

PRESS RELEASE

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The Postpress Alliance – we connect.

Concentrated competence as customer benefit

With regard to *Industry 4.0* in the postpress segment of the printing industry, it is of extreme importance for SME sized machinery building to bundle their energy and resources in the most efficient way. The aim must be to rely not only on their individual specific technological core competences, but also to offer future oriented and sustainable solutions in terms of data networking and MIS interfaces.

This is exactly from where the *The Postpress Alliance* between the complimentary acting companies *Baumann Maschinenbau Solms, Bograma, Herzog+Heymann, Hohner, MBO, Perfecta and Wohlenberg* has come into being. What has been a constructive but rather sporadic collaboration between these German and Swiss machinery builders in the past, has now led to the more strategic idea of a stronger linked cooperation in their activities.

Same markets, same customers, same dealers and for the same reason, an also a quite similar approach - that builds the common bond. So, under the motto “*we connect*”, *The Postpress Alliance* comprises an extensive range of production processes of postpress, starting from the data transfer from the MIS, through to cutting, folding, die-cutting, perfect binding, saddle stitching and finally even to the converting of mailing and outsert systems. Thus, *The Postpress Alliance* nearly reproduces the total postpress workflow with all according typical processes of a converting company.

The Alliance will present its synergies, mutual targets and similar company philosophies for the first time in public at Drupa 2020 in hall 16, where the concentrated technological expertise will be hosted on a joint stand surface of roughly 1400 sqm, without giving up each company’s own key competences and USPs and keeping the individual identities.

Joint strength through individual competences without the typical loss of flexibility, customer oriented decisions without long decision-making-channels, data transmission with open interfaces and without communication problems, and last but not least sustainable systems. That’s the added value visitors and customers may experience with *The Postpress Alliance*. Clients shall notice and feel that they are being considered seriously with their needs and technical requirements in a very individual and personal way.

To put it in a nutshell, *The Postpress Alliance* can do what others promise – that’s what this community stands for and what Drupa visitors will experience for themselves at stand B23/1-6 in June 2020. Without revealing too much detailed product information at this early stage, at least a short teaser shall be allowed:

New innovative solutions to the topics of networking and automation are waiting for the visitors at the Baumann Group. *Baumann Maschinenbau Solms*, *Perfecta* and *Wohlenberg* will present the ultimate developments around jogging, cutting and perfect binding, containing some interesting surprises.

Bograma will introduce their automated card production system combining four processes in one: inline die-cutting, collating, stacking and cellophane wrapping of playing cards, parlour game cards, trading cards and sports cards.

Hohner Maschinenbau GmbH not only celebrates their proud 90th company anniversary, but also looks forward to the world premiere of a revolutionary, new added model to their saddle stitcher series. This includes a concept that offers postpress converters a solution taking into account the situation of permanently evolving and developing markets, and even the adaptation in order to cope and accomplish future needs and demands. Unbeatable in terms of adaptability and expendability, this new model moves with the times long term and grows with the customers and the requirements of their clients in a three-dimensional way: technically, quantitatively and in terms of diversity.

The *MBO Group* is going to continue the success of the stacking robot “CoBo-Stack”, being launched only recently in 2019. Moreover for Drupa, they are putting clear focus on the topics robotics, automation and industry 4.0. MBO subsidiary *Herzog+Heymann* will present at the show interesting news in the field of mailings. In cooperation with *Bograma* the company will produce on the stand a high-quality mailing with the additional collaborative contribution of *hhs*, *Robatech*, *Kraus*, *Longford* und *Amica*. Also, in the area of pharma folding machines, visitors may expect innovative developments from *Herzog+Heymann*. In addition to their own participation under *The Postpress Alliance*, their components and aggregates will also be represented on the stand of the partner exhibitor *Bograma* and on the booths of *BDT* as well as *Techni-Fold*.

Thus, a visit to *The Postpress Alliance’s* stand will definitely deliver a series of future-oriented new stimuli.