) high.



The printing units in our new Commander CL are just 2.75m high, easily accessible and precision-engineered to deliver a superb print quality

Its most striking features are its module-based design and wide array of optional extras to expand the product spectrum. These include dryers and the ability to handle webs of different widths. There is a choice of manual, semi-automatic and automatic plate changing, with upgrades and retrofits possible at any time.

### Modern, budget-conscious press technology

The Commander CL has new-generation printing, console and control technology that addresses the diverse needs of newspaper and semi-commercial printers whose production scenarios do not warrant the technological sophistication of our high-end Commander

CT or Cortina – or the bigger budget they would require. Its ingenious modular design supports customisation and delivers real value for money. Other benefits include fast set-ups, short washing cycles, fast webbing up, easy maintenance and optimised operation with easy-to-read displays. To reduce costs, there is the option of a less complex concrete substructure than the standard one.

### 4/2 configuration the standard, 4/1 optional

The Commander CL has a maximum rated output of 75,000, 80,000 or 85,000 copies per hour, depending on the format. Cut-offs range from 450 to 630mm (17.7 - 24.8in) on a maximum web width



The Commander CL can be fitted with optional automatic or semi-automatic (pictured here) plate changers

of 1,730mm (68.1in). Standard features include a chain webbing-up system. The Commander CL is configured with either a KF 3 (2:3:3 cylinder ratio) or a KF 5 (2:5:5) folder. If collect production is not required, we offer the option of a 4/1 configuration.

**High-quality prints**

Like our high-end Commander CT, the CL version has high-performance undershot film inking

units with full-width ink ducts and three forme rollers. The benefits? Less start-up waste and dot gain, enhanced process stability with reduced ink take-up, and outstanding, contrast-rich solids with minimal ghosting. An expanded colour space and high colour density can thus be achieved. The roller constellation, with two direct ink trains, makes for a quick response and reduces ink mist. The press incorporates triple-roller dampen-

ers with optimised spray bars and nozzle-cleaning function. If production is to include different web widths, we recommend the addition of optional shutters. The towers stand just six metres (197ft) high, which improves registration, as do mechanical bustle wheels in the tower.

**Optional automatic or semi-automatic plate changing**

Instead of the standard manual

plate-changing system the Commander CL is offered with optional semi-automatic or automatic plate changing. This cuts makeready and changeover times, creating additional capacity where frequent job changes are routine. Upgrades are possible at any time, and where a retrofit option has been chosen the plate cylinder is preconfigured for the pneumatic plate lock necessary for automating plate changes. The blanket cylinders have double clamping bars as standard, with spindle tensioning and blanket washing system available as an option.

**KBA RollerTronic a standard feature**

Another standard feature of the new Commander CL are the automatic RollerTronic roller bearings that have proven so effective at maintaining the optimum roller throw-on pressure on our compact web presses. They enhance productivity and slash maintenance costs by reducing the need for time-consuming maintenance work at the printing units.

**Practical automation options**

Many of the other optional features offered with our successful compact presses are also available with the Commander CL. These include simple scheduling and quick presetting via KBA PressNet, and single-button start-up and run-down via KBA EasyStart and KBA EasyStop. Depending on the production scenario and plant architecture, the press can be embedded in a manual, motorised or fully automated KBA Patras reel-handling system. Further options include automatic roller cleaning, inking-unit temperature control and pneumatic bustle wheels.

**First Commander CL presses sold to Germany and the US**

The new Commander CL's pragmatic, cost-effective and flexible concept has already attracted orders from two prominent newspaper publishing houses in Bavaria (Germany) and a media group in the USA (see following pages).

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Ergonomic operation via the KBA ErgoTronic console



The Commander CL for Zeitungsverlag Oberbayern



Zeitungsverlag Oberbayern managing director Uwe Günther shaking hands on the press deal with KBA sales director Alexander Huttenlocher (l) and former sales manager Matthias Horn, continuing a long and successful alliance between our two companies

New four-high tower press in classic H configuration

# First Commander CL presses for Bavaria

The practical yet innovative concept of our new Commander CL with H-type printing units for quality newspapers and semi-commercials has resulted in sales straight from the drawing board to two leading Bavarian newspaper publishers. Zeitungsverlag Oberbayern has ordered a five-tower version with five reelstands and two folders, while Oberbayerisches Volksblatt in Rosenheim has opted for a 48-page version.

Both publishing houses are longstanding KBA customers. Zeitungsverlag Oberbayern previously installed Journal, Colora and Commander press lines, while the new Commander CL for Oberbayerisches Volksblatt follows a Journal.

## Technological flexibility key for Zeitungsverlag Oberbayern...

The publisher of multiple local editions, Zeitungsverlag Oberbayern has reaffirmed its commitment to print by investing in a major capacity upgrade. Alongside two dailies, *tz* and the *Münchner Merkur*, the group prints multi-million runs of free-distribution titles. In the words of managing director Uwe Günther: "With competition from other media hotting up, local titles must fight for readers and advertisers. Nowadays content, layout and print quality are not enough: high-output, cost-effective newspaper production with short makereadies and low waste rates plays an ever more vital role in maintaining that competitive edge. Our decision to invest in new-generation technology from Koenig & Bauer continues a long and successful relationship. They have always delivered the goods, not just in terms of quality and flexibility but also value for money."

The new Commander CL will have a cylinder circumference of 1,000mm (39.37in) and a maximum web width of 1,400mm (55.1in). It will be capable of printing 84,000 four-colour copies per hour with a maximum of 40 pages. The five reelstands will be preconfigured to accept 7/8 webs and 3/8 ribbons, and will be embedded in a KBA Patras M reel-handling system with stripping station. To support a greater variety of products and ads

the press will include half-cover web leads, a Zip'n'Buy capability and section stitchers, with the option of additional extras. KBA RollerTronic automated roller bearings, ink-pumping systems and colour and cut-off register controls reflect the advanced level of automation and high quality specs. The four KBA ErgoTronic consoles will be networked with a production scheduling and press presetting system.



Oberbayerisches Volksblatt's joint managing directors Norbert Lauinger (l) and Oliver Döser (r) pictured with KBA sales director Alexander Huttenlocher after signing the contract for a new Commander CL in Rosenheim

## ...and for Oberbayerisches Volksblatt

Extensive local coverage is also a focus of Oberbayerisches Volksblatt, which publishes a main edition for Rosenheim plus six regional editions centred on neighbouring Mühldorf am Inn, Traunstein and Chiemsee with a total daily circulation of over 70,000 copies. Oberbayerisches Volksblatt's business interests include regional radio and TV stations, and online activities. Oliver Döser, managing director and publisher of the *Oberbayerisches Volksblatt*, says: "The KBA Commander CL's cutting-edge inking technology will enable us to significantly enhance the print quality and burnish the image of our various titles. This will strengthen our hand in competition with other media. The CL's clever, module-based design will allow us to upgrade to automatic plate changing with ease, should we need to cut set-up times still further to support even more frequent edition changes."

While the Commander CL for Rosenheim will have three KBA Pastomat reelstands and towers, one KF 3 folder and two ErgoTronic consoles, other features will be the same as those for Zeitungsverlag Oberbayern.



The 48-page press line for Oberbayerisches Volksblatt in Rosenheim

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Hearst Corporation is bucking the trend in the North American newspaper industry and reaffirming its commitment to print with a major investment in a Commander CL. The H-unit web press with four reelstands, four four-high towers and two folders is destined for the US media major's upgraded plant in Albany and will print the *Times Union*, the leading newspaper in New York state's capital region.



US media group Hearst reaffirms commitment to print

## Albany Times Union orders new Commander CL

The offset installation from the world's oldest and second-largest press manufacturer will come on stream in spring next year, replacing a letterpress machine installed in 1970.

### Excellent print quality and more options for advertisers

"The *Times Union* has been the Capital Region's most trusted source for news and information for more than 150 years," says Hearst Corporation CEO, Frank A Bennack, Jr. "This announcement continues that mission for readers and advertisers, and greatly enhances the vibrancy of the newspaper. The capital investment affirms our commitment to a printed newspaper while we invest in cutting-edge digital technologies at the same time."

"Our new printing facility will enable the *Times Union* to provide readers with the finest product available and meet our clients' continued demand for more options to enhance the effectiveness of their advertising," says Hearst Newspapers president Mark Aldam.

"For readers, the experience of reading the *Times Union* will be

like a move from analogue to high-definition technology," comments George R Hearst III, publisher of the *Times Union*. "Our photography and graphics will be more lively and our type will be more readable. For advertisers, this advance means we'll be able to offer great product flexibility. Not only will we be able to publish colour advertising on every page of the newspaper, but we'll also be able to accommodate multiple-format products – including sizes ranging from traditional broadsheet to tabloid, gatefold and variable-sized specialty products."

### Newspapers, magazines, TV stations, internet and more

Hearst Corporation is one of the most diversified media groups in the USA. Its newspaper arm, Hearst Newspapers, has more than 4,700 employees and publishes 15 daily and 37 weekly titles, among them the *Houston Chronicle*, *San Francisco Chronicle*, *San Antonio Express-News* and *Albany Times Union*. Hearst Newspapers also operates digital marketing services and directories businesses under the *LocalEdge* brand. As well as publishing hundreds of magazine

titles worldwide, including *Good Housekeeping*, *Cosmopolitan*, *ELLE* and *O, The Oprah Magazine*, Hearst Corporation owns 29 television stations reaching 18 per cent of US viewers, and leading cable networks such as Lifetime, A&E, History and ESPN. Other activities include business publishing, a minority joint interest in Fitch Ratings, internet and marketing services businesses, television production, newspaper features distribution and real estate.

### Respected newspaper

As well as the *Times Union* Hearst maintains the state's most innovative news website, [www.timesunion.com](http://www.timesunion.com). The *Times Union* also publishes several niche magazines and hosts major regional events. It is widely respected for its focus on local news and its watchdog reporting, particularly on state government and politics. The winner of countless regional and national awards for both its print and online editions, the *Times Union* has repeatedly been voted New York's "Newspaper of Distinction" by the state's editors' association.

Alongside its internet activities US media group Hearst Corporation has reaffirmed its commitment to printed newspapers with the purchase of a Commander CL press line

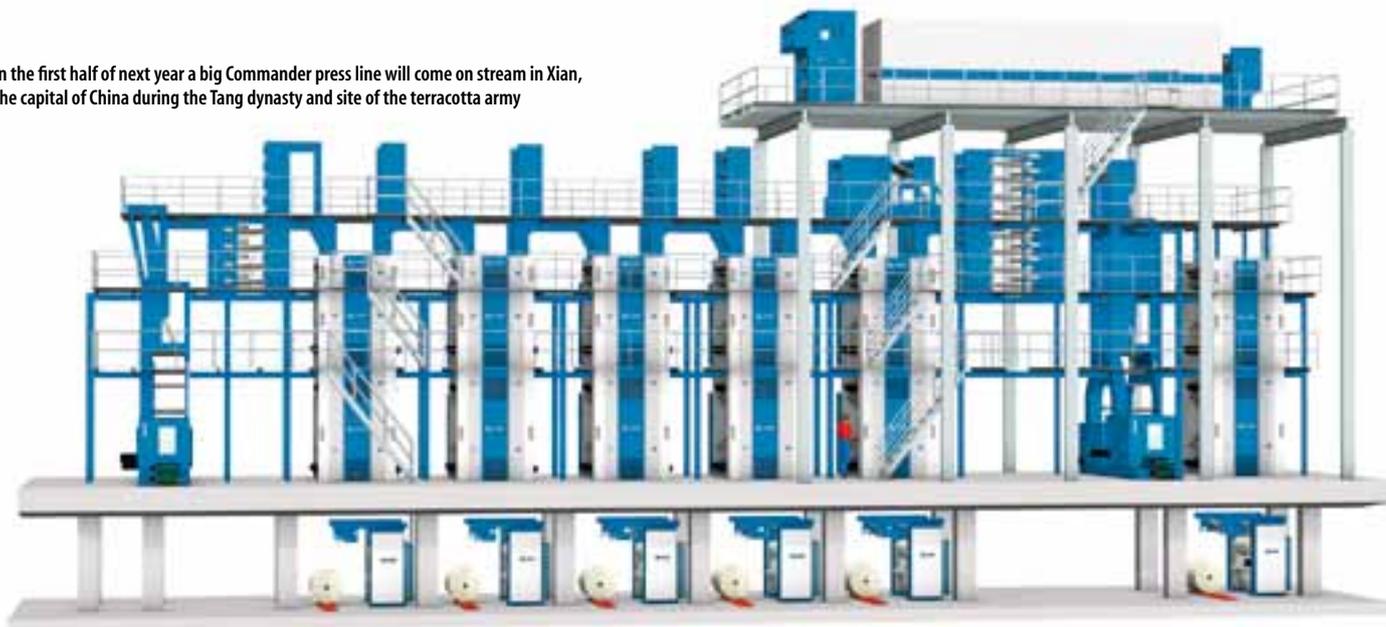
### Cutting-edge technology for premium-quality newspapers

Comprising two press lines, the Commander CL for Hearst will have a maximum rated output of 80,000 32-page or 40,000 64-page broadsheet copies, all in full colour. One of the two KF 3 folders will be engineered for multiple web widths. The advanced level of automation includes KBA RollerTronic roller locks, ink pumping, washing systems and colour-register control to support quality excellence. The three KBA ErgoTronic consoles will be networked with KBA PressNet job scheduling and press presetting software.

"We are delighted to welcome Hearst's Albany Times Union to KBA's long list of newspaper customers around the world," says KBA president and CEO Claus Bolza-Schünemann. "Once again we have won the day with our latest innovation for newsprint, the Commander CL launched at last year's IFRA Expo newspaper trade fair in Vienna. We are looking forward to a long-term partnership in the New York Capital Region."

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In the first half of next year a big Commander press line will come on stream in Xian, the capital of China during the Tang dynasty and site of the terracotta army



Big newspaper press contract from China

# Huashang Digital chooses classic Commander press for Berliner format

In Chinese astrology and mythology the year of the Dragon augurs change and entrepreneurial success. Huashang Digital, a media enterprise in Xian, central China, started the year as it means to go on by placing an order for a Commander

heatset press line engineered for the Berliner format. It will be the first of its kind in China and only the second in Asia. Management opted for this particular press type in order to maintain its present rapid growth rate.

## One of the leading media groups in China

Xian, the capital of Shaanxi province, has some four million inhabitants and is thus a huge market. Huashang Digital's 600-plus employees produce the *Huashang Bao*, *Xinwenhua Bao* and *Chongqing Shibao*. Including contracts for the parent, Huashang Media Group, and other publishing houses, the company prints a total of almost 100 titles. Huashang Media Group has over 15,000 employees and annual sales of around 3.3 billion renminbi (approximately \$530m), making it a heavyweight in the Chinese media sector. Its diverse operations embrace newspapers, magazines, internet activities, pub-

lishing houses, delivery services, printing plants, trade fairs and outdoor advertising.

"The installation of a big Comet press line at the Huashang Bao newspaper group in 2004 demonstrated KBA's competence and reliability. Worldwide, and particularly here in China, the Commander's high output, flexibility and superb print quality have gained it an outstanding reputation. KBA's advanced technology will enable us to satisfy even the most challeng-

ing production specifications," says a delighted Huashang Digital general manager Wang Xiao Di. "The flawless performance of the Comet press and the satisfaction of the Commander users we visited confirmed our decision to drive future growth in alliance with KBA."

## High performance and extensive automation

The new Commander will have a cylinder circumference of 940mm (37in) and is scheduled for instal-

lation in Xian next spring. It will comprise six Pastomat reelstands, six four-high printing towers, a thermal dryer and two KF 5 double jaw folders. Stitchers, length perforators and a plough fold capability for four-page centre spreads will offer additional flexibility. A double-width infeed will allow the press to pump out as many as 180,000 24-page full-colour copies per hour. The heatset web can be any width between 1,200mm (47.24in) and 1,280mm (50.5in).

Colour, cut-off register and ink-pumping controls, a RIP interface, Print job-preparation and presetting software and six EAE consoles are evidence of the Commander's advanced level of automation. The press package includes Ferag mail-room technology.

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Looking forward to continuing a successful association (l-r): Andreas Friedrich, general manager web sales and service (North/East Asia) at KBA Printing Machinery (Shanghai); Wang Xiao Di, general manager at Huashang Digital; and Li Bin, general manager at Shaanxi Huasheng Electric Engineering



Der Neue Tag in Weiden

# High-tech newspaper production in Bavaria

On 14 March prominent newspaper publishers from Germany, the Netherlands, Austria and Switzerland gathered at Der Neue Tag's new newspaper production plant in Weiden, Bavaria, to see Germany's first triple-width Commander CT installation in action. The highly automated 48-page press with two 6/2 towers is engineered for a continuous hourly output of up to 90,000 four-colour newspapers and replaces a KBA Express installed in 1995.

This high-end press has proved to be extremely popular in Germany and overseas, and a large number of 6/2 versions have since come on stream in Karlsruhe, Koblenz, Salzburg (Austria) and further afield. More will soon be delivered to Delmenhorst (Germany) and Barneveld in the Netherlands. Of the 25 Commander CT press lines – totalling 116 double- and triple-width towers – sold to date, ten were ordered by German newspaper publishers.

Our Würzburg operation initiated a new trend in web press engineering twelve years ago with the launch of the highly automated Cortina (waterless offset) and Commander CT (conventional offset). Since then we have carved out a position as the global market leader in newspaper press technology. Although other manufacturers have started to follow in our wake, our compact presses boast features that are still unique in the market. These include the compact design of their four-high towers, which split down the centre for access, and PlateTronic automatic plate changers, which can be loaded and emptied on the fly without the need for costly, high-maintenance robots.

## €25 million investment package

Those attending the open house were welcomed to the new print centre, which was built on a greenfield site outside Weiden, by plant manager Thomas Maul. He was followed by publisher German Vogelsang, who emphasised the importance of the €25m (\$32.6m)

investment package both for the town and for the surrounding region.

Thomas Maul and management consultant Martin Blume gave a quick briefing on the challenges involved in implementing this ambitious project. In addition to the press hall with the Commander CT the construction programme for the 16,000m<sup>2</sup> (172,225ft<sup>2</sup>) site included a warehouse, a new mailroom with dispatch hall and an integrated pre-press department. Press installation and commissioning went without a hitch, and the Commander CT delivers a first-class print quality with extremely low waste. Automated press pre-setting functions via the ErgoTronic control consoles, and automatic plate changing, allow edition changes to be completed in a matter of minutes with a minimum of personnel and effort. Details of this installation can be found in issue 37 of *KBA Report*.

*Der Neue Tag* is the biggest daily title in Upper Palatinate. Including two regional titles, *Sulzbach-Rosenberger Zeitung* and *Amberger Zeitung*, and five local editions it has a total daily circulation of some 84,000 copies. Weekly freesheets and other newspaper-like products are also printed in Weiden.

## KBA a stalwart vendor

Speaking at the event, KBA president and CEO Claus Bolza-Schünemann assured all those present that having the broadest product portfolio in the industry in no way impairs KBA's commitment as an innovative and reliable partner



Der Neue Tag media company invested a total of €25m in a new print centre recently erected on a greenfield site outside Weiden

Photos: Gerhard Götz, Der Neue Tag

to the newspaper industry. The group's finances are sound, and KBA is unique among major press manufacturers in having weathered the crisis with no external aid.

KBA sales director Alexander Huttenlocher explained how the group's portfolio is upgraded on an ongoing basis to address the evolving and disparate requirements of newspaper publishers. The most

recent example of this is the Commander CL unveiled at Ifra Expo 2011, with its module-based automation options.

An evening meal at a typical Upper Palatinate restaurant was followed by a return to the Weiden printing centre for the night production run.

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Attendees at the open house line up for the camera at the compact, high-tech Commander CT



Ultra-fast edition changes thanks to convenient lifts that provide optimum access to printing couples and PlateTronic automated on-the-fly plate changers



Milchhof Hemme guarantees freshness using alphaJET

## A characteristic taste

For Jörgen Hemme, who is the eighteenth generation of the family to run the Hemme dairy business at Wedemark in Lower Saxony, a tradition of dairy production dating back over 400 years is the driving force behind his commitment to ecology and cost efficiency.

Around 90 per cent of the fodder required for some 300 organically raised dairy cows is produced on the farm's own 235 hectares (580 acres) of pasture and forage land. This guarantees healthy nutrition and a consistently high milk quality. Hemme also rears more than 200 calves each year to maintain strong and healthy stock. The milking plant delivers almost 8,000 litres (1,795 gallons) of fresh milk per day, which is pasteurised on-site at 72 - 75°C (158 - 167°F) using traditional methods, and subsequently processed and bottled.

Because the demand for regional products is growing steadily and Hemme Milch is totally committed to absolute freshness, in recent years Jörgen Hemme has invested the equivalent of an average

year's sales in new, reliable technology. One example is a "floating" carousel that allows the cows to be milked more gently.

Milk and dairy products are processed hygienically every day in Hemme's own high-tech plant. They are then portioned accurately in modern filling lines and the best-before date applied simultaneously to the packaging by an alphaJET inkjet printer.

Pasteurising the fresh whole milk and processing it to make milk drinks, yoghurt and other delicious dairy products at the farm's own production facilities guarantee a consistently high product quality. Hemme Milch's concept is universally acknowledged, modern and environmentally friendly. Its fleet of ten vehicles has delivered

small and large quantities of milk to households, restaurants, schools, kindergartens and supermarkets in the region between Bad Fallingb. and Hildesheim since 1992, and sales continue to climb.

### Fast and reliable

Because milk is a fresh product with a short shelf life the technology deployed in the processing chain from cow to end consumer must be totally reliable. For several years now the best-before date has been printed contact-free onto freshly sealed yoghurt pots or practical flowpacked milk by three industrial alphaJET inkjet printers from KBA-Metronic.

KBA-Metronic's alphaJET is a freely programmable, continuous inkjet (CIJ) printer for contact-free

marking. Its stainless steel housing and IP55 ingress protection rating mean that the alphaJET can easily be used in humid and wet areas. Depending on the application required there is a choice of inks that ensure optimum adhesion to the substrate surface. The system has automatic date functions, including best-before date, shift identification, time etc. Variable data can also be entered easily via an interface or directly at the control display. That is why, depending on the season, Hemme Milch customers may also find Easter or Christmas greetings inkjet-printed on the lids of their yoghurt pots.

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Milchhof Hemme proprietor Jörgen Hemme (r) with KBA-Metronic area sales manager Rüdiger Werner

Entering texts in the alphaJET is child's play

The Korean print operation is a specialist in the fast-growing market for customer loyalty cards. Management was so impressed by a press demonstration at KBA-MePrint in Germany, which included a complete job change in just seven minutes and start-up waste of just ten sheets, that the sales contract was signed there and then.

#### Wide choice of substrates expands options

The Genius 52UV at **Syung Ji Information Technology**, which is the first press of this type in Korea, prints personalised plastic cards and lottery tickets alongside cards used in the gift and customer loyalty market. “The key to our success is being able to provide customers with a large product range for all their card needs,” explains Sang-Uk Jung, responsible for printing and production at Syung Ji Information Technology. “We work very closely with our customers and offer ideas on how they can produce their cards. The Genius 52UV allows us to print a bigger selection of substrates, for example on lenticular film, which we were previously not able to print. The press makes it possible for us to give the cards a matt or gloss finish, a 3-D effect or spot coating. It is a great enhancement to our business because it adds performance, efficiency and higher quality to our digital printing capacities. The benefits are clear: quick job changes and little start-up waste right through to the perfect colour signature and very good image reproduction on PVC – and all with a high throughput per hour. The Genius 52UV will take us to the next level.”

#### Futuristic print ideas

**REMPrint**, which was only founded in 2008, is one of the smaller printing houses in Slovakia, with just four staff and four sales reps. Even so, the company sees itself as a pioneer of new print ideas. These include menus made of wood, in-



Printing and production manager Sang-Uk Jung (centre) and his staff at Syung Ji Information Technology have ambitious plans with their Genius 52UV

Genius 52UV struts its stuff in Korea and Slovakia

## Product differentiation and new print ideas

Syung Ji Information Technology based in Seoul, Korea, and REMPrint in Bratislava, Slovakia, have joined the ranks of satisfied users operating KBA-MePrint's Genius 52UV.

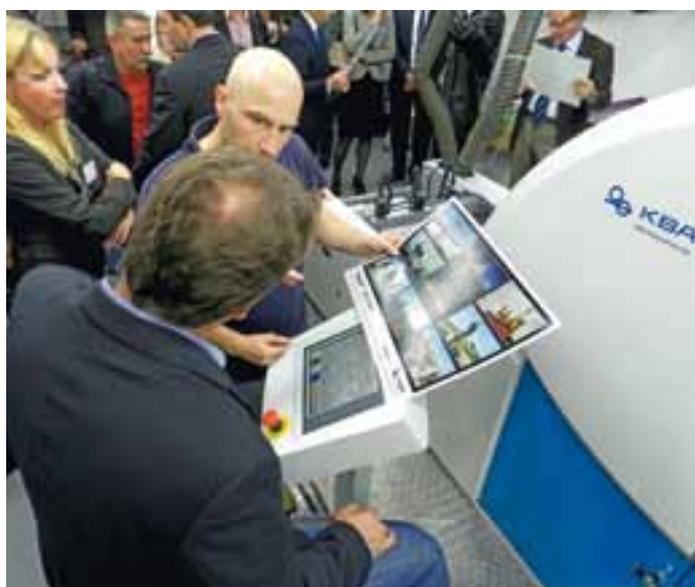
vation cards made of high-quality chromo board and magnetised foils for unique advertising messages.

The company's innovative spirit was clearly evident at the open

house celebrating the official inauguration of its Genius 52UV in Bratislava at the end of October last year. “We bought the waterless UV press with the aim of printing

creative and innovative products on what are largely challenging substrates. Owning the first Genius 52UV in Slovakia has enabled us to differentiate ourselves from our competitors with unique technology. We are ideally equipped for the future,” emphasises REMPrint managing director Rene Ebner.

Attending the open house were customers and trade journalists from Austria, Slovakia, the Czech Republic and Poland. Following a technical presentation by Martina Mejzlikova of KBA-MetroPrint sales they enjoyed a generous buffet meal. Evidently taking in new ideas tends to work up an appetite. The event closed with a live press demonstration.



Attendees at REMPrint's open house in Bratislava could check at first hand the quality excellence of the images printed on different substrates by the Genius 52UV

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Some beautifully decorated and embossed tins

Metal decorating: possibilities and applications

## Metal – a special kind of substrate

The tin can. Is it the can you tie to the wedding car with a length of string before the newlyweds drive off on honeymoon? Or is it the can on the supermarket shelf, where you skilfully fish out the undamaged one and leave the others behind? Or is it the dented, scratched tin on your desk, in which you collect anything that fits? Attractively decorated tins and cans are the *raison d'être* of KBA-MetalPrint in Stuttgart.



### It all starts in the steel works...

The tin can starts its life in a steel works. There, a steel strip is rolled out to the desired thickness, between 0.12 and 0.49mm (5-19 thou) depending on the application. To reduce weight and save materials, product development is currently moving towards

There are many other forms as well. An aerosol can for shaving foam, a stable container for wood varnish, a biscuit tin for the table on Sundays, a tobacco tin for smokers, a child's toy, a lid on a jam jar, a crown cork on a beer bottle and a heart-shaped chocolate tin for your nearest and dearest.

0.1mm (4 thou). The strip is cut to length and trimmed into rectangular sheets. If it were paper you would call it A0 or large format, but metal printers use the bare figures: a maximum of 1,200mm (47.24in) wide by 1,000mm (39.37in) long. The weight of a sheet can quickly reach one and a half kilograms (3lbs 5oz) or more.

### ... then comes the coating...

In the metal-decorating plant these sheets are first given a coating. On the inside of the can this may be gold to act as a protective barrier between the metal and the contents. For aesthetic reasons, tins for tomatoes are always coated in white. Biscuit tins are not coated inside because biscuits are often sealed in plastic. The coating is applied to the tin by coating machines specifically designed for the purpose. The accuracy of the coating is the key criterion here. On

the one hand it should be possible to adjust the thickness of the coating very precisely, so as to consume as little of the coating material as possible and thus save costs. On the other hand, the coating should be evenly distributed to obviate the risk of subsequent quality problems. After coating, the sheets go straight into an oven, where they are dried with air heated to 200°C (392°F). Drying generally takes 12 minutes.

### ... followed by the printing

Only now are the sheets printed. The specifications relating to print quality are high because the can is a form of packaging that consumers in supermarkets decide whether to buy in a fraction of a second. This is why tin cans are printed almost exclusively in offset. The only exceptions are cans for beer and soft drinks, which are printed after shaping because this is cheaper and

the graphic requirements for such cans are much less demanding.

Metal printing was invented towards the end of the 19th century. Founded in Bad Canstatt in 1867, Mailänder Printing Press Factory still exists today under the umbrella of KBA-MetalPrint. KBA's Stuttgart subsidiary develops offset printing presses specifically for metal decorating.

This differs from paper printing not only because of the hard material used – which requires extreme robustness on the part of the press – but also because metal decorating represents an exception in that the ink cannot penetrate the substrate. The ink on the surface of the sheet therefore remains wet, and this is a challenge that calls for particular skill on the part of the press operator in adjusting the fountain solution and printing parameters to ensure that the ink adheres to the substrate.



Some beautifully decorated and embossed tins



Coating line with thermal drying oven

Drying oven infeed

On the other hand, substrate impermeability is an important property of the finished can. Food packaged in tins is hermetically sealed, and following heat treatment can be stored for long periods without the need for preservatives. The tin also prevents foreign matter penetrating from outside.

The wet, printed sheets, like the coated sheets, are dried in a conveyor oven, but at a mere 160°C (320°F). It is also possible to use UV inks that can be hardened rapidly with UV lamps. As a final operation the printed sheets are coated once again, this time with a transparent protective coating that not only helps prevent scratches but also gives the tin a glossy finish. In the same process, sheets with the can bases and lids are also coated and, where necessary, printed.

Then we come to the next stage of production, in which the

finished sheets are cut into shape or punched out. The side sections are welded to form cylinders (the welded seam is subsequently visible on the side of the can), and the bases and lids are firmly attached by crimping. Obviously, it's important not to forget to fill the can first!

**Eco-friendly packaging material**

The environment is an important aspect of metal packaging. Tin cans are already environmentally friendly as they stand. Metal can be recycled one hundred per cent with no loss of quality, which certainly cannot be said of plastic or composite packaging!

The production process has also been improved considerably in recent years. Coatings comprise up to 60 per cent solvents. Instead of releasing these into the environment, they are used as a source of

energy for heating the ovens, with one kilogram (2lbs 3oz) of solvent replacing a cubic metre (35 cubic feet) of natural gas. The use of intelligent control systems, and heat exchangers that adjust their efficiency according to the energy requirements of the oven, has enabled gas consumption by modern drying lines to be reduced dramatically.

**14 cans per second**

Compared to cartonboard printing, metal decorating is clearly a niche application. However, the focus shifts if we consider only the packaging market. On average, a modern metal-decorating line turns out a million sheets per month. These are used to produce 28 million cans at a rate of 850 cans per minute, or 14 per second.

You can see the result in supermarkets. The beautifully printed can depicting green Spanish olives

in vivid colours. Or the jet-black coating on the rectangular tin containing fine chocolate leaves. Or peppermints in the cool, flat tin with an alpine landscape printed in photographic quality on the inside of the lid. Or the luxury assortment of chocolates in the red, heart-shaped tin with embossed flowers. Help yourself!

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## KBA Asia-Pacific technology update in Jakarta



KBA Asia-Pacific managing director Stefan Segger outlined market and technological trends

Within days of the Rapida 105's successful market launch at the All in Print trade fair in Shanghai, KBA Asia-Pacific invited Indonesian customers and prospects to a technology update in the Grand Ballroom of the Mulia Senayan Hotel in Jakarta. Organised jointly with KBA agency PT Intertek Sempana, the event drew printers from all over the country, eager to come up to speed on market trends and new advances in the few remaining months before Drupa.

Indonesia is one of today's high-growth markets, and print is no exception. This is reflected in the number and sophistication of

the KBA presses that have been imported. Shortly after Drupa 2008, PT Gramedia took delivery of two eight-colour versions of the newly launched Rapida 106 B1 (41in) perfect press for four backing four. It was followed by Padama Bahtera Labelindo, which has installed one four- and one five-colour Rapida 106, while PT Printec Perkasa has opted for a five-colour Rapida 105 with coater. A large-format six-colour Rapida 130 with coater was the press of choice for Indah Kiat, part of the APP (Asia Pulp & Paper) group.

KBA sheetfed offset marketing manager Jürgen Veil described the

new Rapida 105 as being "designed for performance", featuring as it does an array of features adopted from our high-performance Rapida 106. He continued: "The new Rapida 105 delivers on the promise in terms of performance, choice of kit, job-changing speed and the range of substrates that can be printed, from 0.04mm paper with the lightweight package to 1.6mm board with the carton package. We also offer a wide choice of drying, coating and washing systems plus a raft of automation modules for quality control and assurance, supporting customised configurations."

## Box Asia, Thailand, enhances flexibility with new Rapida 105

Box Asia Group International was established in 1995 as an international provider of printing and packaging services relating to flat and corrugated cardboard, aluminium, plastic and foil. Most of its customers are big international brand manufacturers around the globe. Under the name Avery Dennison Box Asia Group the company has achieved the highest international quality standards including ISO 9001-2008 and GMI certification (Graphic Measures International). Box Asia's location 100km (62½ miles) from Suvarnabhumi International Airport and 25km (15½ miles) from Laemchabang International Port has proved to be a major asset in its ongoing success.

Box Asia, which employs a team of 250 highly skilled and experienced production staff, is equipped with in-house facilities for pre-press, artwork and design, mock-up machinery, CTP, ink mixing, guillotining, embossing, stitching, laminating, die-cutting and folding.

The group has developed a just-in-time warehousing and delivery system that allows company and customer inventories to be kept to a minimum. Its order books



President and managing director Mayer Dalu (front, 2nd right) and his team are proud of their new press and the enhanced production flexibility it has delivered – as is Stefan Segger (r), managing director of KBA Asia-Pacific

include major international companies such as Canon, Panasonic, Hitachi, Kellogg's, Dumex, Durex, Euro Foods, Jelly Belly, Burger King, Dairy Queen, Funai (Emerson and Sylvania for USA, Canada and Europe), Ocean Glass, Commy 4 U and others.

Box Asia Group president and managing director Mayer Dalu is strongly committed to investing on an ongoing basis in the most

advanced technology available, and sees this as the reason for his company's success in addressing market challenges.

It is also the reason the group has opted for a special-format 740 x 1050mm (29.31 x 41.34in) seven-colour Rapida 105 with coater and UV/hybrid capability, and is currently negotiating the purchase of a seven-colour Rapida 142 with the same capabilities. The high-end

technology enhances quality and productivity while cutting costs and turnaround.

Mr Dalu says: "Customers demand visually appealing packaging that stimulates a desire to buy. Box Asia Group International is committed to addressing this challenge. Our customers want suppliers who comply with the highest international standards of quality at the most competitive prices."

## Omkar Arts caters to premium customers with new Rapida 75E

Omkar Arts, the Mumbai-based commercial firm, has embarked on an expansion plan by investing in India's first Rapida 75E four-colour sheetfed offset press in Mumbai. The brand-new KBA was supplied by Indo Polygraph Machinery, the Indian distributor for KBA presses. The new press was installed in October 2011 and has already achieved 5 million impressions. V C Gaokar, managing director at Omkar Arts, says: "The new press has certainly added to the capacity. It has not only reduced the production time but has also enhanced the quality of our high-end premium jobs."

The print firm, which has the capacity to produce more than 25 jobs a day, plans to shift all its high-end premium jobs to the new KBA. Gaokar said: "We cater to the high-end jobs which require special treatment and we are satisfied with the new press which has fulfilled our requirements."

Omkar Arts, which has annual sales totalling 40 million rupees (\$811,000), plans to invest in violet CTP technology in another four months' time. The commercial print firm caters to companies like Mercedes-Benz, Audi and Raymonds along with real estate and textile companies.



V C Gaokar, managing director of Omkar Arts in Mumbai, caters to premium customers with his new Rapida 75E

## KBA large format now in Thailand

The shift to large-format sheetfed offset in high-growth Asia-Pacific markets continues apace. Following installations in Malaysia (Lino-craft, TWP) and Indonesia (APP) KBA large format has now debuted in Thailand with the inauguration of a six-colour 7B (64in) Rapida 162a at Mae Mae Printing in Bangpoo, Samut Prakan Province.

The new 13,000sph press is Mae Mae Printing's first Rapida, though there is a fleet of screen and offset presses at the main production plant. It features semi-automatic plate changing, dual-purpose washing systems and IR dryers, substantially enhancing both productivity and the product range. It is controlled from an Ergo-Tronic Professional console with DensiTronic densitometric colour control and a CipLink interface to pre-press.

Mae Mae Printing was established in 1986, and in addition to two high-tech printing plants near Bangkok also has two plants in China and Taiwan. The ISO 9001 and 14001 accredited enterprise with over 400 employees has made a name for itself by focusing on quick



Production manager Kang Huag-Pin (left) and pressroom manager Prasan Chimchinda at the new Rapida which has boosted productivity and expanded the product palette

delivery and quality excellence. Its range of services and products spans graphic design, high-volume packaging, hangtags, instruction manuals, self-adhesive, pressure-sensitive and barcode labels for the electronics, home appliances,

cosmetics, food, pharmaceutical, sports and many other consumer product industries.

"KBA have shipped a lot of medium-format presses to Thailand in recent years, but in large format they are the world market leaders,

so we knew we could trust them to deliver something special. The high-performance Rapida 162a is exceptionally versatile and will help us achieve our growth objectives," says Jones Chang, Mae Mae Printing Group president.



KLB managing director Eve Obara (left) talking to KBA sales director Sascha Fischer (2<sup>nd</sup> left), Lau Larsen (3<sup>rd</sup> from left) of KBA agency Gazelle, and KBA sales manager Stephan Weiser

## East African printers impressed by Rapida technology

A few months ago around 25 printers from Kenya and Tanzania attended a KBA seminar in Nairobi on current trends and advances in the print media industry.

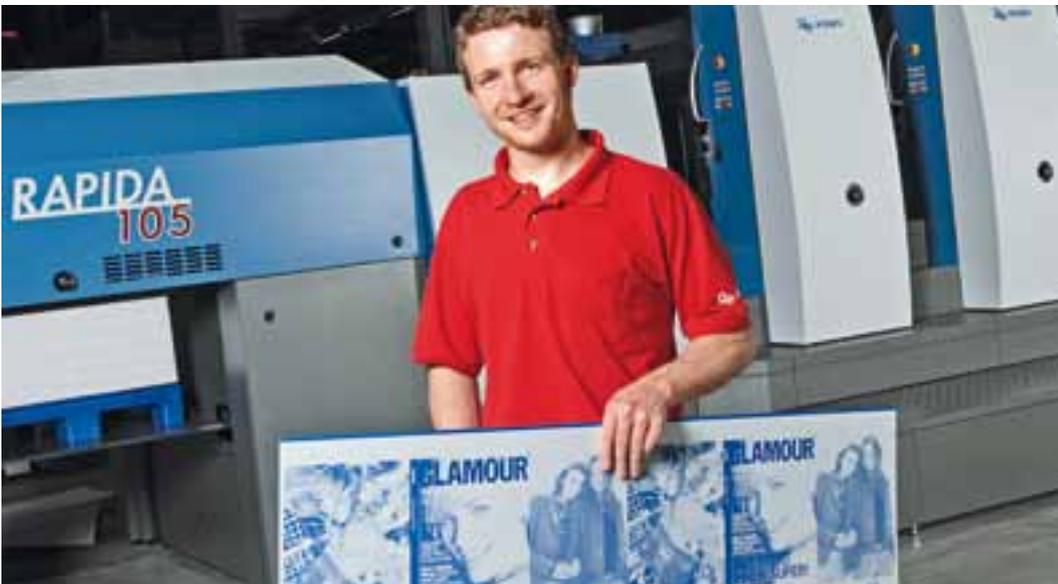
Representatives from KBA and our agency, Gazelle, started off with updates on personalised printing, trends in packaging production and new features on Rapida sheetfed

offset presses. As well as a half-format Rapida 75E the printers present were among the first in Africa to be given a run-down on the new Rapida 105.

The second, practical part included a tour of **Kenya Literature Bureau (KLB)**, where a four-colour Rapida 105 prints posters and world maps. Managing director Eve Obara could not conceal her delight at having what is probably the most advanced B1 (41in) press in East Africa. The Rapida 105 offers KLB whole new options in terms of quality and colour when printing school textbooks.

For KBA, East Africa is fast becoming a key market. The presses previously sold in the region were almost all second-hand, but in more recent months two new presses have been shipped to Kenya and another has been commissioned in Tanzania.

## Greater flexibility and faster job changes



Early this year a new Rapida 105 went live at 111-year-old UK packaging specialist Leyprint

Fourth-generation family-run packaging specialist Leyprint is targeting 10.5 per cent year-on-year growth following its investment in a B1 (41in) KBA Rapida. The £4.5m (\$7m) turnover operation, based in Leyland, Lancashire, replaced two B1 Komori presses with the six-colour plus coater Rapida 105 at the end of last year.

Leyprint managing director Edward Mould says: "There has been a dramatic shift in the market and we needed to be very responsive to the demand for shorter runs and faster turnaround times. We have also experienced a strong increase in workload as a result of a competitor exiting the market and want to make the most of the opportunity."

The decision for the new B1 Rapida will also help Leyprint attain ISO12647-2: "The colour management standard is something we are working towards and the new press is key to that," adds Mould.

Equipped with extended delivery and semi-automatic plate changing, the B1 press will run both UV and conventional inks

which enables the operation to switch easily to handle a wider mix of jobs. "We need UV drying for our worldwide telecoms accounts but not always for other jobs. We also have to be able to run low-migration inks and the ability to swap easily is very important."

On the factors that influenced their final decision Mould states: "We did look at a lot of other presses but they didn't offer the flexibility and fast changeovers. The Rapida was the best fit for our business; it is the more versatile option."

The relationship with KBA also proved vital. "We were originally looking at large format, but they highlighted the flexibility that B1 could offer considering our needs today. The relationship with KBA continued to evolve and we were extremely impressed by their team's professionalism and willingness to get involved with our whole business strategy. They were aware of the bigger picture and we feel sure that their input will help us in our expectation of achieving 10.5 per cent year-on-year growth."

Around 70 staff, among them familiar and respected figures like Jürgen Fischenich, Marcus Weber, Stefan Schmitt, Thomas Grocholl and Rolf Possekel (l-r), attend to KBA's sheetfed offset customers in Germany



Ramona Weiss-Weber is managing director of KBA Deutschland, a new sales and service subsidiary



## New KBA Deutschland promotes customer proximity

On 1 January this year **KBA Deutschland**, a new domestic subsidiary entrusted with all KBA sheetfed offset sales and customer services in Germany, opened its doors for business. It is the product of KBA's mounting success in the domestic market: over the past few years we have moved up to the

number two slot among sheetfed offset press vendors.

Based in Radebeul (near Dresden) in Saxony, KBA Deutschland has branch operations in Veitshöchheim, near our main plant in Würzburg, Bavaria (KBA-Süd) and in Neuss, North Rhine-Westphalia (KBA-Nordwest).

Managing director of the new company is Ramona Weiss-Weber, who heads a team of more than 70 staff. These include familiar and respected sales managers such as Jürgen Fischenich, Rolf Possekel and Marcus Weber, along with service managers Thomas Grocholl and Stefan Schmitt.

## Service agreement with Mittelrhein-Verlag in Coblenz

A new, highly automated printing plant with cutting-edge technology and integrated workflows has gone live in Coblenz, Germany, printing a raft of titles including the *Rhein-Zeitung*.

The core component in the press room is a triple-width Commander CT with four reelstands, four 6/2 towers, KBA Patras automated reel logistics with AGVs and reel-data tracking, and Beil-Registersysteme plate logistics.

**Mittelrhein-Verlag**, publisher of the *Rhein-Zeitung*, signed a long-term service contract with KBA at IFRA Expo in Vienna. Under the terms of this agreement, all maintenance work on the new 6/2 Commander CT, all press inspections and production monitoring are carried out by KBA specialists with intimate knowledge of this specific press type. The contract will run for an initial ten years, after which it can be extended.

Preventive maintenance by highly skilled technicians can deliver substantial productivity and efficiency gains. KBA also offers this service to printing plants with third-party presses via a new, dedicated company, **PrintHouseService (PHS)**.



Lining up for the camera after signing the service contract (l-r): KBA executive vice-president for web press sales Christoph Müller, Mittelrhein-Verlag's Coblenz publishing manager Siegmund Radtke and managing director Dr Thomas Rochel, and KBA head of service Jens Maul

After more than 24 years in London's Docklands, at the end of November last year production of the *Daily Star* was transferred 40 miles north to a new plant in Luton, where **Express Newspapers'** owner Richard Desmond fired up the first of four Commander CT press lines. Since then three more CT presses have been commissioned and now print the Express Group's *Daily Star Sunday*, *Daily Express* and *Sunday Express* in stunning quality.

Richard Desmond is making a £100m (\$156m) investment in print. He said: "My newspapers haven't declined over the last eleven years. The *Daily Star* was selling 400,000 when we bought it, it now sells around 800,000. Eleven years ago there wasn't a *Daily Star Sunday*. It now sells more than 800,000 every Sunday. The *Daily Express* and *Sunday Express* are in line with the market. Through these investments our print interest is now firmly in line with the rest of the Northern and Shell group as a major modern competi-



**Express Newspapers' owner Richard Desmond firing up the first Commander CT press line at a new printing plant in Luton, attended by West Ferry and Broughton Printers chief executive David Broadhurst (l) and Northern & Shell group joint managing director Martin Ellice**

## Express Newspapers: £100m investment in printed newspapers

tor in UK media business and we demonstrate our belief in the future of print for the next 25 years and beyond."

The four presses can print one million full-colour newspapers in just three hours. West Ferry and Broughton Printers chief executive

David Broadhurst is keen to take on contract work, and is mulling the addition of dryers, which would enable the plant to print heatset and coldset, and therefore bring magazine production in-house. "We've got the capacity for contract work. If we opt to take the dryers that

will happen in phase two. It is something we have considered but we must make sure it is worthwhile doing it."

The four highly automated Commander CT compact presses with a total of 22 Pastomat reelstands, 22 four-high towers and four high-performance KF 7 folders are installed in two parallel lines and embedded in an automated reel-logistics system. They have a maximum rated output of 90,000cph, a 578mm (22.75in) cut-off on a cylinder circumference of 1,156mm (45.5in) and a maximum web width of 1,460mm (57.5in). Control is via KBA ErgoTronic consoles with EAE's Print job-scheduling and press presetting software.

*Watch this space for further details.*

## Heatset Commander CT for Poligrafici Printing

Poligrafici Printing is expanding its Bologna production plant with a Commander CT heatset press. The compact four-high tower with heatset dryer will come on stream in autumn next year. Poligrafici Printing is the print-specific holding of one of Italy's biggest media groups, Poligrafici Editoriale, whose interests also include publishing, advertising, multimedia, real estate and hotels. The new press purchase continues a longstanding alliance between the Poligrafici group and KBA.

Poligrafici Printing's Bologna subsidiary, Poligrafici Editoriale Printing, started out specialising in the production of commercials over one hundred years ago and already runs a 48-page Compacta 618 commercial press, a Commander T heatset tower press and a Colora newspaper press. Roto-press International in Loreto, in which Poligrafici Printing has a 33



**Pictured after sealing the deal (l-r): KBA sales director Jochen Schwab, Poligrafici Editoriale Printing CEO and Poligrafici Printing board member Silvio Broggi, KBA service rep Joachim Barthelme, Poligrafici Editoriale staff member Sara Lelli, Davide Madureri of KBA web press agency GAM International, Poligrafici Printing finance director Stefano Ceccarelli and KBA sales manager Bernd Hillebrand**

per cent interest, prints newspapers and commercials on a fleet of Comet coldset and heatset presses. Newspapers are printed on Coloras in Florence and Milan.

With the new Commander CT Poligrafici Printing is aiming to expand its heatset activities by producing quality flyers, catalogues and magazines faster and more

cost-effectively to address market demand. The 80,000cph press with a cylinder circumference of 1,197mm (47.1in) will have an unusual 5/2 plate configuration and will print tabloid newspapers as well as commercials. Its uniquely compact design and array of additional features mean that fan-out will not be a problem, even on the

maximum web width of 1,920mm (75.5in).

Alongside a KBA reelstand with automatic reel loading, automatic colour and cut-off register controls and a thermal air dryer with integrated afterburning the press will boast a P5 high-performance 2:5:5 folder and a KBA ErgoTronic console with motion logic controllers.



Owner Tore Brekke Olsen (2nd left) and KBA instructor Rainer Krause (2nd right) flanked by press operators Oskar Eiriksson (l) and Frode Skjemstad at the new Rapida 106



KBA-Nordic's Hans af Ekenstam (right) congratulates managing directors Göran Schirmer (left) and Göran Lindman on their new press, which joined a five-colour Rapida 105 universal (in the background) installed in 2007



Joachim Friberg, who has helped to make Cela Grafiska a print provider of choice, at the new Rapida 75E

## Rapidas on the advance in Scandinavia

The long Rapida 106 perfector at Norwegian print group **07 Gruppen** (see page 34) has been followed in recent months by further B2 (29in) and B1 (41in) Rapidas in Norway and Sweden.

### Two-coater Rapida 106 at Trondhjems Eskefabrikk

In January Norwegian packaging printer Trondhjems Eskefabrikk fired up a highly automated six-colour Rapida 106 with two coaters alongside a Rapida 105 installed in 2007. The press, which prints up-market UV products, continues a 40-year association with KBA.

Founded by Thorvald Olsen in 1934 under the name Trondhjems Eske & Mappfabrikk, the firm expanded rapidly and following three relocations and multiple equipment upgrades gradually shifted its focus from business forms to packaging printing, a sector in which it is now a leading player. Some 85 per cent of production is packaging for the food-processing industry. In 2011 Trondhjems Eskefabrikk's 24 employees generated sales worth €12m (\$15.9m). This high per capita revenue is testimony to their efficiency. Exports account for ten per cent of output. For co-proprietor and managing director Tore Brekke Olsen, confidence in KBA was key to success: "Like our parents with Planeta, my brother and I believe in continuity and success with high-tech Rapidas from KBA."

The Rapida 106 has one thing in common with the Rapida 105s

that Trondhjems Eskefabrikk had installed over the years: they are all six-colour configurations with in-line coating and CX board-handling capabilities. Olsen says: "Our new Rapida 106 is the first to feature two coaters plus interdeck and end-of-press dryers. We can thus offer a choice of special effects for more luxurious packaging."

### New Rapida 105 at Modintryckoffset in Stockholm

The new, 16,500sph generation of our globally popular B1 (41in) Rapida 105 celebrated its Scandinavian debut at **Modintryckoffset** in Stockholm at the beginning of March. The four-colour press boasts a CX package for handling board and joined a five-colour Rapida 105 universal. It incorporates automatic plate changers, a CleanTronic dual washing system, DensiTronic online colour measurement and control and LogoTronic workflow software.

Modintryckoffset was created in 2004 when Göran Lindman and Göran Schirmer merged their businesses at new premises in Liljeholmsvägen in the centre of Stockholm. With 1,200m<sup>2</sup> (13,000ft<sup>2</sup>) of production space, there is plenty of room for further growth. Last year the 23-employee firm posted sales of around 40 million Swedish krona (approx. €4.5m or \$6m). Its customer base includes trade unions along with film, insurance, pharmaceuticals, oil and automotive companies. In addition to the

digital and offset production of posters, flyers, brochures, financial reports and books Modintryckoffset also offers finishing services.

### Cela Grafiska takes Rapida 75E

Cela Grafiska in Vänersborg, some 100km (62½ miles) northeast of Göteborg, Sweden, signed up for a five-colour coater version of the 16,000sph B2 (29in) Rapida 75E launched at Ipx 2010.

Cela Grafiska, which dates back to 1848, caused ripples in the local print industry with its purchase of a Rapida 74G (Gravuflo) in 2004. Now it is targeting further growth with the compact, energy-efficient Rapida 75E whose capabilities include board handling, semi-automatic plate changing and ErgoTronic ACR autoregistration.

Cela Grafiska looks back on an eventful history. Twelve years ago an advertising agency, Friberg & Co., acquired an interest and Joachim Friberg (CEO), Hans Bolander, Stephan Palm and Lars Elgh joined the management team. Under their guidance the company has evolved into a state-of-the-art print provider with clearly defined workflows and an attractive, continually expanding product portfolio. Alongside offset and digital print, Cela Grafiska offers a full range of services in graphic design, prepress and print finishing. In 2011 the 20 employees generate sales of around €3.5 million (\$4.6m), but this figure is sure to soar in coming years with the new Rapida 75E.

### Report

is the corporate magazine issued by the Koenig & Bauer Group (KBA):

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