



**Digital performance meets perfect price.
Discover Versafire.**

HEIDELBERG



Today's printing business is already more than printing

Digital and Offset.
Two worlds become one.

Heidelberg Versafire.
Digital performance meets
perfect price.

creative

and

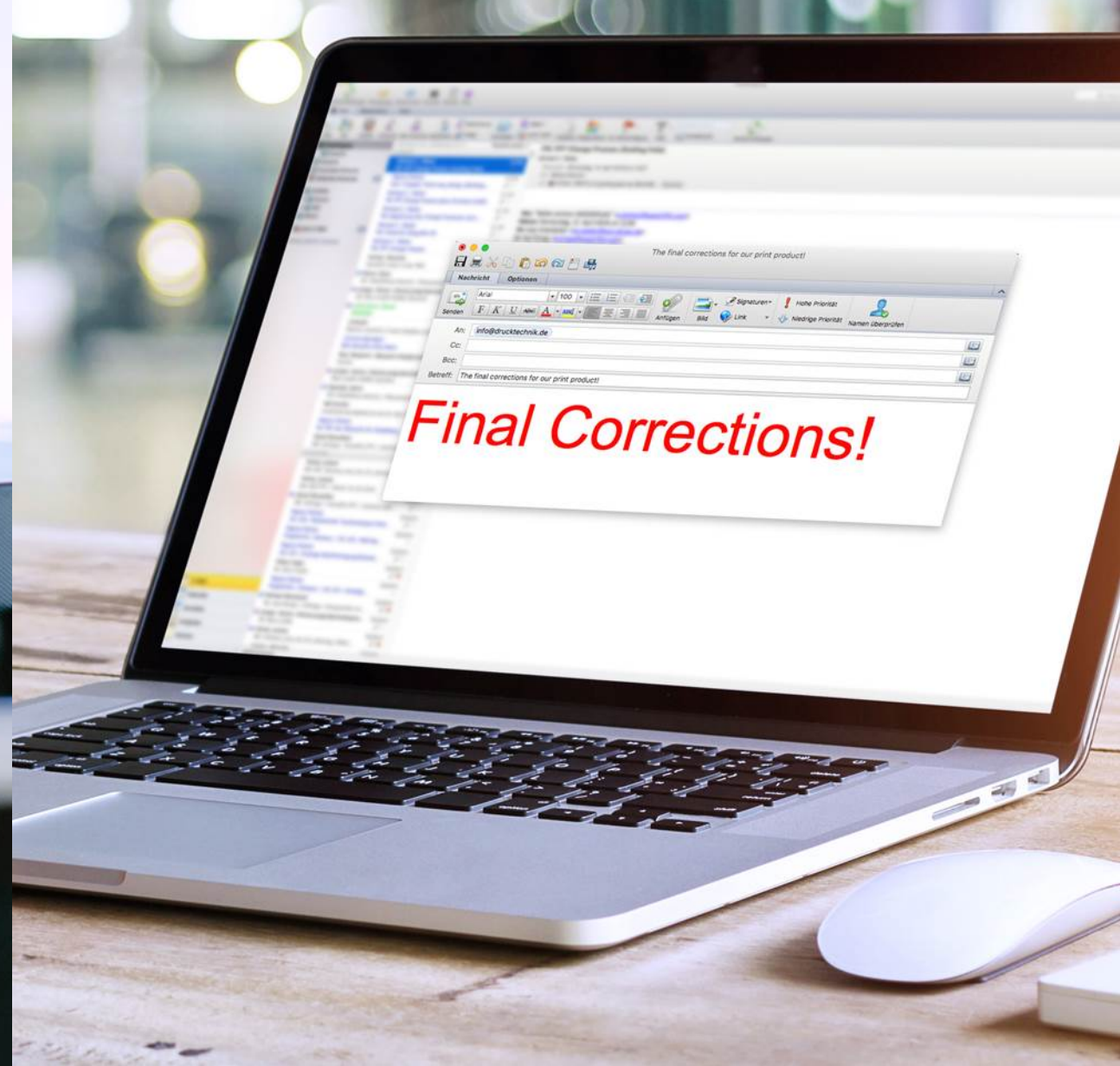
efficient



fast

and

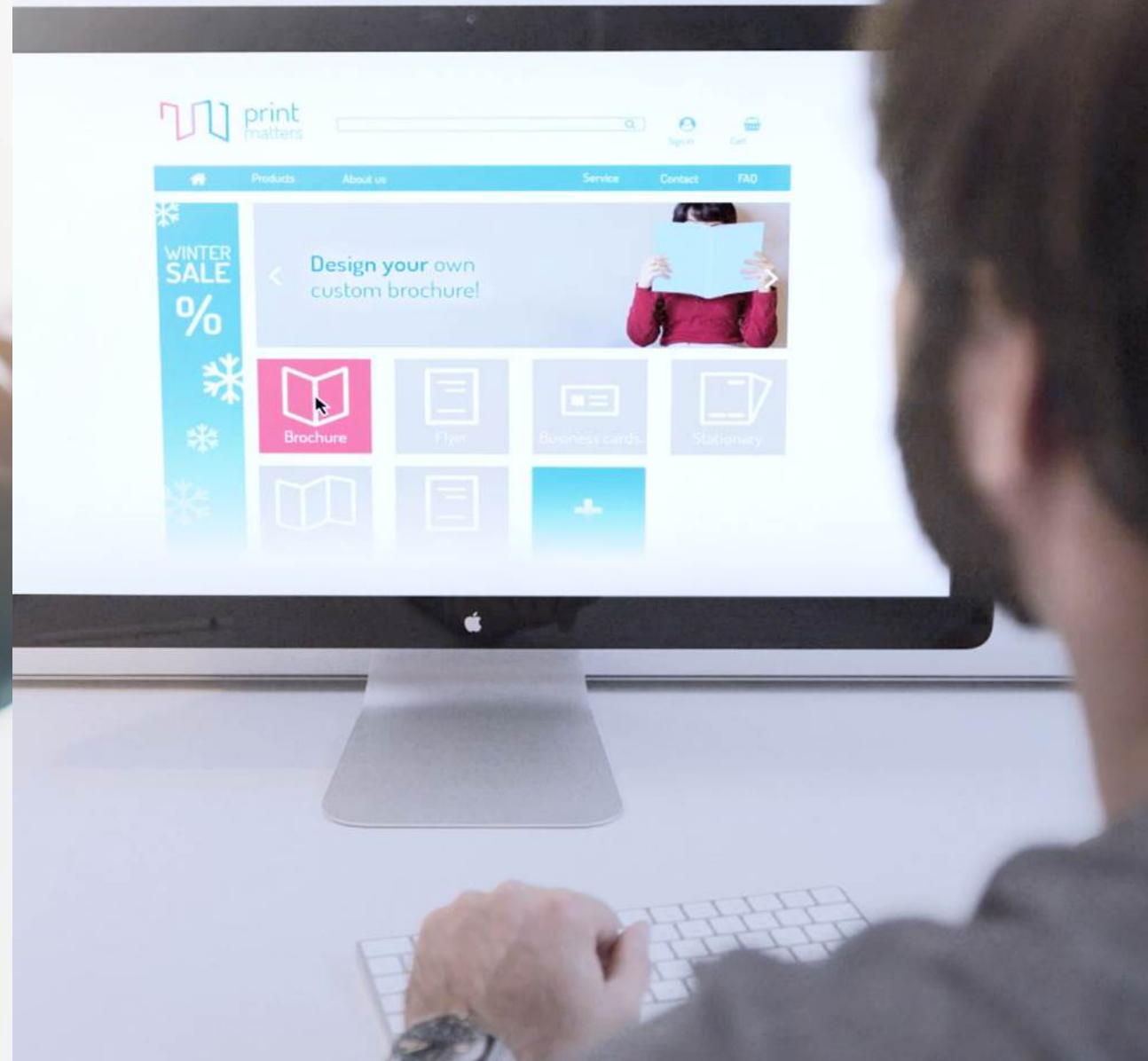
flexible



Retain loyal customers

and

gain new customers.





Taking new paths. What does this mean for you?

- Innovating business models
- Expanding your offering in products and services
- Rethink processes and infrastructures
- Acquiring new technologies and know-how

Heidelberg enabling your business expansion with a strong Digital Print product portfolio



Primefire



NEW FAMILY

Omnifire



Versafire



Labelfire





What makes Versafire unique?
**Three good reasons to go for
Versafire Digital print solution.**

Versafire Digital Presses

Designed to reliably deliver
a whole new range of
applications in the best
quality and at the right cost.

Heidelberg's unique printing know-how via Prinect Digital Front End (DFE)

Heidelberg's know-how in
print quality and production
efficiency. The link to the
Prinect Production world.

Efficient operation management via Prinect Production Manager

A complete production tool to
efficiently run your entire
operation, individually
scalable to your needs.

A new machine generation.
Heidelberg Versafire.

Digital performance meets perfect price.



Versafire EV.
Our champion in application variety.



Versafire EP.
Professional high-end print production.



The digital future is bright.

Expand your portfolio
with unsurpassed
application possibilities.

Heidelberg Versafire.
Digital performance meets
perfect price.



WIR

LASSEN

BLUMEN

SPRECHEN

**Print white first and then CMYK
process colors – in one pass.**



Outstanding effects – with special
neon yellow and neon pink toner.



Outstanding image quality and minimal color deviations – on individual sheets as well as in the run thanks to improved toners.



The digital future is flexible.

Ultimate freedom.
Reliable results.
Simple handling.

Heidelberg Versafire.
Digital performance meets
perfect price.



Add emphasis with special toners like “Invisible Red” – for example as protection against copying for greater security.



**Use different substrates –
flexibly combined in one job.**



Light packaging opportunities with grammages up to 360 g/m² and 450 g/m²





The digital future is productive.

Inspiration through quality.
Impressive performance.
Continuous inline calibration
and registration Reliable
production

Heidelberg Versafire.
Digital performance meets
perfect price.



Print banners up to 1,260 mm in length in simplex mode and up to 1,030 mm in length in duplex mode – in top quality.



Maximum precision even with complicated designs – thanks to an automatic inline register.



Consistent quality and color across the entire run – thanks to automatic inline color measurement and calibration.





**Inline finishing of brochures and booklets –
with grammages up to 360 g/m² and 450 g/m²
(depending on the Versafire model).**



The digital future is limitless.

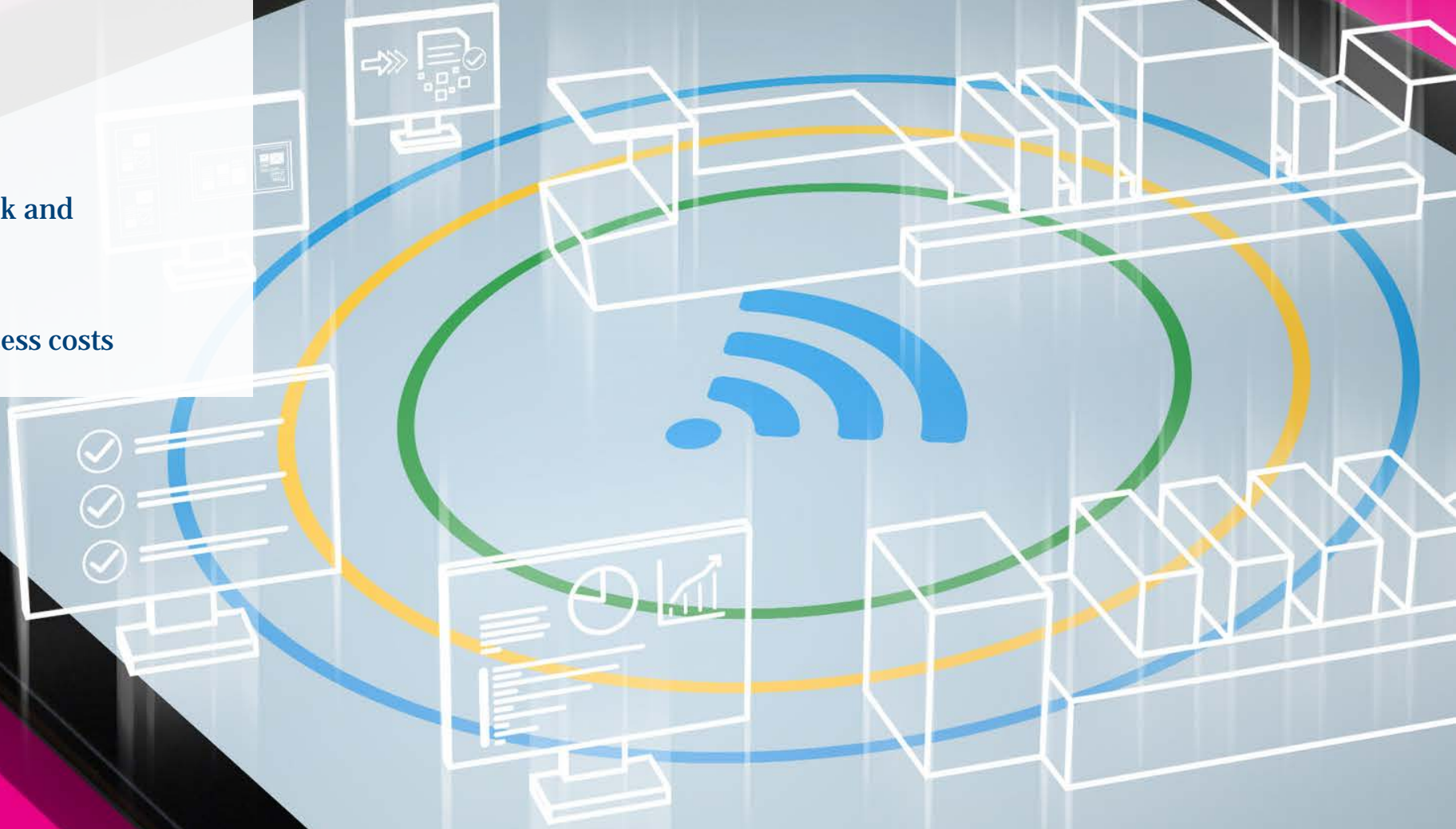
A world full of possibilities
Solutions that open up new paths
Intuitive tools from experts
for experts that simplify your work

Heidelberg Versafire.
Digital performance meets
perfect price.



Optimized processes from the beginning.
Save time in preparation that you could use at the end

- **New Prinect DFE hardware**
Much faster with PDF -VT files
- **Prinect user interface**
What you see is what you get – quick and easy job preparation
- **Prepress sequences**
Automated prepress optimizes process costs





Prinect Production PDF Tools. Greater efficiency for your prepress process.

- Easy handling of customer PDFs to avoid defects and poor printing results
- Preflight report uncovers possible problems quickly and ensures optimal adaptations
- Generate, adapt, or modify PDFs with ease.

Discover the next generation of digital commercial printing from Heidelberg.

We cordially invite you to join us!

Versafire Launch Event
April 18, 2018
Print Media Center
Wiesloch

Register now at:
www.heidelberg.com/vf-launch-en

Versafire.

Heidelberger Druckmaschinen
Gutenbergring - 69164 Wiesloch - Germany

Hans Mustermann
Musterposition
Musterstraße 15
65479 Musterstadt
Germany

Digital performance meets perfect price.

Printed on Versafire.

**Your invitation,
Mr. Mustermann**

HEIDELBERG

28.03.18 09:08



**Prinect Production Color Tools.
Benefit from a rendering technology
containing Heidelberg's know-how and
long time experience**

- Generate accurate calibration data for the complete print process
- Precisely mapped spot colors



**Create added value for your customers.
Versioning and personalization.**

- Full support of PPML and PDF-VT formats
- Live preview of records in variable PDF-VT files
- PDF toolbox Assemble PDF for a simple PDF layering and PDF-VT output
- PDF toolbox offers a Barcode and VDP Editor that automatically creates variable PDF VT files including barcodes, numbering, date, simple text exchange from Excel files, image exchange!



Heidelberg Versafire.
A new machine generation.

**Set yourself apart from the competition
with maximum flexibility and a new level
of versatility.**





Heidelberg Training.

We provide our technical expertise directly on to our customers, so you can benefit from the full potential of your production set-up.

- Professional training directly at the machine
- Enhanced skill level even for problematic and special job requirements
- Increased machine productivity
- Extended service intervals for optimally operated machines



Media Management Tool.
We offer you tailored software tools for centralized print shop management.

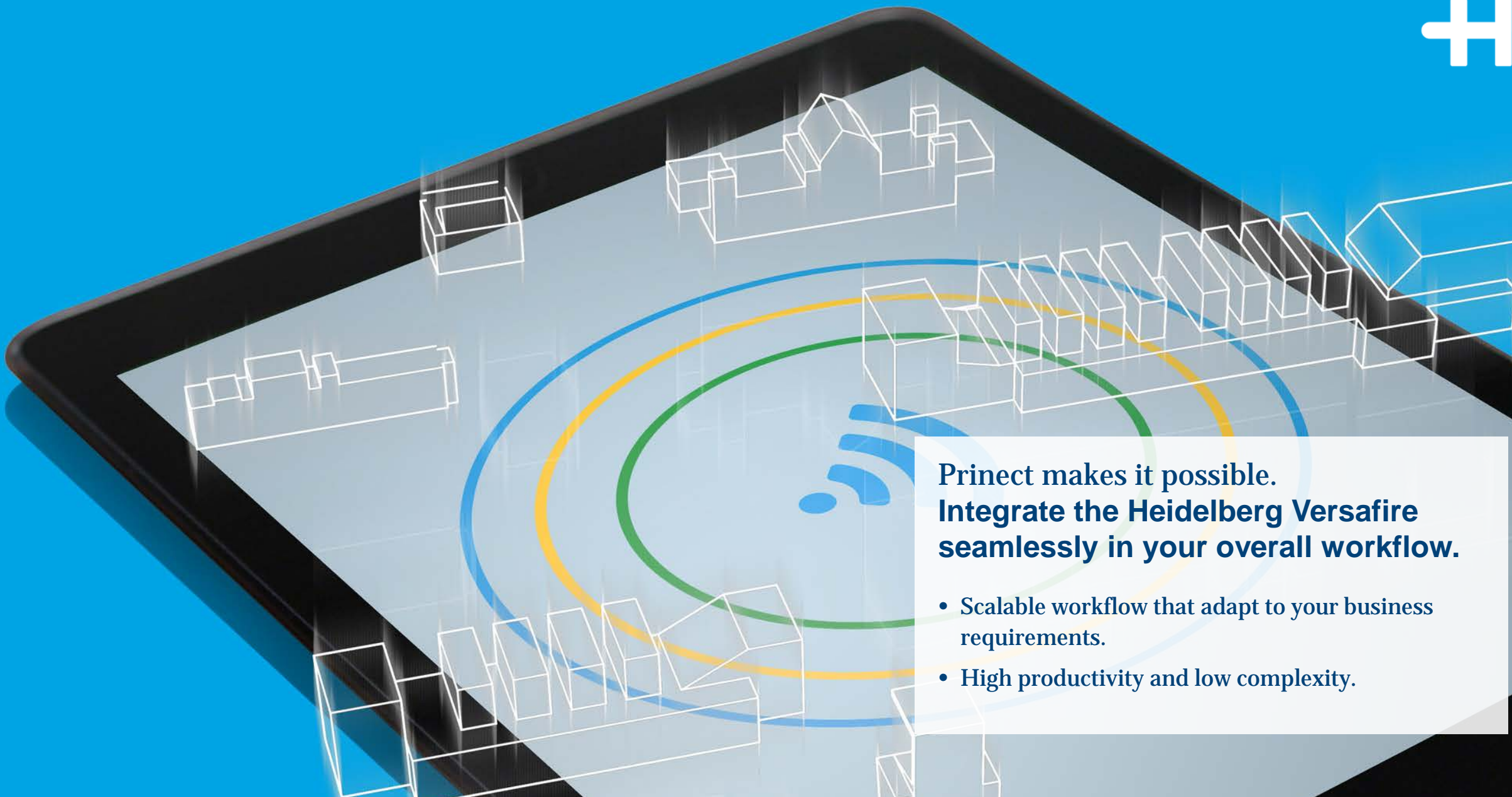
- Shortens make-ready times permanently
- Automatic register without manual post-processing
- All the settings can be saved and exported



Secure your digital future with Heidelberg

A Solution from Heidelberg.
Experience and expert knowledge.
Everything from a single source.

Heidelberg Versafire.
Digital performance meets
perfect price.



**Prinect makes it possible.
Integrate the Heidelberg Versafire
seamlessly in your overall workflow.**

- Scalable workflow that adapt to your business requirements.
- High productivity and low complexity.



Allow yourself full flexibility.

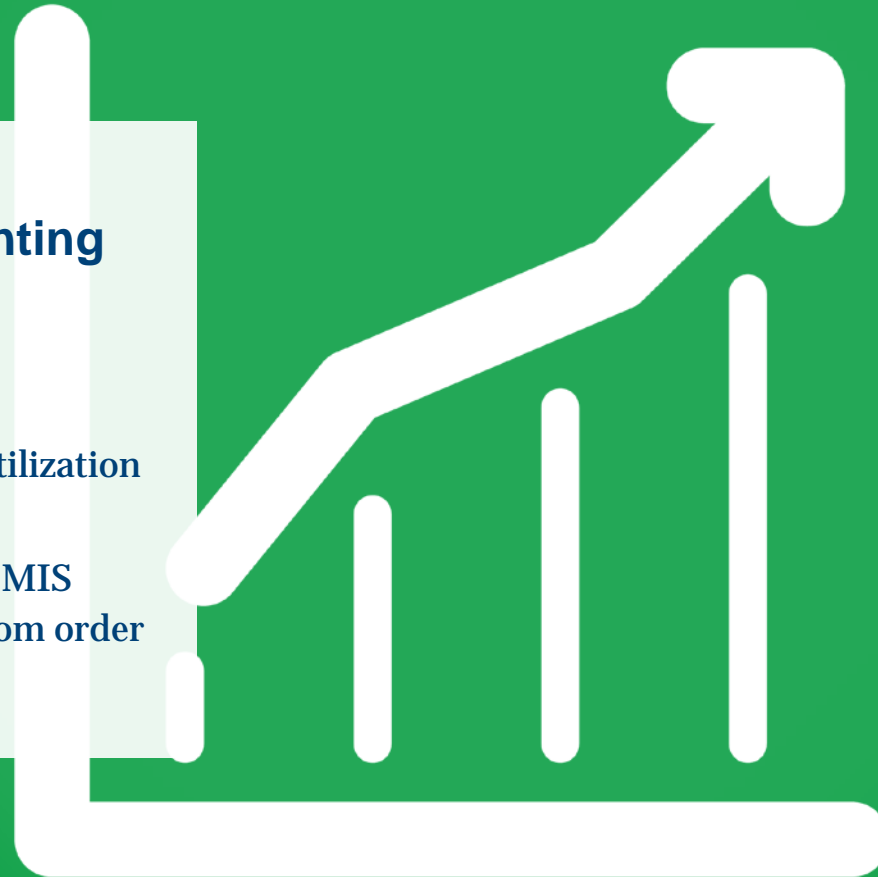
Whether digital or offset, you decide – for each job.

- Combine your production with centrally controlled processes.
- Maximum consistency and reproducibility
- Fast adaption of the production schedule to short-notice changes
- Free definition of output devices with the identical prepress workflows



Your key to greater productivity. **Prinect Workflow for digital printing**

- Less work steps
- No time losses in prepress
- Uninterrupted production and optimal utilization of machine capacity
- Integration of the Prinect Workshop and MIS facilitates full Push to Stop production from order receipt to print





Prinect solutions. Tailor-made for your requirements.

- **Prinect Production**
The subscription model offers you all the software tools available in the Prinect production workflow, precisely tailored to your requirements. You only pay for the services you actually use.
- **Prinect Digital Front End (DFE)**
The software interface seamlessly connects the Versafire with your print shop workflow.
- **Prinect Web Shop**
The web shop integrates your customers directly into your print shop's workflows. The customer submits their request online, automatically gets an individual quotation, and can track the processing of the order. The data provided by the customer simplify the costing and production workflows.





Software as a service.

Benefit from Prinect Production. Introduce your print shop workflow at your own pace.

- Simple subscription model with a monthly fee, scalable to match your specific needs
- All current upgrades, new Prinect Production technologies, and the Prinect Service hotline included
- Scalable to your individual requirements and expandable at any time
- Low start-up costs without up-front investment or financing
- High return on investment due to increased productivity and greater efficiency





Prinect



SMART PRINT SHOP

