Press Release

# Koenig & Bauer Wins Best Folding Carton Case Study at Digital Packaging Summit

Packaging converters are impressed by Koenig & Bauer's innovations in digital printing and digital solutions

* Koenig & Bauer presented a user case study encompassing digital printing and the new digitalization including the new installations of the VariJET 106 from Koenig & Bauer Durst in Europe
* Attendees learned how current and future industrial digital printing technology, software and solutions will impact their business and investment decisions
* Showcased the impressive capabilities of Koenig & Bauer's RotaJET digital web-fed printing system, the myKyana digital ecosystem, and groundbreaking Connected Packaging solution integrating the brand, the converter, and the consumer

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Dallas, 16.12.2024
Koenig & Bauer is extremely proud to accept the first-place award for the best folding carton case study at the tenth annual Digital Packaging Summit, held in Ponte Vedra Beach, FL in early November 2024. Its two top executives – Stephen Sanker, National Sales Director for Digital Web at Koenig & Bauer (US), and Sandra Wagner, Vice President Digitalization at Koenig & Bauer – successfully delivered a very compelling folding carton case study to the summit’s senior managers and business executives who want to understand how current and future digital production printing technology, software and solutions will impact their business and investment decisions.

Stephen Sanker says: “This is our second win in three years. We felt that we made a huge impact with converters showing them the impressive capabilities of Koenig & Bauer's digital portfolio including the VariJET 106 digital sheetfed printing system, RotaJET digital web-fed printing system, the myKyana digital ecosystem, and our groundbreaking Connected Packaging solution. Our presentation of a real-life application fostered a lot of questions and interest, opening dialogue about planning and strategy. We were able to demonstrate how Koenig & Bauer has set itself apart and offer very effective tools.”

During the three-day event, experts presented cutting-edge digital solutions that are transforming the packaging industry. Sandra Wagner was one such expert who presented an analysis of how digital printing can open up new possibilities for companies of all sizes. She also shared valuable insights into how Koenig & Bauer is leveraging the latest technology to drive innovation and enhance the customer experience. Both Sanker and Wagner conducted a series of popular one-on-one meetings. Their message to converters was to embrace the future of industrial scale digital production while forging stronger connections between brands and consumers.

Koenig & Bauer’s massive knowledge in sheet and web-fed solutions fueled application developments in the folding carton segment offering unmatched industrial production volumes and brand level color surpassing all standards in the category. Its RotaJET high-speed industrial digital inkjet web press prints and produces with superior image quality, substrate versatility, and print volume. The VariJET 106 from Koenig & Bauer Durst integrates all the know-how and expertise by combining digital and offset so customers can have the best of both worlds for the ultimate hybrid printing system. The central customer portal, myKyana, offers data-driven productivity tools with real-time production data analysis to help to make smarter decisions faster for positive impact.

“This is a very important event on the digital packaging marketing calendar,” says Sandra Wagner. “It offers strategic-level insights into what printing and converting industry leaders should do to improve and optimize their business. We felt that the tremendous positive reaction we received from the attendees lets us know that we have the correct approach. The Digital Packaging Summit is the leading event for digital printing and digitalization.”

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

#### Photo:

Chris Lyons, President/Publisher Packaging Impressions & PPC (far left) and David Pesko, Event Director of the Digital Packaging Summit (far right), present Sandra Wagner, Vice President Digitalization at Koenig & Bauer, and Stephen Sanker, National Sales Director for Digital Web at Koenig & Bauer (US), with the award for the Best Folding Carton Case Study at the Digital Packaging Summit in Florida

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