Press Release

# Koenig & Bauer Celebrates Its Multi-Faceted Market Segments at PRINTING United in Las Vegas

*Largest North American trade show attracts visitors to learn more about its innovative solutions for the commercial, packaging, digital, post-press, glass, and flexible markets*

* The three-day event allowed Koenig & Bauer to directly consult with its customers to understand their individual needs
* The firm highlighted having the widest range of products for all market segments
* Groundbreaking new digital solutions were introduced with the RotaJET and VariJET digital product portfolios

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A bustling booth with face-to-face meetings was the culmination of a highly successful well-attended three-day PRINTING United expo for Koenig & Bauer in mid-October at the Las Vegas Convention Center. Attendees enjoyed speaking to the firm’s knowledgeable technical and sales team about its array of innovative solutions and learning more about the firm’s successful customers.

“We commend the PRINTING United organizers for a tremendous job bringing the industry together,” says Kilian Renschler, president and CEO of Koenig & Bauer (US/CA). “It was an overwhelming success to see so many enthusiastic printers and familiar faces. Since we represent all segments of the printing market, we were elated with the various customers seeking the finest innovative technology and solutions. Our print samples were a highlight for attendees to take home as a souvenir of the outstanding printing our presses can achieve. Plus, we maintained our tradition of serving our delicious authentic German beer and brats, which are always popular.”

The Koenig & Bauer booth represented the firm’s multi-faceted market segments within the printing industry. With its leading reputation in folding carton, commercial, and label markets, its new generation of Rapida presses were highlighted. Post-press solutions for die cutting and gluing were welcomed by attendees due to their unique product innovations. The digital presses created enthusiasm with their ability to offer print on demand, personalization, as well as the need to address ultra-short run lengths. For direct printing on glass or plastic, Koenig & Bauer Kammann offered a host of decorating solutions with samples on display at the booth.

Koenig & Bauer looks forward to next year’s PRINTING United in Atlanta.

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

**Photo 1:**The Koenig & Bauer booth was extremely well attended with many customers and prospects sitting down with the sales team and enjoying authentic German beer and brats

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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