Press release

**German Printing Organization VDMB Visits Koenig & Bauer (US) Customer Everett Graphics**

The Print and Media Association of Bavaria travels to the Silicon Valley of California to visit progressive firms

Radebeul, 14. May 2019
A group of nearly 20 representatives from the German printing organization known as VDMB (Verband Druck- und Medien Bayern), which has been on a week-long trip traveling to the Silicon Valley of California visiting progressive firms both in and outside the print industry, spent half a day on Thursday May 9 at Everett Graphics, a leading northern California folding carton printer headquartered in Oakland, CA. The group, comprised of owners and CEOs of Bavarian printing firms, witnessed an enlightening tour of Everett’s duo of highly-automated enhanced performance Koenig & Bauer presses: a Rapida 106 41-inch and Rapida 145 57-inch large format press in action. Whit Everett, president and CEO of Everett Graphics, welcomed the group to his 82,000 sq ft manufacturing facility, along with Marcus Schoen, Koenig & Bauer (US) sales manager.

The group arrived at Everett’s headquarters along a quiet tree-lined industrial area not far from the San Leandro Bay. This premier designer and manufacturer of quality packaging primarily catering to the food industry is situated in a modern two-story gleaming white facility where the firm is fully committed to being environmentally responsible and adhering to strict government and state regulations. Everett has consistently geared its business strategy towards pro-environmental printing through its choice of substrates, its production technology, and its social responsibility towards its customers and its region. Schoen discussed the unique capabilities and products produced by Everett while providing a press demo for the group. The newest Koenig & Bauer Rapida 145 press allows Everett to run e and f-fluted materials at higher speeds than ever and gives them the ability to print high quality, offset work, directly onto micro-flute substrates in large format. The meeting ended with a light lunch for the entire group.

In addition to visiting Everett Graphics, the group was scheduled to visit the most important well-known IT and high-tech U.S.-based firms such as Google and LinkedIn, where they gained insights from managers outside of the print industry to gain inspiration for their own businesses.

As the voice of the industry, the Association Druck und Medien Bayern e. V. (VDMB) represents the interests of its member companies to the public, the policy and the market and collective bargaining partners. The association is a highly competent, dedicated service partner with extensive consulting and qualification offerings and a unique platform for exchange among industry peers. The VDMB is geared to a central mission: to sustainably strengthen the competitive power of its member companies in the rapid transformation of the media markets.

Koenig & Bauer (US) is located in Dallas, Texas and a member of the Koenig & Bauer Group, which was established over 200 years ago in Würzburg, Germany. Koenig & Bauer’s claim, “We’re on it.” gets to the heart of Koenig & Bauer’s values and competencies for all target groups. The group's product range is the broadest in the industry; its portfolio includes sheetfed offset presses in all format classes, post press die cutting, folder gluers, inkjet presses and systems, flexographic presses, commercial and newspaper web presses, corrugated presses, special presses for banknotes, securities, metal-decorating, glass and plastic decorating. For more information visit the company's web site at [www.koenig-bauer.com](http://www.koenig-bauer.com).

#### Photo:

Holger Busch, Managing Director of VDMB (Verband Druck und Medien Bayern) (front, 5th from left), visited Everett Graphics on a trip to the Silicon Valley together with other members of the organization. Everett uses a Rapida 145 from Koenig & Bauer. Reinhard Marschall from Koenig & Bauer (DE) GmbH (front, 3rd from left) was one of the members of the trip

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#### About Koenig & Bauer

Koenig & Bauer is the oldest printing press manufacturer in the world 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](file:///%5C%5CW9%5CVM%5CPresse%5CPresseformular%5Cwww.koenig-bauer.com)