Press Release

# International PaperBox Optimizes Its Pressroom With New Koenig & Bauer Rapida 106 Seven-Color UV Press

New exciting investment brings additional services and possibilities, accuracy, and exceptional quality

* UV capability is a key feature being used for fast drying, specialty coating work, and abrasion resistance
* Higher standards for quality call for new digital color control and inspection systems
* Strong, amazing relationship with Koenig & Bauer showcases its professionalism, integrity, responsiveness, and education

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To herald its new investment and step up its game, International PaperBox CEO Wade Holbrook proudly introduced the firm’s new Koenig & Bauer Rapida 106 seven-color UV press to his loyal customer base, which demonstrates his willingness and commitment to create the highest quality, most vivid and eye-catching packages.

“Since our new Koenig & Bauer press was installed, it has been operating at an astounding level,” says Holbrook, who owns the 50-employee Utah business along with his wife Kay. “Our customers have a much higher standard for quality than what was accepted five years ago. As a business, you have to invest in equipment with the latest most impactful cutting-edge technology that provides the best quality and speed. Otherwise, customers will turn to another printer who will. We’re proud to showcase our new Koenig & Bauer press equipped with a variety of unique automated features that make our customer’s print vision a reality.”

With the firm’s loyal customer base that seek unique and difficult jobs often with vibrant colors and intricate details that incorporate printing, folding, and gluing applications, International PaperBox relies on the speed and efficiency of the new press as well as its new digital quality control features such as the Koenig & Bauer QualiTronic PDFCheck. This system inspects each sheet, compares it to a PDF, and alerts press operators to the differences. Holbrook says this vital new feature is saving them time and money.

To maintain and expedite its color control process, the firm relies on the Rapida’s automatic QualiTronic ColorControl system. Its camera system takes automatic measurements of every single sheet after the coating unit and then adjusts color every tenth sheet, which ensures consistent color throughout the entire run. Press operators are delighted with the ability to control color inline and in real time. It, says Holbrook, has improved the firm’s color consistency immensely.

For customers who seek specialty coating applications and stand-out packages, International PaperBox trusts its Koenig & Bauer VariDRY UV system. The firm uses UV in all of its inks, says Holbrook, and has made a positive impact on the firm’s customers. Press operators are able to remove bottlenecks by seeing jobs print and dry quickly as they move to postpress finishing, cartons get an extra shine using UV, and some customers like the hardness of UV for abrasion resistance.

“Since the installation of the new press, we have several new projects inhouse,” says Holbrook. “We’ll be able to efficiently produce them all due to the new press’s capabilities. It has been a game changer for us.”

Holbrook is quick to praise the new Koenig & Bauer press as the new star on the pressroom floor, as well as his strong relationship with its representatives. “The entire team at Koenig & Bauer have simply been awesome,” he says. “I would give them five out of five stars. They respond to every call we make and every question we have. Our success is their success. My best compliment is a resounding ‘yes’ if asked if I would purchase another press from them.”

Interesting website: [www.ipaperbox.com](http://www.ipaperbox.com)

**Photo:**

(Left to right) Jim Johnson, prepress/CAD manager; Lee Burningham, prepress technician; Brian Carter-Smith, prepress technician; Jeff Hauser, first pressman; Ben Zaring, production manager; Chris Anderson, first pressman; Kay Holbrook, CFO; and Wade Holbrook, owner; are very proud of one of the most complicated boxes they have ever printed on their new Koenig & Bauer Rapida 106 seven-color UV press.

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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 206 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, 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](http://www.koenig-bauer.com)