

The production site in Obergrünburg, Austria, has been a centre for corrugated printing and converting since 1945. With the radical renovation of the former headquarters of the Roman Bauernfeind Paper and Packaging Group in 2010, Bauernfeind Druck and Display focuses on innovative packaging and display solutions, recently implementing the latest digital printing and cutting technologies. Together with its sister companies, Roman Bauernfeind Print and Packaging and Roba Corrugated, the company has more than 200 employees and delivers over 300 million sqm of corrugated board per annum, providing a comprehensive one stop service to its customers.

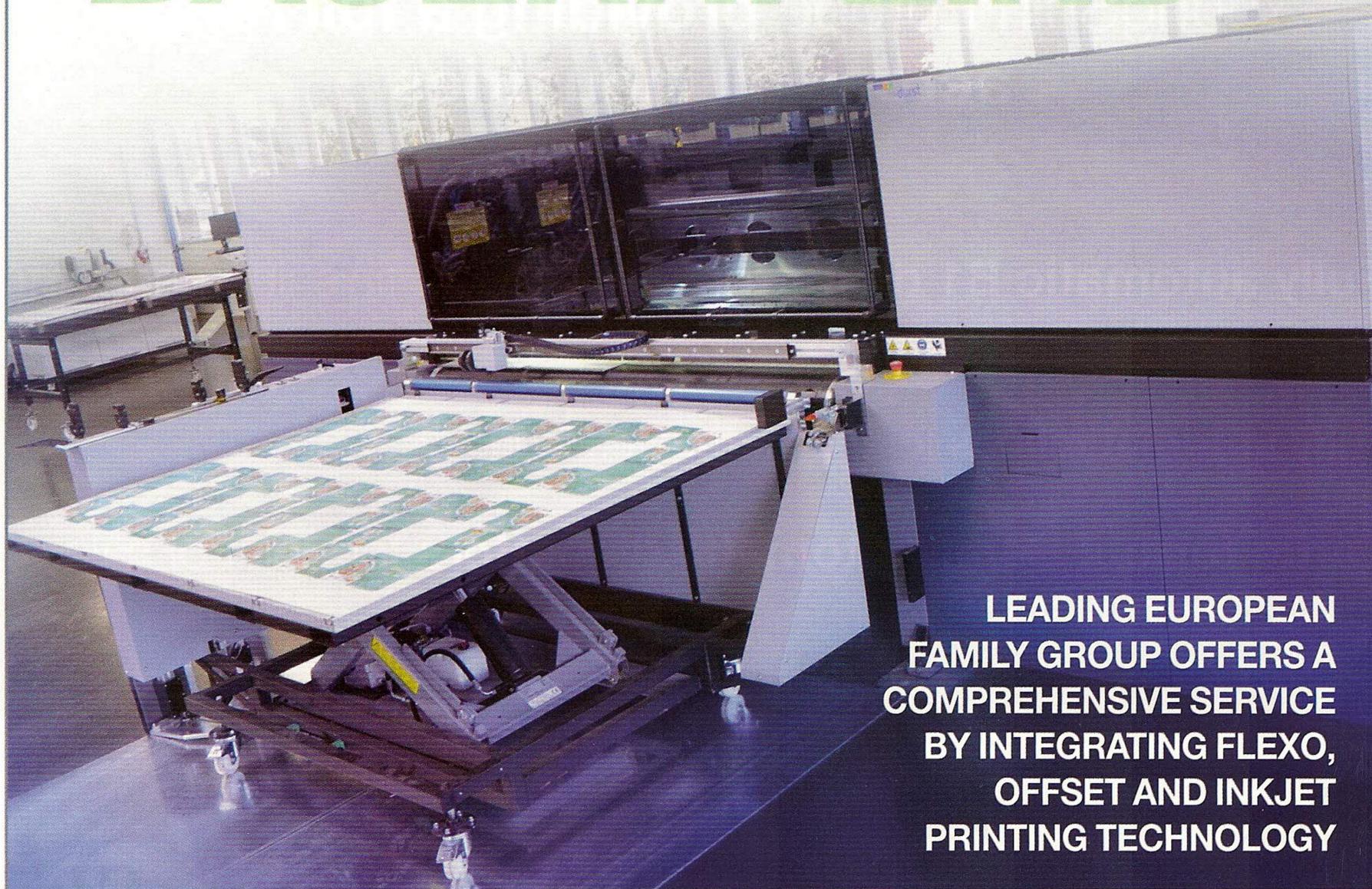
Over the last few years, Roba and Bauernfeind Austria have undertaken an extensive investment in new printing

processes. Today, the company has a complete digital production workflow, comprising a Durst Rho 750 corrugated printer and two Kongsberg XP cutting tables, an offset line for direct printing onto corrugated and modern flexo printing machines.

“To deliver innovative products you need innovative technologies. Otherwise innovation remains a lip service concept. Our know-how has been developed from combining traditional corrugated converting with the newest technologies and processes. This alone ensures that we can deliver our customers the product they need,” says Dr Roman Bauernfeind.

General Director, Thomas Bauernfeind, said, “The main benefit of our production site in Obergrünburg is that we focus exclusively on digital production.

DIGITAL SOLUTIONS FOR BAUERNFEIND



**LEADING EUROPEAN
FAMILY GROUP OFFERS A
COMPREHENSIVE SERVICE
BY INTEGRATING FLEXO,
OFFSET AND INKJET
PRINTING TECHNOLOGY**



This means that our processes are perfectly designed for fast reaction times and short runs from 1 to 2,000 POP displays or speciality packaging. The streamlined organisational structure as well as the fully automated digital print and converting process

ensures the best results at low cost."

"The carefully planned premises of the production site in Obergrünburg are ideal for further expansion into the short run packaging and display fields," explains site manager, Thomas Kaisermaier. "For our customers this means that they get what they ask for. This may sound overly simple, but in practice the following is often the situation. Many other market competitors push their clients into ordering long runs even if they do not really need them, because of their exclusive focus on flexo printing technology. Thanks to our range of technology we can provide what the customer really needs.



"In Obergrünburg we currently operate a Rho 750, a Kongsberg XP24 and a Kongsberg XP44 Auto. These systems were integrated recently and now run a full day shift," continues Mr Kaisermaier.

"Regarding our investment, I must say that our trust in both Durst and Kongsberg has been fully justified, especially the Rho 750 corrugated, which has proved to be extremely reliable and provides high printing quality at a high production speed. Our customers appreciate the printing quality and keep coming back for more. Overall, our success confirms that we made the right decision to move forward into the digital age with digital production technology," concludes Thomas Bauernfeind. ■

