VOL. 2, ISSUE 1 May 2017

THE FUTURE OF IN-HOUSE WEB PRINTING IS NOW

At home in a digital Industry 4.0 factory, the future of in-house printing connects seamlessly with digital workflow. It is scalable and flexible, ergonomic, easy to set up, operate, and maintain. It integrates onto existing or new packaging lines or operates roll-to-roll. Driven by know-how and experience, the future is now: Welcome to Hapa's Web 4.0, the modular web-printing platform.

Hapa Web 4.0 – experience-driven design and function for in-house web printing.

Through the evolutionary design and engineering of the Web 4.0 platform run the deep roots of market-leading experience and know-how. The printing systems comply with FDA 21 CFR part 11, the stringent requirements of the pharmaceutical segment. With accurate, high-resolution print, they meet the future challenges of serialization head-on.

An evolved platform, a growth platform

Built on Hapa experience, the Web 4.0 platform is designed to be at home in a digital Industry 4.0 factory. User experience is simplified and harmonized across all of the printing applications to enhance operability and productivity flow.

"A two-color Proof of Concept (POC) system was exhibited in Chicago at Pack Expo 2016," says James Freer, Product Manager at Hapa. "The POC in action generated a great deal of interest and several orders." At interpack 2017 in Düsseldorf, Germany, the platform's inaugural machine will be launched – built on feedback from our customers, team of engineers, and technicians."

"The key issue here is uptime."

All Web 4.0 printing systems will share the same user-friendly platform modularity and scalability. "The key issue here is uptime," notes Freer. "Our systems are designed for agility, operability, and longevity – the main drivers to improved uptime." Ease of maintenance and serviceability are taken on board, and a host of options is available. Adds Freer, "The platform is to grow."

"We're after sharp print results."

"At Hapa, we're a highly professional and passionate team," says Freer. "We operate worldwide, we're focused on customer needs, continual improvement, and we're growing dynamically. We're after sharp print results. To that effect, we're building our systems with the experience of long-term partnerships, with the best in the industry, and we back up what we install with the strengths of a global structure, which are geared toward local services and support. Plus we've got the backing of Coesia and the connections to industry-leading sister companies."

James Freer, Product Manager "Our systems are designed for agilty, operability, and longevity – the main drivers to improved uptime."

Industry 4.0–ready

The integrated HMI is recipe-driven, intuitive and scalable. It provides a single point of entry for artwork, variables, and machine set-up. User access levels and audit trail

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A TIME OF INNOVATIONS

In an "interpack year," Hapa is excited about more innovations. Under the motto "The future of in-house web printing is now" we are presenting the new Web 4.0 to the world market. This Industry 4.0–ready platform for printing on web materials makes your production fit for the future.

Also, at Hapa Ink there are changes. The team of ink specialists has moved into Hapa headquarters with a new laboratory and production facilities. The close proximity, closer collaboration between departments, and faster results directly benefit our customers. Customers, those of you who made the effort to participate in our Customer Satisfaction Survey, we thank you! The results of the survey are included in this issue of Insider.

Have a look and read how we are shaping the future of in-house printing. It is not without reason that Switzerland has been determined for the sixth consecutive year to be the world's top innovator. We, as a globally active Swiss company, wish to continue with you to be a contributor.

I wish you an interesting read and look forward to greeting you on our stand at interpack.

Beat Rupp
Chief Executive Officer
Hapa AG

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comply with pharmaceutical requirements. The control interface can be run via any Ethernet-connected web browser. Each Web 4.0 system can be monitored singly or collectively. Valuable data about the status of each system, from ink levels to component temperatures, can be collected over OPC unified architecture. The actions necessary to optimize asset utilization are continually transparent.

The heart of the digital system

Scalable and future-proof, the integrated "redcube plus" printing module lies at the heart of the platform's digital systems. Color bars with incorporated print heads can be retrofitted so that the module can go from single to six spot colors or WCMYK, plus lacquer. LED curing units polymerize the inks immediately. A flush function ensures that the print module can be placed into standby for extended periods. Print-head maintenance is automatic so that no production time is lost to manual cleaning. The system prints text and graphics, including data matrix codes, up to 60 meters per minute, meeting the future challenges of serialization with accurate, high-resolution, 720 x 720 dpi print. Results are sharp, even on paper-back foils.

The scalable, digital "redcube plus" at the heart of the platform is future-proof.

The rollout

"Flexographic, WCMYK, and hybrid Web 4.0 printing systems are to be rolled out," says Freer. "The hybrids will accommodate any combination of up to four flexo and six digital printing modules." Whatever the printing production needs, the Web 4.0 will deliver.

Top-, stand-mounted, and roll-to-roll systems are available. Platform options include integration into a digital workflow or ERP system, a pre-treatment station, and pinning station(s) to control ink bleed or fulfill color-on-color printing or to improve print quality on porous materials. Adds Freer, "Whether someone is installing in-house printing for the first time, retrofitting, or upgrading from analogue technology, our expertise – of print technology, UV inks, applications, market demands, customer experiences, and regulations – smooths the way to improved production agility and efficiency. The Web 4.0 is the answer to operability, flexibility, and reliability."

The Web 4.0 at a glance

- High resolution, multi-colored text and graphics
- Integrates with digital ERP/workflow
- Future-proof, scalable platform
- Evolutionary design: operability, easy maintenance, increased uptime
- Retrofit- / upgrade-friendly
- Precision vacuum transport system
- Designed and made in Switzerland

Read more about the Web 4.0 here:
hapa.ch/en/home/products/UV_DOD

CROSSING BORDERS – THE CHALLENGE OF SHIPPING

It's all in the details to get Hapa technology, marketing documents, and promotion items to exhibitions throughout the world. To perfection, our Import/Export Services drives the success of the wide-ranging tasks involved.

Last year alone, Hapa shipped 15 printing systems and accessories to 12 exhibitions (including those for the mobile exhibitions in Europe and China) in 9 countries on 4 continents without a hitch at customs. Accessories such as brochures, giveaways, and more were sent to additional countries.

Getting printing systems to venues where they can be seen in action and the necessary accessories takes coordination, dedication, and unsurpassed expertise from the Import/Export team at Hapa. For each item shipped, large and small, there are regulations to be met.

We asked Sabine Fluri, Senior Specialist Import/Export, to fill us in on the process of getting systems across borders.

Sabine, exhibitions create special challenges, right?

Yes. Our shipments to exhibitions are usually machines, but we also ship inks and cleaning solutions, spare parts and technicians' tools – plus all our marketing material. The details of each item needs to be documented correctly to cross any border. Machines that return to Hapa are handled differently than consumable or promotional articles.

The 2016 roster of systems exhibited:
BlisterJet and BlisterJet CMYK, EasyFlex, Hapa 862, Hybrid 230, Universal LP, redcube, and the Web 4.0 Proof of Concept.

The countries Hapa shipped to:
Brazil, China, France, Germany, India, Italy, the Netherlands, Spain, and the U.S.

What's your first step?

We first identify what's to be shipped – how it's classified and to be documented – where it's going, and how. We coordinate a time schedule for our team and our outside partners, our packer and our freight forwarder. Regulations for shipments can differ greatly, from those covering the type of packaging used to items highly restricted by means of transportation.

Restrictions by means of transport?

Exactly. Let me give you an example: At exhibitions, Hapa demonstrates the late stage customization of products by direct-printing personalized data onto power banks. A power bank is considered to be a lithium battery. Lithium batteries are the preferred energy source for many consumer products. They are dangerous goods, however, which constitute a safety risk. The transport of lithium batteries by airfreight or express services is highly restricted, and it is imperative that all transport regulations are strictly adhered to. If we want to ship 100 power banks from Switzerland to Germany by road transportation, we have no problem – but if we want to save time and ship by air? Forget it. We're restricted to shipping only two power banks at a time.

No room for "devils" in her work: Sabine Fluri, Senior Specialist Import/Export.

Shipping overseas can be a long process.

Absolutely, even shipping by airfreight. We have to be exact in our calculations and exact in our documents whenever shipping abroad. If we make a slip-up, a printer might not make it through customs or to the trade show in time to be set up. We usually ship by road, or by air if the destination is outside Europe. Each and every step needs to be documented. All arrangements require confirmation and follow-up.

So, the devil's in the details?

There's no room for devils in our work! You can postpone a lot of things, but you can't postpone an exhibition. The challenge is to get Hapa systems to their exhibitions in time and home again safely. Our rewards are happy visitors and a satisfied sales team.

CUSTOMER SATISFACTION SURVEY

Recently, 176 customers from 135 companies in 35 countries took part in the Hapa Customer Satisfaction Survey. They attested to Hapa's good performance in many areas of aftermarket services and support. The results also delivered valuable information by highlighting areas with room for improvement.

Hapa's Customer Satisfaction Survey consisted of two parts. The first part was based on the Net Promoter Score (NPS) to calculate whether a customer would recommend a company's products or services. The average B2B company scored an NPS of 24%; Hapa's overall results were 36%. The plan of action is to excel.

The second part of the survey dug deeper. With an aim to evaluate specific strengths and weaknesses of Hapa's services portfolio, it targeted three areas, hotline & consultation, service interventions & training, and parts & consumables.

Hapa excelled in most areas of aftermarket services and support (follow link to the right). Plans are in operation to build on strengths, to continue the development of quality products, support, and services. Areas where the bar needs to be raised have been highlighted, and improvements are progressing. Improvements include extended helpdesk support hours, shipping times, availability of parts, and the strengthening/expanding of the service technician base.

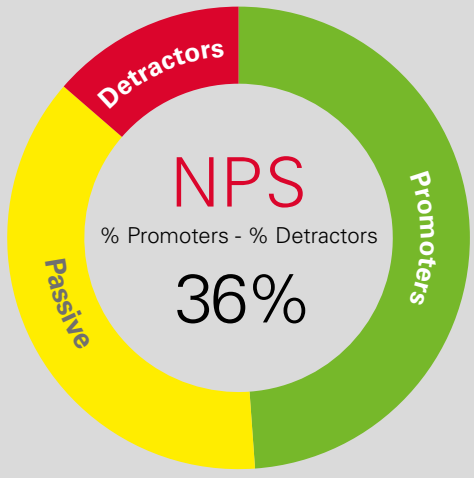
The majority of the survey's participants, 63%, came from EMEAR nations, 28% from NCSA nations, and 9% from APAC nations.

The NPS is calculated by subtracting Promoters from Detractors.

Customer Loyalty	Number of votes	Percentage
Promoters	**86**	**49%**
Passive	**66**	**38%**
Detractors	**24**	**13%**
	176	**100%**

49% - 13% = Hapa NPS 36%

See detailed survey results:
hapamedia.ch/survey2016



HAPA INK MOVES TO HEADQUARTERS

The ink department is now under the same roof as Hapa headquarters. Providing ink-testing services and ink production in-house, combined with new lab facilities, improve customer service.

Hapa bought an industrial ink branch in 2013 to become a complete-package supplier of quality inks and printing systems. However, its operations lay twenty-minutes from Hapa. Now Hapa Ink's development, testing lab, and production facilities are under headquarters' roof and communication, interaction, and logistics between Hapa Ink and divisions such as Sales, Projects, Services, Quality Management, and Applications are greatly simplified and speeded. Plans for the move began in early 2016. The planning team decided to use the opportunity to create a state-of-the-art laboratory.

Mathias Theiler, Supervisor Ink Department, said, "Most of the existing equipment would not have survived a relocation. We put our investments into outfitting a lab with the latest and safest equipment and facilities." LED hanging lamps and a climate control unit were installed to regulate light, temperatures, and humidity. The division's production area now has great views of the Alps – although the mountains look yellow. A protective film covers the windows to safeguard all products in production from UV rays.

The new laboratory is outfitted with the latest and safest equipment.

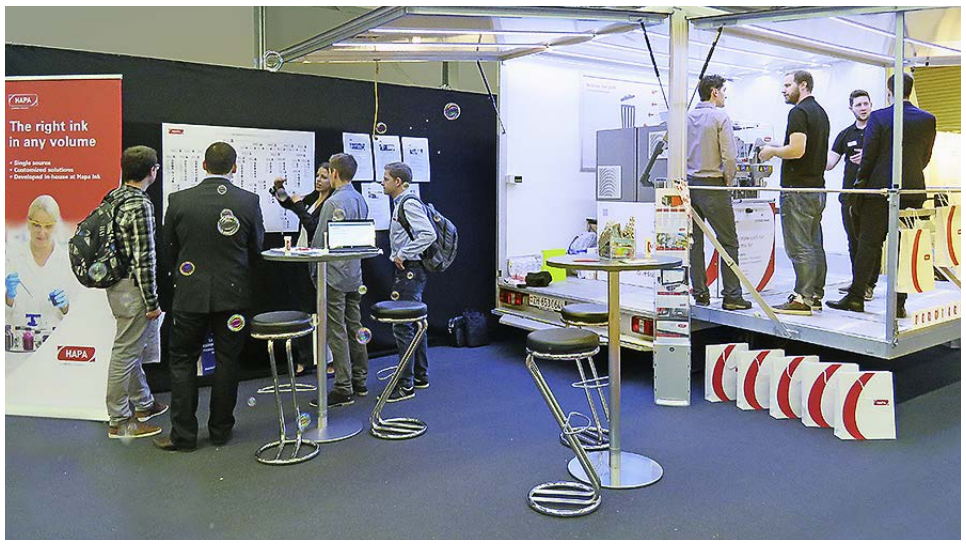
ATTRACTING YOUNG TALENT

The competition for top talent is always tough. Hapa's approach to attracting quality candidates focused on students and graduates at the recent career event "Absolvententag ZHAW" at the University of Applied Sciences in Winterthur, Switzerland.

At the university-sponsored career event, a team of Hapa professionals showcased the quality of its technological innovations and presented glimpses into its culture of diversity, expertise, and passion. The team then introduced career opportunities gained by Hapa's inclusion in Coesia, a group of global innovation and technology leaders in automated technology and process solutions.

By exhibiting its bestselling Hybrid packaging printing system, Hapa set out to impress the students and recent graduates. The Hybrid, mounted aboard the Hapa Mobile parked at the venue, demonstrated UV flexo and UV DOD printing technologies, printing two colors on web-fed blister foil. Following demonstrations, the Hapa team shared job and career-management opportunities and fielded questions about the company's capabilities, its international culture, and its global markets in healthcare and fast moving consumer goods.

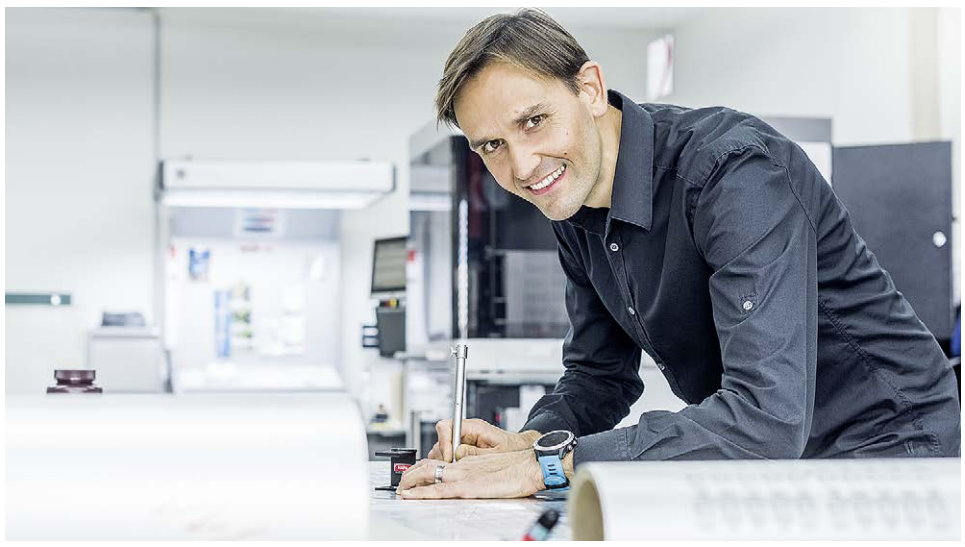
Coesia Talent Management
The technological innovations and developments that ensure Coesia's global leadership attract talent. Nurturing that talent demands recognition of merit and the fostering of personal growth. At Hapa, and each of her Coesia sister companies, employees have access to skill-development courses as well as career opportunities in different functions and countries.



Drawing young talent: the Hapa Hybrid UV flexo and UV DOD packaging printing demonstration at "Absolvententag ZHAW" in Winterthur, Switzerland.

ONE DAY IN THE LIFE OF . . .

Sascha Simon, Senior Specialist Applications, trains for marathons, and it's a good thing he's in endurance shape. Every working day, customer jobs – external and internal – keep him on the run.



Testing print results is a hands-on job: Sascha Simon, Senior Specialist Applications at work.

If Sascha's not performing ink adhesion and stability tests on materials or products, he's training production teams and technicians on fine-tuning Hapa printing systems for optimal print results. The ink's gotta stick. The magic has to work. If or when it doesn't, Sascha becomes an investigative reporter. He goes after the story, gathers the facts, tests all theories, and then submits a report.

The application of his know-how makes a difference to print-quality results. Sascha knows printing systems, the flexographic and drop on demand, piezo inkjet technologies used by Hapa and more (offset, for example). He knows the keys to adhesion – inks, substrates, and materials, from blister foils to thermal-forming plastics prior to being heat-treated – and he knows print heads and the impact of material transport. The tools to digital printing are part of his expertise, too, color management, color ripping, data workflow and their software tools. "With each new challenge," he says, "whether it's analogue or digital printing, I try to simulate a worst-worst case to test." Each test brings him closer to best results.

From Germany to Switzerland

Even Sascha's way to Hapa was a marathon: Shortly after Germany's Reunification, he began training as a printer in Saxony Anhalt. Once he successfully completed his training, he looked for work in areas with better economic prospects and landed a position in Basel, Switzerland. Ambitious for more responsibilities, he went on to earn an engineering degree with a concentration in printing and packaging. Soon thereafter, in 2010, Hapa lured him into its fold.

Every day is a special day

Sascha is at a loss to describe an average day in Applications for himself and his team of experts. Requests might come in from Healthcare Sales to conduct a compatibility test for a prospective client. Or a client wishes to have a new lidding foil or new spot color tested. A few raster image processing jobs might be urgent, and a challenging printing project from the FMCG department could need his fine-tuning before heading to an exhibition. The results of an ink migration test conducted on a Hapa digital system might be returned from the testing lab, and maybe he's been booked to train a new employee in assembly on aligning print heads for the highest quality of print. "Applications," he says, "is where science meets art meets mechanics." Wait – the telephone's ringing. The designer in Marketing wants changes made to a label template and is asking about arrangements for flexo print samples. Sascha's got to run.

Sascha's tip to customers

For the best print results on your substrate/material, it's indispensable to know which ink, material, substrate, environmental-conditions, movement, pre-treatment or Raster Image Process can be used. Contact Hapa to get a more specific and deeper knowledge about the ink/drying process for your application/solution. We will support you to get the best possible results so that you can satisfy your customers.

SWISSNESS – DID YOU KNOW?

For the sixth consecutive year, Switzerland is the most innovative land in the world according to the Global Innovation Index (GII). It is one of the few lands to combine top technology solutions with optimal business opportunities. In the international field, Switzerland scores high on political stability and the infrastructure needed to create a company.

The GII, under the direction of Cornell University, investigates the innovation performance of 128 countries based on 82 indicators that include investments in research and development, number of patent applications, the research resources of universities, and the economic sustainability.

Switzerland likewise landed in the top spot on the European Innovation Scoreboard 2016, a study put out by the EU Commission that compared EU-members and included non-EU countries.

Switzerland: world's most innovative land.

EXHIBITIONS & EVENTS 2017

MAY	INTERPACK Düsseldorf, Germany 04–10 May		
SEPTEMBER	DRINKTEC Munich, Germany 11–15 September	PACK EXPO Las Vegas, USA 25–27 September	
OCTOBER	THE INKJET CONFERENCE Düsseldorf, Germany 24–25 October		
NOVEMBER	CIPM AUTUMN Fuzhou, China 01–04 November	INPRINT Munich, Germany 14–16 November	P-MEC Mumbai, India 28–30 November

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