

# KOENIG & BAUER

## Presseinformation / Press Release

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### Koenig & Bauer at WPE 2017

#### **With a new corporate design and extended service portfolio**

Just a few days after its 200-year anniversary celebrations, which Koenig & Bauer AG took as a worthy occasion on which to relaunch the Koenig & Bauer brand, the business unit KBA-Digital & Web Solutions will be making its first market appearance under the new corporate design at the forthcoming IFRA World Publishing Expo (WPE) in Berlin. The market leader in newspaper web presses for the mid- to high-performance classes has booked a 100 m<sup>2</sup> booth in Hall 21a (booth E10) to present its broad product portfolio for offset and digital printers. In the so-called "Active Corner", subsidiary PHS will at the same time be showcasing a further extended range of technical and customer services, which will also be available to users of third-party presses. Given the market's reluctance to invest in new presses over the past years, and consequently the ever older installed base, the demand for service is increasing. Alongside classic services such as retrofits, upgrades and press relocations, more and more users are interested in new Internet-based offers such as AR data glasses or predictive maintenance, as well as options serving cost reduction. One good example of this is energy saving with ViSuEnergy.

#### Photo

Koenig & Bauer, the inventor of the cylinder printing press, has been an innovative partner of the newspaper branch for 200 years, and promises to maintain this commitment as it enters the third century of an eventful company history with a new corporate design

**Note: So shortly after the anniversary press conference in Würzburg on 20th September 2017, there will be no separate WPE press conference this year.**