Press Release

# Packrite LLC Brings High Graphic Printing In-House With New Koenig & Bauer Rapida 164 Eight-Color Press

Large-format offset technology delivers 5-minute make-readies and 7-color expanded gamut, providing a “digital-like experience” on an industrial offset scale

* Packrite brings print production in-house to gain total control over quality and speed for high-end pharmaceuticals, cosmetics, food, beverage, entertainment, and automotive markets
* Automated “gray-balance-control” and 7-color expanded gamut eliminates costly spot-color wash-ups and drastically reduces sheet waste
* Investment includes a 16,000 sq. ft. facility renovation in High Point, NC, dedicated to this highly automated sheetfed offset printing press

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Dallas, 23.02.2026  
Packrite, a premium, high-graphic corrugated packaging converter, is redefining the efficiency of large-format offset print production. In a strategic move to offer customers unparalleled quality through consistency and speed, the company has announced the purchase of a new Koenig & Bauer Rapida 164 eight-color press. The installation, scheduled for spring 2026 at its High Point, NC facility, marks a significant initiative in Packrite’s ability to further support complex, high-end packaging with digital-level speed and agility.

“We’ve spent years searching for a solution that combines the flexibility of digital with the superior quality of offset,” said Michael Drummond, CEO of Packrite. “When Koenig & Bauer presented the Rapida 164 with its ultra-short make-readies and a 7-color expanded gamut, we knew we had found the answer. This press allows us to compete for the most demanding short-run jobs while maintaining the premium quality that our business is built on.”

The investment allows Packrite to better manage quality, maintain consistent color standards, and improve turnaround times for customers across all market segments. These capabilities further differentiate Packrite as the one-stop, premium packaging manufacturer in both existing and evolving markets.

The Rapida 164 features automated color control and seven-color expanded gamut printing, allowing Packrite to convert a high volume of spot colors to expanded gamut. This process dramatically reduces waste during setup. Make-readies can be completed in as little as five minutes. Packrite believes this shift will align better with their customer needs, helping brands to move from concept to shelf more nimbly.

The Rapida 164 is engineered as the ultimate large format, ultra-fast make-ready press with the latest digital automation. By utilizing fully automatic inline gray-balance-control and 7-color expanded gamut, the press autonomously measures and controls the dot – a feature unique to Koenig & Bauer technology. The system continuously monitors and adjusts color throughout the run, ensuring consistent results from the first sheet to the last – a critical requirement for regulated and design-sensitive packaging.

“For our customers, consistency is not an option. It is an expectation,” Drummond said. “This press takes subjective color control out of human hands and puts it into the advanced quality systems integrated into the press. That’s how we achieve repeatability across short runs, long runs and reruns.”

### Facility upfit supports new printing operation

To support the new press, Packrite is investing in a 16,000-square-foot climate-controlled renovation within its 200,000-square-foot High Point, NC manufacturing facility. The dedicated space is designed specifically for Packrite’s new print operation.

This renovation aligns with Packrite’s recent Safe Quality Food (SQF) certification, which further strengthens the company to serve safety-critical packaging markets through world-class technology and infrastructure.

### A competitive edge for brands and agencies

Packrite looks forward to the Rapida 164 positioning the company to better support brand marketers and agencies that rely on premium-quality even during shorter runs, faster launches, and tighter brand control, all at any scale.

“At Packrite, we’ve built our reputation on delivering high-impact graphics and complex structural components while maintaining a safe and quality culture,” says Drummond. “The Rapida 164 is just another piece of the puzzle that ensures we will provide our customers a tangible, competitive advantage.”

Interesting website: [www.packrite.net](http://www.packrite.net)

#### Photo:

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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 208 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)