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At the "Print" trade fair in Chicago, Heidelberg takes orders worth US \$ 345 million / Successful sales launch of NexPress digital color press

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Heidelberger

Druckmaschinen AG (Heidelberg) is continuing to expand its leading position on the world market. At this year's largest trade fair for the graphic arts industry, Print 01 (September 6-13, 2001, Chicago), Heidelberg received orders worth US \$ 345 million, of which more than 50 per cent were contributed to the Sheetfed division. "The results from Chicago were very pleasing and met with our expectations despite the fact that the trade fair was severely affected by the consequences of the terrible attacks in the USA", said Chairman of the Management Board, Bernhard Schreier.

The attacks meant the actual number of visitors was less than the organizers had predicted. Since the events of the last few days at the fair have made it impossible to maintain the normal running of the exhibition, the event can now no longer be regarded as an decisive indicator of performance for the rest of the fiscal year. "It is hard to tell as yet what possible effects the current situation in the USA will have on the world economy", stated Bernhard Schreier.

The sales launch of the NexPress 2100, the digital color press from the joint venture with Kodak, was very successful. More than 70 units were sold in Chicago. As of now Heidelberg offers this system exclusively via its own sales channel. This means that, Heidelberg can offer a complete range of digital print products - both black/white and color.

"This is an important step for our company in its drive to be a leading player on this major growth market. We want to take a leading role in the digital market," explained Holger Reichardt, board member Sales and Marketing.

Pictures available under www.journalist.heidelberg.com

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