

KOENIG & BAUER

**Koenig & Bauer 4.0 –  
Packaging and  
Connected Services**

**20 or 21 May 2019**  
**Identical program on both event days**  
**Register by 24 April 2019!**

**we're on it.**

# Your personal invitation to the Koenig & Bauer digitalisation event in Radebeul

## Dear Ladies and Gentlemen,

As you already know, Koenig & Bauer is a reliable technology supplier to the print industry. However, in the age of big data you expect more than high-precision machines and equipment. You look for a comprehensive partner who supports you to be successful even in tomorrow's print market.

## Our answer to digitalisation is Koenig & Bauer 4.0

Under Koenig & Bauer 4.0, we see it as our mission to make you more profitable on the basis of existing digital data. Our focus is on performance, reliability, quality and profitability.

Experience the follow-up to the series of events „Koenig & Bauer 4.0 - Packaging and Connected Services“ launched in 2018. We will be showcasing our latest solutions for workflow, print, postpress and connected services: What does digitalisation mean for our industry? How can we integrate digitalisation into modern printing house operations? Which technologies can you benefit from? Experience exciting live demonstrations of tomorrow's networked printing company.

We wish to welcome you on **20 or 21 May 2019** in Radebeul, near Dresden. The program is the same on both days. Select your preferred date and register with your personal Koenig & Bauer sales partner by **24 April 2019**. Come and join us. We look forward to seeing you.

Kind regards,



Ralf Sammeck  
and the entire Koenig & Bauer Sheetfed Team

## Agenda

<b>9:00 am</b>	<b>Welcome to Koenig &amp; Bauer in Radebeul</b>	<b>Choose from our breakout sessions</b>	
<b>9:30 am</b>	<b>Welcome and opening address</b> <b>Introduction of packaging solutions from the Koenig &amp; Bauer family</b> Ralf Sammeck, CEO Koenig & Bauer Sheetfed Thomas Göcke, Head of Marketing & CRM Koenig & Bauer Sheetfed	<b>2:30 pm</b>	<b>High-volume packaging production</b> Rapida 145-6+L and Rapida 106-7+L <i>Customer Center</i>
<b>10:30 am</b>	<b>Keynote</b> Be inspired by Gerriet Danz - innovation expert, bestselling author and professor (gerrietdanz.com) – on the subject of digitalisation	<b>3:30 pm</b>	<b>Production of luxury packaging</b> Rapida 106-6+LTTL and finishing on a Rapida RDC 106-4 <i>Training Center</i>
<b>11:00 am</b>	<b>Coffee break</b>	<b>Live demo of Koenig &amp; Bauer 4.0 Complete Workflow with solutions for packaging printers</b> <i>Customer Center – conference room</i>	
<b>11:30 am</b>	<b>Digital printshop “Koenig &amp; Bauer 4.0”</b> Workflow, Print, Postpress and Connected Services – Experience our solutions live in a closed-loop packaging production scenario	<b>2:30 pm until 4:30 pm</b>	<b>Packaging solutions from Koenig &amp; Bauer</b> Meet us in the lounge and learn more about coding and marking technologies, flexible packaging, digital web-fed printing and postpress solutions. <i>Customer Center – lobby and cafeteria</i>
<b>1:30 pm</b>	<b>Lunch</b>	<b>4:30 pm</b>	<b>End of day event</b>
		<b>7:00 pm</b>	<b>On 20 May</b> we will meet to casually network, chat and relax. You will receive more details regarding the evening event and bus transfer times upon check-in at your hotel.

## Your visit at Koenig & Bauer

We look forward to welcoming you as our guest. We recommend staying at one of our partner hotels to ensure that you have the best possible stay during your visit. Please contact one of the following hotels with the **booking code “Koenig & Bauer 4.0”** to make your individual reservation:

### Radisson Blu Parkhotel & City Hotel

Nizzastraße 55  
01145 Radebeul  
reservations@parkhotel-radebeul.com

**Radisson Blu – our room rate:**  
€ 75 single room incl. breakfast  
€ 87 double room incl. breakfast

**City Hotel – our room rate:**  
€ 60 single room incl. breakfast  
€ 72 double room incl. breakfast

[radissonblu.com](http://radissonblu.com)

### INNSIDE by MeliaDresden

Salzgasse 4  
01067 Dresden  
inside.dresden@melia.com

**Our room rate:**  
€ 117 single room incl. breakfast  
€ 137 double room incl. breakfast

[melia.com](http://melia.com)

### Pullman Hotel Newa Dresden

Prager Straße 2c  
01069 Dresden  
info@pullman-dresden.com

**Our room rate:**  
€ 99 single room incl. breakfast  
€ 119 double room incl. breakfast

[pullman-dresden-newa.com](http://pullman-dresden-newa.com)

Shuttle buses between the listed hotels and the venue will be organized by Koenig & Bauer. You will receive the detailed bus transfer times upon arrival at your hotel.