

## Press Information

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Heidelberger Druckmaschinen  
Aktiengesellschaft  
Corporate Public Relations

Postfach 10 29 40  
69019 Heidelberg  
Kurfürsten-Anlage 52-60  
69115 Heidelberg  
Germany  
Phone +49 6221 92-00  
Fax +49 6221 92-6999  
[www.heidelberg.com](http://www.heidelberg.com)

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### **Heidelberg acquires CSAT GmbH – a manufacturer of digital presses for the packaging market**

- **Strategic acquisition expands digital print portfolio in the growth market of packaging printing**
- **Portfolio aims at cost-effective production of short and variable print runs in the packaging sector**
- **Opening up new cutting-edge digital printing technology**
- **Customers benefit from well-known high-quality sales and service**

With effect from July 29, 2011, Heidelberger Druckmaschinen AG (Heidelberg) has acquired CSAT GmbH, based in Eggenstein near Karlsruhe, Germany. Both parties have agreed to keep the purchase price confidential. The company specializes in the development, manufacture, and worldwide sales and service of digital printing systems, including consumables for the packaging industry. It employs some 70 staff. CSAT is one of the market leaders for industrial digital printing systems that can be integrated into production lines. This takeover expands the existing digital print portfolio of Heidelberg for the packaging sector and widens its customer base in this market segment. Heidelberg also gains access to technology and expertise in the areas of drop-on-demand inkjet (DoD) and electrophotography.

“Acquiring CSAT GmbH is in line with the digital print strategy of Heidelberg. Parallel to our digital print activities in advertising printing, we are expanding our portfolio for

## Press Information

the cost-effective production of short and variable print runs in packaging and label printing. In doing so, we are strengthening our strategic position in these markets. At the same time, this acquisition is a further step in our plan to build up promising new business areas that offer additional growth potential for Heidelberg,” says Stephan Plenz, Member of the Heidelberg Management Board responsible for the Heidelberg Equipment division.

“With an international customer base and comprehensive expertise in digital printing for the packaging industry built up over many years, we have established a strong position in the pharmaceuticals industry. Integration with the global Heidelberg Group will improve the efficiency of our operations and enable us to unlock the considerable potential of our digital printing technology by expanding into previously untapped areas,” says Hans Mathea, the former owner who continues as Managing Director of CSAT GmbH.

### **Opening up new cutting-edge digital printing technology expands the Heidelberg portfolio for the print media industry**

“The acquisition of CSAT gives us access to new technologies and pioneering know-how that will speed up the expansion of our current digital print activities for the packaging industry,” explains Daniel Dreyer, Head of the Digital Packaging Printing business unit and responsible for the joint DoD inkjet and electrophotography activities. The acquisition will have no impact on day-to-day business operations or the quality of service for current users of Heidelberg drop-on-demand technology and existing CSAT customers. “All current and future users of Heidelberg digital printing technologies will benefit from our global presence as a leading solution provider for the print media industry,” adds Dreyer.

## Press Information

### **CSAT has supplied tailor-made digital print solutions for almost 25 years**

CSAT's current portfolio based on dry toner technology includes the successful DTS 1200 printing system with a resolution of 1200 dpi which is used in the pharmaceuticals industry for inline or offline printing of blister packs and package inserts. Two years ago, CSAT expanded its portfolio by launching the ITS 600, featuring the new drop-on-demand inkjet technology. With a resolution of 600 dpi, the system is ideal for high-quality and variable full-color label printing.

### **Figure:**

Heidelberg has acquired CSAT GmbH based in Eggenstein near Karlsruhe, a digital printing specialist for the packaging industry. This move will strengthen the position of Heidelberg in this segment and help the company expand into new areas of business.

Further information and images are available on the Internet at [www.heidelberg.com](http://www.heidelberg.com), [www.csat.de](http://www.csat.de), and [www.linoprint.de](http://www.linoprint.de).

### **Further information for journalists:**

Heidelberger Druckmaschinen AG

Corporate Public Relations

Matthias Hartung

Phone: +49 (0)6221 92 5077

Fax: +49 (0)6221 92 99 5077

E-mail: [matthias.hartung@heidelberg.com](mailto:matthias.hartung@heidelberg.com)