

## Presseinformation / Press Release

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### KBA Report no. 44 out now

#### **Innovations and investments for a print market in flux**

When you are active on a constantly changing market, it takes new ideas, further developed processes and not least bold investment decisions to successfully overcome the arising challenges. Numerous examples from the international print scene are to be found in the 44th issue of *KBA Report*, the customer magazine of press manufacturer Koenig & Bauer AG, which now also boasts a fresh new layout. The front cover already draws attention to various possibilities aside from the mainstream, for example HR-UV, an app to order spare parts, or the integration of digital print and the Internet by way of AR codes. Alongside the headline article, the 56 pages are packed with reports on new investments, business models and the success stories of print companies around the world. The two managing directors of Rodi Media from Broek op Langedijk in the Netherlands, for example, give an extended interview on their positive experience with waterless newspaper and magazine printing over the eight years since commissioning of the world's first KBA Cortina. Practice-oriented technical articles address topics such as the benefits and limitations of new UV processes in sheetfed offset and offer valuable tips for users. And to round off this issue of the customer magazine, we also peek over the fence to see what is happening in niche markets such as metal decorating.

As always, the latest *KBA Report* is available in German, English, French, Spanish and Italian. Copies can be requested from the KBA regional offices or from the central marketing department of Koenig & Bauer AG (Tel.: +49(0)931 909-4336; Fax: +49(0)931 909-6015; E-mail: [marketing@kba.com](mailto:marketing@kba.com)). An online version of the magazine is also available for download from the KBA website at <http://www.kba.com/downloads-glossar/supportdownloads/kba-report/>.

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Fresh layout for KBA Report no. 44