

Highcon to Exhibit at CCE International for the first time

Yavne, Israel, February 20, 2019; Highcon will be exhibiting for the first time at the CCE International show in Munich, 12-14 March, 2019. At the Highcon booth, #146, Hall B6 visitors will be able to see a wide array of samples showcasing the capabilities of the Highcon digital cutting and creasing technology, including customer jobs made on the Highcon Euclid IIIC.

With the introduction of the Highcon Euclid IIIC last year Highcon has seen growing interest in the use of digital technology for the efficient production of corrugated boxes and displays.

Jens Henrik Osmundsen, Highcon VP Sales & GM EMEA said: "We are excited to be exhibiting for the first time at the CCE with its focus on corrugated and folding carton markets. With the increase in online e-commerce, the introduction of digital technology into this market offers a valuable solution to the market requirements for rightsizing, the reduction of over-packaging, and dual-purpose packaging that enables brands to ship to shelf. "

On Wednesday, March 13th at 11:00 Jens Henrik will be delivering a seminar, entitled "Start with finishing! The smart way to go digital." He will be joined by Laura Heuchemer, Owner and CMO of Heuchemer Verpackung who will be describing their experience with their Highcon Euclid IIIC.

By eliminating the need for conventional die-cutting forms, Highcon brings all the advantages of digital to finishing; speed to market, profitable short runs, process improvement and differentiation that allows customers to compete on value rather than volume.

For more information:

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About Highcon

Founded in 2009 by Aviv Ratzman and Michael Zimmer, Highcon developed a truly innovative digital cutting and creasing solution that is transforming the post-print market. Highcon now offers folding carton and corrugated converters, printers and trade finishers a product portfolio that covers a wide range of formats, substrates and applications: from general commercial, folding carton and corrugated packaging, display products and variable data cutting. The Highcon solutions replace the expensive and slow conventional die-making and setup process with a digital technology that bridges the gap



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between design creativity and production capability, delivering improved responsiveness, design flexibility and the ability to perform a wide range of applications in-house. Highcon products are installed at customer sites all over the world.

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