

KOENIG & BAUER

Presseinformation / Press Release

Autor / Author:	Klaus Schmidt	Nr. / No.:	17-069-W
Rückfragen / Enquiries:	Dagmar Ringel	Datum / Date:	23.10.2017
Telefon / Phone:	+49 (0)931 909-6756	E-Mail:	dagmar.ringel@koenig-bauer.com
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[Koenig & Bauer Report No. 51 out now](#)

KBA Report becomes Koenig & Bauer Report

During the festivities to mark the 200th anniversary of the company in September, the oldest printing press manufacturer in the world also presented its new logo and branding for the future, visually symbolising the strong common umbrella which the parent organisation Koenig & Bauer spans over the group's activities in many different print markets. This comprehensive brand relaunch is also reflected by the latest 51st issue of the customer magazine *Report*. First published back in 1994, *KBA Report* has now become *Koenig & Bauer Report* – with a new layout, typography and colour scheme. What has naturally remained unchanged, of course, is the diversity of informative reports from print companies in different countries and market segments, on technical and process innovations, trends in the branch and the most varied business philosophies.

In his editorial for the anniversary issue, Koenig & Bauer president Claus Bolza-Schünemann looks back to the official commemorative event at the Vogel Convention Center in Würzburg, which drew widespread praise from the 650 international guests. Unanimous highlights of that evening were a rousing keynote address from former Federal President Horst Köhler and insights into the worlds of media, packaging and security from three CEOs of major German and Danish printing companies. He also thanked all those who gave so generously to an anniversary donation call. The company itself promised to double the amount collected with a donation of its own, with the result that a sum of €53,000 can now be transferred to the organisation “Doctors without Borders” to support their humanitarian work in many crisis regions around the world. Bolza-Schünemann: “In his much-acclaimed keynote speech, our former German Federal President Horst Köhler very clearly pointed out that responsibility in politics and industry

knows no national boundaries in the age of globalisation. I absolutely agree with this statement."

Alongside articles on the brand relaunch and the anniversary festivities, the 56-page magazine is once again packed with interesting user reports from market segments ranging from commercial and book printing to packaging and newspapers. New technical solutions and service offers from the companies of the Koenig & Bauer Group are also presented.

Koenig & Bauer Report is published in German, English, French, Spanish and Italian. Copies can be requested from local regional offices or from the central marketing department of Koenig & Bauer AG (Tel.: +49 (0)931 909-4567; Fax: +49 (0)931 909-6015; E-mail: marketing@koenig-bauer.com). A PDF version of the magazine is also available for download at: <https://www.koenig-bauer.com/downloads/koenig-bauer-report/>

Photo:

In line with the new brand appearance, Koenig & Bauer Report No. 51 has also be treated to a design make-over