



## HighconUpdate

Thank you for signing up for the Highcon newsletter.

We would like to invite you to read more about what our customers are doing - [just click on this link to receive a white paper by Cary Sherburne, Senior Editor of WhatTheyThink.](#)

2016 has kicked off to a great start for Highcon. Our first announcement this year was the formation of a strategic business partnership with Komori. Komori will be selling and supporting the Highcon™ Euclid digital cutting and creasing solutions in the Japanese market.

Eiji Kajita, Operation Officer and Global Sales & Service Group, Group General Manager of



**KOMORI**  
Kando: Beyond Expectations

Komori said: *"We are encouraging our customers' success by providing a variety of solutions to resolve their problems with partner companies from all over the world. The combination of Highcon's innovative system and Komori's products will provide a new business model which has not been possible to implement until now".*

Aviv Ratzman, Co-Founder and CEO of Highcon said: *"This partnership is a testament to the quality and industrial strength of our product offering which brings huge benefits to both digital and conventional workflows. We are proud to have our young technology taking its place amidst the portfolio of Komori, with their almost 100 years' experience of manufacturing products of superior quality and reliability."*

[Click here to see the full press release](#)

And if you're wondering what else 2016 has in store for Highcon - [check out this interview with Eshchar Ben-Shitrit](#), V.P. Marketing that appeared in the PrintMediaCentr.

Eshchar predicted the following key trends would be the main challenges facing the print community in 2016:

- **Customization** – for the “me generation” customization is a big deal for delivering relevancy. Market segmentation leads to versioning – seasonal, gender, regional, etc. etc. the buzz around customization has been around for years but we are really starting to see it becoming widespread.
- **Step function innovation.** The print community has seen the word innovation becoming overused. Slight improvement is being replaced with true innovation that changes the rule of the game. In 2016 the print community should keep a sharp eye on what is considerably different and new and what is just more of the same. This is true across the board – from what each member of the community is offering to their customer and all the way to new technologies presented to the market.
- **Service – responsiveness** – printing and packaging are no longer manufacturing industries – they are service industries where the customer demands are paramount in determining who gets the job. The aim is to compete on value, not on price.

We look forward to telling you more about Highcon and how it could help your business in our next update.

Best regards,

Highcon Marketing