

## Highcon Delivers on the Promise of Mainstream Digital Finishing

### drupa 2016 a resounding success

Yavne, Israel, June 22, 2016;

drupa 2016 was a major triumph for Highcon, with a staggering number of visitors and widespread interest which resulted in business success that will transform the company, founded only 6 years ago, by adding a record \$42m of orders taken during the show. With 30 machines installed in 15 countries to date, Highcon is on the verge of doubling its installed base within months, delivering dozens of machines to new customers and into 11 new countries in Europe, Asia, Latin America and Africa. A further 100 sales proposals were issued at the show, many of which will come to fruition as new orders in the coming months. The company will be recruiting new distribution channels as well as R&D, Service and Sales personnel to support this rapid growth and new customers.



Highcon CEO & Co-founder Aviv Ratzman: *"drupa 2016 has been a tipping point for our business and a real reinforcement of our vision. Our collaboration with leading designers from all over the world brought a throng of visitors to our booth, confirming the emphasis Highcon places on design creativity, while the orders we received were testament to the production capabilities of the Highcon digital cutting and creasing solutions which ran constantly throughout the show.*

*Sales to both new customers and existing customers have surpassed our expectations by far. drupa has been the confirmation that digital technology, and finishing in particular, has reached the point where it is making a mark on our industry. Many of the customers we met in drupa have realized the need to start investing in technology rather than continue to expand capacity, adding value to their products instead of competing on price."*

At drupa 2012 Highcon launched revolutionary digital finishing technology under the slogan of "Packed with Promise". Only 4 years later, drupa 2016 demonstrated the fulfilment of that promise and a resounding validation of the company vision. This was made evident not only by sales, but also with the enthusiastic affirmation by

industry leaders that digital finishing is becoming a critical element in mainstream production processes. The spectacular displays designed by [Wanda Barcelona](#), paper fashion by [Merav Peleg](#), the 3,600 layer column from [Michael Hansmeyer](#), and the huge popup book by [Peter Dahmen](#), in conjunction with the dozens of customer samples on the booth, showcased precisely the far-reaching capabilities of these solutions.

The following products were showcased at drupa:

- [The Highcon Beam](#) taking B1/42 in. digital cutting and creasing into mainstream production with up to 5,000 B1 sheets per hour.
- [The Highcon Pulse](#) – B2/29 in. digital cutting and creasing machine with a smaller footprint at an affordable price
- [The Highcon Euclid III](#) - third generation proven digital cutting and creasing machine with improved capabilities, quality and performance and brand new Variable Data Cutting and 3D Modeling.
- [Highcon Axis](#) Web-to-Pack platform, a 2D to 3D solution that brings the benefits of a web-to-print system to all the players in the complex paper or cartonboard production supply chain
- Highcon Shape – a technology preview of a 3D Modeling machine to be launched next drupa that will extend the Highcon Rapid Layer Manufacturing technology already in use, by adding assembly capabilities.

### **For more information:**

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### **About Highcon**

Founded in 2009 by Aviv Ratzman and Michael Zimmer, Highcon developed a truly innovative digital cutting and creasing solution that is transforming the post-print market. Highcon now offers converters, printers and trade finishers a product portfolio that covers a wide range of formats, substrates and applications: from general commercial and packaging products to variable data cutting, 3D modeling and an online web-to-pack solution. The Highcon solutions replace the expensive and slow conventional die-making and setup process with a digital technology that bridges the gap between design creativity and production capability, delivering improved responsiveness, design flexibility and the ability to perform a wide range of applications in-house. Highcon products are installed at customer sites all over the world. Highcon is represented by channel partners and a dedicated sales force. [www.highcon.net](http://www.highcon.net)