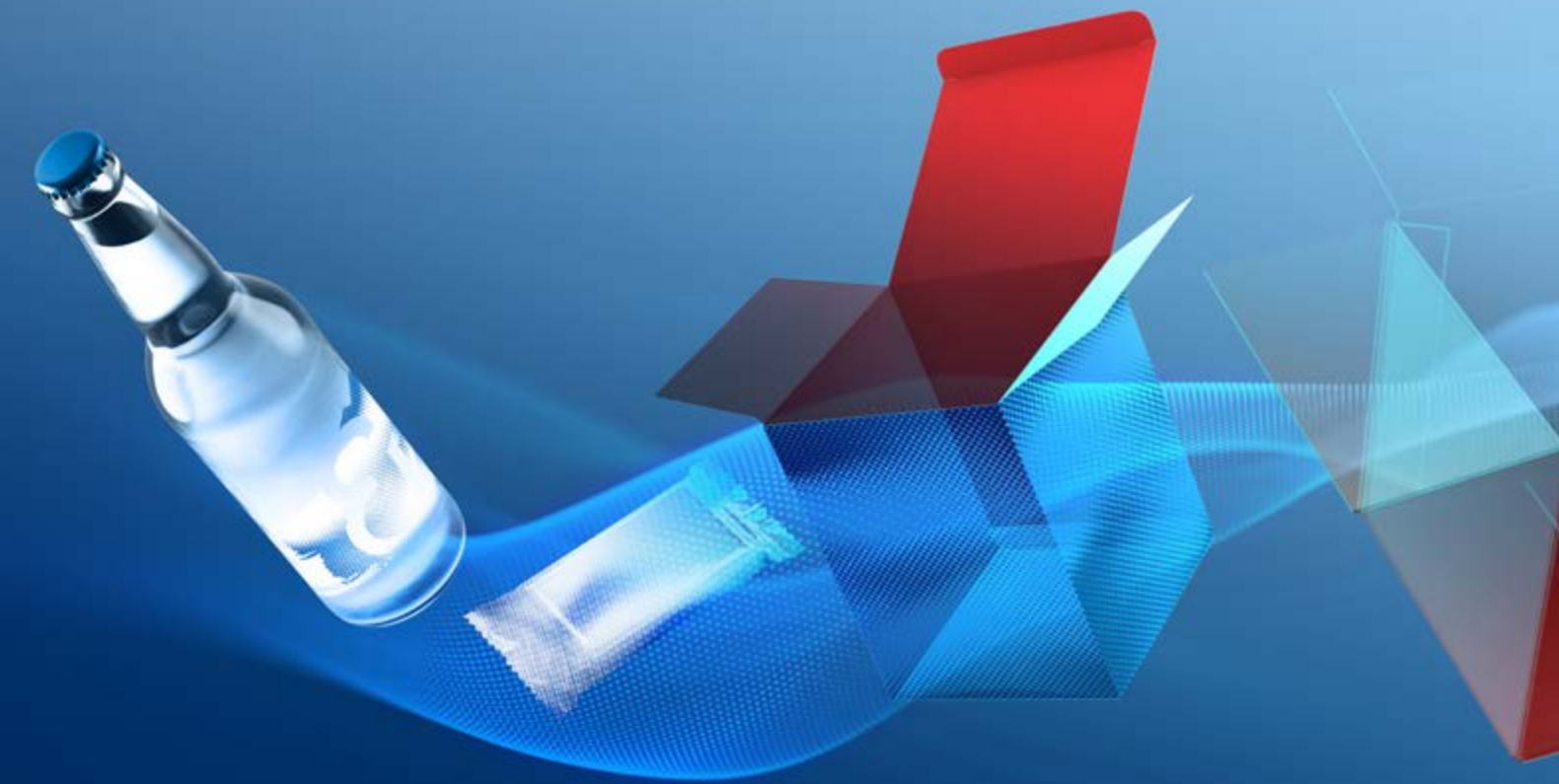


KOENIG & BAUER



Exceeding Print

we're on it.

## Who Is Koenig & Bauer?

A traditional manufacturer. An established institution. An agile technology group. A reliable partner. An attractive employer. And much more besides.

Koenig & Bauer supplies machines and software solutions covering the entire printing, finishing and conversion process, with a particular focus on packaging. Our machines are capable of printing on practically all substrates – for products ranging from daily newspapers to banknotes, hollow containers and metal tins, and through to cardboard boxes. With a history extending back more than 200 years, Koenig & Bauer is the oldest and most experienced printing press manufacturer in the world and is today at home in virtually all printing processes.

Our technologies and machines are not only unbelievably versatile, but also increasingly environment-friendly and resource-efficient to operate. One core aspect of all engineering efforts, and likewise of the overall corporate culture at Koenig & Bauer, is sustainability. As a company with global operations, we are aware of our responsibility towards society, and contribute actively to ensuring that the world of tomorrow remains as impressive as we know it today.



  
ca. **€1.3 bn**  
in group turnover

  
ca. **5,700**  
employees  
worldwide

  
**> 200**  
sales and service  
locations

  
**11**  
manufacturing  
locations

# We Write History

Over the course of more than 200 years, Koenig & Bauer has experienced and helped to shape many notable occasions. Some quite small, others truly monumental. Some part of everyday life, others decisive events: the banknote with which you paid for something yourself for the first time; the newspaper in which you read about German unification; the laminate flooring that you laid in excited anticipation in the new nursery. Koenig & Bauer is part of all those memories, and ensures that our lives are easier, more pleasant and more colourful.

**1817**

Friedrich Koenig and Andreas Bauer establish Schnellpressenfabrik Koenig & Bauer in a secularised monastery in Oberzell near Würzburg. Over the following decades and centuries, the company achieves considerable success with its high product quality and countless innovations. The entry into webfed press manufacture later lays the foundations for today's Koenig & Bauer Digital & Webfed.

**1876**

Founding of Druckmaschinenfabrik Mailänder, whose innovations and technologies are instrumental in the development of metal decorating and culminate in **2006** with its acquisition by Koenig & Bauer subsidiary Bauer + Kunzi to form Koenig & Bauer MetalPrint.

**1920**

Koenig & Bauer operates as a public limited company (AG) for the first time.

**1940**

Founding of die-cutter manufacturer Iberica. The company is integrated into Koenig & Bauer AG as a wholly owned subsidiary in **2016**, expanding the machine portfolio to include medium- and large-format flat-bed die-cutters for carton and corrugated board packaging.

**1955**

Founding of Kammann Maschinenbau GmbH, originally with a focus on glass packaging for medical and pharmaceutical products. The world market leader for direct decoration on glass has been a member of the Koenig & Bauer group since **2013**.

**1972**

Founding of Metronic in Veitshöchheim, with a focus on UV offset systems for electronic data carriers and on coding devices. In **2004**, Koenig & Bauer acquires a majority stake in the company, which has operated as Koenig & Bauer Coding since 2018 and makes particular advances as a supplier of digital solutions for the printing industry.

**1978**

Celmacch Group S.r.l. is established and very quickly emerges as a leading manufacturer of high-resolution flexo printing presses and rotary die-cutting machines for the processing of corrugated board. Since **2022**, the potential bundled in Koenig & Bauer Celmacch has been driving innovation and the development of a joint portfolio of machines covering all price and performance classes.

**2001**

Acquisition of De La Rue Giori S.A., which secures Koenig & Bauer's definitive market supremacy in the field of banknote printing.

**2018**

Koenig & Bauer Coding presents the AI technology "Kyana" for digital production support.

**1814**

Friedrich Koenig's cylinder printing press prints the "The Times" in London – the first newspaper in history to be printed on a steam-driven machine. In a sense, it was us that heralded the start of the media age. This pioneering spirit has characterised Koenig & Bauer ever since and continues to yield new innovations.

**1855**

Koenig & Bauer establishes a sickness benefit fund to offer its employees a safeguard against the risks of poor health.

**1898**

Dresdner Schnellpressenfabrik is established in Radebeul and earns acclaim in the 1930s with the development of its Planeta printing presses. In **1991**, the company becomes a subsidiary of Koenig & Bauer and is today – as Koenig & Bauer Sheetfed – the group's largest business unit.

**1957**

The foundation stone is laid for what would later become Graftec in Dobruška. Full acquisition of the Czech printing press manufacturer is finalised in **2005**.

**1952**

A partnership agreement on the production of security presses with the Giori Organisation in Lausanne, Switzerland, yields the Koebau-Giori-Intagliocolor, the first multicolour intaglio press for banknote printing.

**1936**

Founding of Durst AG, with an initial focus on photographic equipment. The joint venture Koenig & Bauer Durst established in **2019** paves the way for the joint development and marketing of single-pass digital printing systems for the folding carton and corrugated board industries.

**1957**

The foundation stone is laid for what would later become Graftec in Dobruška. Full acquisition of the Czech printing press manufacturer is finalised in **2005**.

**1979**

Founding of Flexotecnica S.p.A. in Italy, as a specialist for the printing of flexible packaging. In **2013**, acquisition of the company enables Koenig & Bauer to broaden its portfolio in this growing market segment.

**1989**

The company Duran is established to develop and manufacture folding and gluing machines. With acquisition of the company in **2018**, Koenig & Bauer integrates a further process step into its post-press portfolio.

**2021**

With its new strategy "Exceeding Print", Koenig & Bauer embraces the megatrends digitalisation, sustainability and modularity.

# A Strong Team



**Dr. Stephen Kimmich**  
CFO / Deputy CEO



**Christoph Müller**  
CEO Segment  
Digital & Webfed



**Dr. Andreas Pleßke**  
CEO

Even the best machine is only ever as good as the people who develop and build it. At Koenig & Bauer, precise craftsmanship, technical expertise and pioneering spirit harmonise perfectly. From the production halls to the administrative offices and the sales and service teams out in the field, our employees worldwide share a passion for a common goal: to make life more colourful, more attractive and more enjoyable with our high-end printing and packaging solutions. Our management board displays confident aplomb as it guides the Group and its diverse business units and subsidiaries along the road to corporate success, making strategic decisions that reflect the challenges for our industry, society at large and our customers.



**Ralf Sammeck**  
CDO  
CEO Segment Sheetfed



**Michael Ulverich**  
COO

# Innovation In All Segments

The name Koenig & Bauer has consistently stood for innovation and technical progress in the global printing industry. Alongside high-tech machines and equipment tailored specifically to the needs of our customers, we offer complete solutions and comprehensive – increasingly digital – services to facilitate integrated workflows. Whether we are talking about maintenance and inspections, training and consulting, or spare parts and intelligent software solutions such as “Predictive Maintenance” as tools to advance digital transformation: Koenig & Bauer is a reliable partner who understands and accompanies the full print process.

## Sheetfed

Packaging printing  
and conversion



Commercial printing



Label printing  
and finishing



## Digital & Webfed

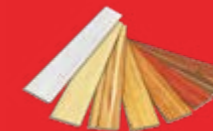
Packaging printing  
and conversion



Newspaper and commercial  
web printing



Industrial decor printing



## Special

Packaging printing



Coding and marking



Banknote and security printing



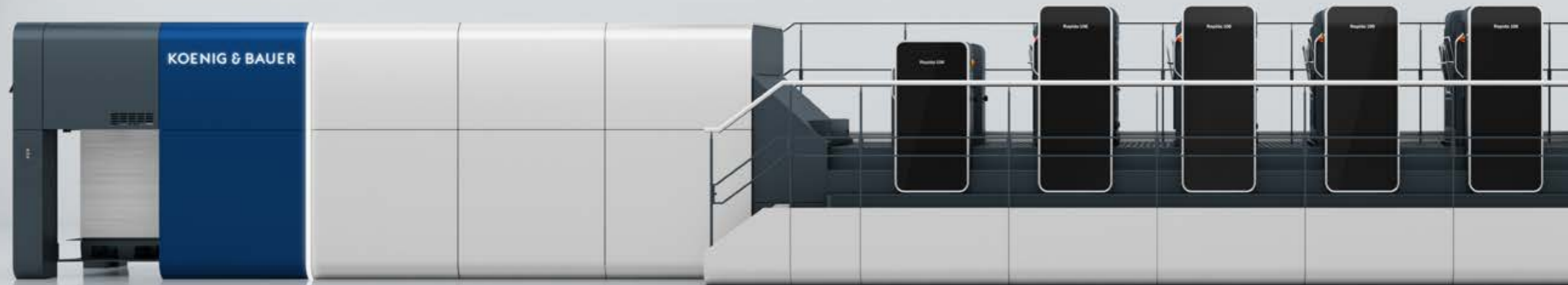
# From Europe Out Into The World



# At Your Side – On All Sides

**High-quality hardware.** As the world's only solution provider for the printing, conversion and coding of practically all types of packaging, we occupy a leading position in many areas: whether paper, corrugated board, plastics, aluminium or glass – whether flat sheets or three-dimensional containers. Our expertise and passion are your guarantees for high-quality, high-performance printing machinery. Because we know, understand and optimise the whole process – from the substrate to the final product.

At the same time, both our machines and our customers benefit from a high degree of vertical integration. Many work steps are completed directly in the Koenig & Bauer factories – from foundry castings and the manufacturing of parts, to component and final assembly and the commissioning of our machines.



Koenig & Bauer  
Digital & Webfed /  
Flexo Solutions



X-Serie



RotaJET\*



HP T1100\*



Commander



Compacta

Koenig & Bauer  
Celmacch



Chroma X Pro



ChromaCUT X Pro



Chroma Smart



Chroma High Tech



ChromaCUT High Tech



ChromaCUT Smart

Koenig & Bauer  
Sheetfed



Rapida 76



Rapida 106



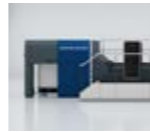
Rapida 145



Rapida 164



CutPRO Q



CutPRO X

Koenig & Bauer  
Iberica



Optima



Ipress



CutPRO Q

Koenig & Bauer  
Duran



Omega Allpro



Omega Magnus



Alius

Koenig & Bauer  
Durst



VariJET\*



SPC\*



CorruJET\*

Koenig & Bauer  
MetalPrint



Mailänder



MetalStar

Koenig & Bauer  
Kammann



K31



K23N



K15/20\*



HS300

Koenig & Bauer  
Banknote  
Solutions



SUSI evo



NotaScreen II



OptiNota H



SOI evo



SUNU evo



CutPak/CutLink

Koenig & Bauer  
Coding



AlphaJET\*



Print & Apply\*



# Smart Services And Software

We see ourselves as a supplier of complete solutions. Versatile – and increasingly digital – services designed to enable integrated workflow solutions are therefore an inherent element of our portfolio. Alongside (remote) maintenance and inspections, we offer specific training programmes for our customers' employees.

Intelligent software solutions bridge the gap between the physical printing press and the digital world. With "Predictive Maintenance", for example, it is possible to foresee upcoming maintenance needs up to 28 days in advance. This serves to avoid production downtimes and enables better planning of any necessary service visits.

Our innovative, award-winning AI technology Kyana shows how we can shape an efficient future for the print industry. From remote support and detailed performance monitoring to predictive maintenance, Kyana offers the full scope of digital production assistance.

Another important step in the direction of enhanced efficiency and sustainability was achieved with our development of an industry-specific energy management system. The collection and visualisation of digital data from all energy consumers in a company allows our customers to achieve sustainable savings of 7 to 10 per cent on average and thereby reduces business and production costs.



# Shaping The Future: Exceeding Print

To remain successful as a company over a period of more than 200 years, it is important and necessary to embrace constant further development, and to be able to respond to current events and demands. Pioneering spirit is part of Koenig & Bauer's DNA. And pioneering spirit is also what guided us when defining our strategy. A strategy that provides answers to the pressing questions of our customers and the complex dynamics of megatrends: **Exceeding Print**.

As the name suggests, this strategy goes far beyond the topic of actual printing – and that is vital. Because we are living in a time of complex change. For us, it is important to shape and manage this change actively. To be able to meet the multitude of demands expressed by our customers, we have decided to focus our strategy on the three megatrends that will have the greatest impact on our industry: digitalisation, sustainability and modularity.

One particularly tangible example of how these three megatrends affect the print industry is the field of e-commerce. The already rapid growth in online shopping has been further strengthened over the course of the COVID pandemic. It is not simply demand, but above all supply that has increased. Whether you are looking for fresh milk, medicines or a winter coat: you can order almost anything online today and have it delivered right to your doorstep. Consistent shaping of the customer journey assigns packaging a central role as a brand ambassador, with its messaging embodied in individualised print. At the same time, the demand for sustainable packaging is increasingly important.

The sum of the various challenges, alongside the resulting impact on both print production and company orientation, calls for an all-embracing strategy and targeted measures that go beyond the pure production process or printing presses. Accordingly, Exceeding Print is based not just on sustainable manufacturing and sustainable print production, but also on enhanced efficiency through digital processes and increased modularity in the product portfolio.

Exceeding Print was developed together with senior management at our company on the basis of extensive surveys and interviews conducted with both branch experts and customers. Discussions with the customers of our customers, the brand owners, also provided decisive input to our strategy for the future of the industry.



# We Are Becoming More Digital

Digitalisation – with all its opportunities and risks, its limitations and options – is becoming increasingly important in almost all areas of life. This certainly became evident with the release of AI-based tools such as ChatGPT, which gives everyone the opportunity to make use of artificial intelligence – as we did to produce the image on the cover of this annual report. We have long been focusing on how to make the transition from the analogue printing industry to the digital world. Since the start of 2022, a specially established digital unit has been exploring how we and our customers can benefit from digital, data-based solutions.

At a time when data provides a robust business model, Koenig & Bauer is using the triad of myKyana, Kyana Connect and Kyana Data to set new standards in the print and packaging industry. The market launch of these three innova-

tions is just one milestone on a comprehensive digital roadmap that aims to improve machine efficiency and the customer experience.

myKyana is the higher-level portal into which all digital solutions from Koenig & Bauer are pooled. This is where, in future, users will find everything they need to ensure smooth operation of their machines – from service tickets to the management of software subscriptions and user administration, along with direct purchase options and access to digital services and products that they subscribed to. It is also where existing digital solutions will find a new home. myKyana is our customers' gateway to the extensive digital world that we offer to supplement our innovative printing and packaging technologies.

The IIoT gateway Kyana Connect provides the technical basis for all data-based

products and forms the decisive link between our customers' machines and the Koenig & Bauer cloud. Machine, sensor and job data are pre-processed directly at the source and uploaded to our cloud in a secure and standardised format. This opens up whole new dimensions in data analysis for the users of data-based solutions.

Kyana Data is the first digital product that directly accesses the data provided by Kyana Connect. The production data analysis tool will offer real-time views of key performance indicators in future, as well as uncovering previously hidden potential to improve efficiency in the production process.

The name Kyana will become a byword for the entire digital product portfolio offered by Koenig & Bauer, and stands for our spirit of innovation as a catalyst for digital transformation in our industry. The three tools are currently in an intensive beta phase during which they are undergoing extensive testing by selected, strategically important customers. This phase is crucial in order to adapt the products to specific needs of the market and to ensure that they can be rolled out to customers all over the world from spring 2024 on.

As well as focusing on the (further) development of digital solutions for our customers, we as a company naturally also want to become more digital and fully exploit the associated potential to optimise our processes. Digital solutions are now an indispensable tool, especially when it comes to the transparent configuration of our supply chains, so we can guarantee reliable procurement and make deliveries on schedule.

In addition, we are directing a keen focus on automating processes in our production facilities – using robotics, artificial intelligence and autonomous, driverless transport systems. This will enable us to boost our productivity and, among other benefits, it will help us deal with the increasing shortage of skilled workers.

From the development of digital solutions for our machines and customers to digitalisation at Koenig & Bauer itself – we are taking big steps in the right direction. This is not about replacing printing, but making it as smart as possible by adopting digital applications.

**Exceeding Print – because the future is more than impressive.**

# We Are Becoming More Modular

When we launched our Exceeding Print strategy in the 2021 financial year, it was not apparent at the time how highly relevant the modularity pillar would become in such a short space of time. We originally chose to focus on this topic because the megatrend of individualisation in our industry is resulting in increasing complexity, and this demands a higher degree of standardisation. The geopolitical events of 2022 and the resulting energy problems, along with disruption to global supply chains, have clearly shown how quickly supposedly stable systems and processes can start to topple. A global shortage of chips led to bottlenecks in the production of critical components. This is why it was so important for us to work through these new experiences and initiate measures so we can be even more proactive in responding to unexpected events in future. Making investments to ensure the resilience of our supply chains is essential as the level of global disruption continues to increase. It is

becoming apparent that we will have to expect disruption to supply chains from time to time. In our globalised world, international business relations are an established part of commercial operations. For all the benefits that this brings, developments such as Russia's war of aggression on Ukraine and the Hamas terrorist attack on Israel show how rapidly the world order can change. This does, of course, also have an impact on economic relationships and supply chains.

Group-wide supply chain management, which is responsible for planning and monitoring right along the value chain, is therefore essential. This organisation expediting the following primary tasks:

- Identifying and eliminating risks in complex supply chains at an early stage
- Ensuring a reliable supply through central purchasing and order management
- Devising creative solutions when there is disruption in the market
- Making scheduled deliveries to our cus-

tomers by monitoring and tracking our value chain from start to finish

The development of our modular automation building kit (MAB) is right on track – also thanks to strategic partnerships, including one with Siemens – and the first prototype is set to be released with real ambition. The MAB framework will be raised to a new level and create a solution that not only meets but exceeds our expectations. The modular automation platform will make it possible to record standardised printing press and operating data, making it easier to scale Koenig & Bauer's digital business models in the next stage of the digital transformation process.

Establishing end-to-end digital business processes is another key aspect of standardisation. This is why the platform architecture of the Rapida product family is currently being analysed and the modular automation building kit is now being developed to set the company on course for modular machine configuration. The number of product variants is being reduced, and modules and features are being standardised. At the same time, we are developing a design guide that defines the design of Koenig & Bauer machines to enable platform thinking and modular design.

To continue to champion productivity in the area of value creation, the Operational Excellence (Opex) department is working continuously to provide lean management methods and practices so that all of Koenig & Bauer's business opera-

tions are able to implement an efficient value creation process. One highlight during 2023 was the project to optimise the end-to-end process for the Digital & Webfed division. All the key stakeholders involved in assembly, which stands at the centre of value creation, were incorporated in order to optimise the processes from order intake to final assembly by reducing costs and lead times.

The innovative strength of the Koenig & Bauer team has always been one of the company's driving forces. To promote this, in addition to the core Opex team, the company has set up special technical committees with participants from all its divisions who define the requirements for future topics and devise standards. This allows it to develop vital solutions cost effectively, such as ones in the areas of robotics and automation, which can then be used in production and assembly across all business units.

In all projects and activities, it is evident – especially as the sum total of its parts – that the focus on modularity is helping us make great strides in many areas. In this context in particular, there is a need to keep an eye on the big picture and remain open to new perspectives because, just as the methodology requires us to take a step back from the specific application, modularity requires a process of analysis, evaluation and sorting of all the existing elements in order to bring together what unites us universally.

**Exceeding Print – because the whole is more than the sum of its parts.**

# We Are Becoming More Sustainable

In order to meet the increasing demands of climate protection and make our own active contribution to it, we have championed the Green Energy project. The aim is not just to reduce our dependence on fossil fuels, but also to achieve our sustainability goals. By 2025, we are aiming to reduce CO2 emissions (Scope 1 and 2) in our production plants by 75 percent compared to the reference year of 2019. Green Energy provides a package of measures that we want to implement in order to optimise our energy demand and supply. These include energy-efficiency measures such as measures to reduce and optimise the amount of energy required in production.

To make sure this transformation is also sustainable, we particularly need to expand our supply of energy from renewable sources. This means we need to use solar energy and other green energy sources and storage systems. At some of our sites, huge progress has already been made when it comes to sustainability: for example, the Mödling site is aiming to achieve carbon neutrality by as early as 2028.

What's more, a major measure has already been implemented at the company's headquarters in Würzburg. By modernising our foundry smelting operations, we have achieved significant cost savings while increasing our earnings. This optimisation will result in annual electrici-

ty savings of roughly 3,200 MWh in the smelting process and the recovery of waste heat, which will enable us to reduce our gas consumption significantly. In addition, we will save a third of the water consumed annually at the Würzburg site, which is a major benefit at a time when water is in short supply.

We are currently in the third sustainability wave – the most effective so far. The causes are obvious: the ever-increasing pace of climate change and the increasing amount of global waste pose a huge challenge for the whole world. This is why sustainability is the central, universal topic of today and the future – and this for the printing and packaging industry as well. As a printing press manufacturer and a provider of digital solutions and services, we experience first-hand the concerns of printers (our customers) in relation to climate developments. How will the legislation evolve? Which investments make sense; which are unavoidable? How can they ensure their production remains stable during this period characterised by crises? Unfortunately, there is no all-encompassing solution, but we do at least do everything we can to use innovative approaches to support our customers.

For example, digital printing from Koenig & Bauer – with the RotaJET, the VariJET and also with Kammann – using water-based inks offers a particularly sustainable option. Demand-based production can help reduce waste and resource consumption throughout the entire life cycle of the print product. Digital solutions such as our VisuEnergy X energy management system enable customers to reduce their production costs and work more efficiently, which in turn can contribute to climate protection.

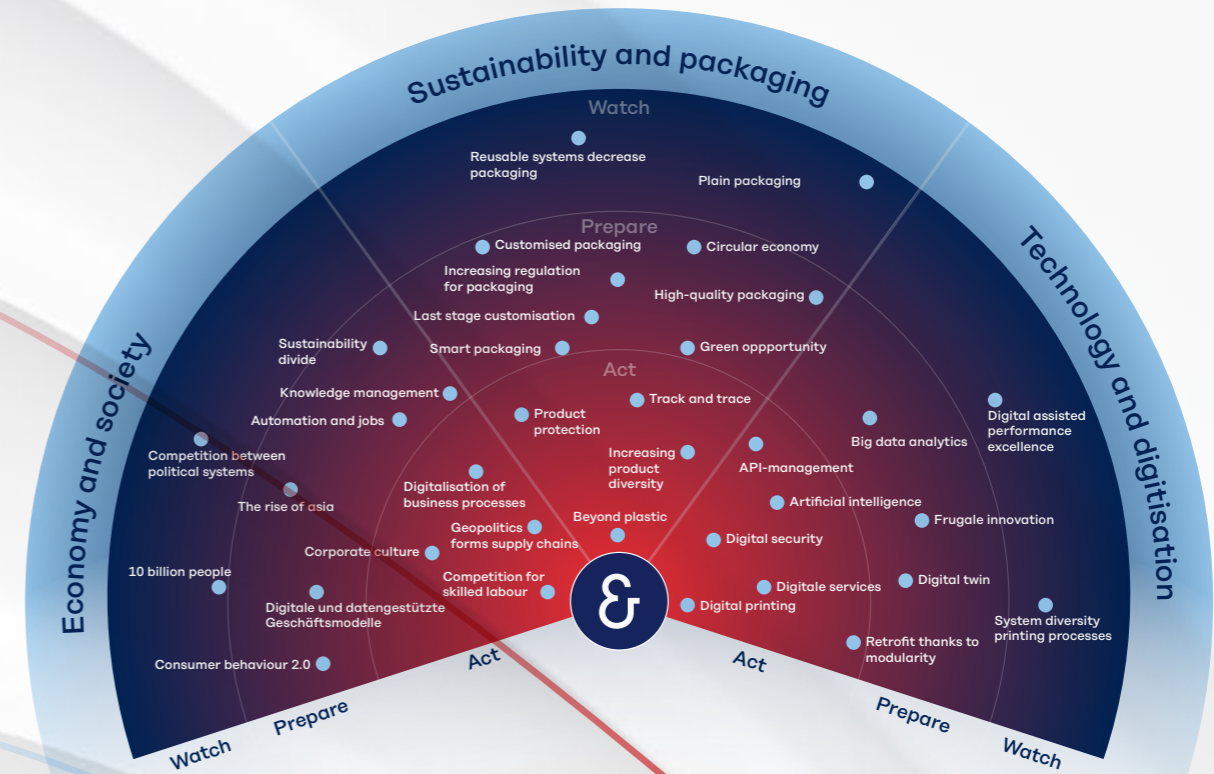
The downstream side, where the products are used, contributes more than 90 percent to Koenig & Bauer's Scope 3 footprint. This is why reducing the energy consumption of the products by increasing their energy efficiency, expanding digital services for optimum press capacity utilisation, and making customers aware of the switch to green electricity is a high priority.

We recognise visionary leaders from the printing industry who display outstanding sustainability activities with our specially created Green Dot Award.

**Exceeding Print – because there is still so much more to discover.**

# And What Comes Next?

In 2021, our Exceeding Print strategy focused on the three megatrends expected to have the greatest impact on our industry. After discussions and interviews with industry experts, we were able to create a stable roadmap and make strategic decisions. To remain agile, adaptable and imbued with a pioneering spirit as we move forward, we have developed a new trend radar that shows the areas in which we see an active need for action together with opportunities in the short, medium and long term. It clearly points to a continued focus on the packaging market and digitisation at various levels.



# An Attractive Employer

Our employees are our most valuable asset. Displaying passion, precision and pioneering spirit, they work day after day to make our users and their customers successful. Whether in sheetfed, webfed or any other segment: what counts most alongside know-how is the right mindset.

Because diversity is inherent to our corporate culture. Discrimination of any kind has no place at Koenig & Bauer – quite the opposite is true: we work actively and continuously to promote equal opportunities and diversity within the company. Colleagues who have fled their home countries for political or religious reasons are also part of our core workforce. Some of them have completed vocational training at Koenig & Bauer, while others could be offered direct employment. A total of 55 different nations are represented among Koenig & Bauer's employees – and we hope that this number will continue to rise. We are convinced that heterogeneous teams produce the best ideas.

In addition to a cosmopolitan corporate spirit, our employees can look forward to numerous benefits that support their individual work-life balance and their further career development with the company. We are also consistently investing in the next generation. The Koenig & Bauer factory vocational school was established more than 150 years ago. Through the close integration of theory and practice, and with the particularly high proportion of trainees subsequently offered permanent employment, we are able to compensate the increasingly palpable shortage of skilled personnel.

## Attractive Benefits For Employees



### Koenig & Bauer Family

- International Teamwork
- Women Empowerment
- Sustainable Company
- Vocational School
- Family-friendly offers
- On-site childcare
- Team events



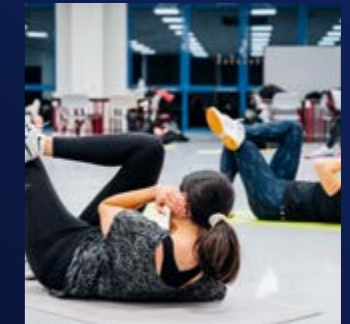
### Working Environment

- Mobile work
- Flexible working hours
- Further education and training at the Koenig & Bauer Academy
- Group-wide, internal personnel development
- Canteens and cafeterias



### Financial Advantages

- Collective wage agreement
- 30 days holidays
- Job Ticket
- Job Bike
- Corporate Benefits



### Additional Services

- Company pension scheme
- Healthcare services
- Corporate Health Insurance Koenig & Bauer BKK
- Advertising bonus
- Company suggestion scheme

The scope of benefits depends on the location and may vary.

# Partnership To Do Good



As a company with global operations, we are well aware of our responsibilities towards society and the environment. And our commitment extends far beyond the gates of the Koenig & Bauer factories. In addition to our initiatives to preserve and protect the environment, we support social and cultural projects through sponsoring and donations.

The early years of the company already demonstrated that humaneness and engineering must go hand in hand. Fanny Koenig, the wife of founder Friedrich Koenig and the first woman at the executive desk of a German company, lent her support to activities promoting the social welfare of the employees and better living conditions for the people in the region. The employees of Koenig & Bauer and their families were thus already able to benefit from a factory sickness fund almost 30 years before Otto von Bismarck's social legislation. The concept has been a resounding success and the sickness benefit fund still exists today.

#### **A brief insight into our donation and sponsoring activities:**

- Presentation of the Green Dot Award to honour and promote the sharing of innovative, sustainable and smart printing solutions
- Support for the Baobab Children Foundation in Ghana to offer young people vocational training leading to a state-recognised qualification
- Sponsor of the German Packaging Museum in Heidelberg
- Machinery loans, e.g. for the Museum of the Printing Arts in Leipzig

Further information on all current donations and sponsoring projects can be found on our website.

# The Multi-Talent In Packaging

The best way to package a product: corrugated board is robust, flexible and versatile. A veritable multi-talent among the many different types of packaging. And the idea is not only ingenious, but also so simple: paper webs formed into waves lend the material its particular stability and enable the packaging to withstand even the heaviest stresses.

Corrugated board packaging has been inspiring users for close on 150 years with its robustness and an endless diversity of new design and construction possibilities. Thanks to CAD, there are practically no limits placed on the designer's creativity these days. Our cooperation with hp, which has yielded the widest digital printing press in the world, opens the door to an even wider circle of customers.

At the same time, the light and airy board construction protects the packaged products against impacts and falls much like an airbag does. And so there is scarcely a product in today's marketplace that comes without a protective mantle of corrugated board. And print turns this mantle into a perfect brand ambassador.





# Perfectly Manicured Luxury In Your Hands

The cosmetics industry would be unthinkable without it: Glass packaging is ideal for liquids and creams of all kinds, for fragrances, lotions and sprays. This is, firstly, thanks to its special properties, and secondly due to the haptic and visual appeal of the materials used. Premium-finished folding cartons protect the products on their journey to the customer, provide information on correct use, and heighten anticipation of the expected effect.

Glass packaging in the form of uniquely designed and decorated perfume flacons catches the eye with its high-quality appearance. It offers the best possible protection for the individual contents and is, at the same, time fully recyclable. That's what makes it a sustainable packaging solution. For many consumers, the attractiveness of the bottles and pots is part of the cosmetic experience and closely associated with their perception of the brand concerned. More and more companies are realising the power of this unique overall impression and offer their products in luxurious box sets. The elaborately decorated bottles and jars are frequently re-used and may even be collected as designer pieces.





# The “Packaging” For Dream Homes

They are ‘the boards that mean the world’ – but you don’t necessarily have to go to the theatre to find them. Our choices of flooring, cupboard fronts and wall panelling are decisive in turning an apartment into a home, or an office into a place where you can feel at ease. Living spaces are as diverse as the options that decor printing offers. Interior decorators working on ships, trains or mobile homes also give preference to elements with printed designs. After all, laminates and modern composite materials are especially light compared to solid wood or stone, and help to reduce the overall weight. Moreover, printing is significantly faster, more sustainable and less wasteful in terms of natural resources. With printed wall or ceiling panels, it is even possible to imitate paintings and frescos, in order to lend each room its own individual style.

Whether for a stone-like finish or concrete look, for rustic oak or tropical wood, for checked patterns or jungle print: what counts in decor printing – alongside personal taste – is the quality of execution, and factors such as colour accuracy, repeatability and light-fastness. In addition to qualities like these, the typically short runs and rapidly changing trends are drawing increasing attention to the capabilities of digital printing presses.

Catalogues and decor samples help us to weigh up the enormous variety of decors for a given environment and then make the right choice. But commercial printing can do much more besides. Brochures, leaflets or business cards can be found in practically every package, providing information on the products and their individual properties, on upcoming fairs and events, or simply just the relevant contact details.

# Tastefully Packaged & Marked



Books, medicines, spare parts, even cookware sets. There is almost nothing that would not be ideally protected in a cardboard package. Food delivery boxes like this one may even contain much more Koenig & Bauer than immediately meets the eye. The spaghetti for dinner are bundled in sustainable folding cartons, and the accompanying sauces arrive in the kitchen safely and hygienically in a classic can. Special treats such as gingerbread or lavender tea are often packaged in elaborately designed tins or metal boxes. In many cases, the tins themselves are collector's items and are re-used over and over again. All these packaging variants have one thing in common: they hold a wealth of information that has been added to the substrate on highly efficient printing presses.

The production-relevant data is added during the packaging process. Product marking has therefore become an inherent part of our daily lives. Good coding is a quality indicator and product safety feature, and at the same time enables producers to connect with the consumer. A quick scan of a QR code, for example, provides information on the individual points of the supply chain or tips for optimum use of the product. In addition, the package contents must be identified and characterised in accordance with EU legislation: best-before date, batch tracking number, production date, codes and logos. With a wide range of coding and marking systems using diverse technologies, we offer solutions to match all your particular tasks.

# “Packaging” With A Premium Value

Banknotes are as omnipresent as they have ever been. Despite the fact that digitalisation continues to advance in this area too, physical cash is for many people still the preferred or only available means of payment. Alongside the seemingly obligatory pair of socks, you are much more likely to find cash in a gift from the family than a bank transfer receipt.

And as long as cash still exists, there will also be people who try to counterfeit it. Given the rapid technological progress that characterises our age, ever more stringent demands must be met by banknote printing in order to stay one step ahead. Transparent, tactile markings and patches – all these security features can be printed thanks to modern solutions. The ValiCash™ app allows the authenticity of banknotes to be verified in seconds with the aid of a smartphone.

Security is one matter, but pleasure is another. There are many ways to lend cash gifts a personal note. One unique, contemporary option is to use the SMILL™ app instead of a greeting card. As soon as a registered banknote is scanned using the app, any images, texts, voice messages or even videos that have been saved for the recipient are displayed. Which all shows what is possible when print and digital go hand in hand.



# Sweet Memories: Delicacies From Around The World

Different countries, different tastes. Frequent travellers are not the only ones who know that regionally typical foods often leave a lasting impression. Whether as a treat for ourselves or as a holiday souvenir for those we left at home, one of the most popular choices is local confectionery, which later catches attention with more than just its exotic taste.

Such sweets are usually sold in flexible packaging. Why? Because it is especially light and easy to carry, provides optimum protection for the contents, and stands out among familiar products thanks to attention-grabbing packaging designs. When printing flexible packaging, the machines must satisfy high demands if they are to achieve a top-quality end product. On the one hand, the specific properties of substrates such as plastic films must be taken into account. And then there is a desire for individualisation and attractive finishes. Thanks to the modular design of our high-tech machines, more printing units can be integrated as an option to accommodate additional processes such as coating in a single machine pass.

Online trade is booming in the confectionery and food branches, too. Alongside primary packaging using plastic films or metal, secondary packaging is therefore also becoming increasingly important in these market segments. Individualised folding cartons guarantee safe transport and round off the customer journey.





## For Some It Is **Packaging.** For Others A Favorite Place.

What happens with packaging once it has fulfilled its primary purpose? Your children or pets might be delighted with a new toy or play hide-and-seek in your large and often colourfully printed cardboard boxes. At the end of the day, however, most packaging will be disposed of. Corrugated board, paper and carton are 100% recyclable, even in their processed state. And Koenig & Bauer is tirelessly working on ways to ensure that printed packaging is also sustainable and recyclable. One good example is the food-safe water-based ink used by Koenig & Bauer Durst in its digital print process, which meets all the lifecycle-based environmental performance criteria defined for certification according to the UL ECOLOGO standard.

Environment protection and resource efficiency are topics that influence and guide not only our activities, but also those of our customers. To make the entire print process as sustainable as possible, we are developing specific measures to reduce resource consumption. Together with our partners in other supplier industries, we are working on environment-friendly substrates and consumables. Thanks to the significant proportion of fully recyclable steel and grey cast iron components, the recycling performance of our machines and equipment is correspondingly high.

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