Press Release

# Koenig & Bauer Helping to Boost Sustainability in the Metal Packaging Industry

Innovative energy management in metal decoration for Koenig & Bauer customers

* Sensor technology for recording energy data pre-installed as a standard feature
* Simplified access to successful energy management with VisuEnergy X
* Optimisation of energy supply sustainability based on data transparency

Würzburg, 17.07.2024

Koenig & Bauer MetalPrint will be helping its customers to achieve their key sustainability goals in future, including the ones required by law. The production site in Stuttgart will now start equipping all factory-new printing systems with the hardware required to record energy data. What’s more, it will configure them with the innovative VisuEnergy X energy management system for complete data monitoring and reporting. The system is the only solution available on the market that is optimised for the requirements of print and packaging production. The standard sensor system makes it much easier to get started with successful energy management. If required, the software can be flexibly added at any time and implementation can start immediately.

### A spotlight on sustainability

In times of skyrocketing energy costs, increasing social responsibility for future generations, as well as new legal requirements, energy management is becoming a decisive competitive factor in the print and packaging industry. “In metal decoration in particular, energy management has a key significance because the production processes are so energy-intensive,” explains Samuel Teufel, product manager at Koenig & Bauer MetalPrint. “Digital technologies such as VisuEnergy X allow data about factors like power consumption, CO₂ emissions and many others – from production to building technology – to be recorded and visualised. Transparent data monitoring provides the basis for identifying potential savings and introducing specific improvement measures to the company,” adds Michael Billa, VisuEnergy X product owner at Koenig & Bauer.

### Specific optimisations for the print and packaging industry

As an energy management system specifically optimised for the print and packaging industry, VisuEnergy X provides genuine added value, regardless of the substrate being printed. VisuEnergy X is the only system that displays industry-specific KPIs such as kilowatt hours consumed in relation to production output. This is something all Koenig & Bauer customers benefit from. For models without sensor technology as standard, it can be either selected as an option for new machines or retrofitted.

**Full data transparency and ultimate flexibility for customers**  
“The close collaboration between Koenig & Bauer MetalPrint and the Group’s Digital Unit has paid dividends. Together with our central unit for digital transformation, we have recognised the pressure on our customers to be more sustainable and to keep energy costs down. By integrating measuring instruments into our machines, we’re making it easier to start using an energy management system. The modularity and system independence of VisuEnergy X fit perfectly into the metal decoration industry’s production environments, offering our customers real added value,” says Samuel Teufel.

“With every new machine, customers are given the technical basis for automated recording of energy data and have the opportunity to put the energy management system to the test,” Michael Billa adds. The measuring concept can be broadened to cover the entire production site. What’s more, the open system concept of VisuEnergy X means all existing plants can be included in the system, regardless of manufacturer and type.

### Digitalisation and sustainability go hand in hand

The strategic decision to integrate the sensor system into the full Koenig & Bauer MetalPrint product portfolio as a standard feature underscores Koenig & Bauer’s commitment to innovation and sustainability. “With VisuEnergy X, we’re together setting a new industry standard when it comes to efficient energy management,” as Michael Billa sums up. VisuEnergy X is clearly an energy management tool that is tailored to the specific requirements of the print and packaging industry, thus enabling us to help make the entire industry that little bit more environmentally friendly.

**Photo 1:**  
Samuel Teufel, Product Manager at Koenig & Bauer MetalPrint, with the sensor technology for VisuEnergy X in his hands: “The modularity and system independence of VisuEnergy X fit perfectly into the metal decoration industry’s production environments.”

**Photo 2:**  
Michael Billa, Product Owner VisuEnergy X at Koenig & Bauer, with a dashboard view from the energy management solution: “With VisuEnergy X, we’re together setting a new industry standard when it comes to efficient energy management.”

#### Press contact

Koenig & Bauer AG  
Anja Döhler  
+49 351 833-2347  
[anja.doehler@koenig-bauer.com](mailto:anja.doehler@koenig-bauer.com)

Koenig & Bauer MetalPrint  
Simone Schwebsch  
+49 711 69971-847  
[simone.schwebsch@koenig-bauer.com](mailto:simone.schwebsch@koenig-bauer.com)

**About Koenig & Bauer**Koenig & Bauer AG is a globally active printing press manufacturer with headquarters in Würzburg (Germany). It supplies machines and software solutions covering the entire printing, finishing and conversion process, with a particular focus on packaging. Machines from Koenig & Bauer are capable of printing on practically all substrates – the portfolio ranges from banknotes to board, corrugated, film, metal and glass packaging, and includes book, display, coding, decor, magazine, advertising and newspaper printing. With a history extending back more than 200 years, Koenig & Bauer is the oldest printing press manufacturer in the world and is today at home in virtually all printing processes. Together, the group companies count a total of around 5,500 employees. Koenig & Bauer operates manufacturing plants at eleven locations in Europe, alongside a global sales and service network. In the financial year 2022, annual sales amounted to almost €1.2 billion.

Further information can be found at [www.koenig-bauer.com](http://www.koenig-bauer.com/)