

# KOENIG & BAUER

## Press Release

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## Koenig & Bauer Awarded “Company to Watch” at Fifth Annual Digital Packaging Summit

**Coveted honor focuses on a leading innovative solution provider voted on by executive attendees**

- **Fifth annual event attracts 95 printing/packaging executives to expand digital technology knowledge**
- **Koenig & Bauer demonstrates its holistic approach, encompassing digital vision for packaging**
- **All eyes on launch of new Koenig & Bauer VariJET 106 at Drupa 2020**

At the recent fifth annual Digital Packaging Summit 2019 in Ponte Vedra Beach, Florida, Koenig & Bauer was honored to be recognized with the coveted “Company to Watch” award. Organized and managed by NAPCO Media and Packaging Impressions magazine, the Digital Packaging Summit 2019, a three-day, invitation-only gathering in Ponte Vedra Beach, FL, played host to 95 printing/packaging executives anxious to expand their knowledge of digital technology as it relates to their package printing and associated businesses.

On hand were 43 solution providers, including Koenig & Bauer, who presented to and interacted with the packaging executives, sharing case studies and first-hand reactions by users of the sponsoring companies’ technologies. Label and packaging executives at this year’s summit voted Koenig & Bauer as the “Company to Watch” basing their decision on what they see in the market and what they hear at the summit.

“The Digital Packaging Summit is an extremely unique opportunity to present our company’s digital vision and provides the opportunity for personal round table discussions on the future direction of our industry,” says Eric Frank, senior vice president of marketing and product management at Koenig & Bauer. “We are very proud to receive this coveted award.”

Koenig & Bauer was also represented by Maik Laubin, sales director of digital solutions for the VariJET 106. “This event was an outstanding venue for Koenig & Bauer to inform the market on our new VariJET 106 digital 41-inch press and further understand the exact needs of the folding carton market,” says Laubin. “The VariJET 106 will be launched at Drupa 2020 in Düsseldorf, Germany, and we expect tremendous excitement about Koenig & Bauer’s digital initiative that will help our customers grow into new markets and enhance their capabilities. We enjoyed meeting with attendees to understand their options, challenges, economics, and critical decision-making criteria.”

At the summit, attendees learned more about the new VariJET 106. The VariJET 106 combines the strengths of digital inkjet with those of classic offset printing and inline finishing by integrating inkjet technology into the platform of the high-performance Rapida 106 offset press. The consistent modular concept combines the opportunities of digital inkjet with the acknowledged print and inline finishing capabilities of the offset process. Coating, cold foil transfer and printing before the inkjet unit, coating, printing and die-cutting thereafter. With the

VariJET 106, printers are ideally equipped to produce the packaging of the future, whether that means personalized and individualized print products or constant alternation between short and medium runs. As a modular system, the VariJET 106 can be configured exactly the way a printer requires for its particular production needs. It is this unique flexibility which defines the VariJET 106 as the most productive and most cost-efficient hybrid printing system on the emerging market for digital packaging printing.

The Digital Packaging Summit puts users and suppliers together to show how digital printing technology in labels, folding cartons, flexible packaging and corrugated materials can deliver a bottom-line difference. With compelling presentations by leading analysts and industry experts, in-depth real-world case studies in intimate boardroom settings, and focused one-on-one meetings, the Digital Packaging Summit is a unique venue that defines the agile, responsive and profitable future of label and package printing.

“Koenig & Bauer (US) has been a loyal supporter of the Digital Packaging Summit since we started the event in 2015,” says David Pesko, executive vice president at NAPCO Media and event director. “We congratulate them on winning this coveted award. The ‘Company to Watch’ award is voted on by all of our executive attendees and represents the sponsor they feel is poised for success, the most innovative, and a company to keep an eye on moving forward.”

The Digital Packaging Summit is a free, all-inclusive experience for qualified attendees – senior managers and business executives who want to understand how current and future digital production printing technology, software and solutions will impact their business and investment decisions. This summit offers strategic-level insights into what printing and converting industry leaders should do to improve and optimize their business.

Koenig & Bauer (US) is located in Dallas, Texas and a member of the Koenig & Bauer Group, which was established over 200 years ago in Würzburg, Germany. Koenig & Bauer’s claim, “We’re on it.” gets to the heart of Koenig & Bauer’s values and competencies for all target groups. The group’s product range is the broadest in the industry; its portfolio includes sheetfed offset presses in all format classes, post press die cutting, folder gluers, inkjet presses and systems, flexographic presses, commercial and newspaper web presses, corrugated presses, special presses for banknotes, securities, metal-decorating, glass and plastic decorating. For more information visit the company’s web site at [www.koenig-bauer.com](http://www.koenig-bauer.com).

Related websites:

[www.koenig-bauer.com](http://www.koenig-bauer.com)

[www.digitalpackagingsummit.com](http://www.digitalpackagingsummit.com)

Caption:

Photo 1: Left to right: Brian Ludwick, VP & Publisher/Brand Director, Packaging Impressions; congratulates Eric Frank, senior vice president of marketing and product management at Koenig & Bauer; and Maik Laubin, sales director of digital solutions for the VariJET 106; and presents them with the coveted “Company to Watch” award along with David Pesko, EVP at NAPCO Media & Event Director, Digital Packaging Summit.