

Platewriter 75 Launch at Heidelberg Indonesia was started with the media day on 28 March 2011 at Heidelberg Indonesia Office. Journalists were invited to Heidelberg Indonesia's showroom and showed to journalist with the limited space platewriter can produce ready to print plate for the small and medium Printers.



As the main event of the launching, Heidelberg Indonesia participate at Indoprint - a local Printing Exhibition held on 30 March up to 2 April 2011 at JIE (Jakarta international Expo) in Kemayoran area. With the booth of 3 m x 6 m, Heidelberg Indonesia showcase the Platewriter 75 and the whole range of Saphira Consumables inks, plates, blankets, pressroom chemical.

The technology has generated lots of interest from the visitors and lots of questions during the 4 days exhibition are arisen and captured in Heidelberg's Leads Form. There are more than 100 leads and out of them 38 leads for Platewriter.

During the show, one order of Platewriter 75 was secured for a customer in remote area Malang (East Java). The customer is convinced with the technology as well as the advantage that they will get with the Platewriter against their current used CtF technology.

