Press release

# Game-changing development – digital printing for flexible and extensible film

Koenig & Bauer concludes cooperation for the further development of the RotaJET

* Cooperation on equal terms
* Growing market for film printing using water-based inks
* New market for the RotaJET
* Additional colors, flexible materials, promote sustainability

Würzburg, 23.11.2020  
Koenig & Bauer has concluded a cooperation agreement for the further development of the RotaJET. With a new press for digitally printed flexible and extensible film, Koenig & Bauer is strengthening its strategic focus on the growth market of flexible and extensible film and digital presses. The press is to be developed on the basis of the RotaJET and the first installations are expected to commence production of digitally printed flexible and extensible film in the coming year.

“Our RotaJET is already well established on the market when it comes to paper applications and decor printing. As the next step, we now want to venture further into digital printing on flexible and extensible films together with one of the top global players in this field,” says Koenig & Bauer board member Christoph Müller.

The press will feature a maximum web width of 1,380 mm and will be able to print on both sides of films with a thickness between 0.12 and 0.3 mm. “Koenig & Bauer has built a reputation as a pioneer of high performance, industrial ecological inkjet printing. With our partner, the new press and its water-based inks, we will be in an even better position to promote sustainability, and plan to change the face of the market with digital print for flexible and extensible film aimed at providing improved color precision and additional printing options,” added Christoph Müller.

Spot colors such as white or metallic colors can then be printed in an inkjet process.

#### Photo 1:

Exemplary picture of the RotaJET

#### Contact person for the press

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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, via board, film, metal and glass packaging, through to book, display, coding, 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 2019, the approximately 5,800 highly qualified employees worldwide generated annual sales of more than EUR 1.2 billion.

Further information can be found at [www.koenig-bauer.com](http://www.koenig-bauer.com)