Press Release

# Koenig & Bauer Takes the Lead In Robust Flexible Packaging Market

Valued customers report extremely high print quality and achieve top productivity

* Growing installation base recognizes outstanding value at budget-friendly entry point
* Guiding philosophy is to provide the highest level of unique service and support
* Broad product portfolio includes innovative and impactful technologies

Dallas, 23.03.2021  
In response to the ever-increasing demand for flexible packaging, Koenig & Bauer is taking a leadership position as it positively responds to its growing customer base with a broad product portfolio, outstanding value, and strong service and support.

“With Koenig & Bauer’s rich 200-plus-year history of technical innovation, we have demonstrated the experience and ability to grow a customers’ business, offer more proactive innovative solutions and support ensuring that our customers receive the maximum uptime and throughput in their facility, and allow them to remain ahead of their competitors,” says Preston Neetzel, director of sales at Koenig & Bauer. “We offer precisely what more and more customers are demanding – high quality, a broad product portfolio, and environment-friendly technologies. We’ve been recognized with awards honoring our innovative and impactful technology for the ever-evolving package printing and converting industry.”

### AR-DataGlass

In today’s competitive market, many flexible packaging printers are finding that orders are smaller with shorter lead times. Being able to remain fully operational to produce these orders is a necessity. Real time service support is one of the premium methods offered by Koenig & Bauer. It has developed its own remote maintenance and modern communication channels known as Augmented Reality-DataGlass Remote Support.

At a 2019 Flexographic Technical Association’s (FTA) InfoFlex meeting, [Koenig & Bauer](http://www.koenig-bauer.com/) received the FTA’s Technical Innovation Award for its Augmented Reality-DataGlass Remote Support. This system provides Koenig & Bauer remote maintenance specialists with the ability to experience, in real time, what a customer’s technical team can see and hear.

By providing this one-to-one conversation between Koenig & Bauer’s technical team and the customer, Koenig & Bauer is better able to help them immediately diagnose the problem and get their flexo production system up and running. No longer is there a need to wait a crucial few days for a technician to visit and diagnose the problem.  
   
“A remote support specialist can see and follow the actions of a press technician on site live and in real time while he or she works on the press, and see exactly what the technician is seeing,” explains Neetzel. “It’s been extremely popular with our flexo customers.”

“Koenig & Bauer and its AR-DataGlass technology has enabled us to increase our uptime and supports our goal of providing consistent, high quality printing that our customers have come to rely on,” says Beth Smith, director of marketing at Great American Packaging, a Los Angeles-based supplier of flexible packaging. “We continue to grow our applications and further enhance our press’ total capabilities.”

### Evo XG

Flexo printers who are seeking the highest quality and productivity are turning to Koenig & Bauer Evo XG highly automated flexo press for processing film sheets, paper and cardboard at production speeds of up to 600 m/min.

In all versions of the Evo XG, solvent as well as water-based inks can be used, as well as curing inks (UV / EB). The configuration of the Evo XG with additional individual printing units using flexo or gravure printing technology is a further option for extending the performance range of the press. True-to-register printing, varnishing, coating or laminating in recto and / or verso printing are thus possible.

“The Evo XG is precisely the kind of machine we were looking for. We are convinced that we have made the right decision and that we will now be able to further strengthen our position as European market leaders,” said Jürgen Popp, owner and managing director of Zöllner-Wiethoff.

“The print quality of the Evo XG is outstanding and gives us new capabilities that enhance our customer portfolio and product positioning,” says Louis Figueria, director of printing at Yellowstone Plastics, a supplier of flexible packaging located in Idaho Falls, ID. “The press shows the true capabilities of high quality flexo printing.”

### PrintTronic

The technical team at Koenig & Bauer is always seeking to offer new press capabilities and features for its customers, and more specifically, to enhance the experience of the press operators. One of its most popular features is the PrintTronic system. With simplified controls and navigation along with robust help functions, PrintTronic provides flexo operators with a more efficient process to keep operations running quickly and smoothly.

PrintTronic’s automatic impression settings ensures automatic control of print impression positions with minimized material waste and increased production uptime. Integrated in the HMI, PrintTronic delivers practical benefits such as quicker printing impression adjustment on all printing decks at once, no requirement for video cameras or additional external equipment, no need for dedicated marks or RFID imbedded sleeves, no ink consumption during the process, and compatibility with any type of material, plates or inks.

Interesting website: [www.koenig-bauer.com](http://www.koenig-bauer.com)

#### Photo 1: Koenig & Bauer XG press in action producing high quality flexible packaging

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#### About Koenig & Bauer

Koenig & Bauer (US) is located in Dallas, Texas and a member of the Koenig & Bauer Group, which was established over 200 years ago in Würzburg, Germany. Koenig & Bauer’s claim, “We’re on it.” gets to the heart of Koenig & Bauer’s values and competencies for all target groups. The group's product range is the broadest in the industry; its portfolio includes sheetfed offset presses in all format classes, post press die cutting, folder gluers, inkjet presses and systems, flexographic presses, commercial and newspaper web presses, corrugated presses, special presses for banknotes, securities, metal-decorating, glass and plastic decorating.

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