Press Release

# Breakthrough achieved – the versatility of the high-performance RotaJET digital press arrives on the packaging market

Leading packaging company invests in the RotaJET – another RotaJET for the packaging segment

* Successful market debut: Another RotaJET sold to a packaging printer
* Established and successful: Three RotaJET 225 presses started up in the decor segment this year
* RotaJET to transform the packaging market
* High substrate diversity: From lightweight paper to solid board

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Another leading packaging company has turned to Koenig & Bauer to invest in one of the world’s most productive single-pass digital presses for packaging printing. The RotaJET will be delivered during the coming year and is scheduled to commence production in 2023.

With this press, Koenig & Bauer has achieved its breakthrough into the packaging segment. This follows in the wake of the company’s sales successes in the decor segment, where several RotaJET installations have been commissioned successfully. In total, more than 20 industrial single-pass digital presses from Koenig & Bauer, including HP PageWide T1190 and T1100 models, with web widths from 1.38 m to 2.8 m are currently already in use, or have been sold and are awaiting installation.

“This means we have now arrived in almost all important market segments for digital print. Our RotaJET is one of a kind, and one of the most productive digital presses on the market anywhere in the world. A glance across supermarket shelves suffices to grasp the sheer range of different types of packaging. Sustainability, time-to-market and increasingly small runs, paired with a growing numbers of variants, are the customer demands that we are addressing with the RotaJET,” says Christoph Müller, member of the executive board of Koenig & Bauer AG.

More and more consumers today are not only demanding foods and beverages from fair-trade sources and in a higher quality than ever before, but also innovative product packaging.

The RotaJET is able to print on all sorts of different substrates, from lightweight paper to solid board. Packaging, decors, posters, patient information leaflets, folding cartons, books or even coffee bags – practically anything is possible on the RotaJET. In the field of decor printing, cut-off lengths of more than 5 metres are possible. For Koenig & Bauer's customers, this opens up a whole series of new possibilities that other technologies are still unable to offer. Digital film printing with water-based inks is another segment in which Koenig & Bauer is currently positioning the RotaJET together with a globally active partner. The production start on this press is scheduled for 2022.

#### Photo 1:

Example of a RotaJET for digital packaging printing

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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 5,593 highly qualified employees worldwide generated annual sales of €1.029 billion.

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