



THE VALUE OF A LETTER

Strategies and views of a company relaunched with innovation and flexibility. Interview with **Heiner Kudrus**, Ceo of **Böwe Systec**



Böwe Systec has experienced some changes between drupa 2008 and drupa 2012. How is it positioning itself today?

What we have done is continue to invest in our R&D so, although not much time has passed since the last drupa, we have had the opportunity to present the company in a completely new light. With the help of our new owner **Possehl** who is giving us a totally different financial situation, we have launched new products such as **Fusion Cross** and the new software platform **Orbiter**, alongside with changes and innovation of our existing inserting systems. We are very confident to be today's top choice for our customers.

You are one of the leaders for postal operators but many changes are happening in the postal industry as well. Postal Operators are now promoting digital delivery more than physical delivery. Do postal operators' suppliers need to have a different offering? Have you changed your portfolio to follow this need?

The market is changing faster and faster. There is a switch to digital on one side, although we have noticed that there are a lot of our customers who have realized that they are losing touch with their end-customers if they are sending them digital information only. It is not comparable to receiving a real letter. We actually think that the value

of a nicely designed letter is increasing because of the trend to digital. What we are trying to offer our customers is a way to produce high quality mail and individual mail pieces. For instance, the idea of the **Fusion Cross** inserting system is to have one solution that can process the bulk of mail, independent of the envelope sizes. If you are a print service provider with a lot of different customers and you have very small envelope sizes but also C4 or B4 you can do it with just one machine at a very high speed. The **Fusion Cross** distinguishes itself by a processing speed of up to 22,000 envelopes per hour for envelope sizes up to B5 and up to 16,000 for C4 and B4.

We also know our customers have to switch very fast between different applications so what we have also focused on is the software and the system operation. **Böwe Cockpit** is very intuitive and makes it easier to operate the hardware for different jobs. You can go to the machine and, depending on the type of material you are using and its size, you can set it up to run in no time. Instead of programming complex parameters, the user can prepare the machine by describing the material to be processed. The new software has a completely new designed interface.

The other nice thing is customers have to be able to process a lot of different enclosures. **Fusion Cross** offers an open device carrier which allows different enclosure feeders to be switched easily (you can just put any

enclosure feeder, doesn't need to be a Böwe Systec one). Also, you can integrate equipment for special applications, such as cameras. We are trying to offer our customers investment protection for the future.

What about the geographic distribution and which do you think will be in the future the most important country for your solutions? As America and Europe are decreasing their mail pieces, will you look into Far East or developing countries?

Companies are at different stages in different countries. In the US and Japan for example, the market is a step ahead to Europe so we often look at other countries to see what we are going to be facing in the future. Our focus markets are of course still Europe, the US and Japan but we are also active in the growing markets of China, Brazil, Russia and Eastern European countries. As I said, we are profiting by knowing what's going on in more mature markets but also focusing on developing countries.

We have asked many vendors during drupa 2012: do you think printing is dead?

No, absolutely not. I think static printing is stagnating but that dynamic printing, colour printing, individual printing is very much alive and will become even more important than it already is.