

Presseinformation / Press Release

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KBA-Digital & Web at the World Publishing Expo 2015 in Hamburg

Future-oriented solutions for printed newspapers

Innovative solutions to facilitate the cost-effective production of high-quality newspapers, magazines and supplements, future-oriented business models built around digital newspaper printing, press upgrades to enable sales-boosting finishing options and new advertising formats for the printed newspaper, and service offers geared to maintaining the value of older press installations are the central topics addressed by KBA-Digital & Web Solutions AG & Co. KG at this year's World Publishing Expo in Hamburg (Hall 4, Stand 330). The recently formed business unit KBA-Digital & Web Solutions is the product house responsible for webfed digital and offset print – and thus also for the newspaper market – within the Koenig & Bauer group (KBA).

Despite the fact that a number of newspaper publishers have invested in inkjet systems over the past months, the offset process continues to dominate new investment activity in this segment of the market. With Aschendorff in Münster and Oppermann in Rodenberg, for example, two more German media companies have opted for the extremely flexible configuration and automation options of the KBA Commander CL in 2015. As an alternative to analogue offset printing, the KBA portfolio has already included the RotaJET family of high-volume digital web presses for a number of years. Engineered to satisfy specific needs of the publishing industry, the new RotaJET L for web widths from 89 to 130 cm now further expands the existing capabilities. KBA has supplied impressive proof of the suitability of digital inkjet printing for hyperlocal and narrowly targeted short runs, personalised inserts and special event- and reader-oriented marketing products in cooperation with

newspaper publishing partners. The branch is gradually recognising the publishing potential of digital print, but is still hesitant to invest in print due to the economically still unconvincing focus on online channels. Given the general reluctance to commit to new investments, retrofits and upgrades for existing presses have gained enormously in importance. Representatives of the KBA web service department and PrintHouseService GmbH (PHS) will be in Hamburg to present examples of their increasingly sought-after services, ranging from preventive maintenance, via complete press overhauls and relocations, to the retrofitting of product finishing modules to both KBA and third-party presses. A number of innovations, such as service data glasses or the software tool “Process Analyzer” will be presented at the Media Port “Newspaper” on 6th October.

KBA will be providing further information at the WPE press conference to be held in the “Prag” conference room on the second floor of the Hamburg Exhibition Centre at 2 p.m. on 5th October.

Photo 1

The KBA Commander CL, with its flexible options for the retrofitting of further automation modules, accounts for the most new press installations in Europe

Photo 2

With its robust design, superior web handling and automation, the KBA RotaJET L inkjet press (here for a web width of 130 cm) is predestined for digital newspaper printing