



# HIGHCON In CHINA PRINT 2017

**Highcon digital technology brings us much more creativity, rapidity and high value. It permits our customer to create unbelievable packaging, which was impossible before.**

**- Virginie Dumesnil, Brand Manager -**

Today I got a rare opportunity interview Mr. Eshchan Ben, VP. Marketing Highcon. I write about HighCon during Drupa. This time i met him in Chinaprint to get his view about future of Highcon in this area. Very surprisingly he told me [highcon in 5 years for sure Highcon will sell their products 40% to Asia. This figure actually similar to asia market share to worldwide printing industry market. **How to achieve the vision ?**

Highcon will invest heavily on marketing such as exhibit at China Print as well as he started with leading distributor. Komori is one of three main partner/agent - therefore both in Japan and Chicago Komori show room Highcon install its deno machine. I am also very surprise when i ask whether Highcon is aim for digital packaging market only ? he clearly inform me that usually customer bought highcon first then install HP Indigo for example, Visipack Vietnam after install Highcon Euclide (speed 1500pc/hour) than decide to proceed with HP 30000 aim for new market with value added such as greeting cards, perfumes boxes and labels.

## Highcon has 2 Main Products :

- Euclid with speed of 1500 and now ready to upgrade to 2000 with a very minimum investment to serve the customer ( help them achieve ROI faster ).
- Beam which launch in Drupa and will be available for delivery in 2018. Beam is high speed almost similar to analog diecut it can achieve 5.000 pc/hour.

At present Highcon has 42 installation already just in 4 years. How can they achieve this amazing revolution technology and success on bring up customer need for a new venture in the packaging industry by fulfilled both customers needs as well as their good profitable business ?. Highcon from the beginning has 2 visions for short and long term vision. short term to solve bottle neck on digital packaging finishing. This digital cutting technology do not need any consumable on the creasing parts; but must use high con polymer for each production on the cutting side. You will need 5-15 minutes preparation before the polymer ready to cut. they call it DART (Digital Adhesive Rule Technology).

**- by Tuti Buntaran -  
TOSI Director**