



PACK PRINT INTERNATIONAL
3rd International Packaging and Printing Exhibition for Asia

31 Aug –3 Sept 2011

BITEC, Bangkok, Thailand

www.pack-print.de

For immediate release

First time exhibitor – Heidelberg to showcase at PACK PRINT INTERNATIONAL 2011

31 May 2011 - For the first time, Heidelberg (Heidelberger Druckmaschinen AG) will showcase at Pack Print International 2011 – the leading trade exhibition for the Southeast Asian packaging and printing industries.

PACK PRINT INTERNATIONAL 2011 held in Bangkok from 31 August to 3 September, will see Heidelberg showcasing a full suite of operational equipment and total solutions from prepress to post press including both consumables and services targeted specifically at the Thai and Southeast Asian market.

The German precision mechanical engineering company with head offices in Heidelberg, has worldwide market share of more than 47% and is well-known in the industry as the largest global manufacturers of offset printing presses in the world.

“PACK PRINT INTERNATIONAL is a great place to meet customers, both old and new, and show the latest technology and future trends with our industry. We will conduct daily live demonstrations based on time-sensitive just-in-time production deadlines, addressing the current and future needs of printers from the commercial and packaging market sectors,” said Ms Pornthip Asavajaruphan, Marketing Manager, Heidelberg Graphics (Thailand).

With the extensive range of equipment and live demonstrations, Heidelberg is positioning itself as a total solutions supplier to the Thai Print Media Industry and to further cement its strong market leadership position. Heidelberg with its sheetfed offset printing machines is one of the leading solution providers for the print media industry with a global market share of over 40 percent.

“We have great expectations regarding the number of visitors coming from both Thailand and surrounding countries. We are confident that our equipment and live demonstrations will draw significant attention from customers who are considering investing in new equipment,” said Ms Asavajaruphan.

Heidelberg indicated that now is an ideal time for companies to invest in new equipment due to the current strength of the Thai Baht and increasing export opportunities combined with strong local consumer demand in Asia.

Ms Asavajaruphan added that Asia will continue to grow rapidly over the years to come and with substantial investments in the latest technology will remain very competitive in the worldwide print market. “Likewise the growth in GDP and increasing local consumer demand will further stimulate the need for printed matter including packaging”, she said.

Heidelberg produces equipment for prepress, press and post press, and is the only company that does so in the world. Earlier this year, Heidelberg announced a partnership with Ricoh, entering into a global distribution agreement contract to sell and support the Japanese company's latest production digital colour press, the Pro C901, alongside their extensive offset press portfolio.

Now into its third edition, **PACK PRINT INTERNATIONAL** has attracted more than 20,000 visitors since its debut and international exhibitors from over 30 countries. This year's exhibition will see more than 250 exhibitors and an expected 5,000 international visitors.

For more information on Heidelberg's participation at **PACK PRINT INTERNATIONAL 2011** and the full list of exhibiting companies, visit www.pack-print.de

About PACK PRINT INTERNATIONAL 2011

Driven by the world-renowned **drupa** (print media messe) and **interpack** shows organized by Messe Düsseldorf and held in Germany, PACK PRINT INTERNATIONAL 2011 is jointly organized by the Thai Packaging Association, the Thai Printing Association and Messe Düsseldorf Asia.

The 4-day exhibition will be open to trade visitors from 31 August – 3 September 2011 from 10.30am to 6.00pm at the Bangkok International Trade & Exhibition Centre (BITEC). All trade visitors and professionals are required to register their visit.

Co-located with Pack Print International 2011 is TIPREX – 3rd Thai International Plastics & Rubber Exhibition which is jointly organized by The Thai Plastic Industries Association, The Federation of Thai Industries – Plastic Industry Club and Messe Düsseldorf Asia

Press contact:

Zarina Ann Muhammad | Ariane Seifert
Tel: (65) 6332 9624 | 6332 9652
E-mail: zarina@mda.com.sg | ariane@mda.com.sg

Exhibitor contact:

Beatrice J Ho
Tel: (65) 6332 9642
E-mail: beatrice@mda.com.sg