Press Release

# Successful market launch – Koenig & Bauer continues its CorruCUT sales campaign

Koenig & Bauer strategy is paying off

• High degree of automation

• More new features for the machines

Würzburg, 27.07.2021
Koenig & Bauer has successfully marketed five machines of the CorruCUT series to high-profile users in the corrugated board sector. Following the successful completion of acceptance tests on the beta machines already installed in the market, several more companies are opting to invest in the high-performance CorruCUT.

Stefan Segger, sales director at Koenig & Bauer Digital & Webfed: “We are confident that we are on the right path – and the lifting of the travel restrictions associated with the COVID-19 pandemic means that we can resume live presentations of the machines to our customers. The future investments by our customers are the reward for the very good work done over the past years.” The focus on growth markets such as conventional and digital packaging printing is inherent to Koenig & Bauer’s successful strategy. The new machines are scheduled to commence production next year.

**New features generate positive feedback**
Koenig & Bauer has continued further development of both the high board line rotary die-cutter CorruCUT and the flexo post-printing press CorruFLEX, incorporating a broad spectrum of new technical features. The new highlights added to the die-cutter, for example, have generated a great deal of positive feedback from the corrugated board industry. “Our philosophy is, firstly, to understand the precise needs of our customers, and then to scrutinise every action we take in order to determine what we can do even better,” says Christoph Müller, member of the management board of Koenig & Bauer. The combination of high print quality, absolute precision and high production outputs represents a real leap forward in printing technologies for the packaging sector. Other unique features of the CorruCUT include a vacuum-belt feeder without feed rollers, a novel anilox roller changing system and the top vacuum stacker.

#### Photo 1:Successful market launch – Koenig & Bauer continues its CorruCUT sales campaign

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#### About Koenig & Bauer

Koenig & Bauer is the oldest printing press manufacturer in the world with the broadest product range in the industry. For more than 200 years, the company has been supporting printers with innovative technology, tailor-made processes and a wide array of services. The portfolio ranges from banknotes, board, film, metal and glass packaging, and includes book, display, coding, decor, magazine, advertising and newspaper printing. Sheetfed and webfed offset and flexo printing, waterless offset, intaglio, simultaneous perfecting and screen printing or digital inkjet – Koenig & Bauer is at home in virtually all printing processes and is the market leader in many of them. In the financial year 2020, the approximately 5,593 highly qualified employees worldwide generated annual sales of €1.029 billion.

Further information can be found at www.koenig-bauer.com