Press Release

**Award for a coming icon of digital print**

Koenig & Bauer receives iF Design Award for the digital press VariJET 106

* Award for innovative digital printing press from Koenig & Bauer
* Jury praises design language and colour scheme of the VariJET 106
* International label for outstanding design

#### Würzburg, 26.03.2019

#### “Complex and iconic at the same time” – those were the words of the iF Design Award jury when praising the VariJET 106 digital press from Koenig & Bauer. They were especially convinced by the modern design language and clear colour contrasts. Accordingly, Koenig & Bauer was able to take home a “Gold Winner” trophy in the category “Product” after the grand award ceremony in Munich on 15th March.

#### A jury of 67 international experts evaluated 6,400 entries from 50 countries before selecting the most innovative design developments in seven categories. One of their chosen prizewinners was the brand new VariJET 106 digital printing press from Koenig & Bauer. It is on course to be made available to the first interested customers in 2020, but is already causing quite a stir: In its award statement, the jury commended the clear structures in the outward appearance of the VariJET, which follows the new product design recently introduced by Koenig & Bauer. The contrasting corporate colours grey and blue, with individual illuminated elements as highlights, contribute to what was called “a classy approach”.

#### On the technical side, the press combines the advantages of the inkjet technology with those of a classic offset process. “With our modern press design, we are setting not only technical, but also visual standards,” says Dagmar Ringel, head of corporate communication and marketing at Koenig & Bauer. “The iF Design Award strengthens us in our conviction that we are on the right track.”

#### For 65 years now, the iF Design Award has served as an internationally recognised label for outstanding design and is one of the world’s most important design awards. Each year, top design achievements are honoured in seven disciplines – product, packaging, communication and service design, architecture, interior architecture and professional concept. The awards are organised by the iF International Forum Design GmbH in Hannover, the oldest independent design institution in the world. This year’s iF Design Award Night was held at BMW Welt in Munich on 15th March.

#### Photo 1:

Koenig & Bauer received the coveted trophy at the 2019 iF Design Award Night

#### Photo 2:

The clearly structured VariJET 106 impressed the international iF Design Award jury with its individual and sophisticated design language

**Press contact**
Koenig & Bauer AG
Dagmar Ringel
T +49 931 909-6756
M dagmar.ringel@koenig-bauer.com

#### About Koenig & Bauer

Koenig & Bauer is the world’s second-largest printing press manufacturer with the broadest product range in the industry. For more than 200 years, the company has been supporting printers with innovative technology, tailor-made processes and a wide array of services. The portfolio ranges from banknotes, via board, film, metal and glass packaging, through to book, display, coding, magazine, advertising and newspaper printing. Sheetfed and webfed offset and flexo printing, waterless offset, intaglio, simultaneous perfecting and screen printing or digital inkjet – Koenig & Bauer is at home in virtually all printing processes and is the market leader in many of them. In the financial year 2018, the approximately 5,700 highly qualified employees worldwide generated annual sales of more than EUR 1.2 billion.

Further information can be found at [www.koenig-bauer.com](http://www.koenig-bauer.com)