



Lifecycle Package.

**More Security for Your Investment –
Higher Profits with Smart Collaboration.**



Lifecycle Package.

The answer to your production needs.

Heidelberg customers receive a service package that far exceeds industry standards.



More Than Just Service

When it comes to the most valuable asset within your business, equipment performance is key. At Heidelberg, services and performance go hand in hand to reduce operating cost and increase productivity.

The program covers digital services through the “Online Advisement and Predictive Monitoring” module, technical services through the “Maintenance Inspection, Remote Support, Repair Service Parts and Repair Service” module, and Consumables Services through the “Plates & Chemistry, Inks & Coatings, Pressroom Supplies and Chemicals” module.

Powered by Heidelberg Assistant

Lifecycle is powered by Heidelberg Assistant, a web portal that provides information and employs Smart Collaboration between the customer and Heidelberg.

Through digital connection to your machine and Heidelberg’s internal IT systems, data is available. This allows for transparency that drives data-driven machine and production management for all services provided.

Heidelberg Assistant gives you the insights to run your equipment more efficiently and maximize your output. This way you can manage your print shop right at your finger tips: any time, anywhere.

Benefits:

- Enhanced production performance
- Higher production security through higher availability
- Full machine and production status transparency
- Sustained high quality through optimum machine settings
- Reduced operating cost
- Perfectly serviced and maintained equipment
- Peace of mind
- Full protection of your investment
- Low administrative efforts
- Complete range of top-quality consumables: extensively tested, high quality products – all from a single source
- Customized application consumables packages for excellent print results at maximum speeds

Peace of Mind. Down to the Very Last Detail.

Lifecycle Package.

12 Months	24 Months	36 Months	Data Streams	Cloud
Online Advisement			Productivity Report	HEIDELBERG ASSISTANT ³
Evaluation On-Site ¹			Productivity Report	
Predictive Monitoring ¹			Predictive Report	
Maintenance Inspection ²			Service Tickets & Scheduler	
Remote Support			Service Tickets & Scheduler	
Repair Service Parts			Service Tickets & Scheduler	
Repair Service			Service Tickets & Scheduler	
Plates & Related Chemistry			eShop	
Inks & Coatings			eShop	
Pressroom Chemicals			eShop	
Pressroom Supplies			eShop	

¹ Optional digital service. ² Customer to perform ongoing maintenance in accordance with the maintenance handbook. Heidelberg Maintenance Inspection to be performed by optional Heidelberg digital service technician at 10, 20 months and 30 months after signing of Agreement. ³ Heidelberg Assistant Premium Access included.

 Digital Services  Technical Services  Consumables Services

Description of Services

1. Online Advisement

A Performance Manager will provide online support regarding production questions, performance issues or machine topics. Based on Heidelberg Assistant information, data-driven decisions to improve performance and profitability are made and follow-up actions are initiated.

2. Evaluation On-Site

In the Evaluation On-Site, a Heidelberg applications expert and Performance Manager will observe processes, check operator knowledge and overall performance level during one full shift of operation. In an executive summary, all findings will be presented and an improvement roadmap will be developed, including calculation of savings.

3. Predictive Monitoring

The equipment control system continuously monitors and transmits data to the Heidelberg cloud. Thousands of sensors feed a big data analytics platform and detect every irregularity. Certain thresholds for temperature and pressure and the successful completion of certain machine tasks are defined by algorithms. In the case of exceeding these

thresholds, an automatic Predictive Alert is generated and sent to Heidelberg Technical Support.

Heidelberg service experts evaluate any predictive messages and further investigate root causes by connecting to the machine via Remote Service. Many of these predictive calls can then be resolved directly through Remote Service. If on-site service is needed, Predictive Monitoring helps to identify parts and service expertise to better plan for a successful visit.

Description of Technical Services

4. Heidelberg Maintenance Inspection

A Maintenance Inspection will be scheduled in 10 month intervals. The technician will inspect, clean, adjust and lubricate your press as detailed in the maintenance inspection checklist. While onsite, the Heidelberg Service Technician will coach operators on best maintenance practices to optimize the condition and performance of the press.

5. Remote Support

Web-based Remote Service will be connected to the equipment. Access to Remote Service is via the 800 Direct Priority Access number or via eCall. The eCall function is

activated at the Control Console of the customer's machine by accepting an automatic machine alert or actively requesting help. Through online notification, our Heidelberg service experts are notified to connect with the machine and contact the customer.

The Direct Priority Access 800 number will connect customers directly to Technical Support. Telephone support is provided by our experts at the Technical Support Center during regular service hours: Monday to Friday from 8:00 AM to 8:00 PM Eastern Standard Time. In addition, the Global Expert Network provides access to electrical experts outside of regular support service hours.

6. Repair Service Parts

Replacement parts will be determined as necessary by a Heidelberg service representative. Wear parts are excluded (e.g. suction belts, filters, etc.). Service part orders can be placed 24/7. Next-day delivery is no extra charge, if ordered before 8:00 PM. Trained parts experts help you identify the part you need.

7. Repair Service

Any incoming service requests will be redirected to the Technical Support Help Desk. Once the service incident is clarified, all parts needed for a service intervention are determined as well as requirements for the technical expertise of the service technician. Our service coordinators then assign the right service technician to resolve the issue on-site.

Description of Consumable Services

8. Plates and Related Chemistry

We offer a complete range of Saphira thermal CtP plates that span technologies from chemical to processless, meeting the requirements of your work and the needs of your print shop. Our high quality, high resolution Saphira CtP plates support a wide range of sheetfed and web printing applications using analog, or FM and Hybrid screening. Saphira CtP plates have an exceptional ink and water balance, providing the press with a fast roll-up. Productivity day in and day out using either conventional or UV ink.

9. Inks & Coatings

We supply inks for conventional oil based, traditional UV, Low Energy UV and LED UV applications as well as special colors. All Saphira inks combine outstanding lithographic

performance, press productivity and excellent print quality. Our inks offer top quality printing on a wide variety of paper, board, plastic and flexible substrates. Achieve high quality print performance with inks that conform to ISO 2846-1 standards, plus application specialists are skilled in GRACol G7 certification.

In addition to their protective function, Saphira coatings gives your printed work additional refinement and more aesthetic appeal. Saphira coatings offer a comprehensive range of products for both water-based and UV curable coating for both the commercial printing and packaging markets. With over 2500 formulations in our Saphira Coatings portfolio, we have the correct products for all your applications. Manufacturing plants are located in the UK, Netherlands, and USA. Our products are standardized giving consistently reliable results for job repeatability ensuring the highest level of quality.

10. Pressroom Chemicals

Saphira pressroom chemistry offers a complete range of fogra-approved pressroom products – selected for their production efficiency, environmental acceptability and cost-effectiveness. Saphira chemistry includes press washes, fountain solutions, alcohol replacements and other press chemicals such as roller and plate care products. All Saphira products are thoroughly tested – in labs in Heidelberg, Germany, at our demonstration center in Kennesaw, Georgia or at our customer sites to ensure they meet your specific demands. By taking out the guess work, we allow you to concentrate fully on your core competencies.

11. Pressroom Supplies

We have carefully chosen and tested press supplies that will meet your demanding requirements, saving you time and providing maximum performance for your equipment. Critical to performance, Saphira blankets provide ideal material, surface and construction to achieve peak performance and print quality. We offer a full range of top-quality blankets for applications including UV/LED, conventional and hybrid inks, aqueous and UV/LED coatings on many substrates such as paper, board, and plastics. Saphira wash-up cloths, ink duct foils, wash-up & go liners and spray powders are designed to save time and achieve maximum productivity.

Heidelberg USA, Inc.

1000 Gutenberg Drive

Kennesaw, GA 30144

Phone 800 437 7388

Email info@heidelberg.com

heidelberg.com/us

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