



Additional information is generated by scanning the imprint using the Layar App



Print and online intelligently combined

Augmented Reality on the KBA stand

The over 400m² of laminate flooring laid on the KBA stand at this year's Drupa were printed on a KBA RotaJET 168 by Interprint in Arnsberg. The imprint "Printed on a KBA RotaJET at Interprint" on the laminate is a so-called AR code. It offers visitors the chance to find out more about the RotaJET at Interprint. AR stands for Augmented Reality, the connection between the real (print) and virtual world. This can be done via the free Layar App, for example. No extra QR code is needed as the text or image

is the actual code. AR lets you define a lot more than just a link on a website. YouTube videos, "Call to Action" buttons, email or direct telephone connections can also be added.

Cross-media networking can be implemented extremely well with the KBA RotaJET. Product images, for example, can be defined according to a target group and enriched with additional AR information. The flyers for the KBA RotaJET L and VL-Series also link print and online intelligently.

The over 400m² of laminate flooring laid on the KBA stand was printed on the KBA RotaJET 168 by Interprint in Arnsberg



Coni Wolf of York Container in York, PA, is extremely satisfied with her KBA Corrugraph delivered shortly after the millennium. She is pleased that KBA is re-entering the sheetfed flexo corrugated market with a new Corrugraph generation – shown here as a model

New-generation Corrugraph “Made in Germany”

KBA’s return to sheetfed flexo for corrugated

The focus on growth markets, such as conventional and digital packaging printing, is part of KBA’s successful strategy. With this in mind, KBA announced its return to the sheetfed flexo market for corrugated at Drupa. CEO and president Claus Bolza-Schünemann: “We were active in this market around 10 years ago with KBA Corrugraph flexo press built at our U.S. plant. Users of the first Corrugraph series are extremely satisfied with their presses and we have the know-how for a cutting-edge ver-

sion of our sheetfed flexo press. It is expected to be built at KBA’s headquarters in Würzburg.”

Even more highly automated for fast job change the new KBA Corrugraph features an integrated rotary die-cutter. It is engineered for a maximum sheet format of 152 x 340cm and a maximum print speed of 12,000sph. It can handle substrate thicknesses from 1 to 10mm. What is more, KBA is working with HP on the development and production of the HP

T1100S inkjet web press with a web width of 2.8m. HP has already ordered 5 of these presses.

Packaging market growing faster than world’s population

With a growth rate of +4% p.a. the global packaging market is growing faster than the world’s population. Flexible packaging (+4.4%), corrugated (+4.3%), board (+4.2%), rigid plastics (+3.8%), glass (+3.3%) and metal (+2.5%) are growing the fastest. KBA companies are active in all of these areas, and are even the leader in some.



KBA Rapida 106 for Statim in France

Flexible for thick board and thin labels



Statim, a young packaging and label printer in Périers, northern France, ordered a seven-colour Rapida 106 with coater and delivery extension at Drupa. The dynamic company has been on the market for seven years and was looking for a press that could process both rigid cardboard and lightweight label paper at high speeds. KBA-Sheetfed had the solution.

At the Rapida 106 on the Drupa stand: (l-r) Michel Faust, KBA France, Cédric Ladroué, president of Statim, printer Pierre Pitrey, Christophe Pitrey, technical director at the company, and Sylvain Bacquaert, KBA-France

The new Rapida 106 will be delivered in October. It is raised, produces at speeds of up to 20,000sph and features nonstop automatic facilities and logistics at the delivery. It includes ErgoTronic ColorControl for quality control and the inline system QualiTronic ColorControl. Thanks to inline quality control the press produces saleable products fast. It will replace a Japanese press.



(L-r) Kevin Creechan, managing director of J Thomson, Craig Bretherton and Chris Scully, both KBA (UK), at the Rapida 106 on the KBA stand

Two Rapida 106 for J Thomson Colour Printers

LED-UV and perfecting for Glasgow



Glasgow-based J Thomson Colour Printers has switched press suppliers to KBA in a two-press deal signed at Drupa. The contract is for a six-colour Rapida 106 plus coater with LED UV and a conventional ten-colour Rapida 106 perfecter for 5/5 printing.

As one of the leading commercial printers in the UK, J Thomson provides high-quality brochures, magazines and many other kinds of printed literature to financial, educational and arts institutions, alongside gov-

ernment bodies and design agencies. The £12.5 million (Euro 16m) turnover, 125 employee business was established in 1953 as a packaging printer.

The ten-colour Rapida 106 is fully loaded with KBA's unique automation technologies which will reduce waste and makeready times, and take productivity to new levels. These include DriveTronic SPC and DriveTronic SIS sidelay-free infeed. However, it is the six-colour press that is really something special. This high-end press will be the first LED-UV Rapida 106 in the UK.

J Thomson's managing director Kevin Creechan: "The tests at Radebeul ran particularly well. Alongside the technological aspects, KBA's clear understanding of LED-UV technology won us over."