

## Presseinformation / Press Release

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### ADD MORE KBA TO YOUR DAY

#### **Confident statement for print in a digitalised world**

Print applications are an indispensable part of our daily lives. The Koenig & Bauer Group (KBA) plays a decisive role here with its broad range of technological offerings for various print markets from banknotes, through manifold packaging solutions to magazines and newspapers. This is why “Add More KBA to your day” is the press manufacturer’s slogan for drupa 2016. President and CEO Claus Bolza-Schünemann: “Together with our customers we make the world more colourful by transferring ink with a high level of precision onto a raft of everyday products. We wish to back this claim with our drupa motto and our trade fair stand. Today print and digital are increasingly going hand-in-hand.”

KBA 4.0. is the company’s strategy to make its customers even more profitable by taking advantage of increasing digitalisation with new products and services. KBA develops additional potential for added-value from existing digital data. The first results will be unveiled at the trade show. In keeping with the motto “Add more KBA to your day” the company also wants to make the business of printers more comfortable with its expanded service portfolio. The focus here is on performance, reliability, quality and economy.

At drupa 2016 the KBA Group will be in its usual place in hall 16 (stand 16C47) presenting new and enhanced products, processes and service offerings on its stand measuring some 3,000m<sup>2</sup>. Further information regarding our presence at the exhibition will follow in the coming weeks.

#### Photo:

With its drupa slogan the KBA Group underscores its broad technological contribution to the important role of print in an increasingly digitalised world