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## Editor's Note

### ME Printer Heads to drupa 2024 as Middle East Media Partner

Düsseldorf will play host to drupa 2024, the world's most important event for the printing and graphics industry. The marquee event has become the cynosure of the international print media who are eager to dive into eleven days (28 May to 7 June, 2024) of hectic activities.

#### drupa 2024

1,625 exhibitors from 52 countries will present the entire spectrum of innovative technologies, solutions, current trends, and visionary ideas that impacts the industry now and will in the future. From major global players to aspiring newcomers and startups, the list of registered exhibitors is almost a who-is-who of the printing and graphics industry.

drupa 2024's special focus is on two topics: digitalization and sustainability. drupa explains the important facts about sustainable production of print and packaging solutions and trends evolving within the sector to achieve the goal of a circular economy. At the same time, the event also presents top technologies across the industry's entire added value chain with a special focus on future cross-sectional technologies.

Five special forums have been curated at drupa 2024 as important aids for decision making across the industry, focusing on topics which concern the future of its target groups. They also provide impetus and show best practices which the industry cannot do without.

#### ME Printer joins global media

We are excited to announce ME Printer joining the rest of the global media heading towards Germany as Middle East media partner. Seasoned journalist and industry expert Alex Jahanbani (Editor-in-Chief) and experienced sales strategist Prabhulla Chandran (Digital Media Sales Manager) will helm the two-man ME Printer team to drupa, providing first-hand coverage of the latest technologies on display, interviews with industry stalwarts, trending topics at the special forums, and much more.

With over 30 years of expertise, our print and online editions continue to offer reliable and latest news, views, and expert analysis on the printing, packaging, and related industries. ME Printer is published from Dubai.

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Print Professionals In The Middle East

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This issue focuses on drupa, the biggest printing technology event in the world. A comprehensive coverage of the pre-drupa media conference on what to expect from major players at drupa 2024, and trending topics at drupa's special forums are some of the issue's highlights. Stay tuned and enjoy a comprehensive coverage!

ME Printer  
Media Partner





## BOBST Concludes High-profile Pre-drupa 2024 Show in Cairo



**As a build up to drupa 2024, BOBST and its Egypt/Sudan-based partner IPS concluded their highly-successful conference, held on 17 April, 2024, at the up-market Renaissance Cairo Mirage**

**City Hotel. BOBST was joined by leading technology partners, including Baumer hhs, Dynamic Environmental Corporation DEC – Impianti, IMS Technologies, and Reifenhäuser.**

The event saw over 100 high-profile attendees including CEOs, managing directors, and technical, plant, and production directors from a broad spectrum of industries such as converters of folding cartons, corrugated board, and flexible packaging, to label production.

Jointly embarking on a journey of vision, innovation, and sustainability, the conference showcased ground-breaking solutions to be launched at drupa 2024. Unlike the traditional roadshows that were held in the previous years, the Cairo event was tailored by BOBST to provide an insight into its preparations for drupa and to stimulate interest and curiosity to join the BOBST booth at the marquee event in Düsseldorf. Zero fault packaging in folder-glue, e-commerce solutions, die-cutters, and hot foil stamping; financing solutions; sustainable solutions for blown films; narrow mid-web for simplifying label production; innovation in slitting for film and flexible packaging converters; DEC solvent recovery units; and visits to packaging centres at drupa were all part of the day-long agenda.

Top-notch industry speakers including Business Director AFMETR Region Eric Pavone, Group Trade Finance Director Piero Grasso, Technology Sales Manager EEMEA Yannick Ulmann, Technology Sales Managers Mauro Luini and Stéphane Cuérel, and Zone Business Director Middle East, Egypt & Pakistan Khaled Joundi (BOBST); International Sales Manager Martin Schoppe and General Manager Mehdi Mezni (Baumer hhs); Area Sales Manager Africa Alfred Menhart (Reifenhäuser Blown Film); Area Sales Manager Fabio Saponara and Massimiliano Brenna (IMS Technologies); and CEO & TSD Director Andrea Formigoni and Technical Sales and Applications Manager Mouna Feki (DEC – Impianti), drew on their extensive experience and expertise.

Besides extensive knowledge sharing and an inspiring Q&A session, attendees enjoyed a day full of networking over a sumptuous lunch and evening cocktails.

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Jointly embarking on a journey of vision, innovation, and sustainability, the conference showcased ground-breaking solutions to be launched at drupa 2024

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# Canon Joins DBWC to Empower Women in Print & Imaging



DUBAI CHAMBER  
COMMERCE

DUBAI BUSINESS  
WOMEN COUNCIL

**Aligning with the company's core values of a human-centred approach, Canon presented the first module of its workshop series 'Women Who Empower', led by Ayman Aly, Marketing Director, Canon EMEA.**

Participants delved into the intricate world of photo printing workflows, exploring emerging trends and market insights, with an exclusive demonstration featuring different print solutions and print media.

The programme includes three modules: printing, photography, and content creation, with each having two theory and two practical sessions. The classes include foundational theory, technical instructions, and a month of supervised Canon equipment practice in the chosen field.

Besides Aly who leads the printing module, renowned action photographer and Canon Ambassador Jorge Ferrari will lead the photography curriculum, while Emirati director and executive producer Nahla Al Fahad will provide extensive training in content creation.

The interactive workshops are part of Canon's 'Women Who Empower' campaign in collaboration with the Dubai Business Women Council (DBWC), a leading platform in the UAE for the personal and professional development of business women. The initiative aims to uplift and support women in the print and imaging industries through webinars, mentorship opportunities, and networking events.

"Women Who Empower initiative embodies Canon's unwavering dedication to diversity, inclusivity, and women empowerment. We believe that by providing women with the necessary resources, training, and support, we can drive positive change and unlock their full potential in these dynamic industries," comments Venkatasubramanian Hariharan, Managing Director at Canon Middle East and Turkey. "We are delighted to collaborate with Canon in this game-changing



campaign, highlighting our shared dedication to empowering women in the print and imaging divisions," adds Nadine (Halabi) de Francesca, Head of Business Development and Operations at DBWC.

The workshop was hosted by Dubai-based Art Plus 1 Community, Gallery & Printing, a modern art gallery and community for both new and veteran artists.

“The initiative aims to uplift and support women in the print and imaging industries through webinars, mentorship opportunities, and networking events”





## Paper & Tissue One Show Makes Grand Debut in Abu Dhabi



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Over 250 manufacturers and suppliers from 35 countries participated in the event that witnessed a footfall of around 16,000 visitors from 110 countries

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The ninth edition of the Paper & Tissue One Show, held at the Abu Dhabi National Exhibition Center (ADNEC) on 16-18 April, 2024, had a remarkable start to what is now the largest event of its type. This year's show was jointly organized by Al Furat Group and Saudi Paper Group. Over 250 manufacturers and suppliers from 35 countries participated in the event that witnessed a footfall of around 16,000 visitors from 110 countries.

A diverse range of products and services were displayed including paper jumbo rolls, finished paper products, printing and chemical supplies, tissue, packaging, hygienic paper, as well as converters, cartons, and paperboard.

Relocated to ADNEC Centre Abu Dhabi, the city's strategic location and its rising prominence as a hub for the pulp and paper industry added to the event's allure, drawing a diverse international audience.

The 2024 show also coincided with Abu Dhabi's Sustainability Week, highlighting the event's commitment to global sustainability practices and offering a significant platform for industry professionals to showcase and discuss innovative solutions.

This year's edition of Paper & Tissue One Show broadened its reach by inviting key segments such as the vital HORECA sector, supermarkets, hospitals, and mall buyers. The strategic decision

acknowledged the indispensable roles these segments play within the industry.

A dynamic schedule awaited the attendees that included exclusive networking opportunities. The highlights of this year's social events included a gala dinner sponsored by IPM and CPM, and a welcome dinner courtesy of ADNPM.

With its expansive showcase and enhanced international presence, the Paper & Tissue One Show sets a new standard for industry exhibitions and promises to be a pivotal meeting point for business development and cultural engagement in the pulp and paper sector.

## Paperworld, Gifts & Lifestyle Middle East Project Huge Growth

Paperworld Middle East and Gifts & Lifestyle Middle East will return for their largest-ever edition. Taking place from 12-14 November, 2024, at the Dubai World Trade Centre, the co-located events are expected to attract over 10,000 visitors from more than 100 visiting countries.

Organised by Messe Frankfurt, the dual events will host over 450 exhibitors, and is currently showing a strong growth trajectory following the record attendance in 2023.

Paperworld Middle East is the largest international trade event for paper, stationery, arts and crafts, office sup-

plies, and school products. Manufacturers, wholesalers, distributors, and retailers from over 100 countries will be participating, providing visitors an opportunity to discover the latest products and learn how the industry is moving forward.

Entering its fourth year, the co-located Gifts & Lifestyle Middle East complements the profile of Paperworld Middle East, covering a gamut of products such as corporate and trendy gifts, souvenirs and figurines, elegant table décor and accessories, leather finished goods, and handpicked and curated baby and

kids products. Artisans, suppliers, and manufacturers from more than 60 countries including Greece, India, Italy, South Africa, Spain, and Turkey, will showcase their premium products over the course of three days.

### **Kraft & Packaging: Unveiling a new frontier in sustainability**

In its 13th edition, Paperworld Middle East is set to redefine the paper and stationery industry by introducing a dedicated section, Kraft & Packaging. As the largest platform for paper in the Middle East and Africa, this move reflects the event's commitment to



addressing the increasing demand for sustainable materials. The Middle East and Africa pulp and paper industry is poised for a robust growth, with a market size of \$16.24 billion in 2023 expected to reach \$19.32 billion in 2028 at a CAGR of 3.54%.

The innovative section aims to provide a comprehensive platform for industry players to showcase and explore the latest advancements, fostering collaboration and discussions on environmental sustainability and technological innovations.

### The Hub Forum

Knowledge sharing platform The Hub Forum will return for another year, providing the latest updates from an ever-evolving industry and connecting experts, thought leaders, and key players in the paper, stationery, office supply, and gift sectors. Held on the first two days, The Hub Forum will offer a full programme of impactful sessions, discussing e-commerce, digital, and sustainable trends shaping the industry's future. The carefully curated lineup of industry-renowned speakers and thought leaders will share their expertise, while valuable sessions and discussions will provide actionable insights for business growth. The forum offers an exclusive platform for forging meaningful connections with like-minded professionals, exploring innovative ideas, and staying ahead in the ever-evolving marketplace.

### Artistry Workshops

The highly popular Artistry Workshops will return to Paperworld Middle East, welcoming artists, art school faculty, and enthusiasts to explore a diverse range of creative skills. Sessions will be hosted by popular artists, gallery owners, teachers, branding specialists, and university professors on a range of artistic disciplines from digital art and art therapy to abstraction.

### Project Sustainability

Sustainable products have gained paramount importance in today's consumer world, especially as individuals and businesses the world over are trying to minimize their environmental impact. To address this growing concern, the special area of Project Sustainability was introduced to serve as a platform for exhibitors to display their range of environmentally friendly products, each with detailed information

about their eco-credentials. Fostering a broader understanding of the importance of adopting eco-conscious practices, attendees will have the opportunity to explore a wide array of offerings – from recycled

hibition, including the opportunity to foster meaningful connections between key buyers and exhibitors. "Paperworld Middle East and Gifts & Lifestyle Middle East offer a gateway to the Middle East and Africa markets



stationery to energy-efficient office supplies – that align with their values and sustainability goals.

### Paperworld Middle East Awards

Now in its second year, the Paperworld Middle East Awards 2024 will be held amidst an atmosphere of anticipation and celebration, especially with the inaugural awards in 2023 concluding with resounding success. The awards serve as a platform to recognize and honour outstanding achievements, innovation, and excellence in the field of stationery, office supplies, and paper-related products. Award categories include 'Stationery Product of the Year', 'Best Eco-friendly Product of the Year', and the 'Lifetime Achievement Award' among others. Other show features include Business Matchmaking that helps accelerate pre-show networking, and The Premium Club, crafted exclusively for senior buyers and key decision makers in the paper industry with complimentary benefits at the ex-



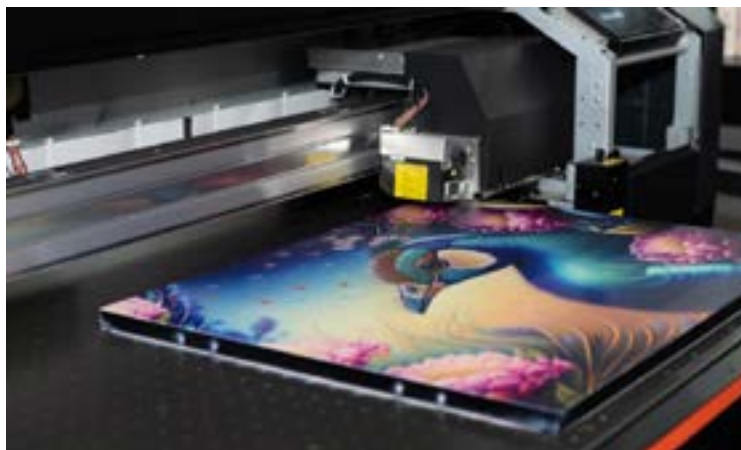
and as a result, we are seeing a growing international presence every year. There is a perfect synergy across the two events, which is one of the major factors contributing to the year-on-year growth of the shows," says show director Syed Ali Akbar.

**For more information, log on to [www.paperworldme.com](http://www.paperworldme.com)**

“The forum offers an exclusive platform for forging meaningful connections with like-minded professionals, exploring innovative ideas, and staying ahead in the ever-evolving marketplace



## Riyadh to Host Gulf Print & Pack 2025



**Riyadh-based exhibition to showcase the latest print and packaging technologies as investment opportunities in the Kingdom boom**

Labelexpo Global Series has announced the launch of Gulf Print & Pack in the Kingdom of Saudi Arabia, taking place from 21-23 January, 2025, at the Riyadh Front Exhibition & Conference Center (RFECC).

The new show builds on the success of the established Dubai-based exhibition Gulf Print & Pack and showcases the latest in commercial and package printing technology alongside packaging equipment and materials in the country.

With this, Gulf Print & Pack will cement its position annually in the Middle East region comprising of two events, Gulf Print & Pack 2025 in Riyadh to service the burgeoning Saudi Arabian market and Gulf Print & Pack 2026 in Dubai for the GCC market.

The announcement of the event in Riyadh coincides with an investment boom across the Kingdom of Saudi Arabia, in line with the country's Vision 2030 initiative, which emphasizes sustainable growth across a wide range of industry sectors.

This is expected to create major business opportunities for commercial printers and packaging converters as well as drive demand for automated packaging systems and sustainable packaging materials.

The Saudi plastics packaging market, for example, is expected to grow at a CAGR of 6.6% and reach \$20.52 billion by 2030, while the

value of the paper and paperboard packaging market is expected to reach \$5.87 billion by 2028.

Jade Grace, Managing Director, Labelexpo Global Series, comments, "We are launching Gulf Print & Pack in the Kingdom of Saudi Arabia just as the Kingdom scales up its plans to boost industrialisation by adopting advanced and sustainable technologies, all of which will be showcased at the show. This will require major investment by PSPs, commercial and packaging printers, and specifiers of automated packaging machinery and eco-friendly materials."

Barry Killengrey, Event Director Gulf Print & Pack, says, "We are excited to extend the Gulf Print & Pack series to Riyadh, where a vibrant consumer market is driving adoption of new digital technologies and packaging formats across the FMCG market. We see a huge potential for growth for all sectors of the print and packaging business supporting the Kingdom of Saudi Arabia's development goals." Osamu Miyauchi, Managing Director, Konica Minolta Business Solutions Middle East, talks about his eagerness to participate in Gulf Print & Pack 2025 in Riyadh. "It is a premier event for the industry in the Kingdom of Saudi Arabia, offering insights into cutting-edge technologies, and a chance to showcase our innovations. Engaging with industry leaders in the Kingdom and potential clients will significantly boost our business's growth and visibility."

CEO at Zeejprint Ahmed Siddiqui observes, "Having witnessed the remarkable assembly of innovation and industry expertise at Gulf

Print & Pack in Dubai, I am thrilled to welcome its inaugural edition to Riyadh. Gulf Print & Pack is not just a showcase of the latest in printing and packaging; it represents a pivotal moment for our region. It symbolizes a bridge connecting the past and future of our industry and embodies the vibrant potential of the MENA region to lead global advancements in this space. We warmly welcome Gulf Print & Pack to our home, marking a new chapter of innovation and collaboration in the heart of the Kingdom of Saudi Arabia."

Ahmed Fayez, General Manager at Al-Kharafi Co for Paper & Printing Equipment, comments, "The decision to hold Gulf Print & Pack 2025 in Riyadh is not surprising. The packaging market currently is very promising, and the Kingdom of Saudi Arabia is on track to become an important regional hub in the coming years. We extend a hearty welcome to Gulf Print & Pack 2025 that will bring a new era of innovation and cooperation for the packaging market in the Kingdom of Saudi Arabia."

Azam Arabi, General Manager (West Asia) at AFRA INTERNATIONAL DMCC, is also excited about Gulf Print & Pack 2025 that will be taking place in Riyadh. "We see a huge potential for growth with the print and packaging business and look forward to showcasing our products in the Kingdom of Saudi Arabia. Our continued participation in the Gulf Print & Pack series remains paramount!"

Ayman Aly, Marketing Director, Canon EMEA, adds, "The printing industry in Saudi Arabia is experiencing rapid growth, highlighting the critical need for a professional exhibition like Gulf Print & Pack. This platform provides Canon Saudi Arabia with the ideal opportunity to engage with our customers and showcase the latest innovations in Canon's professional printing solutions."

Gulf Print & Pack 2024, which took place at the Dubai World Trade Centre from 9-11 January, 2024, was a huge success. The 2024 edition saw a total of 8,331 visitors from 101 countries attend the three-day show.

“We are excited to extend the Gulf Print & Pack series to Riyadh, where a vibrant consumer market is driving adoption of new digital technologies and packaging formats across the FMCG market”

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# Propak Ghana 2024 Ends Successfully in Accra



Propak Ghana 2024 - West Africa's largest packaging, plastics, food processing, and print exhibition - welcomed a drove of visitors and industry professionals to the Grand Arena, Accra International Conference Centre (AICC), in the capital city. The second-edition of Propak Ghana (23-25 April, 2024) featured more than 120 global suppliers showcasing their latest machinery and equipment with at least 2,500 industry professionals in attendance. Visitors enjoyed unmatched opportunities to interact with cutting-edge products and solutions and source equipment to improve their supply chains with live machine demonstrations on the exhibition floor.

Aimed at producers, manufacturers, retailers, and consultants working across the F&B, print and packaging industries, the organizers were truly excited to see the exhibition hall packed from wall to wall with a large number of leading international companies such as Casfil, Emirates



Printing Press, Filmatic, Royal Kaak, and Starlinger & Co. coming to display their innovative equipment and services to key business owners and buyers from across the West African region. Visitors could also see a strong local representation with companies including Finpack Industries, Jay Kay Industries & Investments, KANE-EM Industries, and Resitech, to name just a few. Alongside the exhibition, the three-day conference programme gave participants an opportunity to gain exclusive market insights from a line-up of thought-leaders and ex-

perts with a series of presentations and panel discussions.

The first day brought together a wide range of companies and sessions covering smart packaging, packaging innovations, the impact of digital printing on branding and labeling, and opportunities in sustainable packaging in Ghana.

The second day's central theme 'Winning with Sustainability', curated in collaboration with KPMG - the event's strategic partner - was divided into two sessions: 'Thriving with Sustainable Finance' in the morning and 'Empowering Sustainable Innovation' in the afternoon.

The concluding day saw the organisers particularly excited to launch the first export masterclass as part of their commitment to engage, support, and upskill business professionals from the manufacturing sector operating in Ghana with the aim of building their capacity for the export market in partnership with the Africa Trade Academy.

The event also works alongside key industry associations and partners such as the Ghana Investment Promotion Centre (GIPC), the Institute of Packaging, Ghana (IOPG), the Ghana Plastic Manufacturers' Association (GPMA), and the Food & Beverages Association of Ghana (FABAG) among many others. These partnerships ensure all areas of industry are aware of the opportunities for exhibitors and visitors alike and can grow their networks and learn about new developments affecting the manufacturing sectors.

“The second-edition of Propak Ghana (23-25 April, 2024) featured more than 120 global suppliers showcasing their latest machinery and equipment with at least 2,500 industry professionals in attendance



## Saudi's Al-Shamrani Boosts Capacity with BOBST VISION CI



Riyadh-based Ali M. Al Shamrani Industry Company (Al-Shamrani), a leading producer of polyethylene-based (PE) flexible packaging for the Saudi market, has invested in a new BOBST VISION CI flexo press to modernize and increase its production capacity.

Established in 1994, the business has grown through investments of more than 120 million Saudi riyals. Its 25,000 square metre facility features 28 integrated production lines of film, printing, cutting, and processing equipment. In addition to supplying polyethylene (PE) packaging for the food market, Al-Shamrani prints on all PE, polypropylene (PP), laminate, biaxially oriented polypropylene (BOPP), and cast polypropylene (CPP) products.

Ali Muhammad Al-Mashmarani, General Manager at Al-Shamrani, explains the driving forces behind the company's latest investment: "In 2019, we bought our first BOBST machine, an EXPERT CI flexo press. Now that we've seen the stability and performance it brings to our production workflows, and when the time came to add a

new machine to our line-up, we knew that BOBST was the right partner for this. BOBST has a great reputation within the industry, and the quality of its products backs that up.

"Like many packaging converters around the world, we're keen to expand our capacity and shorten our lead times, without compromising quality for our customers. The packaging market is very competitive, and we must take every edge over the competition. That's what BOBST brings to our business, so the VISION CI flexo press was the ideal choice."

The BOBST VISION CI is a leading-edge solution designed to deliver unparalleled efficiency and performance across all flexographic production lengths, on a wide range of substrates. Recognized for its best-in-class price-performance value, the press is an ideal choice for converters seeking a powerful, reliable, and cost-effective flexographic production tool.

Making the press as versatile as today's packaging converters, the VISION CI press is a highly modular concept that enables fast installation and start-up, making it an ideal choice for companies looking to streamline their packaging production operations.

"At Al-Shamrani, we operate 24-hour shifts across five different departments, so there are a lot of moving parts to consider when we're making an investment. We have two key drivers here: we wanted both to modernize our production with the latest flexo press technology and to increase our capacity for more production in less time. It's clear that enhanced automation is key, and

BOBST VISION CI absolutely delivers. The press features automatic opening and closing bearings, alongside a preload system. Ease of use means we access extremely fast machine startup, user-friendly access to all print decks, and simple maintenance. "Since installing the machine, we have already seen very clear benefits to our business. With training from the BOBST technical team, our employees are working well with the new machine. Our production capacity has seen a significant increase, and as a result, we're able to accept more jobs and increase our business sales. Furthermore, we have also been able to attract new customers because we can meet new, more complex market demands. The investment gives us more stability and more strength as we evolve to meet growing market needs," explains Al-Mashmarani.

Looking ahead to the future, Al-Shamrani targets balanced growth in line with the Saudi Vision 2030 programme, which aims to increase the region's economic, social, and cultural diversity. The business sees the advantage of the BOBST VISION CI being vital to unlocking this growth.

With superior press design and quality, highly efficient drying capabilities, and user-friendly operation, the BOBST VISION CI flexographic press offers unmatched reliability and performance. Its innovative features and advanced automation make it an indispensable asset for companies like Al-Shamrani, enabling them to meet shifting customer demands, reduce waste, and enhance productivity in their operations.



“  
Like many packaging converters around the world, we're keen to expand our capacity and shorten our lead times, without compromising quality for our customers  
”





## Saudi's MEPCO Okays Budget for New Containerboard Plant

Jeddah-based Middle East Paper Company (MEPCO) has announced the start of a new phase of the containerboard paper plant project in a statement published on the Saudi Exchange (Tadawul) website.

The feasibility study for the fifth paper line (PM5), with an annual production capacity of 4,50,000 tonnes, has been completed. The final budget for the project has been approved for a total amount of approximately 1.78 billion Saudi riyals (\$475 million), which includes the land value and an internal rate of return estimated at 14.5%.

Construction will start in the third-quarter this year and is expected to be completed by the fourth-quarter of 2027, with commercial production starting in the same quarter.

The project will be funded by MEPCO's internal resources, by long-term loans from local banks, and use



of funds resulting from the issuance of shares to the Public Investment Fund (PIF). In January 2024, PIF had completed its investment deal in MEPCO, acquiring a 23.08% stake by way of a capital increase and subscription to new shares.

In a separate statement to Tadawul, MEPCO announced the signing of

a 36-month contract with German technology company J.M. Voith SE & Co. KG for manufacturing, supplying, and supervising the installation of the main machine for the project. The contract value exceeds 62% of the company's total revenue, according to the latest audited annual financial statements.

“MEPCO announced the signing of a 36-month contract with German technology company J.M. Voith SE & Co. KG for manufacturing, supplying, and supervising the installation of the main machine for the project



## Sparklo Leads UAE's Recycling & Sustainable Future

Dubai-based Sparklo, the global leader in AI-driven cleantech solutions, has achieved a significant milestone in its mission to revolutionize recycling and promote sustainability in the UAE. Since its launch a little over a year ago, Sparklo has installed 170 Sparklomat reverse vending machines (RVMs) across the UAE, collaborating with leaders in different industries such as Accor, Carrefour, and Dubai Municipality. Together, they have collected an astounding 14.5 million plastic bottles and aluminum cans, equivalent to saving more than 2,100 tonnes of CO2 emissions.

One of Sparklo's notable partnerships is with Dubai Municipality, aligning with the city's sustainability initiatives. This collaboration reinforces Dubai's commitment to environmental responsibility, including efforts to recycle 3 million plastic packaging items. “We are thrilled to announce the remarkable impact Sparklo has made in the UAE since its launch,” says Maxim Kaplevich, founder and CEO of Sparklo. “Our results in the UAE tell us that our approach is effective – by

motivating people to recycle with our rewards programme, we address the root cause of global plastic pollution by changing people's lifestyles. When individuals start collecting bottles for recycling and exchanging rewards, they become more conscious about waste disposal, leading to a significant reduction in plastic pollution. This achievement wouldn't have been possible without the collaboration of our esteemed partners. Together, we are proud of the results achieved, underscoring our dedication to supporting local sustainability initiatives and contributing to a cleaner, greener future for the UAE.”

Since its launch, Sparklo has experienced exponential growth, with over 1,10,000 users joining the Sparklo app in the UAE alone, making it the most popular sustainability app in the region. Each day, Sparklo collects more than 1,25,000 bottles and cans for recycling, which is equivalent to collecting 1.5 bottles per second and almost 2% of all consumption in the country, further solidifying its



position as a leading force in environmental stewardship in the UAE.



## SGI Dubai 2024 Gears Up For Blockbuster Show

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The success story of the mega event is seen by the introduction of cutting-edge industries with new and emerging technologies such as robotics, 3D printing, and AI

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**The 27th edition of the annually-held SGI Dubai, the largest international expo for the printing, signage, and graphic imaging industries in the MENA region, will be held at the Dubai World Trade Centre from 24 to 26 September, 2024. This year's event is gearing up to be an absolute blockbuster that will set a benchmark for the entire industry, promising an even larger and more impactful gathering of printing and signage professionals.**

SGI Dubai 2024 will feature a variety of industries including its flagship large-format printers, in addition to digital display, labelling, textile printing, paper and printing, precision cutting engraving, multi-function printers (MFPs), LED, screen printing, spare parts and consumables, and retail. The success story of the mega

event is seen by the introduction of cutting-edge industries with new and emerging technologies such as robotics, 3D printing, and artificial intelligence (AI).

SGI Dubai 2024 will have a much larger 'Wall of Fame' – one of the show highlights – which pits exhibitors against each other for some friendly and creative competition. Another crowd puller is 'Masters of Wrap', where multiple exhibitors showcase their products and solutions in the form of live car wrapping demos.

With the industry shifting gears at a healthy pace and the MENA region emerging as a huge market, this year's event provides greater opportunities for hundreds of regional and global manufacturers and distributors in printing, signage, and graphic imaging who will be presenting their cutting-edge equipment and avant-garde solutions. The 2023 edition welcomed the crème de la crème of global brands from China, India, Italy, South Africa, South Korea, Turkey, the UAE, and the US.

SGI Dubai provides a vibrant platform for meeting and connecting with industry leaders and decision makers, meeting up existing clients,

identifying distributors and partners, evaluating market trends, connecting with investors, reaching out to international markets, launching new products, witnessing innovation and live demos first-hand, gaining industry insight through panel discussions, and securing spot orders.

SGI Dubai's role as a trading spectacle remains unrivaled, attracting sign-makers, print production powerhouses, gift and promotion leaders, media moguls, mall owners, automotive and real-estate visionaries, and stakeholders from the hospitality and tourism sectors. Additionally, the event has drawn 3D printing industry leaders, architectural pioneers, brand leaders, and image architects, all contributing to the vibrant tapestry of printing, signage, and imaging domains.

"We've meticulously nurtured this event over decades, and SGI Dubai stands not just as a B2B exhibition but as a thriving innovation ecosystem that interlinks brilliant minds spanning diverse industries. The printing and signage sector's demand is rebounding, pointing towards growth – a trend we've witnessed since inception," says Abdul Rahman Falaknaz, Chairman of International Expo-Consults (IEC), the Dubai-based organizers of the show.

"As the show's influence continues to expand, the growing number of visitors is a testament to the benefit it offers all stakeholders involved. The 2024 edition is gearing towards becoming one of the largest in the show's history and is all set to redefine the future of the printing and signage sector, unlocking unprecedented opportunities for growth and prosperity," adds Falaknaz.

**For latest updates on SGI Dubai 2024, visit [www.signmiddleeast.com](http://www.signmiddleeast.com)**





# Unlock a world of vibrant and sustainable packaging solutions



Photo: GLX-740+DU+2C+DU-A + Smart Color

## LITHRONE GX40 advance

Now with Komori Smart Color technology <sup>NEW</sup>

In today's packaging printing industry, customers demand fast-paced production of smaller batch sizes, often using special inks to achieve specific colors. In most cases, the need for special inks can now be eliminated with the Komori technology: Smart Color. With this extended palette, you'll be able to plan your production to meet customer demands, while increasing uptime, profitability and reducing your environmental impact. So choose Komori Smart Color, and unlock a world of vibrant and sustainable possibilities.

Prestige Graphics Trading, official Komori distributor in the United Arab Emirates, Kuwait, Bahrain, Qatar, Oman.

Simpex, official Komori distributor in the Kingdom of Saudi Arabia.



## Changes in the Management Board of Heidelberg

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Jürgen Otto brings decades of experience in the sustainable orientation of large industrial companies, complemented by experience in the field of turnaround management in the recent years

”



**Dr. Ludwin Monz will step down from his position as Chairman of the Management Board and the new CEO as of 01.07.2024 is Jürgen Otto**

Expansion of the Management Board with the addition of Dr. David Schmedding. Jürgen Otto (59) will become the new CEO of Heidelberg on July 1, 2024. He succeeds Dr. Ludwin Monz, who will resign from his position as Chairman of the Management Board at his own request and in agreement with the Supervisory Board. At the end of June 30, 2024, Monz will step down from the Man-

agement Board of HEIDELBERG. The Supervisory Board passed a resolution to this effect on April 19, 2024. The Chairman of the Supervisory Board, Dr. Martin Sonnenschein, comments: "We very much regret Dr. Ludwin Monz's decision to leave HEIDELBERG. He has decisively advanced our company strategically and operationally and thus strengthened our foundation in a difficult market environment. With Jürgen Otto, we are gaining a proven leader. With his experience and network, we will continue to consistently prepare HEIDELBERG for the future, increase

profitability and further strengthen our significant technological expertise in the printing and packaging industry and beyond."

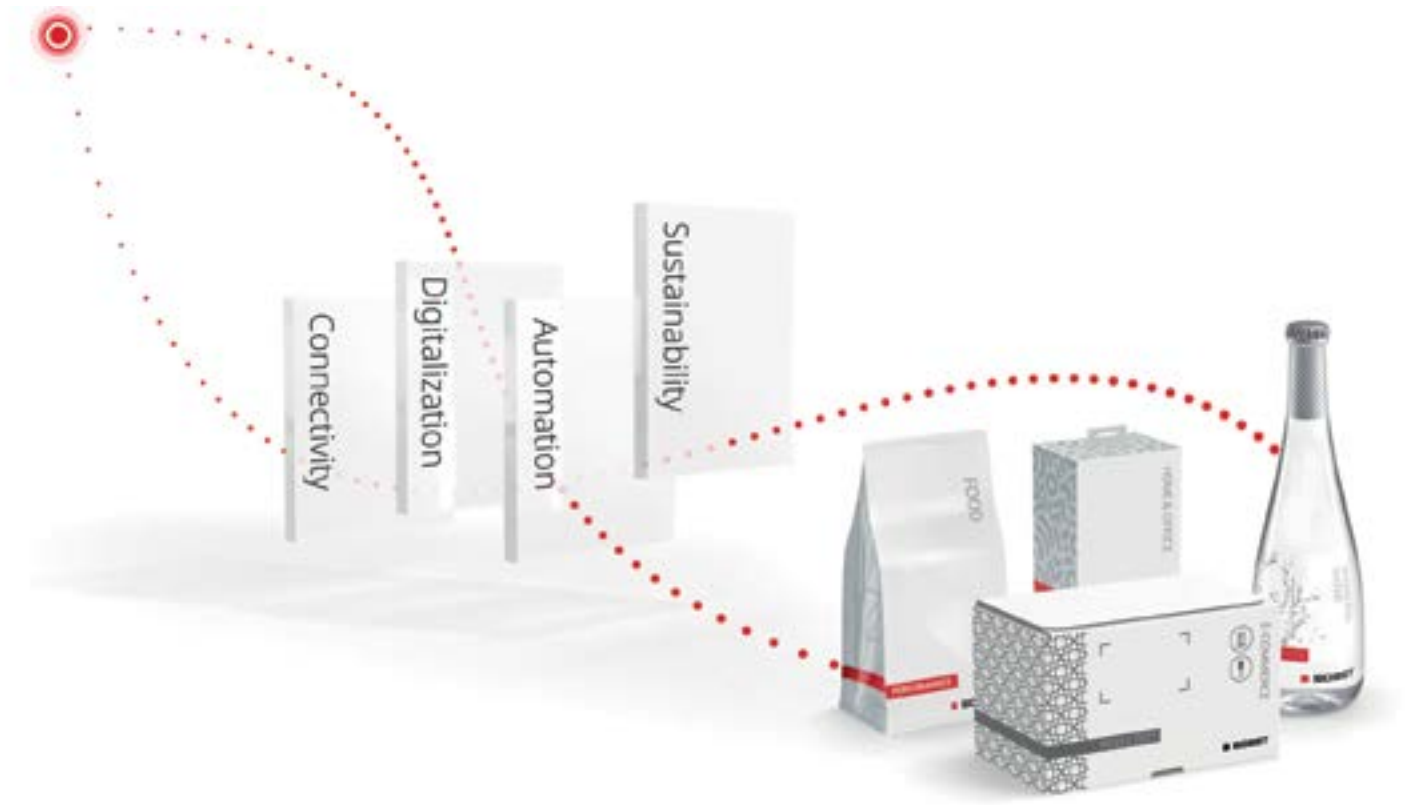
Dr. Ludwin Monz says: "I really enjoyed working at HEIDELBERG. I would like to thank the Supervisory Board, the management team and all employees of the company for their good cooperation."

Jürgen Otto brings decades of experience in the sustainable orientation of large industrial companies, complemented by experience in the field of turnaround management in the recent years. Looking ahead to his upcoming role, Jürgen Otto comments: "HEIDELBERG is an icon of German industry with product quality and service expertise that is appreciated worldwide. I am looking forward to becoming part of HEIDELBERG and working together with the management team around Tania von der Goltz and David Schmedding as well as all employees on a successful future for the company." At its meeting on April 19, 2024, the Supervisory Board of Heidelberger Druckmaschinen AG also expanded its Management Board. Dr. David Schmedding (47), previously Head of Sales, will join the Management Board as a new member. As of 01.07.2024, the Management Board will therefore consist of Jürgen Otto as Chief Executive Officer, Tania von der Goltz as Chief Financial Officer and Dr. David Schmedding as Chief Sales and Service Officer.

Commenting on the appointment of Dr. David Schmedding, Dr. Martin Sonnenschein said: "Due to his previous management positions in the company, Dr. David Schmedding is an accomplished HEIDELBERG resident. With his appointment to the Management Board, we will place an even stronger focus on convincing our customers with innovative, high-quality products and services and advancing their performance in the future." Dr. David Schmedding adds: "I would like to thank everyone for the trust they have placed in me and look forward to the task of helping to shape HEIDELBERG as a member of the Management Board on its way forward and to further develop it in the interests of our customers."



# Shaping the future of the packaging world



Connect with **BOBST**  
at drupa

Hall 10 / Booth B-30

Experience the leading innovations that are **shaping the future of the packaging world** while powering performance with digitalization & expertise in four industries – **flexible packaging, folding carton, corrugated board and labels.** Come and visit us at drupa24 from May 28 to June 7.

## BOBST Unveils Innovations En Route to drupa 2024

BOBST has announced its latest advancements across all industry segments – flexible packaging, labels, folding carton, corrugated board, and services – to help its customers to thrive in the current and future packaging environment. At drupa 2024, visitors to the stage area will have the opportunity to find out how BOBST is bringing its vision to reality through a live-show experience on a “concept machine”. Through key solutions along the end-to-end production process, BOBST’s industry storylines will be featured.

chines in their production and design workflows and benefit from bi-directional job and recipe data synchronization for fast set up and increased productivity. The energy monitoring feature allows customers to measure their energy consumption and costs in real time. By collecting data across various jobs, settings, and connected machines, and together with our industry leading workflow and automation partners, we help our customers to drive efficiency improvements and cost savings. Reinforcing its credentials as a

BOBST can help customers to innovate for a sustainable future.

**New machine with new elements of digitalization and automation**  
smartGRAVURE revolutionizes the gravure printing process with elements of automation and digitalization. This innovation will help to overcome the important set-up time and tuning required with gravure printing, which require high level operator skills. With automated colour management, digitalized set up and controls, and connectivity with



“We have made great progress with our vision to shape the future of the packaging world based on the pillars of connectivity, digitalization, automation, and sustainability,” says Jean-Pascal Bobst, CEO, BOBST Group. “Now, with an extensive portfolio of solutions that answer our clients’ needs, we can tailor our offering to them based on their evolving requirements over the years to come. Our latest solutions announced today, embed machines and software with the aim to increase performance, complementing our global offering beyond machine operation, helping us all to build towards a more connected and sustainable future.”

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### Announcing new equipment and increased productivity through BOBST Connect

BOBST has announced the launch of two major new features for BOBST Connect, the company’s constantly evolving, cloud-based digital platform, which improves productivity. Workflow with Job Recipe Management (JRM) empowers customers to seamlessly integrate BOBST ma-

strategic partner, the company has also announced to develop BOBST application management across the four industries – a hands-on innovative consulting service focusing on workflow automation, colour and process optimization, end-to-end converting improvements, as well as regulatory compliance – addressing the needs of converters and brand owners.

Meanwhile, BOBST’s commitment to sustainability – both for its own operations and helping its customers to achieve their sustainability goals – is reflected across multiple streams and in all the new solutions announced today. The company has stated that all new machines purchased in 2024 will benefit from at least between 10% and 20% efficiency and productivity improvements, from reductions in waste, substrate, and energy usage. Below are the newly announced highlights from each industry sector. Several of these will be officially launched at drupa 2024.

### Flexible packaging

In the flexible packaging industry,

BOBST Connect, smartGRAVURE will increase productivity and output consistency, reduce downtime and complexity, and offer considerable sustainability benefits.

The new BOBST AI-driven intelligent Metallizing Assistant represents a breakthrough in machine integrated process expertise for vacuum metallizing. BOBST intelligent Metallizing Assistant supports the machine operator by automating the deposition process, resulting in more output and consistency of the end product, and ensuring that customers always have the best operator on their machine.

### New machine with new elements of digitalization

EXPERTLAM 900 is a multi-technology coater and laminator, which is configurable in different forms, making it highly flexible both as both a laminator and a coater.

### Labels

In the labels industry, BOBST can help customers to simplify label production. Closed loop workflow from PDF to TWIN PDF: BOBST is taking connectivity and digitalization to the



next level by providing new solutions supporting closed-loop workflow ecosystem from pdf to twin pdf to boost productivity, ease of use, and sustainability. The features will allow label converters to accelerate job preparation, with faster job completion less dependent on operator skills, and with a more connected production floor, thanks to a range of new BOBST Connect and pre-press features. More details will be announced at drupa 2024. OneECG – advanced colour consistency between flexo and digital: BOBST has optimized its workflow leveraging oneECG, enabling digitalization of colour information to reach the highest colour consistency

comes equipped with breakthrough new functions such as the ACC-UPLATEN – a new system that will drastically reduce the patching effort during setting and increased running speed. Toolink on folder-gluer: Toolink brings converting into the digital world. It is a platform that connects machines and tooling and brings together the entire converting process to transform production flexibility, job turnaround times, and overall productivity. Soon available on folder-gluer, Toolink will simplify and shorten the changeover by automating recipe management. In addition, it will check the quality of tools and ensure the quality of production.

of the reference flexo printer, for unmatched productivity and highest quality. By incorporating a new feeder, upstream pre-feeder, and stacker outlet, the MASTERFLEX HD+ achieves a staggering throughput of 15,000 sheets per hour, covering an impressive area of 53 million square meters per year. This enhancement results in a remarkable 8% boost in productivity.

**Services and Performance**

BOBST offers a wide range of services and digital solutions to power performance with expertise and digitalization. New additions include: The new, updated BOBST Connect: Providing digital solutions to prepare,



between digital and flexo. Customers can easily allocate orders to the most suitable technology, optimizing machine utilization and profitability while reducing waste and increasing overall output. oneBarrier / FibreCycle on UV in-line flexo presses: Following the success of the oneBARRIER sustainable solutions developed by BOBST together with industry leading partners and first introduced on BOBST wide-web machines, converters with UV-based inline flexo machines can now experience all the benefits of oneBarrier substrates – dedicated to the production of high-barrier and recyclable applications – on narrow-mid-web solutions.

**Corrugated board**  
In the corrugated board industry, BOBST can help customers to boost end-to-end efficiency. Robotic solutions: An important milestone in bringing our vision to reality, BOBST now offers a wide range of robotic solutions for both loading and palletizing, which will allow configuration of complete and seamless production lines for our customers.

**New machine**  
FFG (flexo folder gluer) portfolio expansion – machines with what matters for RSC (regular slotted carton) converting: Printing (1/2 colours) and die-cutting with flexibility in production, robust design, and short set-up time with top printer. Through this expansion, BOBST will offer an additional solution for large-size applications through a new BOBST JUMBO solution, a large format flexo folder gluer, enabling the production of large-size, high-strength boxes, including stitching and taping.

**New machine with new elements of digitalization and automation**  
MASTERFLEX HD+: New generation

produce, react to, maintain, and optimize the production workflow of a job. BOBST Connect is a one-stop shop for increasing productivity capability at every stage. Extended capacity of the EMEA Logistics Hub: Our Genk facility gives us the ability to serve our customers with speed and efficiency. We are extending its capacity by more than 60% this year to increase customer reach, increase service quality, while ensuring that our site meets the highest sustainability certifications. Remote Assistance with TeamViewer: Our Remote Assistance service, which includes video with augmented reality support using TeamViewer, allows fast, high-priority remote resolution of electrical and mechanical problems, and reduced downtime. The feature now includes live caption and chat translation. Operational Excellence Program: Through our Operational Excellence program, customers get support to drive continuous improvements with our combined data analysis, process expertise and proven consultancy. At drupa 2024, attendees can follow a personalized walkthrough of the comprehensive and integrated solutions for the packaging industry, including applications, services and software.

**BOBST is at Stand B30-1, Hall 10.**

“ At drupa 2024, attendees can follow a personalized walkthrough of the comprehensive and integrated solutions for the packaging industry, including applications, services and software ”

**Folding carton**  
In the folding carton industry, BOBST is empowering zero fault packaging.

**New machine with new elements of digitalization**  
EXPERTCUT 106 PER: New generation die-cutter, which increases performance up to 20% with increased throughput and positive sustainability impact. The EXPERTCUT 106

## Canon Demonstrates 'The Power to Move' at drupa 2024

“ Canon will demonstrate how its powerful combination of technology innovations, expert teams, excellent support services, and dynamic collaboration empowers print service providers (PSPs) to transform their businesses



Imaging solutions giant Canon will be participating under the theme 'The Power to Move' at drupa 2024 (28 May – 7 June, 2024). This was announced at the opening day of the ongoing pre-drupa 2024 International Media Conference (25-27 March, 2024).

Canon will demonstrate how its powerful combination of technology innovations, expert teams, excellent support services, and dynamic collaboration empowers print service providers (PSPs) to transform their businesses. The full portfolio of Canon production print technologies will be showcased, including sheetfed inkjet and toner presses, high-speed continuous inkjet production lines, flatbed and roll-to-roll wide format printers, and digital label printers.

Simulating real-world operations, end-to-end production solutions will combine Canon workflow productivity solutions, print media and presses with the pre- and post-processing equipment of more than ten technology partners. Through customer success stories, innovative applications and inventive business models, visitors will see the many creative and commercial possibilities of digital print-on-demand.

At the centre of the 4,600 sqm Canon exhibition and hosted hospitality space will be 'The Core', offering visitors an immersive, multi-sensory exploration of print's emotional impact and how imaging experiences can enrich lives and businesses. 'The Core' invites attendees to get to know Canon from a less familiar perspective and to experience how print has the power to move.

Fanning out from The Core, Canon's technologies will be arranged by industry segments, including commercial print, publishing (including

books), promotional communications (including direct mail and retail), labels and packaging, interior décor, as well as Inhouse and CAD printing. Across the stand, production solutions will deliver a diverse range of live applications reflecting the work mix of customers in these segments. Whether visitors are interested in inkjet or toner, colour or mono, small or wide format, Canon experts will be on hand to guide print businesses of all types and sizes to the best digital



print technology, workflow and print media choices for them – taking into account their operations, production volumes, customer profiles, and growth aspirations.

A first at drupa, Canon will demonstrate its commitment to become a significant, trusted partner to the label and packaging markets, demonstrating live production of various label, corrugated, and folding carton applications.

The 'Printworks' area of the stand is about 'People, Planet and What's Possible'. Visitors will gain inspiration from exploring the various strategies Canon customers have adopted for successful sustainable growth and how Canon has successfully partnered with them to implement effective solutions. This area also visualises Canon's collaboration activities in the market to drive innovation and make a positive impact in the industry. 'Printworks' is also the designated area to connect with Canon business development, applications, and operations experts. There, visitors will be able to explore how to accelerate their growth by accessing advice on everything from improving production efficiency, colour management and quality control to media selection, pre- and post-installation service and support models, and sustainability.

The importance Canon places on sustainability will also be reflected in every aspect of the stand, from individual product characteristics to the stand design and the choice of applications printed, many of which have a specific purpose with visitor or community projects. Environmental data relating to all solutions and substrates on the stand will be clearly displayed.

Technology innovations

Visitors to drupa will be the first in Europe to see a range of significant innovations from Canon for Production Print, including the first live preview outside Japan of the new Label-Stream LS2000 water-based digital label press, slated for 2025 availability; the European debut of the new varioPRINT iX1700 sheetfed inkjet press, which will become available in 2025; latest additions to the Canon



ProStream and ColorStream ranges of high-speed, web-fed inkjet printers, including the ProStream 2000 series and the ColorStream 8200; the new Arizona 2300 FLXflow flatbed wide

automation features to simplify routine tasks and enable them to focus on adding value.

Rounding out the exhibits on stand will be Canon imagePRESS V series

segments we serve. At drupa 2024, we're excited to share the fruits of our continuous investment in technology and business innovation with a global audience, and to present our



format printer with PRISMAelevate XL; the new imagePROGRAF PRO series for photo and fine art printing; and the new imagePROGRAF GP se-

colour printers, the varioPRINT TITAN and QUARTZ series monochrome printers, as well as the Colorado M series and UVgel Print Factory together with Canon large format technical documentation systems – all driven by the comprehensive PRISMA suite of production workflow solutions.

"In the eight years since the last drupa exhibition, Canon has had the opportunity to successfully work with a vast array of print service providers and has established itself as the leader in overall production inkjet, attaining leading positions in the web-fed, sheetfed, and wide format

most extensive portfolio yet of powerful digital production print, label, and packaging technologies – ready to support our customers' growth and diversification ambitions. We'll also highlight the many collaborative partnerships that help us to innovate, to grow digital print adoption, and to inspire meaningful changes towards a more sustainable future," comments Jennifer Kolloczek, Senior Director, Marketing, Digital Production Printing & Solutions at Canon EMEA.

"Visitors will see compelling examples of print's power to move audiences, and clear evidence of Canon's ability to drive growth, evolution and positive progress – not just for our customers, but for their whole value chains and the broader print sector. As a complete imaging company, Canon is a strong and healthy partner for our customers and distribution channels, with a clear commitment to commercial and industrial print as strategic growth drivers, and with the aim to establish and maintain long-term, flourishing partnerships with our customers. We are looking forward to welcoming all visitors to our stand in hall 8a," adds Kolloczek.

# THE POWER TO MOVE




ries for impactful poster production. These innovations comprise both continuous enhancements to Canon's existing portfolio as well as disruptive new products, demonstrating Canon's sustained R&D investment and unwavering commitment to the printing industry.

With the knowledge that print businesses are seeking substantial gains in productivity, versatility, and operational efficiency, with maximum uptime and minimal waste, Canon is giving customers more printing firepower, expanding their application range, and integrating intelligent

**Canon is at Stand B41-1 to B41-8, Hall 8a**



“Visitors will see compelling examples of print's power to move audiences, and clear evidence of Canon's ability to drive growth, evolution and positive progress”



## drupa touchpoint sustainability: Paper & Print Goes Holistic



“As a central forum at drupa 2024, the new touchpoint sustainability will, for the first time, focus on the holistic role of the print and paper industry within the global sustainable transformation”

**As a central forum at drupa 2024, the new touchpoint sustainability will, for the first time, focus on the holistic role of the print and paper industry within the global sustainable transformation. The industry has made major achievements, which is however often overlooked. Around 30 exhibitors will present pioneering best practice examples from all areas of the value chain, sometimes featuring several exhibits. In doing so, they provide both an overview of the status quo as well as attractive perspectives for the future. The more than 400 m<sup>2</sup> booth, which opens up as a dialogue platform and a showroom at the same time, will be hosted and designed by the German industrial association VDMA Printing and Paper Technology.**

Print and paper are essential components of our modern world, with many sophisticated technologies from mechanical engineering and plant construction being part of their production process. And it is these which also guarantee the quality and safety of processes during production and their sustainability. Digitalisation and artificial intelligence are key factors, not only with regard to the transformation process of the industry, but also for scaling effects. This makes them especially relevant for central goals like increased energy efficiency and improved waste avoidance.

Describing the importance of the trade fair and the touchpoint sustainability forum, Dr. Andreas Pleßke, VDMA board spokesman, chairman of the drupa committee, and CEO of Koenig & Bauer, says, “drupa is the industry’s globally leading trade fair. As a platform for the exchange of ideas, discussions, and transfer

of knowledge, it is the place to find out how sustainability, digitalization, and technological innovations will affect the future of the print and paper industry. Forums that are open to several exhibitors, like touchpoint sustainability, are very special points of attraction.” The special forum will have very different stakeholders such as manufacturers, scientists, and brand owners demonstrating together on how transformation can succeed across the industry by the use of technology that is ready for the future. Industry giants including Epson, Heidelberger Druckmaschinen, HP, Koenig & Bauer, Kurz, Müller Martini, and Voith, besides highly specialised startups will be participating in the forum.

touchpoint sustainability offers young talents seeking passionate and forward-looking employers a valuable insight into the industry – which is investing on a large scale in order to become “enablers” and support customers in managing their challenges and unlocking new market potentials.

“With touchpoint sustainability, we are dealing with a significant topic for the entire print and paper industry. This is where VDMA, its members, and major players in the sector demonstrate their great dedication to possible solutions for the numerous challenges. The concept to have students as partners for talks and discussions at the booth is intended to make young people more interested in our industry,” says Thomas Schiemann, member of the board of management, VDMA.

### **A discussion forum for new solutions**

The exhibition area of touchpoint sustainability is divided into different areas of the added value chain – raw materials, production, usage, and recycling. The focus is on related issues such as reducing the consumption of energy and resources during production, minimizing the use of material and printing inks, recycling of all types of inks, and accomplishing finishing processes in a way that is gentle to the environment. Comprehensible solutions to all these will feature a



large number of use cases. Some of the topics in the spotlight, including climate neutrality, circular economy, and sustainable printing using innovative solutions, promise novel business models that will shape the future of the global paper, print, and packaging industry.

### **Expert speakers from diverse sectors**

Apart from a plethora of best practices covering a broad spectrum of themes, visitors can expect a comprehensive stage programme featuring expert speakers from diversified sectors including government officials, scientists, business management professionals, product developers, and industry stalwarts. Over 100 topics will be addressed at touchpoint sustainability in varied formats like keynotes, lectures, and panel discussions. Offstage interactive Q&A sessions with experts on sustainability and co-exhibitors on their product displays are the forum’s other highlights.

**drupa touchpoint sustainability is at Hall 14/Booth D60.**



# **COMPANIES THAT INVEST IN THE FUTURE**

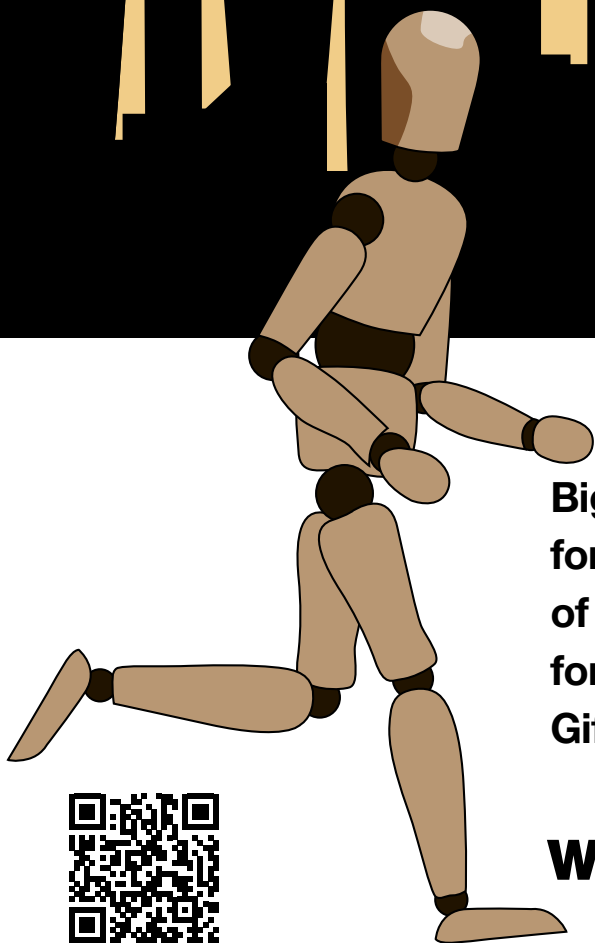
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**WE ARE WAITING FOR YOU**

## HEIDELBERG to Address Print Industry Challenges at drupa 2024

“

HEIDELBERG has been an industry pioneer in the digitalization of printing for 20 years. Our main goal is to optimize our customers' entire value chain

”

The printing sector is facing a combination of three challenges – ever-increasing cost pressures, a shortage of skilled workers, and growing sustainability requirements. In response to these megatrends, Heidelberg Druckmaschinen AG (HEIDELBERG) will be presenting numerous innovations under the motto “Unfold Your Potential” at this year’s drupa trade show.

The focus will be on customers and the need for their print shops to optimize the development and leveraging of business potential using state-of-the-art technologies and services. Thanks to the innovations being unveiled at drupa, such as the new-generation Speedmaster XL



### How can printing businesses make their production more efficient?

Increasing cost pressures are forcing print shops to make ongoing investments in maintaining their

maximum printing speed of 600 metres per minute. Compared with the previous generation, its machine concept dramatically reduces the total cost of ownership in industrial packaging production.



106, HEIDELBERG can support its customers with a holistic concept that delivers up to 20% higher productivity than the previous solutions.

“HEIDELBERG has been an industry pioneer in the digitalization of printing for 20 years. Our main goal is to optimize our customers' entire value chain,” says HEIDELBERG CEO Dr. Ludwin Monz. “To this end, we have almost fully digitalized and integrated print shop processes, and our solutions at drupa offer our commercial and packaging printing customers maximum efficiency in industrial print production,” he adds.

Some of the key topics that will be touched upon are given below in brief:



competitiveness – i.e. in higher productivity, enhanced efficiency, and new areas of business. HEIDELBERG understands the value drivers of customers in the commercial and packaging printing industry. Innovations such as the new Peak Performance generation of the Speedmaster XL 106, with its higher print speed of up to 21,000 sheets per hour, AI-supported assistance systems, and enhanced Push to Stop functions, are making industrial offset printing even more competitive.

Another innovation that will be exhibited is the Boardmaster that is setting new productivity standards in the packaging printing industry. The new Boardmaster is a flexographic web printing system that boasts machine availability of up to 90% and a

### How can print shops respond to the shortage of skilled workers?

The shortage of labour and skilled workers is becoming more and more acute in the printing industry, too. With this in mind, HEIDELBERG is offering customers solutions for automating products and processes, including training for print shop staff. Fully automated Plate to Unit plate logistics on the Speedmaster XL 106 and the new P-Stacker robotics solutions for post-press operations are two examples of this in commercial printing. The new-generation Speedmaster XL 106 also supports cluster production, whereby a single operator controls an entire machine park. In the future, HEIDELBERG will make autonomous printing possible for standardized applications in packaging printing. The company





will also help operators with more complex print jobs by providing navigated user guidance.

**How can the printing sector produce sustainably and yet economically?**

speed will help customers further lower their energy consumption per sheet. What's more, the use of artificial intelligence and new assistance systems will also result in paper being saved by reducing the amount of paper waste.



Sustainability in print production is one of the biggest trends worldwide and, at the same time, a major challenge for the sector. Modern print shops are aiming to become even more sustainable by reducing their consumption of energy and resources. Print products are also changing, though, moving away from plastic and toward more paper. HEIDELBERG offers sustainable print solutions, helping its customers to make savings on energy and raw materials. If you compare a Speedmaster from 1990 with the current version, the energy consumption per 1,000 sheets has been reduced by up to 40%. At this year's drupa, HEIDELBERG will be presenting its latest generation of presses, which have a maximum speed of up to 21,000 sheets per hour. This increased production

**How is the printing industry benefiting from digitalization?**

Digitalization in the printing industry enables end-to-end integration of the production process – from receiving the digital customer order, preparing the print data, planning and carrying out the print job, and passing on the print product to postpress, all the way through to delivery and billing. In this context, HEIDELBERG will be exhibiting end-to-end autonomous printing for commercial and packaging customers at drupa.

With its new customer portal, the company is taking digitalization to the next level and further expanding press management, including aspects such as capacity utilization, maintenance, and upkeep.

**drupa 2024 – “Unfold Your Potential” in Düsseldorf and Wiesloch-Walldorf**

HEIDELBERG will be demonstrating in two different locations how printing businesses can boost their capacity. In Hall 1 in Düsseldorf, the company will be exhibiting a highly automated end-to-end packaging workflow for the diverse requirements associated with industrial packaging production. Its focus will be on how to become more competitive when faced with cost pressures and changing conditions. Also in Hall 1, commercial and publishing printers will find a workflow that benefit from end-to-end connectivity thanks to Prinect. In the Experience Center, HEIDELBERG will be showcasing the wide range



of services that extend beyond press technology as such, with AI-based analysis tools, intelligent assistance systems, online services, and sustainable production solutions all on show.

At the HEIDELBERG site in Wiesloch-Walldorf, the focus will be on business potential right across the HEIDELBERG portfolio. Here, the company will be exhibiting its entire product range, including presses and software solutions for all market segments – from commercial and packaging to label printing, from sheetfed offset and digital to flexo printing, and from products for small companies to fully automated production lines.

**HEIDELBERG is at Stand C30-5, Hall 1.**

“Sustainability in print production is one of the biggest trends worldwide and, at the same time, a major challenge for the sector”

“Digitalization in the printing industry enables end-to-end integration of the production process”

## Highcon to Show New Digital Die Cutting Solutions at drupa 2024



At the ongoing pre-drupa International Media Conference (25-27 March, 2024), digital converting machine developer Highcon has announced a new portfolio line-up ahead of drupa 2024, addressing the fastest-growing segments of paperboard packaging. Responding to a global market with continuously growing demand for smaller production batch sizes, faster delivery, increased sustainability, and enhanced customer experience, the company's new portfolio accelerates Highcon's strategy of mainstreaming digital die cutting by focusing on productivity, efficiency and quality. The new portfolio line-up includes the Highcon Beam 3 (for folding cartons) with optional new Beam Writer for offline writing of DART foils – which will allow customers to produce around 50% more per shift than with Beam 2 – while delivering higher and more consistent quality. For corrugated packaging and display, the Vulcan 1, a revolutionary next-generation system with 1.4 x 1.7 (55" x 66") sheet size, still under development, will enable the full benefits of digital die cutting to mainstream corrugated production. Another option is an upgrade to the Highcon Beam 2C that delivers up to 50% enhanced productivity when paired with the optional Beam Writer and facilitates the expansion of Highcon's footprint in the short- and medium-run corrugated market – especially for POS and web-to-pack.

### New Highcon Beam 3

The new Highcon Beam 3 has

been developed to respond to the feedback of both customers and prospects over recent years. It is packed with innovations and enhancements that will allow customers to be more productive and address a broader range of applications. A converter will be able to run 10 jobs with an average run length of 1,000 sheets every shift. This will typically drive an ROI for customers of less than two years in a two shift operation.

Prior to the first Beam 3 shipping to drupa 2024, Highcon will be performing a field upgrade to an existing Beam 2 system at Eurographic Group in Poland. "We're excited to be the first customer to receive the Productivity & Quality Boost Package that will bring Beam 3 performance to our system," says Bartosz Nowakowski, Country Manager, Eurographic Group. "The surge in production per shift is poised to make a significant impact on our operations."

### New Highcon Beam Writer

The new Highcon Beam Writer, compatible with all Highcon Beam systems already installed, enables customers to create creasing rules using Highcon's proprietary DART system and 5th Generation Consumables offline. For every 100 jobs per month, Beam Writer can free up more than 16 hours of Beam capacity, or two full shifts, improving productivity and increasing capacity.

"I've always believed that there is a place for an offline DART writing system" says Charles Linney, Director at Linney, UK. "Although the current inline system works very well, the offline Beam Writer could save us 10 minutes per job, which equates to over 50 hours a month."

### New Highcon Vulcan

The new Highcon Vulcan will enter mainstream corrugated production and address a painful gap in current solutions. It has a maximum sheet



“Highcon has announced a new portfolio line-up ahead of drupa 2024, addressing the fastest-growing segments of paperboard packaging”







size of 1.4 x 1.7 meters (55" x 66") and supports boards up to 5mm, including microflute, B-, C-, and EB-flutes. Like all Highcon systems, Vulcan will combine true physical creasing with laser cutting, and will have a maximum throughput of 3,000 full-size sheets per hour (up to 7,000 sqm/hr or 75,000 sqft/hr). It will have a job changeover time of 5-10 minutes.

"Highcon's Vulcan will find a very broad footprint across the corrugated industry, complementing analog die cutting and solving the intractable problems of fast reaction, small orders and eliminating MOQs," says Richard Brown, President and Co-Owner of The BoxMaker, USA.

As product development started, four "Foundation Customers" including Thimm (Germany), The BoxMaker (USA), UDS (Poland), and Grupak (Mexico), placed deposits on Vulcan systems in 2022. In 2023, Germany's Schumacher Packaging joined the Foundation Customer program and signed an MoU to purchase 5-10 units of Vulcan from Highcon before 2030.

"Schumacher Packaging is an innovation leader and digital visionary," says CEO Bjoern Schumacher. "We are very pleased with our Highcon Beam 2C, but Vulcan is the system that can start the inevitable digitalization of corrugated finishing. Seeing is believing, and the demonstration of the prototype that I saw in Israel last June, convinced me that Vulcan will be game-changing for us."

During the tough economic environment of 2023, Highcon slowed down the Vulcan development

with the intention to resume the programme fully before the end of 2024. During 2026, the first Vulcan unit is targeted to ship for Alpha testing at a customer site.

Highcon is offering thought-leading customers the option to secure a finite number of early delivery slots. These slots will only be converted into binding orders following a successful production demo.

#### Upgraded Highcon Beam 2C

Based on a running speed that is ~15% faster, the upgraded Highcon Beam 2C offers higher productivity for corrugated customers with faster sheet throughput. When used in conjunction with the new optional Beam Writer, it will offer corrugated customers approximately 50% higher productivity per shift for typical customer job baskets. It also includes the Digital die cutting Workflow Package (DWP) for smoother, more effective and automated integration into a site's production workflow.

#### drupa 2024

At drupa, Highcon's booth will showcase its customers and their work as well as Highcon's new solution portfolio, together with samples from the breakthrough Vulcan prototype.

"In this challenging environment, Highcon's customers are successfully using 'the right tool for the right job' to optimize their plant productivity, overcome capacity limitations, improve agility, cost-effectiveness and efficiency and better serve their customers – all while maximizing their return on investment," says Shlomo Nimrodi, CEO at Highcon. "Inspired by our amazing customers, their feedback and how they're using our solutions today – as well as inputs that we've received over several years – Highcon will be demonstrating how digital die cutting is becoming mainstream. The time to die cut digitally has arrived."

**Highcon is at Stand B24, Hall 9.**



“  
At drupa, Highcon's booth will showcase its customers and their work as well as Highcon's new solution portfolio, together with samples from the breakthrough Vulcan prototype



## HP to Usher In New Digital & Intelligent Solutions at drupa 2024

“

HP is defining the industry approach to automation through AI and robotics, launching a comprehensive print production automation ecosystem

”

HP Inc. has ushered in a new era for digital printing with the latest lineup of HP digital printing presses and intelligent solutions designed to address today's production challenges in the commercial printing and labels and packaging industries.

Printing businesses face challenges such as inflation, labour shortages, material scarcity, and environmental concerns. To sustainably grow their business, offset players need to access new growth opportunities

HP has been a digital transformation leader for more than 30 years, and our digital printing technology has established the gold standard in commercial print and labels and packaging production.”

### Addressing High-Volume Production Challenges

Today's printing businesses are navigating increasing production challenges. Supply chain disruption, energy supply concerns, and worsening sector labour shortages reinforce the need for greater efficiency, speed, and reliability across the production floor.

The latest HP Indigo 120K Digital Press sets a new standard for high-volume production and automation, while enabling printers to move jobs from analogue to digital more intuitively and economically to meet demanding customer needs. Optimizing production floors by combining analogue and digital technologies, the HP Indigo 120K reduces human touchpoints and enables multi-press operation by a single operator. The new press delivers offset-matching image quality, flexible job routing between offset and digital, and an ECO mode option that reduces the press's carbon footprint by 11%, supporting sustainability goals.

### Unlocking Profitable Growth

The next-generation of the best-selling B2 sheet-fed digital press, the launch of the HP Indigo 18K Digital Press takes versatility, efficiency, and user-friendliness to new heights. As the commercial printing sector tackles significant competitive transformation, the need for presses and solutions that help printers enrich their offering and sustainably grow their business is critical.

The new HP Indigo 18K Digital Press handles the widest range of print applications ever produced with a single B2 digital press, accommodating diverse substrates and job types seamlessly. Advanced AI features like auto recovery and proactive alerts enhance productivity and simplify the entire production process, achieving up to 80% press

availability within a single shift. Aligning with HP's sustainability commitment, the Indigo 18K supports Enhanced Productivity Mode (EPM), delivering 24% energy savings per sheet.

### Innovating for Restricted Digital Security Printing

HP introduces the groundbreaking HP Indigo 7K Secure Digital Press, revolutionizing restricted digital security printing by executing security-focused print jobs in a single pass. Collaborating with Jura JSP, this cutting-edge sheet-fed press enables workflows tailor-made for security production lines, so customers can diversify their offerings, cater to a comprehensive range of security needs, and acquire new customers to grow their business.

“As the printing industry embraces automation and digitalization, HP Indigo empowers customers with unprecedented levels of productivity, efficiency, versatility, quality, and cost-effectiveness,” says Noam Zilbershtain, Vice President and General Manager, HP Indigo and Scitex. “Our portfolio defines the industry standard for automation and sustainability, reflecting HP's vision for the print production floor.”

“We're also excited to announce the immediate roll out of the general commercial availability of the HP Indigo V12 Digital Press, the fastest narrow web digital press on the market and first press to utilize new innovative LEPx technology. Commercial availability comes after successful beta site installations including Brook + Whittle, a leader in sustainable packaging and digital printing in the US,” adds Zilbershtain.

### Paving the Way for Success with Intelligent Factory Floors

HP is defining the industry approach to automation through AI and robotics, launching a comprehensive print production automation ecosystem. Based on internal studies, customers who leverage automated processes achieve 51% higher volume and 80% more jobs per press compared to less automated customers. These



by embracing digital printing and an intelligent production floor.

“We're committed to unlocking profitable and sustainable growth for our customers,” says Haim Levit, SVP and Division President, HP Industrial Print Organization. “Our LEP, LEPx, and inkjet technologies have improved in terms of quality, versatility, productivity, sustainability, and economics and our commitment and significant investment into continuous innovation has enabled over 8,000 printers and converters to expand their businesses and grow sustainably.





customers also grow at an average of 27% year-over-year which is higher than the industry average. HP's holistic approach combines effective presses with intelligent features from job submission to delivery.

**Specific efficiency innovations include:**

PrintOS Production Beat Support for analogue printing and finishing equipment, which enables customers to monitor their entire production floor, not only HP presses, capturing data in real time from analogue equipment and digitalizing the entire production.

HP Indigo PQ Maestro offers an intelligent start-of-day wizard that optimizes press performance.

Preflight is an AI-based decision-making tool that automatically predicts the suitability of the best-fit print mode by learning preferences of customers.

AAA 2.0 (Auto Alert Agent) advanced, a machine-learning algorithm that increases print productivity with zero human intervention.

"By using AAA 2.0 we experience a significant reduction in production time, saving one hour for every 80,000 impressions. This not only enhances our operational efficiency, but also drastically reduces customer complaints and returns by 5-7%," highlights Andreas Organzidis, Head of Color Digital Printing, Elanders.

As the industry moves towards a more productive production floor, HP introduces Autonomous Mobile Robots (AMRs) in collaboration with MoveGo Robotics to automate media transfer, saving up to two hours per day, per press.

Developed in collaboration with printers and converters, HP has also announced the launch of the HP

Sustainability Amplifier programme enabling printers and converters to accelerate their sustainability agenda and offer more sustainable prints. The programme, in collaboration with HP's Sustainable Impact Strategy, aligns with HP's commitment to renewable energy and reducing CO2 emissions.

**Driving Continuous Innovation in Inkjet**

An industry pioneer in inkjet technology for 40 years, HP PageWide Web Presses use HP's proprietary thermal inkjet technology to deliver offset class quality and productivity with the benefits of digital printing. "Since our first HP inkjet web press in 2009, HP customers have printed more than one trillion pages on PageWide. Along the way, we've invested in innovation to protect our customers' investments and help them grow sustainably. We're introducing the new HP PageWide Plus Package, to enhance productivity, automation, and economics," explains Annette Friskopp, General Manager, PageWide Industrial Printing Global Business Unit at HP Inc.

**Enhancements to HP PageWide Plus Package unveiled**

- Performance Economy Color (EC) Mode: Delivering print quality customers require for faster turn-around with less colour ink and a 60% increase in productivity up to 800 fpm (244 mpm).
- General availability of Smart Workcell Controller: Offering significant advancements in intelligent automation and productivity improvements of up to a factor of 15x.
- Press Colour Profiling: Automation transforms colour profiling into a less than 5 minutes job, a tenth of what it normally takes.

**HP also announced two new additional capabilities expanding the versatility of the HP PageWide Advantage 2200 web inkjet**

**press:**

- Heavier Media Expansion: Enabling printers to use thicker substrates allowing them to capture more high value jobs up to 320 gsm/18pt.
- Magnetic Ink Character Recogni-



tion (MICR) for Transactional Print Systems: Enabling printers to capture more speciality jobs and grow their business.

At drupa 2024 HP members of the global print community will be able to see firsthand eight automated production lines equipped with the latest innovation across HP Industrial, involving over 25 partner companies and incorporating more than 20 unique automation solutions.

**HP is at Stand A01-1, Hall 17.**

## Komori Previews drupa Exhibition at Utrecht Open House

**KOMORI**

During a recent open house event at its Graphic Centre – Europe in Utrecht, Komori unveiled exciting plans for its participation in the upcoming drupa trade show, scheduled from May 28 to June 7 at Messe Düsseldorf, Germany. The event, attended by around 300 industry professionals, half of whom represented printing companies, offered a glimpse into the future of printing technology.

The day was packed with informative presentations and dynamic live demonstrations, addressing both commercial and packaging printing needs. In the packaging sector, Komori highlighted its premier GLX-740 model, featuring

are designed to be more efficient, consume less power, and generate less waste, embodying Komori's commitment to sustainability.

### **Moez Jebali, Regional Sales Director at Komori**

Moez Jebali, Regional Sales Director at Komori, emphasized the importance of the event in showcasing Komori's cutting-edge technologies that enhance the efficiency, sustainability, and profitability of printing operations. "Many printing companies are keen on these solutions, and the open house demonstrations vividly displayed how Komori is leading the way," Jebali noted.

Komori also announced that it would exhibit at Drupa sister offset presses, of the new generation that was presented at the open house, in addition to its completely new digital UV ink-jet press J-throne 29, which is rated as the fastest and the most profitable press of this kind. The visitors of Komori booth at Drupa (Hall 15, stand E02) will discover all these innovations and more.

The open house also featured discussions with product specialists and partners, including a panel on packaging industry insights, trends, and best practices. An interview with Sabine Geldermann, director of drupa and Portfolio Print Technologies at Messe Düsseldorf, was also a highlight.

Notably, MBO (a Komori Group member) and other partners such as Kodak, Technotrans, GEW, Tresu, Baldwin, Apex International, and Eltosch Grafex participated in the open house, enriching the event with their expertise and solutions.

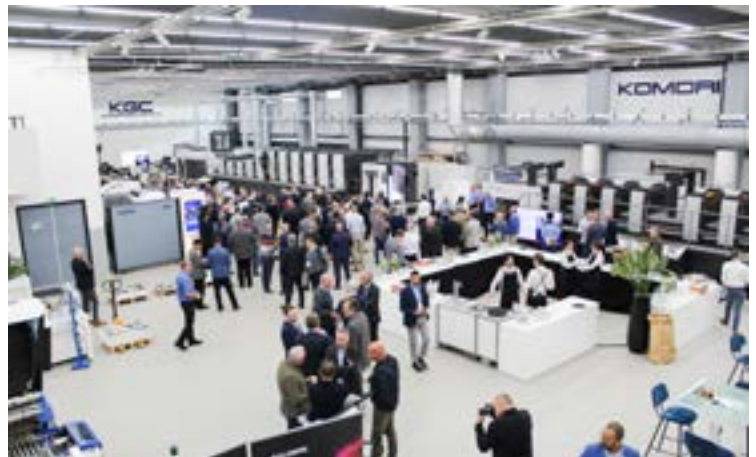
“The event, attended by around 300 industry professionals, half of whom represented printing companies, offered a glimpse into the future of printing technology”



a high-end, seven-color double coater setup and demonstrations of its innovative smart color technology, also known as expanded color gamut. The technology showcased its capability by successfully printing multiple jobs that included several Pantone colors using just seven process colors, achieving exceptional quality and color stability.

For commercial printing, the spotlight was on the GL-837P, an eight-color perfecting press designed for fully automated, printing. This model utilizes Komori's Autopilot technology, marking it as one of the most efficient presses for short runs, and the most optimized for web to print operations.

The open house also served as a platform to introduce the new generation of Komori offset presses, the EX series, under the theme "Ecological Transformation". These presses





# Koenig & Bauer to Encapsulate Metamor[e]phosis at drupa 2024



Technology giant Koenig & Bauer had a comprehensive presentation on day one of the pre-drupa 2024 International Media Conference (25-27 March, 2024), which included the company's annual report for the year 2022, an intro to the executive board, an image brochure, KBA logos and visuals, pdf presentation, a collection of important press releases from the archives, and drupa events.

## Metamor[e]phosis: Annual Report 2022

The copy of Koenig & Bauer's Summary Annual Report 2022, with an absolutely unique cover design, emphasized on Metamor[e]phosis as an inherent quality of company's work culture. It details the company's Exceeding Print strategy that has set the course for numerous measures aimed at thinking and acting beyond printing alone. Today Koenig & Bauer is rising to the associated challenges by seeking expansion and transformation through modularity, sustainability, digitalization, partnerships, business models, and through the employees. Letter to the shareholders, supervisory board report, corporate governance and compliance, non-financial Group report with key figures at a glance, the range of products and services, a look

into the external factors such as inflation, the pandemic, the war in Europe, etc. that have taken a toll on the company's stock market shares, a forecast, combined management report, group balance sheet, and the financial calendar were elucidated.

## Introducing the face of the company

Next was a CV presentation of two of Koenig & Bauer's top management executives – Dr. Andreas Pleßke (CEO) and Ralf Semmeck (CDO) – complete with their personal details, official responsibilities, professional stations within the company and those held previous to joining Koenig & Bauer, and group mandates.

## Who is Koenig & Bauer?

This segment gave nuggets of information, introducing the history of the company back to over two centuries, when Friedrich Koenig's cylinder printing press printed 'The Times' in London in 1814 – the first newspaper in history to be printed on a steam-driven machine. Three years later Koenig along with Andreas Bauer established Schnellpressenfabrik Koenig & Bauer, a company that achieved considerable success with its high product quality and countless in-

novations. Since becoming a public limited company for the first time in 1920, Koenig & Bauer has embraced digitalization, modularity, and sustainability with its new 'Exceeding Print' strategy.

The display of Koenig & Bauer logos and visuals was followed by Dr. Andreas Pleßke speaking about the strategy of 'Exceeding Print' and partnerships and outlook, while Ralf Semmeck focused on packaging solution workflow, the upcoming digitalization solutions, and Koenig & Bauer Durst.

A leader in offset printing, digital printing, flexo printing, corrugated printing, and postpress, Koenig & Bauer has projected a market growth from \$147 billion in 2022 to \$173 billion in 2027, at a CAGR of 3-4%.

The company also revealed logos and visuals of Koenig & Bauer and Koenig & Dauer Durst, had a PDF presentation introducing the company, its top executives, its Exceeding Print strategy, partnerships and outlook, packaging solution workflow, digitalization solutions, a Q&A session, on Koenig & Bauer's global business, megatrends, company growth, the company's sustainability policy, and new digital solutions that will be shown at drupa 2024. A collection of press releases related to topics that would be discussed at drupa 2024 was also part of the presentation.

**Koenig & Bauer AG is at Stand A31-3, Hall 16. Koenig & Bauer Durst GmbH is at Stand A31-1, Hall 16.**

“ It details the company's Exceeding Print strategy that has set the course for numerous measures aimed at thinking and acting beyond printing alone ”



## Landa to Commercially Launch New Press Models at drupa 2024



Landa Digital Printing has announced that it is launching the next generation of its market leading B1 digital print technology, the Landa S11 and S11P Nanographic Printing Presses. The new Landa models offer extreme production versatility while reaching 11,200 SPH print speed. The increased speed drives superior economics for customers looking to increase productivity while reducing job turnaround times.

Commercially available at drupa 2024 and utilizing artificial intelligence technology, the new Landa presses will also offer a new PrintAI module which enhances print quality even

Landa presses are now at the heart of many businesses in 14 countries around the world – with more than 20% of our customers having placed a repeat order for a second or third press. Considered a critical growth engine for folding carton converters, commercial printers, and point of purchase specialists, we've entered a new era of print production with Nanography. A time when previous technology limitations have been removed, and print buyers can finally have what they want, when they want it – beautiful print, with unlimited design potential produced economically, at market leading turnaround

### Press Customization

The new Landa S11 and S11P can be customized to the exact requirements of every customer. This means that each new press comes with a choice of four or seven colours, a continuous printing capability, an optional in-line coating unit, and the opportunity to purchase the 11K Module elevating productivity to 11,200 SPH and/or the PrintAI module.

"The new Landa modules provide a significant premium to customers. While much of the new S11 series is based on the same robust and proven S10 platform, with the addi-



“Considered a critical growth engine for folding carton converters, commercial printers, and point of purchase specialists, we've entered a new era of print production with Nanography”

further. It ensures a perfect fit for even the most demanding folding cartons and commercial print applications requiring micro text and other brand protection features. PrintAI opens the door to additional profit generating opportunities for many businesses.

Gil Oron, CEO at Landa Digital Printing, comments, "We're delighted to announce the launch of the Landa S11 and S11P. Following the success of our customers with current Landa S10 and S10P models and based on deep understanding of the industry's future needs, we are taking Nanography to its next level. The new Landa models enable printers and packaging converters to not only increase print quality, but also elevate productivity and profitability while further reducing job turnaround times.

"As a mature and proven technology platform, we're proud that over 50

times, and with the environment always in mind."

### New 11K Module

The new Landa S11 and S11P models include a new ink drying system that enables transfer of dry ink from the blanket to the media, at the higher speed of 11,200 SPH. Unlocking additional productivity and improving economic benefits, the new high-speed capability is key for printers and converters looking to produce more jobs, with shorter deadlines.

tional capabilities launched today, customers can expand their service offering or break into profitable new markets. More widely, there's no question that the B1 digital print revolution is underway, with Landa presses helping many print houses and converters to meet some of the industry's biggest challenges – and take advantage of some of its biggest opportunities," adds Oron.

**Landa is at Stands A33-1 / A33-9, Hall 9.**



# manroland Goss to Focus on Web Offset Efficiency at drupa 2024

manroland Goss, a leading supplier of web offset printing and digital finishing solutions, has announced that will present a wide range of innovative, sustainable, and pioneering solutions at this year's drupa to be held in Düsseldorf from 28 May to 7 June, 2024.

Under the motto "WE ARE PRINT. WE ARE WEB OFFSET. WE ARE MORE.", the Augsburg-based machine manufacturer will be underlining its pioneering role in the sector.

manroland Goss will be presenting its highlights from the world of packaging, commercial, and newspaper printing as well as digital finishing solutions. The overarching focus will be on saving resources and increasing the efficiency within web offset technology.

## **VARIOMAN with Web Offset: the Game Changer in packaging printing**

manroland Goss is setting benchmarks in packaging printing with its VARIOMAN printing solutions that drive competitiveness and sustainability. The state-of-the-art technology promises lower production costs and increased productivity. With solvent-free EB curing and minimized ink consumption, it is an environmentally friendly option for the industry. Its flexibility enables seamless integration of various applications and fast job changeovers without compromising on print quality. This development marks a milestone in efficient and cost-effective printing.

## **hubergroup and manroland Goss create sustainable packaging innovation**

hubergroup, a leading global specialist for printing inks, and manroland Goss have joined forces to develop an innovative, sustainable solution for the packaging industry in the field of flexible paper packaging.



ing. Their alliance brings together experts along the value chain to conserve resources and reduce waste. The partners will be presenting the result at drupa and discussing the future of packaging printing in a panel discussion at touchpoint packaging in Hall 3 / B31.

## **Variable-format pin folder: cutting-edge development for book printing**

manroland Goss will also be introducing a groundbreaking new development: a variable-format pin folder that has been specially designed for the application in book printing. It is optimally tailored to the increasing requirements in a dynamic market environment. This technology enables the efficient processing of different formats, even for short runs. This significantly strengthens the competitiveness of customers through improved flexibility and efficiency in book printing.

## **MAINTELLISENSE: AI-based anomaly detection to be experienced**

The printing press manufacturer is presenting another product highlight in the area of digitalization: MAINTELLISENSE, a predictive maintenance platform that is always one step ahead of a potential

problem thanks to smart data analytics. Visitors to the trade fair will experience how MAINTELLISENSE uses AI-based anomaly detection to optimize machine maintenance, detect impending machine downtimes at an early stage, and help solve problems. The intelligent software enables faster and targeted decisions for more efficient and sustainable print production.

## **Retrofits, upgrades, and relocations: customized full-service solutions for every need**

With a wide range of professional retrofit and upgrade solutions, manroland Goss presents itself as a leading full-service provider and specialist for web offset printing systems. The company supports customers in bringing their production systems economically up to date. From mechanical and electrical engineering to software development, manroland Goss offers extensive in-house solutions, not only for its own brands but also for others.

## **manroland Goss presents solutions with long-term prospects and market relevance**

Visitors to the manroland Goss booth can discover the latest innovations in web offset printing solutions, variable-format finishing technologies, digitization, and sustainability from the full-service provider. Customers and interested parties are cordially invited to have one-to-one conversations with the experts from manroland Goss.

**Manroland Goss is at Stand F02, Hall 16.**

manroland

“manroland Goss will also be introducing a groundbreaking new development: a variable-format pin folder that has been specially designed for the application in book printing”





## Epson Announces Wide-ranging Print Solutions for drupa 2024



# EPSON

Duncan Ferguson, Vice President, Commercial and Industrial Printing at Epson Europe, addressed journalists on the inaugural day of the pre-drupa 2024 International Media Conference (25-27 March, 2024), outlining what visitors can expect from Epson this year on its stand at drupa 2024.

Titled 'changing the model for localised production', Ferguson explained how Epson is gearing its manufacturing to deliver ever more compact and efficient printing solutions and how a key focus for the business will be personalisation and developing technology aimed to deliver production at the point of demand. His presentation covered the latest of what Epson has to offer.

\* Epson's latest industrial highly robust printhead, the D3000, designed for aqueous and UV ink applications. Special features include high speed, single-pass, 1200 dpi resolution with nozzle-level re-circulation, tailored to a range of applications such as flexible and corrugated packaging, folding cartons, label, textile, and décor.

\* Extending Epson's new product design concept across multiple platforms, which began with the award-winning design improvements made on the SureColor 44-inch T and P Series, Ferguson explained how the new space-saving design in Epson's 64-inch print format will include replaceable printheads, improved environmental standards with more use of recycled plastic, and ensure reduced packaging. The new platform will also be easier-to-use with a large 4.3-inch user

interface display, low profile and flat top design, media cleaner, and a media lifter allowing for single person set-up.

\* Epson's new industrial SurePress labelling concept strengthens the company's leadership in both aqueous and UV ink-based label presses, by delivering greater productivity and image quality with real-time nozzle detection, compensation, additional enhancement fluids, and optimizers.

\* The new direct-to-fabric printer – Monna Lisa 13000 – a new digital fabric printing solution that integrates pre- and post-processes was announced as an affordable single-step printer with smaller footprint that delivers in-line printing using sustainable pigment inks. It deploys three pre- / post-treatment fluids for enhanced print durability and offers a wider colour gamut ensuring even higher print quality.

\* The new SureColor F10000 with jumbo roll, Epson's most productive dye-sublimation printer to date was introduced. The latest advanced dye-sublimation printer delivers productivity up to 255m<sup>2</sup> /h, 10L hot-swap inks (LcLm/FyFp) and

has self-replaceable parts for easy maintenance. The new printer now comes with optional 300 kg jumbo roll (previously 60 kg) ensuring continuous production and minimal machine downtime.

\* The latest Epson printers designed for the growing personalisation and micro-production market were presented. This included the recently launched hybrid DTG/DTFilm SureColor F1000 and the A4 UV flatbed SureColor V1000. Ferguson introduced the A3 UV flatbed SureColor V2000 and new micro-production SureColor F2200 and showed the complete range of mini-lab (D1000, D500) and smaller dye sublimation printers (SureColor F500 and F100), explaining how these multiple technologies deliver multiple applications on a wide variety of substrates for the personalisation market and, with compact designs, can easily be accommodated in small back offices and tight retail spaces.

He also talked about Epson's supporting software and process management tools. This included the launch of the new SD-10 Scanning Table along with mentions of Epson's Edge Color Lite and Edge Print software that further the capability to manage distributed printing at



“Epson is gearing its manufacturing to deliver ever more compact and efficient printing solutions”





the highest quality and consistency. He also explained how colour management is enhanced with Edge Color Lite and how the SD-10 photo spectrophotometer is accurate, easy-to-use, quick, and portable, and enables better ink performance that ensures precise and predictable colour reproduction.

\* The new SD-10 scanning table – a portable, automatic colour reading table that makes the creation of media profiles quick and simple and delivers automated media verification and calibration, was announced. The combination of the SD-10 scanning table, SD-10 spectrophotometer and Edge Color Lite can create a profile by scanning 379 patches in under five minutes.

Ferguson explained how Epson is

delivering successful product reconditioning programmes to extend the life of Epson printers and creating a more sustainable business model. He talked about Epson’s reconditioning programme which aims to repair, re-purpose and upgrade products on its customers’ premises. He mentioned how Epson has established a central facility for technical refurbishment work and is collecting and returning customer products; how it reuses cartridges and printer parts and collects cartridges which can be refilled with genuine Epson ink.

Also revealed were future developments including support for more sustainable fashion using Epson’s unique Dry Fibre Technology (DFT). DFT produces highly durable printable fabric from used garments without any water. The renowned

Japanese fashion designer Yuima Nakazato is using DFT to experiment with batches of cotton, polyester and silk and plans to commercialise his range in 2024. Some examples of Dry Fibre fabric fashion items were on display at the presentation. Ferguson further discussed Epson’s new Direct-to-Shape technology and explained how the company is developing its expertise with inkjet technology to print on complex shapes using automation with its own robots.

“This year will prove to be a pivotal year at drupa as the company demonstrates significant advances in its core digital inkjet technologies and shows how it is delivering a range of highly innovative, compact and efficient printing solutions that meet the growing need for personalisation and micro-production with localised product at the point of demand,” adds Ferguson.

**Epson will welcome visitors to come and experience its innovative and varied print solutions in Hall 5, Stand D20.**



“This year will prove to be a pivotal year at drupa as the company demonstrates significant advances in its core digital inkjet technologies and shows how it is delivering a range of highly innovative, compact and efficient printing solutions”



## RMGT to Exhibit at drupa 2024



RYOBI MHI Graphic Technology Ltd. (RMGT) will exhibit at drupa 2024 in Dusseldorf, Germany for 11 days from Tuesday, May 28 thru Friday, June 7. Under the theme "Assist Your Potential with Technological Expertise and Constant Innovation," RMGT's exhibits and demonstrations will focus on two major concepts: "Increased productivity for commercial printing through autonomous operation," and "Further automation for package printing.

### RMGT@drupa

On display for the commercial print market and the packaging market will be the 8-UP+ size RMGT 970PF-8+LED convertible perfecter, which is also available in straight configurations up to 8 colors, perfectors up to 10 colors and all presses are available with in-line coating. New generation skeleton cylinders, and the most comprehensive automation packages available all contribute to the RMGT 9 Series press continuing to lead the 8-up sheetfed offset press market in North America. The RMGT booth will highlight how the advanced automation and laborsaving technologies of RMGT presses are pioneering a new era for both commercial printing and package printing. RMGT will also exhibit the 1060LX-6+CC in the 660 m2 booth in Hall 16 / Booth E11. The following presses will be exhibited and running live demonstrations.

### For the Commercial Print and Packaging Market

The 970PF-8+LED is RMGT's full size 8-color convertible perfecter. Capable of handling the world's most popular 8-UP+ size, the 970 offers major cost advantages over larger size presses. This next-generation 8-UP+size press is equipped with an array of advanced automation functions for assisting the operator, including Automated Smart Assist Printing (ASAP) for automatic continuous printing of multiple jobs. Demonstrations will include continuous printing of two jobs using ASAP, highlighting the higher operating rate for commercial printing as well as operation by entry level operators made possible by the 970's automation functions. This press has the following options: A perfecting device ensures stable paper transport and reversing even during high-speed printing, and an LED-UV curing unit enables one-pass instant-drying perfecting. A Smart-FPC fully automatic simultaneous plate changer with benderless plate clamp for quick job changes, and a predictive control system quickly achieves the target density. A PQS-D (I+C+R) printing quality control system checks the quality of every printed sheet. Automatic continuous printing of multiple jobs is made possible using ASAP in combination with the PQS-D printing quality control system. Also on display will be the RMGT 1060 LX is a 1,060 mm format 6-color offset press equipped with a coating unit and long delivery. The 1060LX is an upgraded model that offers improved paper feed and delivery performance and a much shorter make-ready time during job

changeover, significantly boosting productivity. The 1060LX's advanced features, which greatly boost printing productivity through continuous operation and speedy job changeover, will be demonstrated using two print jobs with special colors and coating varnish. Optional features on this press include the following:

Continuous operation using an automatic nonstop feeder and delivery shutter.

High-speed printing of 17,100 S.P.H., including the use of a polygon type vacuum wheel at the delivery section and enhanced feeder-and-registration section functions that increase the printing speed for heavy stock.

Simul Changer fully automatic simultaneous plate changer for fast job changeover, and a retractable coating unit (with a semi-automatic plate changer) that enables preparation for varnish coating to be performed while printing.

Instant-drying printing using an LED-UV curing unit; capable of high-value-added printing such as chemical embossed printing.

The RMGT booth will also include smart factory proposals for optimizing production by network connection of the printing processes, as well as the latest drying technology and other solutions. We invite you to visit RMGT and experience these innovations for yourself!

“

The RMGT booth will highlight how the advanced automation and laborsaving technologies of RMGT presses are pioneering a new era for both commercial printing and package printing

”





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## Fujifilm to Unveil a Slew of New Technologies at drupa 2024



# FUJIFILM

On the opening day of the 2024 pre-drupa International Media Conference, Fujifilm Group has announced a slew of new launches at drupa 2024 in Düsseldorf, Germany, from 28 May to 7 June, 2024, many of them making their European debut.

### AQUAFUZE inkjet ink technology to revolutionise indoor applications

AQUAFUZE inkjet ink technology is Fujifilm Group's proprietary technology for stable water dispersion of photopolymers. Fujifilm Group has applied its original synthesis technology for highly functional materials and particle dispersion technology. Based on this dispersion, Fujifilm Group has developed a new UV-curable aqueous ink by combining the formulation technologies of both water-based and UV-curable inks.

The UV-curable aqueous ink is suitable for indoor signage and wallpaper applications, meeting the growing needs of the wide format market. It provides safe and odourless ink during printing, as well as offering a high level of rub resistance and compatibility with a variety of print substrates. The UV-curable aqueous ink featuring AQUAFUZE inkjet ink technology is expected to become the new standard in the

wide format market, expanding the scope of customers' business in the future. The new UV-curable aqueous ink will be launched in autumn 2024.

### Fujifilm's Revoria range continues to evolve

Fujifilm Group will showcase its advanced Revoria Press product lineup, centered on the Revoria Press PC1120, to contribute even more to customers' printing operations. The world's first B2 full colour dry toner digital press – the Revoria Press GC12500 – will be unveiled for the first time in Europe at drupa 2024 in the commercial print area.

The addition of the GC12500 means that customers now have a dry toner B2 size printing option, in addition to A3. The GC12500 is the world's first printer to support the largest B2XL paper size (750 x 662mm), allowing up to 6-up A4 posters and large format applications. Furthermore, two new mid-range models, for a wide range of customers, equipped with specialty colour technology will be unveiled at the show. Additionally, consolidating the paper feeder/stacker and machine control panel in one place significantly improves the daily work efficiency and productivity for printing operators.

Furthermore, two new mid-range models, for a wide range of customers, equipped with specialty colour technology will be unveiled at the show.

### New integrated inkjet products at drupa 2024

FUJIFILM Integrated Inkjet Solutions, a leading global inkjet solution provider, will showcase both its new and already robust line of printbar systems that provide high-speed, drop-on-demand print technology for a wide range of applications, including graphics on direct mail, transactional print,

paper-based packaging, flooring, commercial printing, folding cartons, and corrugated printing in booth A02-A02-6 (Hall 8b) at drupa 2024. Fujifilm's inkjet solutions are designed to be integrated directly into existing industrial equipment and processes.

The new DE1024 Digital Embellishment Printbar System will add digital embellishments such as spot varnish to labels and various types of packaging, including folding carton and flexible packaging. The DE1024 Digital Embellishment Printbar System integrates directly onto label presses and other narrow-web machines and can add stunning gloss highlights or tactile effects registered precisely to preprint. By integrating this capability in-line on the printing machine, cumbersome coordination with analogue embellishment during finishing operations can be reduced.

Also on display for the first time will be the FUJIFILM 42X Printbar System, which is used with Kao Collins' X-BAR Universal Controller to create a streamlined workflow. The FUJIFILM 42X Printbar System will be available for sale at drupa in monochrome and four-colour and in three print widths: 343 mm, 686 mm, and 1016 mm, providing customers with edge-to-edge web coverage to support their growing printing needs. The Kao Collins' X-BAR Universal Controller is easy to use and provides user access to a host of unique features in a single interface. This includes support for both .pdf and IJPDS image formats, read-and-print functions for logic-driven print commands, automated maintenance routines, and advanced job queue management to help users quickly swap jobs.

### High-speed inkjet printer for commercial printing to make debut

The Jet Press 1160CFG inkjet printer,



a high-speed inkjet, continuous feed printer for commercial printing, will be another product from the Fujifilm stable to make its debut at drupa 2024.

By adopting a newly developed water-based pigment ink, the new press is able to print beautifully on both coated and uncoated paper. The innovative new press also adopts Fujifilm Group's proprietary new Paper Stabilizer technology, which controls paper condition before printing, solving production issues that customers of continuous-feed inkjet printers often face, such as ink adhesion on thick paper, waviness on thin paper, and quality fluctuations due to environmental and seasonal factors. The press can be used for a wide range of applications in commercial printing, including direct mail and brochures.



### Water-based digital inkjet press for the flexible packaging print market

First announced in 2021 with commercial availability formally announced at interpack 2023, the Jet Press FP790 is Fujifilm's water-based digital inkjet press for the flexible packaging printing market. The Jet Press FP790 revolutionises the manufacturing process of flexible packaging for food and daily necessities by enabling short-run, diverse product variations, and short lead times which were previously unattainable with analogue printing.

The Jet Press FP790 enables high-speed printing at 50 metres per minute on film substrates of up to a maximum width of 790 mm, making it extremely productive as a digital printer and revolutionising the manufacturing process of flexible packaging.

In addition to CMYK print heads, it is equipped with two sets of white print heads. This improves the white opacity and enhances the colour saturation of the ink, allowing vibrant printing. It also has a mecha-

nism to apply primer to the substrate before printing, providing high ink adhesion even on water-repellent film substrates. Furthermore, a print head resolution of 1200 dpi x 1200 dpi, makes high-resolution digital printing a reality.

### Automation system to enhance productivity for high end wide format machines

Fujifilm will also preview its automation system at drupa 2024 to give its customers the option to upgrade their high end Acuity Hybrid wide format machines with a full solution. The robotics unit allows a single operator to run the machine and facilitates a pallet-to-pallet process for rigid substrates.

The robust system, which was designed to support and speed up production lines, comprises a load-

ing option to feed rigid substrates onto the printer and an unloading system to unload material from printer to pallet. It can be set to deliver full or half automation.

The system has four lanes and allows four rows of material to be printed simultaneously. Each lane has two suction arms to pick up materials and a vacuum that can be adjusted to carry a variety of substrates and surfaces with different weights. There is also an optional ionization unit which removes unwanted static from substrates that are typically challenging to print on. The automation system's user-friendly GUI seamlessly communicates with the printer while allowing the operator to continuously monitor the materials being handled. The automation unit includes a specially

designed latching system, patented by Fujifilm, which enables it to be quickly connected to the printer.

In addition, for use with a hybrid printer such as the Acuity Ultra Hybrid LED, it has a feature on each



side of the doors allowing easy access to the roll system. This feature facilitates an efficient changeover when using a hybrid printer – from roll-fed to flatbed, for example – maximising its functionality and versatility.

Fujifilm Group will showcase this exceptional technology, demonstrating the unloader function on a brand new machine. Customers will be able to see the system in action at Stand A02, Hall 8b.

### Additional products

In addition to the above-mentioned new products, Fujifilm will also showcase new options and technical demonstrations to expand the potential of dry toner through digital printing applications. These options include new specialty colours that contribute to expanding the colour gamut, and an inline booklet maker that helps to solve the challenges of escalating labour costs and operator recruitment. Fujifilm will also demonstrate Pressure Adhesive Toner, the world's first functional toner with adhesive properties, along with an automated production line, which will be showcased for the first time in Europe.

**All the new innovations of Fujifilm can be experienced at Stands A02 / A02-6, Hall 8b.**



“ Fujifilm will also preview its automation system at drupa 2024 to give its customers the option to upgrade their high end Acuity Hybrid wide format machines with a full solution





# Digitalisation & Sustainability to Pillar Print & Paper Industry



“ In principle, paper and packaging will continue to play a central role in people’s lives. However, there is massive pressure for change, driven primarily by two factors: digitalisation and sustainability



” Digitalisation, demographic change, climate change – these megatrends are also having a significant impact on the transformation of the printing and paper industries. Nevertheless, paper and printed products will still be used and needed in many areas of life in the coming decades – the industry has a future. Playing a central role in this is sustainability. And this is also the central theme of the touchpoint sustainability special forum at drupa 2024 in Düsseldorf. With a comprehensive overview of

the industry, various examples of best practice and a varied stage line-up, touchpoint sustainability from 28 May to 7 June 2024, as an independent, company-neutral forum, will show what is already possible today, where the industry is heading, and that sustainability also makes economic sense for companies.

### High pressure to change – digitalisation and sustainability as drivers

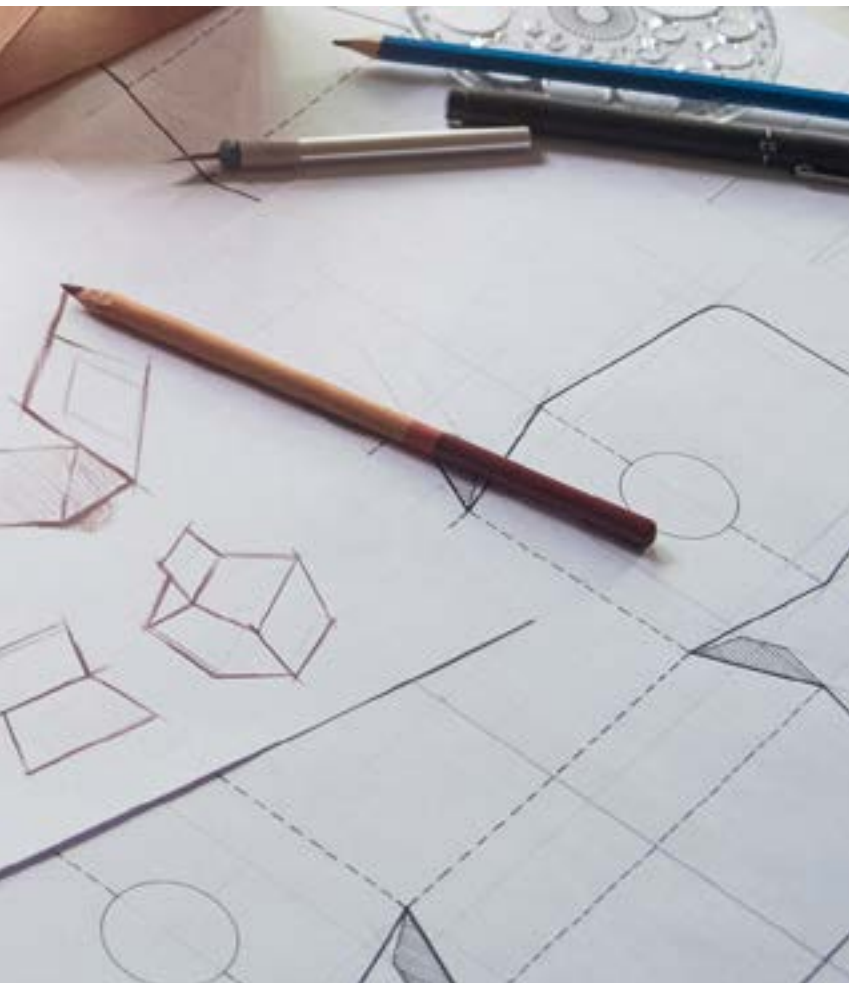
The current challenges and increasing demands from end customers must be met with innovations in mechanical and plant engineering. This can create new business models, reduce energy and material consumption, and lower the error rate.

“In principle, paper and packaging will continue to play a central role in people’s lives. However, there is massive pressure for change, driven primarily by two factors: digitalisation and sustainability,” explains Thomas Schiemann, member of the

board of management, VDMA. For years now, increasing digitalisation has been enabling new solutions to make processes more efficient in terms of the use of time and resources. An important trend here is also the gradual improvement of analogue systems, which are in direct competition with new digital machines. Machine learning and AI are also driving automation and impacting print and packaging products. As a result, actual production and printing costs are falling, giving companies that invest in this field a competitive advantage.

### Focus on sustainability

The second key driver for the transformation of the industry is the topic of sustainability. This is becoming an increasingly important decision-making factor for consumers, which is why companies around the world are increasingly investing in more sustainable processes and products. Two aspects play a role here. On the



one hand, specific consumer expectations must of course be addressed in order to survive on the market long term and maintain or increase one's own brand value. On the other, more sustainable processes and products now offer huge potential, particularly in combination with digital solutions, to make processes more and more cost-effective, as it is basically mostly about the challenge of efficiency. The paper and printing industries are therefore already moving in the direction of a circular economy, also thanks to the considerable cost savings anticipated in the long term.

The role of the industry within this sustainable transformation will also be the key topic at the special touchpoint sustainability forum at drupa 2024. "The industry has good prospects for the future – but it needs to be prepared. Scarcely no other topic concerns us more at drupa 2024 and in the entire mechanical and plant engineering industry than sustain-

ability – not just from an ecological but also from an economic perspective. We are therefore delighted with sustainability touchpoint to create a cross-industry platform for dialogue, discussion, and knowledge transfer on the future of the printing and paper industry," says Schiemann.

The 400m<sup>2</sup> special forum at the trade fair is organised by the VDMA Printing and Paper Technology Association and showcases a variety of best practice examples and innovative solutions for greater sustainability across the entire value chain. Here, key industry players will present current solutions and ideas for the future by means of use cases and a varied stage programme.

#### Industry forecasts and trends

So just what are the forecasts for the printing and paper industries against the backdrop of current megatrends and geopolitical upheavals? Overall, the industry is growing.

A recent study by US-based

research service provider Smithers shows that demand has been rising for some time and growth forecasts are good. Overall, Smithers expects an average annual growth of over 2.1% for the global printing industry over the next five years, adjusted for inflation, after 1.1% in the past five years. This development is expected to be driven primarily by the labels and packaging sector, where the growth of recent years will continue, albeit no longer at the same level. This sector currently accounts for around 60% of the global printing market.



#### Global production increases

The overall growth of the global print market – even adjusted for inflation – is set to even accelerate slightly over the next five years compared to the corresponding previous years. The compound annual growth rate (CAGR) is expected to increase worldwide from 0.5% to 1.7%. For Western Europe, Smithers expects stable, almost unchanged development. Asia, by far the largest market, along with Africa are both expected to grow at a respective, average rate of around 3% per year until 2028, and thus post the highest growth rates. In North America, the market volume recently reported as slightly declining, is expected to stabilise again. This assessment is supported by the fact that the majority of global long-term investments by leading brands have been made in Asia in particular.

“ Smithers expects an average annual growth of over 2.1% for the global printing industry over the next five years, adjusted for inflation, after 1.1% in the past five years ”

تشير دراسة حديثة أجرتها شركة سميثز لخدمات الأبحاث ومقرها الولايات المتحدة أن الطلب ارتفع لبعض الوقت وأن توقعات النمو جيدة. بشكل عام، تتوقع سميثز أن يبلغ متوسط النمو السنوي لصناعة الطباعة العالمية أكثر من 2.1% على مدى السنوات الخمس المقبلة، معدلة حسب التضخم، بعد 1.1% في السنوات الخمس الماضية. من المتوقع أن يكون هذا التطور مدفوعًا في المقام الأول بقطاع الملصقات والتغليف، حيث سيستمر النمو في السنوات الأخيرة، وإن لم يعد على نفس المستوى. يمثل هذا القطاع



حاليًا حوالي 60% من سوق الطباعة العالمية. **زيادة الإنتاج العالمي** ومن المتوقع أن يتسارع النمو الإجمالي لسوق الطباعة العالمية - حتى بعد تعديله حسب التضخم - بشكل طفيف على مدى السنوات الخمس المقبلة مقارنة بالسنوات السابقة المقابلة. من المتوقع أن يزداد معدل النمو السنوي المركب (CAGR) في جميع أنحاء العالم من 0.5% إلى 1.7%. بالنسبة لأوروبا الغربية، تتوقع سميثز تنمية مستقرة دون تغيير تقريبًا. ومن المتوقع أن تنمو آسيا، وهي أكبر سوق على الإطلاق، إلى جانب إفريقيا، بمعدل متوسط يبلغ حوالي 3% سنويًا حتى عام 2028، وبالتالي تسجل أعلى معدلات النمو. وفي أمريكا الشمالية، من المتوقع أن يستقر حجم السوق الذي تم الإبلاغ عنه مؤخرًا على أنه انخفض قليلاً مرة أخرى. يدعم هذا التقييم حقيقة أن غالبية الاستثمارات العالمية طويلة الأجل من قبل العلامات التجارية الرائدة تمت في آسيا بشكل خاص.

من الناحية الاقتصادية. لذلك نحن سعداء بنقطة اتصال الاستدامة لإنشاء منصة مشتركة بين الصناعات للحوار والمناقشة ونقل المعرفة بشأن مستقبل صناعة الطباعة والورق، صرح شيمان. يتم تنظيم المنتدى الخاص الذي تبلغ مساحته 400 متر مربع في المعرض التجاري من قبل VDMA جمعية تكنولوجيا الطباعة والورق ويعرض مجموعة متنوعة من أمثلة أفضل الممارسات والحلول المبتكرة لتحقيق قدر أكبر من الاستدامة عبر سلسلة القيمة بأكملها. وهنا، سيقدم اللاعبون الرئيسيون في الصناعة الحلول والأفكار الحالية للمستقبل من خلال حالات الاستخدام وبرنامج مراحل متنوع.

#### توقعات الصناعة واتجاهاتها

إذًا، ما هي التوقعات الخاصة بصناعات الطباعة والورق على خلفية الاتجاهات الكبرى الحالية والاضطرابات الجيوسياسية؟ بشكل عام، تنمو الصناعة.

مهمًا. فمن ناحية، يجب بالتأكيد معالجة توقعات المستهلكين المحددة من أجل البقاء في السوق على المدى الطويل والحفاظ على قيمة العلامة التجارية الخاصة بالفرد أو زيادتها. ومن الناحية الأخرى، توفر العمليات والمنتجات الأكثر استدامة الآن إمكانات هائلة، خاصة مع الحلول الرقمية لجعل العمليات أكثر فعالية من حيث التكلفة، حيث أن الأمر يتعلق غالبًا بتحدي الكفاءة. وبالتالي، تتحرك صناعات الورق والطباعة بالفعل في اتجاه الاقتصاد الدائري، وذلك بفضل التوفير الكبير في التكاليف المتوقع على المدى الطويل. سيكون دور الصناعة في هذا التحول المستدام أيضًا هو الموضوع الرئيسي في منتدى الاستدامة الخاص بنقطة الاتصال في دروبا 2024. "للصناعة آفاق جيدة للمستقبل، لكنها تحتاج إلى الاستعداد. نادرًا ما يوجد موضوع آخر يهمني أكثر في دروبا 2024 وفي صناعة الهندسة الميكانيكية والنباتية بأكملها أكثر من الاستدامة - ليس فقط من الناحية البيئية ولكن أيضًا



## تأثير الرقمنة والاستدامة على صناعة الطباعة والورق



والاستدامة، أوضح توماس شيمان، عضو مجلس إدارة VDMA. لسنوات عديدة، أدت زيادة الرقمنة إلى تمكين حلول جديدة لجعل العمليات أكثر كفاءة من حيث استخدام الوقت والموارد. ومن الاتجاهات المهمة هنا أيضًا التحسين التدريجي للأنظمة التناظرية، التي تتنافس بشكل مباشر مع الأجهزة الرقمية الجديدة. كما يقوم التعلم الآلي والذكاء الاصطناعي بدفع الأتمتة والتأثير على منتجات الطباعة والتغليف. ونتيجة لذلك، تتخفف تكاليف الإنتاج والطباعة الفعلية، مما يمنح الشركات التي تستثمر في هذا المجال ميزة تنافسية.

**التركيز على الاستدامة**  
أما عن المحرك الرئيسي الثاني لتحول الصناعة فهو موضوع الاستدامة. لقد أصبح هذا عاملاً متزايد الأهمية في اتخاذ القرار بالنسبة للمستهلكين، ولهذا السبب تستثمر الشركات في جميع أنحاء العالم بشكل متزايد في عمليات ومنتجات أكثر استدامة. يوجد جانبان مهمان هنا ولهما دورًا

الصناعة وأمثلة مختلفة لأفضل الممارسات وتشكيلة عرض متنوعة، ستعرض استدامة نقطة الاتصال "touchpoint sustainability" في الفترة من 28 مايو إلى 7 يونيو 2024، كمنتدى مستقل محايد للشركة، ما هو ممكن بالفعل اليوم، حيث إن الصناعة تتجه للأمام، وهذه الاستدامة منطقية أيضًا من الناحية الاقتصادية بالنسبة للشركات.

**الضغط العالي من أجل التغيير - الرقمنة والاستدامة كمحركين**  
يجب مواجهة التحديات الحالية والطلبات المتزايدة من العملاء النهائيين من خلال الابتكارات في الهندسة الميكانيكية والنباتية. يمكن لهذا أن ينشئ نماذج أعمال جديدة ويقلل استهلاك الطاقة والمواد ويخفض معدل الخطأ. "من حيث المبدأ، سيستمر الورق والتغليف في لعب دورًا رئيسيًا في حياة الناس. ومع ذلك، هناك ضغط هائل من أجل التغيير، مدفوعًا في المقام الأول بعاملين: الرقمنة

الرقمنة والتغيير الديموجرافي وتغير المناخ - لهذه الاتجاهات الكبرى تأثير ملحوظ أيضًا على تحول صناعتي الطباعة والورق. ومع ذلك، ستظل المنتجات الورقية والمطبوعة مستخدمة ومطلوبة في الكثير من مجالات الحياة في العقود القادمة - للصناعة مستقبل. لأنها تلعب دورًا رئيسيًا في الاستدامة. وهذا أيضًا الموضوع الرئيسي لنقطة اتصال المنتدى الخاص بالاستدامة في دروبوا 2024 في دوسيلدورف. من خلال نظرة عامة شاملة على

# THE POWER TO MOVE



والابتكار التجاري مع جمهور عالمي، ولتقديم ملف أعمالنا الأكثر شمولاً حتى الآن الذي يشمل تقنيات الطباعة الرقمية القوية والملصقات والتعبئة والتغليف - مستعدين لدعم طموحات عملائنا في النمو والتنوع. كما سنسلط الضوء على العديد من الشراكات التعاونية التي تساعدنا على الابتكار وتنمية اعتماد الطباعة الرقمية وإلهام تغييرات هادفة نحو مستقبل أكثر استدامة، علقت جنيفر كولوتشيك، مدير أول التسويق والطباعة والحلول الرقمية بشركة كانون أوروبا والشرق الأوسط وإفريقيا.

الجنح بطابعات الألوان imagePRESS V series من كانون والطابعات أحادية اللون varioPRINT TITAN و QUARTZ، بالإضافة إلى Colorado M series و UVgel Print Factory مع أنظمة التوثيق التقني ذات التنسيق الكبير - جميعها مدفوعة من مجموعة PRISMA الشاملة لحلول سير عمل الإنتاج. "في السنوات الثماني التي تلت معرض دروبا الأخير، أتيحت لكانون فرصة العمل بنجاح مع مجموعة واسعة من موفري خدمات الطباعة وأثبتت نفسها كشركة رائدة في مجال الإنتاج الشامل لطابعات



"سيرى الزوار أمثلة مقنعة على قدرة الطباعة على تحريك الجماهير، ودليلاً واضحاً على قدرة كانون على دفع النمو والتطور والتقدم الإيجابي - ليس فقط لعملائنا، ولكن لسلاسل القيمة بأكملها وقطاع الطباعة الأوسع. باعتبارها شركة تصوير متكاملة، تعد كانون شريكاً قوياً وصحياً لعملائنا وقنوات التوزيع، مع الالتزام الواضح بالطباعة التجارية والصناعية كمحركات نمو استراتيجية، وبهدف إنشاء والحفاظ على شراكات مزدهرة طويلة الأمد مع عملائنا. نحن نتطلع إلى استقبال جميع الزوار في الجنح الخاص بنا بقاعة 8a، أضافت جنيفر كولوتشيك.

تتواجد كانون من الجنح B41-1 إلى B41-8 بقاعة 8a



series و ColorStream 8200؛ والطباعة المسطحة ذات التنسيق العريض الجديدة Arizona 2300 FLXflow مع PRISMAelevate XL؛ سلسلة imagePROGRAF PRO الجديدة لطباعة الصور والفنون الجميلة؛ وسلسلة imagePROGRAF GP الجديدة لإنتاج الملصقات المؤثرة.

تشتمل هذه الابتكارات على تحسينات مستمرة لملف كانون الحالي، بالإضافة إلى منتجات جديدة مبتكرة، مما يدل على استثمار كانون المستمر في البحث والتطوير والتزامها الثابت بصناعة الطباعة.

علمًا أن شركات الطباعة تسعى إلى تحقيق مكاسب كبيرة في الإنتاجية وتعدد الاستخدامات والكفاءة التشغيلية بأقصى قدر من وقت التشغيل والحد الأدنى من الهدر، تمنح كانون العملاء المزيد من قوة الطباعة، مع توسيع نطاق تطبيقاتهم ودمج ميزات الأتمتة الذكية لتبسيط المهام الروتينية وتمكينهم من التركيز على إضافة القيمة. ستكتمل المعروضات الموجودة في



## كانون تستعرض "قوة الحركة" في دروبا 2024



سيكتسب الزوار الإلهام من استكشاف الاستراتيجيات المختلفة التي اعتمدها عملاء كانون لتحقيق نمو مستدام ناجح وكيف نجحت كانون في الشراكة معهم لتطبيق حلول فعالة. تعرض هذه المنطقة أيضًا أنشطة التعاون التي تقوم بها كانون في السوق لدفع الابتكار وإحداث تأثير إيجابي على الصناعة. كما أن "أعمال الطباعة" هي المنطقة المخصصة للتواصل مع خبراء تطوير الأعمال والتطبيقات والعمليات في كانون. وهناك سيتمكن الزوار من استكشاف كيفية تسريع نموهم من خلال الوصول إلى النصائح حول كل شيء بدءًا من تحسين كفاءة الإنتاج وإدارة الألوان ومراقبة الجودة وحتى اختيار الوسائط وخدمة ما قبل التثبيت وبعده ونماذج الدعم والاستدامة.

كما ستعكس الأهمية التي توليها كانون للاستدامة في كل جانب من جوانب الجناح، بدءًا من خصائص المنتج الفريدة وحتى تصميم الجناح واختيار التطبيقات المطبوعة، والتي يكون للعديد منها غرض محدد مع مشاريع الزوار أو المجتمع. سيتم عرض البيانات البيئية التي تتعلق بجميع الحلول والمواد المتفاعلة في الجناح بوضوح.

### الابتكارات التكنولوجية

سيكون زوار دروبا أول من يشاهد مجموعة من الابتكارات المهمة في أوروبا من كانون لإنتاج الطباعة، بما في ذلك أول معاينة مباشرة خارج اليابان لطباعة الملصقات الرقمية المائية LabelStream LS2000 الجديدة، المقدر توفرها في عام 2025؛ والظهور الأول في أوروبا لطباعة varioPRINT iX1700 الجديدة التي يتم تغذيتها بالورق، والتي ستصبح متاحة في عام 2025؛ وأحدث إصدارات Canon ProStream و ColorStream التي تتميز بالسرعة العالية وطابعات الحبر المباشرة التي يتم تغذيتها بالورق باستمرار بما في ذلك سلسلة ProStream 2000

والتجزئة)، والملصقات والتغليف، والديكور الداخلي، بالإضافة إلى الطباعة الداخلية والطباعة بمساعدة الحاسوب. ستوفر حلول الإنتاج، من خلال المنصة،



مجموعة متنوعة من التطبيقات المباشرة التي تعكس مزيج العمل للعملاء في هذه القطاعات. سواء كان الزائرون مهتمين بطابعات الحبر أو المكابس أو الملون أو الأحادي أو التنسيق الصغير أو العريض، سيكون خبراء كانون على استعداد لتوجيه شركات الطباعة بجميع أنواعها وأحجامها إلى أفضل تقنيات الطباعة الرقمية وسير العمل وخيارات وسائط الطباعة لهم - مع الأخذ في الاعتبار حساب عملياتها وحجم الإنتاج وملفات تعريف العملاء وتطلعات النمو. ولأول مرة في معرض دروبا، ستثبت كانون التزامها بأن تصبح شريكًا مهمًا وموثوقًا لأسواق الملصقات والتغليف، من خلال إظهار الإنتاج المباشر لتطبيقات الملصقات المختلفة والكرتون المموج والقابل للطي.

تدور منطقة "أعمال الطباعة" في الجناح حول "الناس والكوكب وما هو ممكن".

ستشارك شركة كانون العملاقة لحلول التصوير في معرض دروبا 2024 تحت شعار "قوة الحركة" (في الفترة من 28 مايو - 7 يونيو 2024). لقد تم الإعلان عن ذلك في يوم افتتاح المؤتمر الإعلامي الدولي لما قبل معرض دروبا 2024 (-25 27 مارس 2024).

ستوضح كانون كيف أن دمجها القوي للابتكارات التكنولوجية وفرق الخبراء وخدمات الدعم الممتازة والتعاون الديناميكي يمكن موفري خدمات الطباعة (PSPs) من تغيير وتحويل أعمالهم. وسيتم عرض الملف الكامل لتقنيات إنتاج الطباعة لكانون، بما في ذلك طابعات الحبر التي يتم تغذيتها بالورق ومكابس الحبر وخطوط الإنتاج المستمرة لطابعات الحبر عالية السرعة والطابعات ذات تنسيقات عريضة مسطحة وطابعات الملصقات الرقمية. من خلال محاكاة عمليات العالم الحقيقي، ستجمع حلول الإنتاج الشاملة بين حلول إنتاجية سير العمل لكانون ووسائط الطباعة والمطابع مع أدوات ما قبل وبعد المعالجة لأكثر من عشرة شركاء في التكنولوجيا. ومن خلال قصص نجاح العملاء والتطبيقات المبتكرة ونماذج الأعمال المبتكرة، سيرى الزوار الإمكانات الإبداعية والتجارية العديدة للطباعة الرقمية عند الطلب.

سيتمتع "The Core" في وسط معرض كانون الذي تبلغ مساحته 4600 متر مربع ومساحة الضيافة المرجبة، الذي سيوفر للزوار استكشافًا غامرًا ومتعدد الحواسم للتأثير العاطفي للطباعة وكيف يمكن لتجارب التصوير أن تشرى الحياة والأعمال. يدعو "The Core" الحضور للتعرف على كانون من منظور أقل شيوعًا وتجربة مدى قدرة الطباعة على الحركة.

انطلاقًا من "The Core"، سيتم ترتيب تقنيات كانون حسب قطاعات الصناعة، والتي تشمل الطباعة التجارية، والنشر (بما في ذلك الكتب)، والاتصالات الترويجية (بما في ذلك البريد المباشر



## شركة ePS تقدم أحدث تكنولوجيا الطباعة والتغليف في المعرض السعودي للطباعة والتغليف بمعرض دروبا



والأرباح. يسمح نظام AC4D الوصول في الوقت الفعلي إلى بيانات المتجر، مما يدعم عملية اتخاذ القرار السريعة والمستنيرة. توفر ePS Packaging للشركات المصنعة للكرتون والملصقات والمرونة قدرة غير مسبوقة على تحمل التكاليف والقدرة على التكيف مع نموذج تسعير مرن للاشتراك عبر مجموعة التغليف الخاصة بها.

”كوني متواجدًا في قلب دبي الديناميكي، فإنني أتذكر باستمرار الموقع الفريد الذي نحتله على مفترق طرق التجارة والابتكار في الشرق الأوسط. تسمح لنا لنا قاعدتنا في منطقة الشرق الأوسط وإفريقيا الفهم العميق وتلبية المتطلبات المعقدة لقطاع تصنيع التغليف. يمكننا هذا التوافق الاستراتيجي والفهم المحلي العميق من مساعدة قاعدة عملائنا المتنامية في المنطقة على تحقيق نمو وربحية أفضل. وتشهد المنطقة تحولًا مدفوعًا بزيادة الطلب الاستهلاكي، ومتطلبات الجودة الأعلى، والتقدم التكنولوجي، بما في ذلك الصناعة 4.0، مما يجعل الوقت الحالي هو الوقت المناسب للاستثمار في الابتكار. وتتطلع إلى مساعدة عملائنا على ترسيخ منطقة الشرق الأوسط وأفريقيا كلاعب عالمي“، صرح بول كووبر، المدير الإقليمي لشركة ePS Packaging في أوروبا والشرق الأوسط وإفريقيا.

بالإضافة إلى العرض في المعرض السعودي للطباعة والتغليف، ستعرض شركة eProductivity Software عروضها الكاملة لحلول الطباعة والتغليف في معرض دروبا 2024 (في الفترة من 28 مايو إلى 7 يونيو 2024)، في دوسلدورف، ألمانيا، القاعة 07A/الجناب 7AE03.

التالي، (Auto-Count 4D (AC4D) للكرتون المموج، قفزة تحويلية في جمع بيانات أرضية المصنع في الوقت الفعلي، مما يعزز قيادة ePS في هذا القطاع.

حلول لمصنعي ومحولي الكرتون القابل للطي والملصقات والمواد المرنة بالنسبة للشركات التي تستخدم الكرتون والمواد المرنة والملصقات، من المقرر أن تعرض ePS Packaging أحدث إصدار من ePS Radius ERP، وهو الحل الرائد لتخطيط موارد المؤسسات (ERP) المُصمم خصيصًا لصناعات الملصقات والكرتون القابل للطي والتعبئة المرنة. يقدم هذا التحديث، المبني على HTML5، واجهة مستخدم/تجربة مستخدم بديهية وشخصية، مما يعمل على تبسيط سير العمل وتقليل نقاط الاتصال لتعزيز كفاءة الإنتاج. يقوم تصميمها سهل الاستخدام على تبسيط الوصول إلى البيانات والأدوات الأساسية، مما يعزز الاستجابة والتوافق عبر المتصفحات والأجهزة. تعمل الترقية على تسهيل التحسينات التشغيلية والتحليلات في الوقت الفعلي لتحسين عملية صنع القرار والكفاءة.

إضافة إلى ذلك، سيكتشف زوار الجناح رقم 541 في القاعة 1A مجموعة تطبيقات ePS Packaging المصممة لتعزيز أي نظام تخطيط موارد المؤسسات (ERP). تتضمن هذه التطبيقات أداة الجدولة الديناميكية المستندة إلى متصفح ePS PrintFlow4D (PF4D) ونظام جمع بيانات أرضية المصنع في الوقت الفعلي (AC4D). تُحدث أداة PF4D ثورة في جدولة الإنتاج من خلال تحسين العمليات بسرعة تصل إلى 20 مرة أسرع من الطرق التقليدية، مما يعزز الإنتاجية

أعلنت شركة eProductivity Software، شركة عالمية رائدة في مجال توفير تكنولوجيا برمجيات الأعمال والإنتاج لصناعات التعبئة والتغليف والطباعة، مشاركتها في المعرض السعودي للطباعة والتغليف، الذي سينعقد في الفترة من 6 إلى 9 مايو 2024 بالرياض في المملكة العربية السعودية. ستعرض ePS Packaging، وهي وحدة تشغيل تابعة لشركة ePS، كيف يمكن للعملاء تسخير تقنياتها لزيادة الأرباح والاحتفاظ بميزة تنافسية بغض النظر عن قطاع التغليف الذي يعملون فيه.

وقد صُممت مجموعة الحلول الشاملة الخاصة بالصناعة من ePS Packaging لتعزيز الإنتاجية وتحسين الكفاءة وزيادة الربحية، مما يتيح للعملاء التميز في بيئات شديدة التنافسية. تؤكد أحدث التحسينات على مكانة ePS باعتبارها الشركة الرائدة في الحلول البرمجية لمجال التعبئة والتغليف، مع تبسيط الضوء على التزامها الثابت في تحسين الصناعة وتلبية الاحتياجات التكنولوجية المتنامية في منطقة الشرق الأوسط وإفريقيا.

### حلول لصناعة الكرتون المموج

ستعرض ePS Packaging نظام التحكم التلقائي في التغليف المموج ePS Escada للتغليف المموج، وهو حل متطور يعزز جودة اللوحة وكفاءة الإنتاج. تكتشف هذه التقنية بشكل استباقي اعوجاج الورق المقوى وتصححه في الوقت الفعلي من خلال نظام حلقة مغلقة، مما يضمن جودة المنتج الفائقة.

إضافة إلى ذلك، يمثل طرح حل الجيل

## إعلان إيسون عن حلول واسعة النطاق للطباعة في معرض دروبا 2024



الضوء على ابتكارات "HP" الغير مسبوقة والتزامها بالاستدامة في قطاع الطباعة. حيث تم تصميم هذه الطابعات بناء على مراعاة المسؤولية البيئية والكفاءة وتعدد الاستخدامات.

كما تحدث عودة أيضا عن نهج "HP" في دعم نجاح عملائها وشركائها في السوق، وعن دورها في توفير حلول تقنية مستدامة ومبتكرة مصممة خصيصًا لتلبية الاحتياجات المخصصة والفريدة لعملائها. وفي إطار التزام "HP" بالاستدامة، فإنها تقدم تدريباً ودعمًا متكاملًا بشكل مستمر مما يمكن العملاء من تحقيق أقصى استفادة ممكنة من استثماراتهم في التكنولوجيا.

ومن إطار تسليط الضوء على التقدم التكنولوجي لشركة "HP"، تحدث عودة عن تكامل تقنيات نفث الحبر المتقدمة مثل تقنية HP Latex، وحلول الطباعة الذكية التي تستفيد من الذكاء الاصطناعي والتعلم الآلي، وميزات البرامج السهلة الاستخدام. حيث تؤكد هذه الابتكارات على التزام "HP" بالجودة والابتكار والاستدامة، وذلك يعزز من قدرة طابعاتها على تلبية معايير الأداء العالية وضمان وتعدد الاستخدامات ومراعاة تدابير المسؤولية البيئية.

يمكن لجميع الراغبين في المشاركة بمعرض "Saudi Signage 2024" إمكانية الحصول على تذكرة مجانية، وذلك من خلال الضغط هنا وإكمال خطوات التسجيل الإلكتروني.

تعزيز نمو الأعمال. وضع عودة أن شركة "HP" مستعدة استراتيجيًا لاستعراض ريادةها في مجال الطباعة الرقمية في المملكة العربية السعودية، وذلك مع التركيز على تطبيق معايير الابتكار والاستدامة، وذلك عن طريق الحلول المطورة التي تلبى احتياجات السوق المحلية. حيث إن الهدف من ذلك هو تعزيز مكانة "HP" التجارية كشريك موثوق ومبتكر.

من المقرر أن تقوم شركة "HP" بتسليط الضوء على أحدث تقنيات الطباعة ذات النسق العريض، مع التركيز على منتجات اللافتات الإعلانية وتجارة التجزئة ومجال الديكور والتطبيقات التجارية المختلفة، وذلك بهدف إظهار تأثيرها منتجاتها على تعزيز الإبداع والإنتاجية عبر مختلف القطاعات. وتشير عودة إلى أن المشاركة من جانب "HP" لا تظهر فقط التزام "HP" بالحلول المتقدمة التي تلبى الاحتياجات الإقليمية فحسب، بل إنها أيضا تعزز مكانتها في الشرق الأوسط، وذلك من خلال المشاركة المباشرة مع العملاء والشركاء.

منذ تأسيس "HP" في عام 2001، وهي تحرص على مواصلة جهودها مع معايير الاستدامة، وذلك حرصا منها على توافيقها مع تحقيق الأهداف الحكيمة للمملكة العربية السعودية، متوقعة بذلك زيادة الطلب على الحلول المبتكرة والمستدامة. كما سيظهر بالمعرض لأول مرة طابعات الجيل الرابع المقدمة من "HP"، مما سيلقي

عبدالله عودة يناقش استراتيجيات HP المتعلقة بمعرض Saudi Signage 2024 والتزامها تجاه السوق السعودي من المتوقع أن يحظى المعرض المتميز "Saudi Signage 2024"، الذي من المقرر عقده في الفترة الممتدة من 5 إلى 7 مارس باهتمام كبير من أبرز شركات الطباعة المتخصصة التي تعمل في مجال طابعات النسق العريض. كما تخطط شركة "HP" الشرق الأوسط للمشاركة بشكل فعال ومؤثر في هذا المعرض. حيث إن المعرض سيكون موثما تماما لرؤية المملكة العربية السعودية الطموحة 2030، والتي تهدف إلى تنويع الاقتصاد وتقليل الاعتماد على النفط، وذلك سيوفر فرصة مثالية للمؤسسات العاملة بقطاع الأعمال السعودي مثل شركة "HP" بالتواصل مع الجهات الرئيسية بسوق المملكة العربية السعودية المتطور باستمرار. وقد أكد عبد الله عودة، المدير المختص لقسم طابعات النسق العريض في الشرق الأوسط وإفريقيا لدى شركة "HP"، على أهمية مشاركة "HP"، وذلك مع تسليط الضوء على ذلك كدليل على تفاني "HP" في عملها داخل السوق السعودي والتزامها بقيادة التقدم التكنولوجي في مجال الطباعة الرقمية والديكورات المستدامة.

يشير عبد الله عودة إلى المعرض باعتباره منصة مثالية لشركة HP لتقديم أحدث حلولها المبتكرة، وذلك بالإضافة إلى التفاعل بشكل مباشر مع العملاء والزائرين، وإظهار إمكانات التقنيات المقدمة من "HP" في







## ظهور مطابع 29 J-throne الجديدة من كوموري في دروبا 2024

المعتقدات التقليدية فيما يتعلق بالطباعة الرقمية. تم تقدير المطبعة بالعمل 6000 ثانية في الساعة في الطباعة على جانب واحد، وتتميز بأسرع سرعة طباعة في فئة المطبعة النافثة للحبر بحجم B2+. في الطباعة على الجانبين، تتيح المطبعة إنتاجية عالية تصل إلى 3000 قدم في الساعة عن طريق آلية الإتقان عالية الدقة المستندة إلى قرن من النجاح الذي حققته كوموري في مجال طباعة الأوفست. تشمل تكنولوجيا التصوير على تقنية تشكيل الصور الخاصة بكوموري. إضافة إلى ذلك، سيوفر حبر الأشعة فوق البنفسجية المطور حديثًا إمكانية الطباعة على مجموعة واسعة من الركائز مثل الورق والورق المقوى المطلي وغير المطلي دون معالجة مسبقة، مما يجعله ذا قيمة لأسواق الطباعة التجارية والتعبئة والتغليف والمتخصصة. يمكن لزوار دروبا الوصول إلى شركة كوموري في مقصورة D60، قاعة 14.



لشركة كوموري، والتي تتضمن بالفعل Impremia IS29s، وهو نظام طباعة رقمية بنفث الحبر بالأشعة فوق البنفسجية مقاس 29 بوصة، وImpremia NS40، وهو نظام طباعة نانوغرافية مقاس 40 بوصة. توفر المطبعة 29 J-throne أعلى عائد على الاستثمار في العالم من خلال السرعة والأداء الهائلين، مما يسقط

أعلنت شركة كوموري اليابانية المصنعة للطابعات عن تطوير المطبعة J-throne 29، وهي مطبعة حبر رقمية جديدة بالأشعة البنفسجية تتغذى على الورق مقاس 29 بوصة. وسيتم الكشف عنها في معرض دروبا 2024 (28 مايو - 7 يونيو 2024). تعمل مطبعة J-throne 29 الجديدة على توسيع ملف الطباعة الرقمية

## كوموري تسلط الضوء على مشاركتها في معرض دروبا في اليوم المفتوح بمقرها في أوروبا

كفاءة واستدامة وربحية عمليات الطباعة. وأشار الجبالي قائلاً: "إن العديد من شركات الطباعة حريصة على هذه الحلول، وقد أظهرت العروض التوضيحية في اليوم المفتوح كيف تقود كوموري الطريق". كما أعلنت كوموري أنها ستعرض في دروبا التي طباعة أوفست من الجيل الجديد مماثلة للتي قدمتها في اليوم المفتوح، بالإضافة إلى طابعها الرقمية الجديدة كلياً 29 J-throne التي يتوقع أن تكون الأسرع والأعلى كفاءة ومردودية في هذا المجال، و سيكون زائروا جناح كوموري في معرض دروبا (قاعة عدد 15، جناح عدد E02) على موعد مع كل هذه الابتكارات. كما تضمن اليوم المفتوح مناقشات مع المتخصصين والشركاء، بما في ذلك حلقة نقاش حول رؤى صناعة التعبئة والتغليف والاتجاهات وأفضل الممارسات. كما كانت المقابلة مع سايبين جيلديرمان، مديرة دروبا وPortfolio Print Technologies في ميسبي دوسلدورف، من أبرز الأحداث. ومن الجدير بالذكر أن شركة MBO (عضو بمجموعة كوموري) وشركاء آخرين مثل كوداك، وتكنوترانس، وGEW، وتريسو، وبولدين، وايكس العالمية، وEltosch وGrafix قد شاركوا في اليوم المفتوح، مما أثار الحدث بخبراتهم وحلولهم.

الذي يتميز بطباعة عالية الجودة مكونة من سبعة ألوان وطبقتي فارنيش مع عروض توضيحية لتقنية الألوان الذكية المبتكرة والمعروفة أيضاً باسم التدرج اللوني الموسع. أظهرت هذه التقنية قدرتها من خلال طباعة أشغال متعددة بنجاح تتضمن العديد من ألوان باتنوت باستخدام سبعة ألوان معالجة فقط، مما يحقق جودة استثنائية وثباتاً للألوان. من جهة الطباعة التجارية، تم تسليط الضوء على GL-837P، وهي ماكينة طباعة بثمانية ألوان مصممة للطباعة الآلية بالكامل باستخدام تقنية الطيار الآلي Autopilot من كوموري، مما يميزها كواحدة من أكثر الآلات كفاءة لطباعة الكميات الصغيرة وأكثرها ملاءمة لقطاع الطباعة من الويب. كما كان اليوم المفتوح بمثابة منصة لتقديم الجيل الجديد من مطابع الأوفست من كوموري، وهي سلسلة EX، تحت شعار "التحول البيئي". وصُممت هذه الطابعات لتكون أكثر كفاءة وتستهلك طاقة أقل وتولد نفايات أقل مما يشير إلى التزام كوموري بالاستدامة. أكد معز الجبالي، مدير المبيعات الإقليمية في كوموري، على أهمية هذا الحدث في عرض تقنيات كوموري المتطورة التي تعزز



خلال اليوم المفتوح الذي عُقد مؤخراً في مركزها الأوروبي في أوتريخت، كشفت شركة كوموري عن خطط مثيرة لمشاركتها في معرض دروبا التجاري القادم، المقرر عقده في الفترة من 28 مايو إلى 7 يونيو في ميسبي دوسلدورف، ألمانيا. قدم هذا الحدث، الذي حضره حوالي 300 متخصصاً في هذا المجال، نصفهم يمثلون شركات الطباعة، لمحة عن مستقبل تكنولوجيا الطباعة. كان اليوم مليئاً بالعروض التقديمية التثقيفية والعروض الحية التي تناولت احتياجات الطباعة التجارية والتعبئة والتغليف. في قطاع التعبئة والتغليف، سلطت كوموري الضوء على طرازها الرائد

## نمو ضخّم لمشروع عالم الورق والهدايا ونمط الحياة في الشرق الأوسط



سيعود معرض عالم الورق في الشرق الأوسط ومعرض عالم الهدايا ونمط الحياة في الشرق الأوسط في نسخته الأكبر على الإطلاق. ومن المتوقع أن تجتذب الفعاليات، التي تقام في نفس الموقع في الفترة من 12 إلى 14 نوفمبر 2024 في مركز دبي التجاري العالمي، أكثر من 10,000 زائرًا من أكثر من 100 دولة زائرة.

وستستضيف الفعاليات المزدوجة، المنظمة من قبل ميسي فرانكفورت، أكثر من 450 عارضًا، وتشير حاليًا إلى مسار نمو قوي بعد الحضور القياسي في عام 2023.

يُعد معرض عالم الورق أكبر حدث تجاري دولي للورق والأدوات المكتبية والفنون والحرف اليدوية ومعدات المكاتب والأدوات المدرسية. سيشارك المُصنعون والتجار والموزعين وتجار التجزئة من أكثر من 100 دولة، مما يوفر للزوار فرصة لاكتشاف أحدث المنتجات ومعرفة كيفية تقدم الصناعة للأمام.

### ورش العمل الفنية

ستعود ورش العمل الفنية ذات الشعبية الكبيرة إلى معرض عالم الورق في الشرق الأوسط، وسترحب بالفنانين وأعضاء التدريس في مدرسة الفنون والمتحمسين لاستكشاف مجموعة متنوعة من المهارات الابتكارية. سيتم استضافة الجلسات من قبل فنانين مشهورين وأصحاب المعارض والمعلمين والمتخصصين في العلامات التجارية وأساتذة الجامعات حول مجموعة من التخصصات الفنية بدايةً من الفن الرقمي والعلاج الفني إلى التجريد.

### استدامة المشروع

وقد حظت المنتجات المستدامة أهمية قصوى في عالم المستهلك اليوم، خاصةً وأن الأفراد والشركات في جميع أنحاء العالم يحاولون تقليل تأثيرها البيئي. ولمعالجة هذا القلق المتزايد، تم تقديم المنطقة الخاصة باستدامة المشروع لتكون بمثابة منصة للعارضين لعرض مجموعة منتجاتهم الصديقة للبيئة، مع معلومات مفصلة حول مؤهلاتهم البيئية. من خلال تعزيز فهم أوسع لأهمية اعتماد ممارسات صديقة للبيئة، ستتاح للحاضرين الفرصة لاستكشاف مجموعة واسعة من العروض - من الأدوات المكتبية المُعاد تدويرها إلى الموفرة للطاقة - التي تتسق مع قيمهم وأهدافهم بشأن الاستدامة.

### جوائز معرض عالم الورق في الشرق الأوسط

والآن في عامها الثاني، ستقام جوائز عالم الورق في الشرق الأوسط 2024 وسط أجواء من الترقب والاحتفال، خاصةً مع

دخولًا في العام الرابع، يكمل معرض الهدايا ونمط الحياة في الشرق الأوسط معرض عالم الورق في نفس الموقع صورة معرض عالم الورق في الشرق الأوسط، ويغطي سلسلة كاملة من المنتجات مثل هدايا الشركات والهدايا العصرية، والهدايا التذكارية والتماثيل الصغيرة، وديكورات وإكسسوارات الطاولة الأنيقة، والسلع الجلدية، ومنتجات الأطفال والرضع المتقنة بعناية. وسيعرض الفنانون والموردون والمصنعون من أكثر من 60 دولة، بما فيهم اليونان والهند وإيطاليا وجنوب إفريقيا وإسبانيا وتركيا، منتجاتهم المتميزة على مدار ثلاث أيام.

الكرافت والتغليف: الكشف عن حدود جديدة في التنمية المستدامة في نسخته الثالثة عشر، من المقرر أن يعيد معرض عالم الورق في الشرق الأوسط تعريف صناعة الورق والأدوات المكتبية من خلال تقديم قسم مخصص للكرافت والتغليف. كأبرز منصة للورق في الشرق الأوسط وإفريقيا، تعكس هذه الخطوة التزام الحدث بمعالجة الطلب المتزايد على المواد المستدامة. تستعد صناعة اللب والورق في الشرق الأوسط وإفريقيا لنمو قوي، حيث من المتوقع أن يصل حجم السوق إلى 16.24 مليار دولار في عام 2023 إلى 19.32 مليار دولار في عام 2028 بمعدل نمو سنوي مركب قدره 3.54%.

يهدف قسم الابتكار إلى توفير منصة شاملة للعبين في الصناعة لعرض واستكشاف أحدث التطورات، وتعزيز التعاون والمناقشات حول الاستدامة البيئية والابتكارات التكنولوجية.

منتدى The Hub

اختتام الجوائز الافتتاحية في عام 2023 بنجاح مدوي. تعتبر الجوائز بمثابة منصة لتكريم وتكريم الإنجازات المتميزة والابتكار والتفوق في مجال الأدوات المكتبية ومعدات المكاتب والمنتجات المتعلقة بالورق. تشمل فئات الجوائز "أفضل منتج أدوات مكتبية للعام"، و"أفضل منتج صديق للبيئة لهذا العام"، و"جائزة الإنجاز مدى الحياة" وغيرها. تشمل ميزات المعرض الأخرى أداة "التوفيق بين الأعمال" التي تساعد على تسريع التواصل قبل العرض، و"Club" المصمم حصريًا لكبار المشترين وصناع القرار الرئيسيين في صناعة الورق مع مزايا مجانية في المعرض، بما في ذلك فرصة تعزيز الاتصالات الهادفة بين المشترين الرئيسيين والعارضين.

"يوفر معرض عالم الورق في الشرق الأوسط ومعرض نمط الحياة في الشرق الأوسط بوابة إلى أسواق الشرق الأوسط وإفريقيا، ونتيجة لذلك، فإننا نشهد حضورًا دوليًا متزايدًا كل عام. وهناك تأثر مثالي بين الحدثين، وهو أحد العوامل الرئيسية التي تساهم في نمو العروض على أساس سنوي"، يقول مدير العرض سيد علي أكبر.

للمزيد من المعلومات، قم بتسجيل الدخول إلى [www.paperworldme.com](http://www.paperworldme.com)



## الشمراي السعودية تعزز قدراتها باستخدام VISION CI من بوبست

VISION CI من بوبست بالمطلوب بالتأكد. تتميز الماكينة بمحامل فتح وإغلاق أوتوماتيكية، إلى جانب نظام التحميل المسبق. سهولة الاستخدام تعني أننا يمكننا الوصول إلى بدء تشغيل الجهاز بسرعة كبيرة للغاية، وسهولة الوصول إلى جميع أسطح الطباعة، والصيانة البسيطة.

”منذ تركيب الماكينة، شهدنا بالفعل فوائد واضحة جدًا لأعمالنا. مع التدريب المُقدم من الفريق الفني من بوبست، يعمل موظفونا بشكل جيد مع الجهاز الجديد. لقد شهدت قدرتنا الإنتاجية زيادة كبيرة، ونتيجةً لذلك، أصبحنا قادرين على قبول المزيد من الوظائف وزيادة مبيعات أعمالنا. إضافة إلى ذلك، تمكنا أيضًا من جذب عملاء جدد لأننا نستطيع تلبية متطلبات السوق الجديدة والأكثر تعقيدًا. يمنحنا الاستثمار مزيدًا من الاستقرار والقوة مع تطورنا لتلبية احتياجات السوق المتزايدة“، أوضح الشمراي.

تطلعًا إلى المستقبل، تهدف شركة الشمراي إلى تحقيق نمو متوازن يتماشى مع برنامج رؤية السعودية 2030، والذي يهدف إلى زيادة التنوع الاقتصادي والاجتماعي والثقافي في المنطقة. تشهد أعمالنا التجارية على ميزة VISION CI من بوبست لكونها أمرًا حيويًا لفتح هذا النمو.

بفضل تصميم وجوده الطباعة الفائقة وقدرات التجفيف عالية الكفاءة والتشغيل السهل، يوفر مكبس الطباعة الفلكسو VISION CI من بوبست ثقة وأداء لا مثيل لهما. إن ميزاتنا المبتكرة والأتمتة المتقدمة تجعلها لا غنى عنها لشركات مثل الشمراي، مما يمكنها من تلبية متطلبات العملاء المتغيرة وتقليل النفايات وتعزيز الإنتاجية في عملياتها.

الاستقرار والأداء الذي تجلبه إلى سير عمل الإنتاج لدينا، وعندما حان الوقت لإضافة آلة جديدة إلى مجموعتنا، تأكدنا أن بوبست هي الشريك المناسب لذلك. تتمتع بوبست بسمعة طيبة في الصناعة، وجودة منتجاتها تدعم ذلك. ”كالعديد من محولي التعبئة والتغليف حول العالم، نحن حريصون على توسيع قدرتنا وتقصير الأوقات الزمنية، دون المساس بالجودة لعملائنا. إن سوق التعبئة والتغليف تنافسي للغاية، ويجب علينا أن نتفوق على المنافس. لهذا ما تقدمه بوبست لأعمالنا، لذا كانت ماكينة الطباعة الفلكسو VISION CI هي الخيار المثالي.“

ماكينة الطباعة الفلكسو VISION CI من بوبست حل متطور مصمم لتقديم كفاءة وأداء لا مثيل لهما عبر جميع أطوال إنتاج الفلكسو، على مجموعة واسعة من الركائز. بسبب شهرتها المعروفة بقيمة الأداء والسعر الأفضل في فئتها، تعد الطباعة خيارًا مثاليًا للمحولين الذين يبحثون عن أداة إنتاج فلكسو قوية وموثوقة وفعالة من حيث التكلفة.

جعل الماكينة متعددة الاستخدامات كمحولات التعبئة الحالية، يعد مكبس الطباعة VISION CI مفهومًا معياريًا للغاية يتيح التثبيت والبدء السريعين، مما يجعلها خيارًا مثاليًا للشركات التي تتطلع إلى تبسيط عمليات إنتاج التعبئة الخاصة بها.

”في شركة الشمراي، نعمل على مدار 24 ساعة عبر خمسة أقسام مختلفة، لذلك هناك الكثير من الأجزاء المتحركة التي يجب مراعاتها عند قيامنا بالاستثمار. لدينا هنا محرمان رئيسيان: أردنا كلاً من تحديث إنتاجنا بأحدث تقنيات طباعة الفلكسو وزيادة قدرتنا على إنتاج المزيد في وقت أقل. من الواضح أن الأتمتة المحسنة أمرًا أساسيًا، وتقوم ماكينة



استثمرت شركة علي محمد الشمراي للصناعة (الشمراي) ومقرها الرياض، وهي إحدى الشركات الرائدة في إنتاج مواد التعبئة المرنة القائمة على البولي إيثيلين (PE) للسوق السعودي، في مكبس الطباعة الفلكسو VISION CI الجديد من بوبست لتحديث وزيادة قدراتها الإنتاجية.

وقد تأسست الشركة عام 1994، ونمت أعمالها من خلال استثمارات تزيد عن 120 مليون ريال سعودي. تضم منشأتها، التي تبلغ مساحتها 25000 متر مربع، حوالي 28 خط إنتاج متكامل من معدات الأفلام والطباعة والقطع والمعالجة، بالإضافة إلى توريد عبوات البولي إيثيلين (PE) لسوق المواد الغذائية، تقوم شركة الشمراي بالطباعة على جميع منتجات البولي إيثيلين والبولي بروبيلين (PP) والصفائح والبولي بروبيلين ثنائي المحور (BOPP) والبولي بروبيلين المصبوب (CPP).

يوضح علي محمد الشمراي، المدير العام لشركة الشمراي، القوى الدافعة وراء الاستثمار الأخير للشركة، قائلاً: ”في عام 2019، قمنا بشراء أول ماكينة من بوبست، وهي مكبس الطباعة الفلكسو EXPERT CI. والآن بعد أن شاهدنا





## سباركلو تقود مستقبل إعادة التدوير والاستدامة في الإمارات العربية المتحدة



مستخدماً إلى تطبيق سباركلو في دولة الإمارات العربية المتحدة وحدها، مما يجعله تطبيق الاستدامة الأكثر شعبية في المنطقة. تجمع سباركلو، يوميًا، ما يزيد عن 1,25,000 زجاجة وعلبة لإعادة التدوير، وهو ما يعادل جمع 1.5 زجاجة في الثانية وما يقرب من 2% من إجمالي الاستهلاك في الدولة، مما يعزز مكانتها كقوة رائدة في مجال الإشراف البيئي في الإمارات العربية المتحدة.

الذي حققته سباركلو في الإمارات العربية المتحدة منذ إنطلاقها، صرح مكسيم كابليفيتش، المؤسس والمدير التنفيذي لشركة سباركلو. "تدل نتائجنا في الإمارات العربية المتحدة أن نهجنا فعال - فمن خلال تحفيز الناس على إعادة التدوير من خلال برنامج المكافآت الخاص بنا، فإننا نعالج السبب الجذري للتلوث البلاستيكي العالمي من خلال تغيير أنماط حياة الناس. عندما يبدأ الأفراد في جمع الزجاجات من أجل إعادة التدوير وتبادل المكافآت، يصبحون أكثر وعيًا بشأن التخلص من النفايات، مما يؤدي إلى انخفاض ملحوظ في التلوث البلاستيكي. لم يكن لهذا الإنجاز أن يتحقق لولا تعاون شركائنا الموقرين. معًا، نحن فخورون بالنتائج التي تم تحقيقها، مما يؤكد التزامنا بدعم مبادرات الاستدامة المحلية والمساهمة في مستقبل أنظف وأكثر اخضرارًا للإمارات العربية المتحدة. منذ إنطلاقها، شهدت شركة سباركلو نمواً هائلاً، حيث انضم أكثر من 1,10,000

حققت شركة سباركلو، الرائدة عالميًا في مجال حلول التكنولوجيا النظيفة المعتمدة على الذكاء الاصطناعي، ومقرها دبي، إنجازاً هاماً في مهمتها لإحداث ثورة في إعادة التدوير وتعزيز الاستدامة في الإمارات العربية المتحدة. منذ إنطلاقها قبل ما يزيد قليلاً عن عام، قامت سباركلو بتثبيت 170 آلة بيع عكسي من سباركلومات (RVMs) في جميع أنحاء الإمارات العربية المتحدة، بالتعاون مع قادة في مختلف الصناعات مثل أكور وكارفور وبلدية دبي. تمكنوا، معًا، من جمع 14.5 مليون زجاجة بلاستيكية وعلب ألومنيوم، وهو ما يعادل توفير أكثر من 2100 طن من انبعاثات ثاني أكسيد الكربون.

كانت إحدى شراكات سباركلو البارزة مع بلدية دبي، بما يتماشى مع مبادرات الاستدامة في المدينة. يعزز هذا التعاون التزام دبي بالمسؤولية البيئية، بما في ذلك الجهود المبذولة لإعادة تدوير 3 ملايين من مواد التغليف البلاستيكية. "يسعدنا أن نعلن عن التأثير الملحوظ

## كانون تنضم إلى مجلس سيدات أعمال دبي في الطباعة والتصوير



فيكاتاسوبرامانيان هاريهاران المدير العام لكانون الشرق الأوسط وتركيا. "نحن سعداء للتعاون مع كانون في هذه الحملة التي ستغير قواعد اللعبة، والتي تسلط الضوء على التزامنا المشترك بتمكين المرأة في أقسام الطباعة والتصوير"، أضافت نادين (حليبي) دي فرانشيسكا، رئيسة تطوير الأعمال والعمليات في مجلس سيدات أعمال دبي.

تمت استضافة ورشة العمل من قبل Art Plus | Community, Gallery & Printing، وهو معرض فني حديث ومجتمع للفنانين الجدد والمخضرمين.

مع مجلس سيدات أعمال دبي (DBWC)، وهي منصة رائدة في الإمارات العربية المتحدة للتطوير الشخصي والمهني لسيدات الأعمال. تهدف المبادرة إلى رفع ودعم السيدات في صناعتي الطباعة والتصوير من خلال الندوات عبر الإنترنت، وفرص الإرشاد، وفعاليات التواصل. "تجسد مبادرة "Women Who Empower" التزام كانون الثابت بالتنوع والشمولية وتمكين المرأة. نحن نؤمن أنه عن طريق منح المرأة المصادر الضرورية والتدريب والدعم، يمكننا قيادة التغيير الإيجابي وإطلاق العنان لإمكاناتهم الكاملة في هذه الصناعات الديناميكية"، علق

اتساقاً مع القيم الأساسية للشركة المتمثلة في النهج الذي يركز على الإنسان، قدمت كانون أول وحدة لسلسلة ورش العمل "Women who Empower" تحت قيادة أيمن علي، مدير التسويق بكانون أوروبا والشرق الأوسط وإفريقيا. وتعمق المشاركون في العالم المعقد لسير عمل طباعة الصور الفوتوغرافية، مع استكشافهم الاتجاهات الناشئة ورؤى السوق من خلال عرض توضيحي حصري يوضح مختلف حلول الطباعة ووسائط الطباعة.

يتضمن البرنامج ثلاثة وحدات، هي: الطباعة والتصوير وصناعة المحتوى، ولكل منهم محاضرتين نظريتين ومحاضرتين عمليتين. تتضمن الصفوف النظرية التأسيسية والتعليمات الفنية وشهر من التدريب على معدات كانون تحت الإشراف في المجال المختار. إلى جانب علي الذي يقود وحدة الطباعة، سيقود مصور الحركة الشهير وسفير كانون جورج فيراري منهج التصوير الفوتوغرافي، بينما ستقدم المخرجة والمنتجة التنفيذية الإماراتية نهلة الفهد تدريباً مكثفاً في صناعة المحتوى. إن ورش العمل التفاعلية جزء من حملة كانون 'Women Who Empower' بالتعاون



مجلة شهرية شاملة مختصة في عالم  
الطباعة في الشرق الأوسط

المجلد رقم ٢٥ / العدد رقم ١٩٥ / لشهر مايو-يونيو عام ٢٠٢٤

## ملاحظة المحرر

### مجلة ME Printer تتجه إلى دروبا ٢٠٢٤ كشريك إعلامي في الشرق الأوسط

ستستضيف دوسيلدورف دروبا ٢٠٢٤، وهو أهم حدث في صناعة الطباعة ورسوم الجرافيك. وقد أصبح هذا الحدث محط جذب إعلام الطباعة العالمي الذي يحرص على التعمق في سلسلة من الأنشطة المثيرة التي ستقام على مدار إحدى عشرة يوماً (في الفترة من ٢٨ مايو إلى ٧ يونيو ٢٠٢٤).

دروبا ٢٠٢٤

سيقدم 1625 عارضاً من ٥٢ دولة مجموعة كاملة من التقنيات المبتكرة والحلول والاتجاهات الحالية والأفكار الحكيمة التي تؤثر على الصناعة في الوقت الحالي وستؤثر في المستقبل. بدءاً من اللاعبين العالميين الرئيسيين وحتى الوافدين الجدد والشركات الناشئة الطموحة، فإن قائمة العارضين المسجلين تكاد تكون من الشخصيات البارزة في صناعة الطباعة ورسوم الجرافيك.

ينصب تركيز معرض دروبا ٢٠٢٤ على موضوعين، هما: الرقمنة والاستدامة. يوضح دروبا الحقائق المهمة بشأن إنتاج حلول الطباعة والتعبئة والاتجاهات المتطورة داخل القطاع لتحقيق هدف الاقتصاد الدائري. في الوقت ذاته، سيقدم الحدث أيضاً أفضل التقنيات عبر سلسلة القيمة المضافة بأكملها في الصناعة، مع التركيز بشكل خاص على التقنيات المستقبلية متعددة القطاعات.

وقد تم تنظيم خمسة منتديات خاصة في معرض دروبا ٢٠٢٤ كمساعدات مهمة لصنع القرار داخل الصناعة، مع التركيز على الموضوعات التي تهم مستقبل المجموعات المستهدفة. كما أنهم يقوموا بتقديم قوة دافعة وعرض أفضل الممارسات التي لا تستطيع الصناعة العمل بدونها.

#### مجلة ME Printer تنضم إلى الإعلام العالمي

يسعدنا الإعلان عن انضمام ME Printer إلى وسائل الإعلام العالمية المتجهة إلى ألمانيا كشريك إعلامي في الشرق الأوسط. سيتولى الصحفي المتمرس وخبير الصناعة أليكس جهانباني (رئيس التحرير) والخبير الاستراتيجي للمبيعات بربولا تشاندران (مدير مبيعات الوسائط الرقمية) قيادة فريق ME Printer المكون من شخصين إلى معرض دروبا. كما سيوفر تغطية مباشرة لأحدث التقنيات المعروضة وسيتناول مقابلات مع رواد الصناعة والموضوعات الشائعة في المنتديات الخاصة، والكثير من الموضوعات.

مع أكثر من ٣٠ عاماً من الخبرة، لا تزال إصداراتنا المطبوعة والإلكترونية تقدم أحدث الأخبار والآراء وتحليلات الخبراء الموثوقة حول الطباعة والتغليف والصناعات ذات الصلة. تقوم مجلة ME Printer بالنشر من دبي.

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يركز هذا العدد على معرض دروبا، أكبر حدث يخص الطباعة في العالم. وقد قمنا بتغطية مؤتمر ما قبل دروبا الإعلامي بالإضافة إلى جميع الإعلانات الرئيسية التي تتعلق بمعرض دروبا ٢٠٢٤. لذا استمتعوا وترقبوا المزيد من التغطيات.

## الأخبار



كانون تنضم إلى مجلس سيدات أعمال دبي في الطباعة والتصوير ٥٠

سباركلو تقود مستقبل إعادة التدوير والاستدامة في الإمارات العربية المتحدة ٥٠

من بويست VISION CI الشمراني السعودية تعزز قدراتها باستخدام ٤٩

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الجديدة من كوموري في دروبا ٢٠٢٤ J-throne ظهور مطابع ٢٩ ٤٧

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شركة ePS تقدم أحدث تكنولوجيا الطباعة والتغليف في المعرض السعودي للطباعة والتغليف بمعرض دروبا ٤٤

كانون تستعرض "قوة الحركة" في دروبا ٢٠٢٤ ٤٣



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تأثير الرقمنة والاستدامة على صناعة الطباعة والورق ٤١



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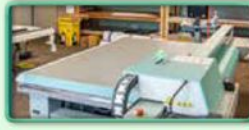
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