



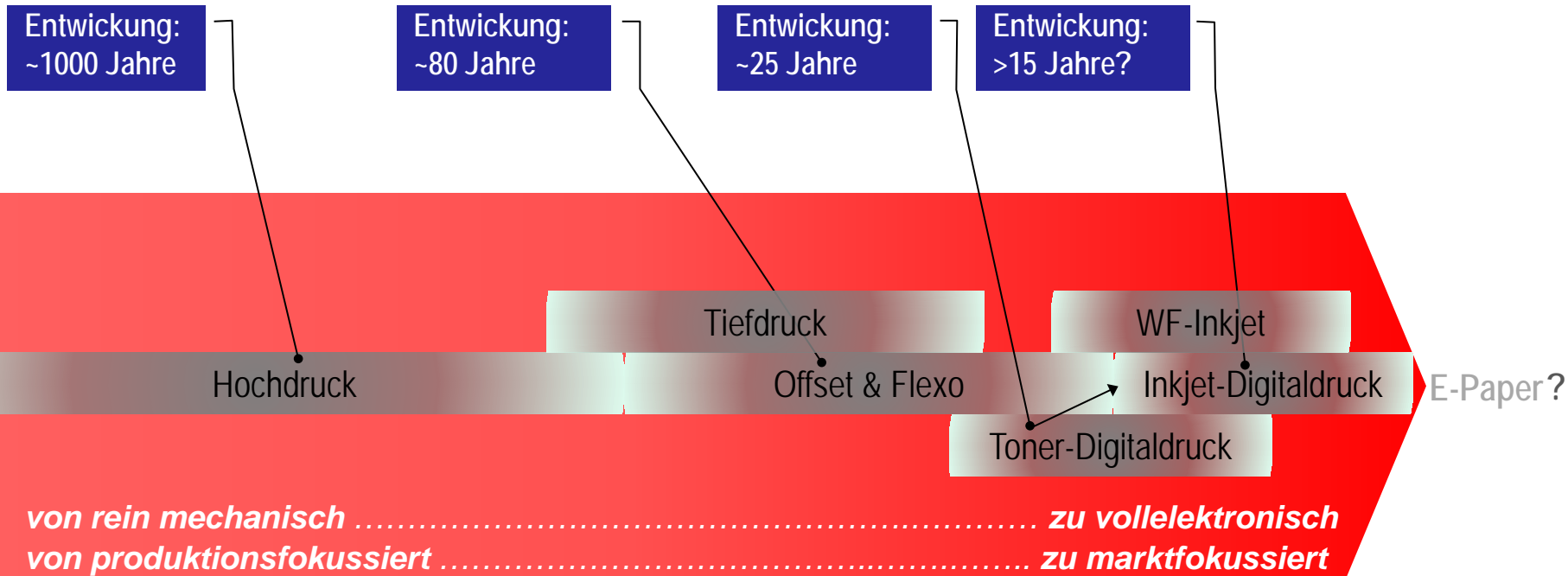
KBA MePrint AG

Technologieaspekte im Umbruch

28. August 2015







- Technologiewandel ermöglicht immer neue Chancen – für diejenigen die ihm aufgeschlossen begegnen!



- Informations-Demokratisierung



- Massenkommunikation



- Zielgruppenkommunikation
- Kommunikationsvielfalt
- Crossmedia



- Bedarfsgerechte Produktion
- Wasserfarben statt UV oder Lösungsmittel

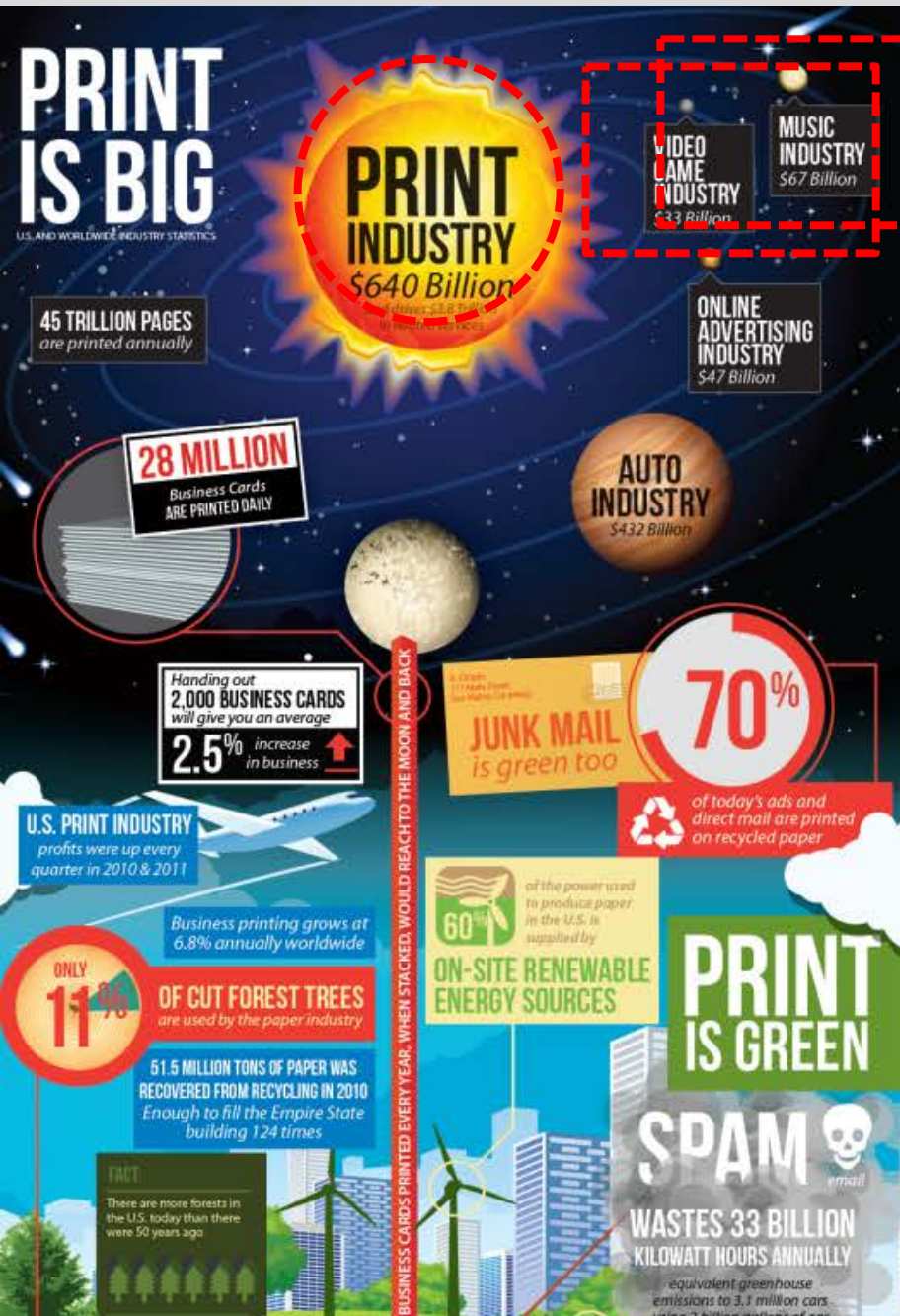


- Druck wird zu einem hochgeachtetem Handwerk

- Die Druckindustrie entsteht - und wird ein bedeutendes Wirtschaftsgebiet

- Der noch handwerklich orientierte Drucker kann sich zum Medien- und Marketingdienstleister weiterentwickeln

Print is valuable and...



← Print Industry is "Close" decisions

- Paper Mills spend \$640 Billion on raw wood \$640 Billion
- Spent on marketing \$450 Billion a year 57%









→ Digital Printing makes a Profit!

- Digital Pages 000 pages 6 min
- High end profitable content
- Environmentally friendly inks



- Each page can be different waste
- Print on Demand Content instead of "Print & Pray"!
- At full press speed!

Main business fields

Production	Sheetfed printing	Web printing	Bank note / Security	Metal / plastics	Marking and coding	Flexible packaging	Glass
							
<ul style="list-style-type: none"> • Production casting, large parts prismatic, rotating parts, gears, cams, rollers, surface coating, preassembly • For KBA and external customers 	<ul style="list-style-type: none"> • Small to large-format presses for ommercial, packaging, books, posters, displays • Substrates from lightweight stock to corrugated board and plastics • Hybrid systems offset/digital • Digital sheetfed for packaging • Workflow(s) • Consumables 	<ul style="list-style-type: none"> • Offset and Inkjet web presses for newspapers, inserts, magazines, catalogues, flyers, books • Paper logistics • Services for own and third-party presses (PHS) • Contract construction for external customers 	<ul style="list-style-type: none"> • Special printing presses for bank notes • Special security technology • Systems for pre-press, quality control and post-press • Bank note design service 	<p>KBA-MetalPrint</p> <ul style="list-style-type: none"> • Solutions provider for printing, coating, and drying of metal sheets • Metal packaging for food, cosmetics and tobacco products, incl. digital systems <p>KBA-MePrint</p> <ul style="list-style-type: none"> • Waterless offset for can and tube printing 	<p>KBA-Metronic</p> <ul style="list-style-type: none"> • Analogue and digital • Inkjet, laser, hot stamping and thermal transfer solutions for marking and coding • Implementation in production lines for industrial products and packaging made of various materials 	<p>KBA-Flexotecnica</p> <ul style="list-style-type: none"> • Flexo and converting presses for non-absorbent materials, such as film <p>KBA-MePrint</p> <ul style="list-style-type: none"> • Waterless offset and inkjet for labels and film printing 	<p>KBA-Kammann</p> <ul style="list-style-type: none"> • Screen und digital presses for decorating premium hollow containers made from glass, plastic and metal • Cosmetics, perfume and spirituous beverage products in the top price class
<p>Consultancy & Support Activity coordination for the KBA group</p>				<p>Digital Competence Center</p>			



Sprechen Sie mit uns...

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