



VOL. 1, ISSUE 1 June 2016

CMYK DIGITAL PRINTING ON BEVERAGE CLOSURES WITH "REDCUBE PLUS"

Hapa's latest UV DOD printing module "redcube plus" lies at the heart of the IMDvista Closure Digital Print (CLDP) solution, a premiere for the beverage-closures market. It delivers full-color printing of graphics and text in a CMYK plus white application, at a remarkable speed of up to 1,500 pieces per minute.

Direct digital printing onto closures is a novel application. It offers multi-color and color-shading artwork opportunities as well as advantages over tampon and analogue printing methods by increasing production flexibility, reducing changeover times substantially, and accelerating lead times. Producers can go straight from design approval to print, cutting out complex, costly, and time-consuming processes.

Equipped with the "redcube plus" digital printing module, the new CLDP system from IMD Ltd. – an exclusive distribution partner of Hapa – produces beverage closures printed in up to seven colors, spot or CMYK printing plus white, with a print resolution of 720 dpi.



"redcube plus" at the heart of CLDP system

The complete IMDvista beverage-closure printing solution follows a waterfall sorter with bunker, flexible guide channels, and a spacing unit. The combined IMDvista-Hapa printing solution is housed in a separate cabinet. It begins with a pre-treatment station that ensures robust print results. At its heart is the UV DOD piezo inkjet "redcube plus" printing module. Scalable and flexible, it has an upgrade path from single color to CMYK plus white. The system uses UV inks produced by Hapa Ink, which are solvent-free and Nestlé positive-list compliant.

All text and graphics are printed in a single pass at a remarkable speed of up to 1,500 pieces per minute, depending on closure size. Immediately following printing, the closures are LED-cured. After the ink is cured, the printed closures pass through an integrated IMDvista print inspection system.

An automatic reject station blows out any "bad print" pieces from the line. Rounding up the printing cabinet is an automatic sampling station allowing the operator

to pull out samples at any time. All data transfer for the system is fully digital. A single HMI operates printing and inspection, simplifying digital product changes. Print-job management and a print history are included functions.

Remarkably easy to use

Designed to deliver accurate, reliable and high-quality print results, the "redcube plus" is easy for existing line personnel to operate. Cleaning of the print heads and ink flushing are automated to keep downtimes to a minimum, and the ink tanks are easy to reach and are refillable during printing. The printing module adjusts automatically to the height of the beverage closures.

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The UV DOD printing module "redcube plus" prints directly on beverage closures in up to seven colors, spot or CMYK plus white.

WELCOME TO HAPA "INSIDER"



With pleasure and pride, I introduce you to Hapa's magazine "Insider," inspired by our customers' worldwide activities and our interaction with them. The world in which Hapa is privileged to work is fast moving and many faceted. Conditions our customers face are tough and exacting. It is our wish to

share our passion for matching printing solutions to these tough specifications and times.

At present, we're rolling throughout China to introduce Hapa's printing technologies to an exciting new pharmaceutical market. Our Service team is realizing a customer-centric service designed to lead to predictive support. And Hapa's engineers are innovating technology and novel applications to generate lean opportunities in packaging excellence. The "redcube plus" is covering new ground and opening new business prospects, as well as being an ambassador for "Swissness" along with a Swiss partner. Meet two dedicated employees and get a feel for the excitement they bring to projects all in the service of our customers.

Projects, innovation, and worlds of possibilities – implementing dreams and visions together inspires our shared enthusiasm and zeal for precision products, performances, and services.

I wish you an exciting read.

Beat Rupp
Chief Executive Officer
Hapa AG

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Exciting Swiss partnership: Hapa's "redcube plus" lies at the heart of the IMDvista Closure Digital Print (CLDP) solution.

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Hapa's innovative and scalable "redcube plus" delivers direct digital print on-demand and in the highest print quality. In cooperation with IMDvista, everything to make a fast, highly flexible, and easy-to-operate line has been developed, keeping the customer's success foremost in mind.

New opportunities

The flexibility of direct digital printing on beverage closures offers companies new opportunities to increase brand awareness. Digital print in general is market-proven to realize efficient and effective communication. It can be applied to other applications such as rigid plastic boxes, metallic crown corks, or any other flat-surfaced component, tasks the "redcube plus" easily fulfills. Products can be individualized as late as possible in the production process, opening chances for

personalization of products, and new or seasonal launches and campaigns.

An exciting Swiss partnership

Behind the CLDP line's development stands an exciting partnership between two Swiss market leaders IMD, producers of inspection and handling systems, and Hapa. The partners, located within close proximity of each other, offer customers the advantage of being able to sit with representatives of each company to tailor solutions toward capturing new marketing parameters. The partnership members share a similar culture and a pride in "Swissness," which drives innovations of quality and reliability, and ensures the expert execution of products.

See the CLDP with integrated "redcube plus" in action.



"redcube plus"

The "redcube plus" is a scalable UV DOD inline printing module designed to deliver accurate and reliable print of up to 720 dpi onto blank or preprinted substrates – on demand and just in time. An upgrade path from single to multi-color spot or CMYK printing is easy. UV pinning is available to fulfil white and/or color-on-color printing.



Key advantages

- Fast changeover times between jobs via fully digital data transfer
- Robust and proven UV DOD piezo inkjet technology
- Fully automated print-head maintenance and print-head flushing (conserving)
- Three footprint versions to meet individual requirements

- Scalable from 1 to 7 spot colors or from spot to CMYK / CMYK and 3 spot color printing
- Scalable maximum print width from 72 to 144 mm
- Scalable print resolution from 360 to 720 dpi
- Pinning stations available for color-on-color or white printing

AFTERMARKET GOES SERVICES

Hapa Aftermarket department recently kicked off its customer-centric makeover by renaming itself Services. The overall aim is to simplify B2B processes while boosting service availability and response times.

To cultivate closer relationships with local partners, Hapa Services created a regional organization structure and launched a strategy to increase customer satisfaction. The department is now positioned to better support machine availability to ensure high quality production and process reliability while extending the machine's life-cycle. Included in the implementation plan is a customer-oriented, optimized product portfolio of technical upgrades and service packages.

Two teams, Product Life Cycle and Consumables, are in place managing Hapa's parts, services, inks, and print-mat portfolios. Concurrent projects will see the launch of a global, 24/7 1st-level support service to improve Hapa's response efficiency. The aim is to move Services

into a proactive and ultimately predictive organization by 2020.

We asked Christine Dischö Ferrer, Supervisor Product Life Cycle, to fill us in on the project behind the move:

Christine, can you explain the project "Services 2020"?

"Services 2020" is a customer-centric project to increase Hapa's availability and response times. Our focus has always been on customer service, but with our improved regional organization and active product management, we're moving closer to our customers to better understand their needs, and to provide value-added solutions faster.

What are the added values for Hapa customers?

Hapa's working to better match our products and services to customers' objectives; for example zero unplanned downtime on the production line. Upcoming projects include structured case management and leaner operation processes. Our global 24/7 1st-level support will help to push our operations from reactive to proactive, and into a predictive, knowledge-based service.

What excites you the most about "Services 2020"?

The closeness to the customers – we'll have a more efficient information exchange with customers, know specifically what regional needs and trends are, and what products and services best fit our customers' needs.

What are your personal goals with the project?

Cooperating closely with the regional managers, and optimizing information exchanges between our Product Life Cycle Team and our partners and end-customers.

More specifically, I want to ensure that products are well understood by our experts and are applied to where they make the most sense. The rewards of my endeavors are my customers' rewards.

Christine Dischö Ferrer, Supervisor Product Life Cycle



Customer-centric "Services 2020" in a nutshell

- Teams dedicated to local services and support. Global knowhow networking
- Increased parts availability
- Global 24/7 1st-level support, including faster response times

SWISS PRINTING SOLUTIONS HIT THE ROAD IN CHINA

Hapa's Mobile Technology Center (MTC) brought the power of lean, inline pack-printing solutions to Zhejiang Medicine Co., LTD. Changhai Biological Company. Outfitted with a UV flexo EasyFlex and a 230 Hybrid printing system, the MTC pulled into the parking lot of Zhejiang Medicine in Zhejiang, China, connected to the power generator, and all systems aboard were ready for action in under an hour.

Introducing lean packaging processing to the crucial and expanding Chinese pharmaceutical market, Hapa's MTC hit the road on the 16th of March, arriving at the Changhai Biological Company in Zhejiang, China.

Once the MTC was parked and connected to power, the Hapa and Coesia China team welcomed their hosts aboard the sleek and modern 40-foot shipping container. Demonstrating the operable ease and flexibility of Swiss printing solutions, the EasyFlex printed black on blister foil, and the 230 Hybrid printed black and red on blister foil. The Hybrid, a Hapa bestseller, combines UV flexo and UV DOD printing modules into one flexible and efficient system. Visual inspection on the MTC was showcased by two Laetus systems.

Origins in Hapa's European Roadshow
The idea for a roadshow in China originated with Hapa's experiences taking printing solutions on the road throughout Europe. Most prospective customers, and most of their employees, do not have the

opportunity or time to travel to exhibitions, let alone visit Hapa in Switzerland. So the possibilities of inline pack printing are delivered to the customers.

Added benefits
An added benefit of taking to the road is demonstrating the true robustness of Hapa technologies. Customers realize the stress hours of road travel can put on a system, yet after a short setup time, they experience first-hand machines operating and running in the MTC. It is also appreciated that a sales team is operating the systems, verifying that Hapa technologies are operator-friendly. Each of these benefits has a clear and positive impact on visitors.

Visit planning
Since mid-April, the MTC has been on the road. Exhibitions began at multiple sites in Zhejiang province. Interest has proven to be lively. Appointments with further companies are to include or have included stops at locations in Jiangxi, Hubei, and Jiangsu provinces.

First reveal of the Mobile Technology Center (MTC)
Last November, the MTC created a huge impression during its first reveal as the highlight of the "Global Pharma Packaging Trend Seminar" at Coesia China in Suzhou.
[Watch the dramatic unveiling.](#)





Hands on technology demonstrations



Hapa brings lean packaging processing to customer sites in China



Zhejiang Medicine Co., LTD. Changhai Biological Company, the proud host of the first visit of the MTC

HAPA LEAN EVENTS

Hapa hosts events focused on the lean transformation of packaging processes. In 2016, two customer-dedicated events are planned for September and November in India and in Switzerland.

Providing technological demonstrations, information, and a place of dialogue, the events will focus on the lean transformation of packaging lines. Guest speakers will address production complexity drivers and best practices, as well as offer case studies and analyses.

At the September event in India, Coesia companies, FlexLink, provider of automated conveyer systems, and Norden, provider of tube-filling systems, are to join Hapa. The November event will take place at Hapa's facilities, and will include a look

at the newest technologies for both the pharma and FMCG industries.

The interest in lean principles as a strategic objective has grown dynamically within the pharma and FMCG industries over the past ten years. Alongside its customers, Hapa has supported and gained insights into best practices. These events provide an excellent venue to exchange experiences and ideas. Last year, Hapa initiated its series of lean events with an in-house show for German-speaking customers.

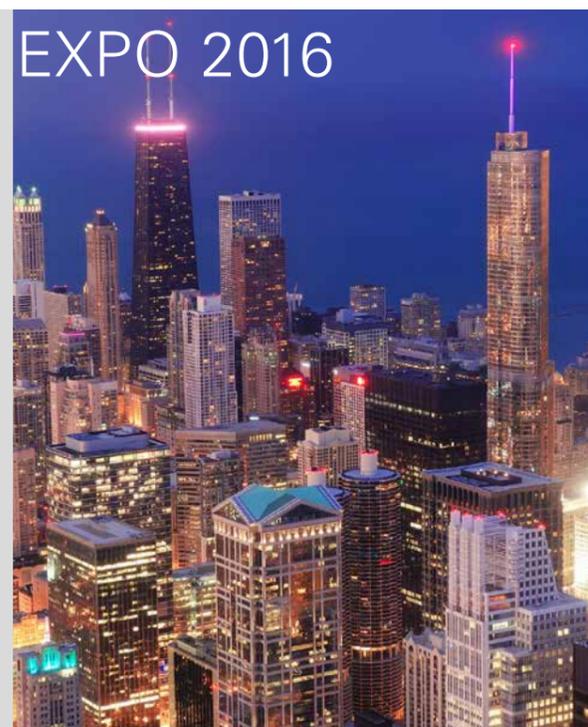
HAPA AT PACK EXPO 2016

World premiere in Chicago: Hapa's BlisterJet CMYK 6 – 9 November 2016

Pack Expo dominates processing and packaging events in North America – and further afield. The plans to splash a bit of color at Pack Expo are in full force. Hapa will premiere its BlisterJet CMYK in Chicago.

The dedicated blister-pack printer is ideal for Late Stage Customization production. It uses UV DOD piezo inkjet technology to deliver precise and reliable print results in a CMYK or 4 spot-color application.

Plan to see us, we'll make your visit worthwhile.



ONE DAY IN THE LIFE OF ...

Josue Espinoza, Customer Care technician, charms customers and coworkers alike with his positive attitude and willingness to put in the extra effort to keep Hapa systems in top condition.

Josue's week begins on Friday, when he checks his schedule for the upcoming week. "I check where I'll be going – to Spain or Germany, Italy or Slovakia," he says. "I usually travel Mondays to Fridays." On a rare day, he's in Hapa, helping train a customer. He smiles. "I like the days I'm in Hapa. I go home over lunch and see my wife and two daughters."

A start in Mexico

Josue works on all Hapa systems. "I've been with Hapa so long!" he says with a grin. He started working for Hapa México – now Coesia México – after finishing his engineering studies in control and automation at Instituto Politécnico Nacional, Mexico City, one of the largest universities in the country. He's been with Hapa for fifteen years now, the last three in Switzerland. "My wife and daughters speak German, and the girls speak the local Swiss-German dialect, too."

A typical customer visit

Ninety percent of Josue's jobs involve flight travel. A typical customer visit takes three days. "Last-minute changes to my schedule mean I've learned to

book my hotel room the night before my flight, not sooner." Once he arrives, he dedicates time to get to know the customer's operators, the production line and printing system. They discuss the grounds for his visit, either making adjustments to a machine or carrying out its maintenance. On day two, Josue gets to work. "I try to finish up on day two so that I can invest day three on a refresher in machine training," he says. "Most of my operators also offer a lot of input on running a Hapa system – they often train me on a machine." He appreciates a reciprocal relationship. "I learn so much from listening." When a customer doesn't understand what is at the root of a problem, Josue takes his time to go step-by-step through the machine's operation so that all can learn to find and solve problems themselves. "The customer's most happy if he can solve a problem without involving Hapa."

Customer-centric Services

Once Josue's visit is over, he fills out a Service Report. "The details go to my boss, André Nägeli," and are fed into Services' new customer-centric strategy.



Customer Care Technician Josue Espinoza keeps Hapa systems in top condition

Hapa's interested in all customers benefitting from my experiences and the experiences of all system operators.

Yearly meeting of Hapa technicians

Once a year all the technicians from the world over meet at Hapa. "Customers may find it stressful in the short run that technicians aren't available during this time, but they benefit in the long run." The week-long meetup focuses on technology training, info-sharing, and a heads-up on what to expect – product development

and promotions from Hapa's research and development engineers. "The best info-sharing comes in the cafeteria over a cup of coffee, or when we're relaxing at dinner," Josue says. "It's a great week for all technicians and for Hapa as a whole."

SWISSNESS – DID YOU KNOW?

The majority of Swiss speak German (60%), followed by French (23%), and Italian (8%). Romansh (1%), an Alpine language with Latin roots and related to Italian, is spoken by the fewest number speaking a national language. The rest of the population (8%) speak languages other than those native to Switzerland.

Although English is not a national language, a visitor might well think it is – its use in Switzerland being so widespread, even between Swiss! Often, English is used as the lingua franca – a bridging language – for example, between someone from the Italian-speaking region of Tessin and someone from the German-speaking region of Zurich.

Should you find yourself traveling to Switzerland and not schooled in one of our four national languages, a knowledge of English will serve you well – especially in the cities and popular tourist destinations. Venture into remote regions and you might have to resort to the most common of languages, hand and facial gestures!



EXHIBITIONS & EVENTS 2016

SEPTEMBER

FLEXLINK, HAPA & NORDEN
LEAN EVENT
India
21 September 2016

FACHPACK
Nuremberg, Germany
27–29 September 2016

OCTOBER

THE INKJET CONFERENCE
Dusseldorf, Germany
5–6 October 2016

K16
Dusseldorf, Germany
19–26 October, 2016

NOVEMBER

PACK EXPO
Chicago, USA
6–9 November 2016

ALL4PACK
Paris, France
14–17 November 2016

INPRINT
Milan, Italy
15–17 November 2016

P-MEC
Mumbai, India
21–23 November 2016

HAPA LEAN EVENT
Volketswil, Switzerland
22–23 November 2016

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Hapa belongs to Coesia, a group of innovation-based industrial solutions companies operating globally and headquartered in Bologna.

Editing

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Text

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Layout and composition

awikom gmbh,
Bensheim, Germany

Print

Frotscher Druck GmbH,
Darmstadt, Germany