



PACK PRINT INTERNATIONAL

3rd International Packaging and Printing Exhibition for Asia

31 Aug –3 Sept 2011

BITEC, Bangkok, Thailand

www.pack-print.de

World's No.2 press-manufacturer Koenig & Bauer AG (KBA) to showcase at PACK PRINT INTERNATIONAL 2011

- booth no. P-Q37

A rich history dating back almost 200 years, German print-press manufacturer KBA is one of the oldest in the world and in 2010, advanced to become the second-largest press manufacturer worldwide in terms of sales volume with a record-breaking export quota of almost 90%.

In fact for the first time, KBA provided more equipment to the Asia Pacific region than the rest of Europe.

Capitalising on their strong presence in Asia and the growing potential of the Southeast Asian market, KBA will once again showcase at leading trade exhibition for packaging and printing – **PACK PRINT INTERNATIONAL 2011**. This is KBA's second time at the exhibition.

Differentiating themselves in the marketplace, KBA will provide creative solutions for the industry by featuring the range of possibilities for packaging and printing on its Rapida Sheetfed presses. The KBA stand will be managed by staff from its headquarters in Germany alongside its Asian counterparts from subsidiary KBA Asia Pacific Sdn. Bhd. and local Thai agency Intergraphics Thailand Co. Ltd

"With Pack Print International 2011, KBA is able to present its unrivalled product spectrum to a press market with surpassing potential for the coming years. A particular focus is to be placed on the many possibilities for packaging printing on KBA's Rapida sheetfed presses," said Mr Stefan Segger, Managing Director, KBA Asia Pacific.

Earlier this year, KBA created excitement in the industry when it announced its entry into the field of digital printing systems with Chicago based RR Donnelley & Sons (RRD). Tight-lipped and keeping the industry in a shroud of suspense as the project is still in progress, according to Segger "the print industry needs to wait for the revealment of the first digital press at drupa 2012".

However, he did share that the intention is to "develop, manufacture and market a next-generation digital printing platform on the basis of the Apollo and other digital inkjet technologies originally conceived by RR Donnelley."

Segger says of this new technology: "The print media industry is to be offered practice-and-future-oriented digital print solutions geared to the specific requirements of the market segments for commercial, book, packaging, securities and newspaper printing, as the most likely users of digital technologies."

KBA has served the print media industry as an innovation-oriented partner for 194 years and alongside production facilities in Germany, Austria and the Czech Republic, the company maintains a global network of sales and service offices, providing access to the most comprehensive product range of any press manufacturer for both high-volume and niche markets.

For more information on **PACK PRINT INTERNATIONAL 2011** and the full list of exhibitors, visit www.pack-print.de

KBA's Rapida sheetfed presses

On show at PPI 2011, will be a focus on packaging with a diversity of solutions forming the basis for tailored production configurations across the full range from small to super large formats. Alongside all-embracing possibilities for inline finishing with UV and dispersion coatings, innovations such as a sidelay-free indeed (DriveTronic SIS), direct plate cylinder drives (DriveTronic SPC) and flying job changes are among the technical highlights available on the presses of the individual format classes.

Further specific solutions for packaging printing from B2 to the super large format 151 x 205 cm, for example pile logistics and other concepts for press automation and make-ready reduction, are to be demonstrated by way of digital and print media. One highlight in this respect is KBA's Coating Sample Book, which presents a variety of interesting finishing solutions, together with process explanations enabling reproduction of the individual effects by the user.