

Highcon Racking up Awards

Yavne, Israel, May XX, 2017; 2017 is an award winning year for Highcon. During the past months three prestigious awards have been granted to the company that clearly demonstrate the realization of the company's vision of bridging the gap between design creativity and production capability.



The EDP (European Digital Press) award for Best offline B1 cut sheet finishing solution was given to the **Highcon Beam** digital cutting and creasing machine. Launched at drupa 2016, and with first installations around the world, the Highcon Beam is bringing digital cutting and creasing to mainstream production. The EDP awards honor the best developments in software, print production

solutions, finishing systems and consumables.



reddot award 2017
winner

The Highcon Beam is not only a robust production machine but was also designed to reflect the high-tech innovation enabled by its technology. The prestigious Red Dot award for high design quality is a testament to the choice by Highcon of a bold, modern, yet highly functional product design for this machine. The international jury only awards this sought-after

seal of quality to products that feature an outstanding design. The Highcon Beam was awarded the Red Dot Award for Product design 2017 out of 5,500 entries.

Amit Barak, CEO at Taga Design, who led the Highcon Beam product design said: *"We wanted the design to reflect the machine's revolutionary technology and Highcon's values and brand. This was achieved by using a geometric and sharp visual language that emphasizes speed, high technology and innovation with a contemporary look and feel. Working with a design oriented company like Highcon, made the process both fun and fruitful"*

NEW YORK FESTIVALS® | WORLD'S BEST TV & FILMSSM | 2017

Telemedia Special Presentations Ltd., the company that designed and produced the successful Highcon "Power of Paper Show" at drupa 2016, won a bronze medal in the Film and Video - Industrial Productions category, at the 2017 New York Festivals, World's Best TV & Films competition. This event combined paper fashion, innovative technology, product demonstration and customer testimonials and drew huge crowds to the Highcon booth. To relive the experience, [click here](#)

Aviv Ratzman, Highcon CEO & Co-Founder said: *"Digital finishing presents print service providers, converters and trade finishers with new opportunities and different business challenges. No longer do our customers compete on price but instead on value. By working*

alongside brand owners, marketing agencies and designers we break down the barriers to production, reducing the time to market, innovation and supply chain limitations imposed by the traditional manufacturing processes. These three awards reflect the close connection between design and manufacturing that is so essential today in our industry."

The Highcon Beam takes digital cutting and creasing into a new dimension of value, extending the digital finishing revolution into mainstream production. With a speed of up to 5,000 B1/42 in. sheets per hour, this breakthrough machine was developed as a robust solution to the challenges facing folding carton converters and print service providers. This top of the line solution replaces the expensive and slow conventional die-making and setup process with a digital technology that delivers improved responsiveness, design flexibility and the ability to perform a wide range of applications in-house. The first Highcon Beam installations are already in place around the globe.

For more information:

Contact at Highcon
Shelagh Hammer,
shelagh.hammer@highcon.net

About Highcon

Founded in 2009 by Aviv Ratzman and Michael Zimmer, Highcon developed a truly innovative digital cutting and creasing solution that is transforming the post-print market. Highcon now offers converters, printers and trade finishers a product portfolio that covers a wide range of formats, substrates and applications: from general commercial and packaging products to variable data cutting, 3D modeling and an online web-to-pack solution. The Highcon solutions replace the expensive and slow conventional die-making and setup process with a digital technology that bridges the gap between design creativity and production capability, delivering improved responsiveness, design flexibility and the ability to perform a wide range of applications in-house. Highcon products are installed at customer sites all over the world. Highcon is represented by channel partners and a dedicated sales force. www.highcon.net