



## World-class printing manufacturer, Heidelberg, chooses Draabe for humidification

When Heidelberg USA was looking to replace the humidification system at its demonstration facility in Kennesaw, Georgia, it turned to Draabe for the right solution.

Having used an in-duct steam system for many years, Heidelberg wanted a more stable and energy-efficient approach to keeping its world-class demonstration facility at the optimum humidity levels.

“The proper conditions for printing are critical,” says Russ Barton, Director of Operations for Heidelberg’s North American Print and Packaging Technology Center. “The Draabe system has exceeded our expectations at every level from support and start up, to everyday performance. It’s given us a level of humidity control and consistency that has been flawless.”

*“We know that to print properly, we need good consistent humidity control – and we are getting that with Draabe.”*

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success is in the air



## Draabe offers energy-efficient alternative

Heidelberg USA chose the Draabe system to replace its in-duct steam system that was inefficient and no longer meeting the center's needs. "The steam was being generated into the ducts so you had to add heat to avoid creating condensation in the duct system," says Russ. "But there were many times where we just wanted to add humidity to the air and the additional heat made the room too warm, so we would then have to put on the air conditioning. We wanted something more energy efficient."

Since installing the Draabe system, including the TurboFog-32 and TurboFog-16 humidifiers, Heidelberg USA is estimating that it will save more than \$17,000 a year in electricity costs alone – a key factor in Heidelberg's global commitment to sustainability. "Because the new Draabe system is completely separate from the heating system, this reduces the amount of energy we are using overall and it gives us independent control of our heat and humidity," says Russ. The system is also supplying process water to the printing presses.

## Consistent humidification critical to state-of-the-art facility

Heidelberg USA's 40,000-square-foot, state-of-the-art, multi-use facility is designed to offer customers an in-depth learning experience. The second largest print demonstration facility in the world (second only to Heidelberg Druck's facility in Germany), it houses 36 pieces of prepress, press and post-press equipment, plus workflow solutions – all designed to help printers run more efficient and profitable businesses.

"The Draabe system is just another example of our commitment to top quality," says Russ. "We are now able to keep the facility at 40 to 45 percent humidity, which is optimal for a printing environment. We literally have 24/7 control. This means that we never have to worry about paper shrinkage or paper curl, and we are always getting a consistent, superior product. Most importantly, it ensures that when we are demonstrating our capabilities to customers, they get the best possible experience."

## Heidelberg praises Draabe's superior service

Heidelberg USA also liked the fact that Draabe offers a Full Service Agreement which means that every six months, Heidelberg receives new replacement containers for its humidification system that are installed right on site. For Russ and his team, this means one less thing to take care of.

"We know that if something fails with the system, we're 24 hours away from getting something drop-shipped to us," says Russ. "Having a top-quality humidification system that we can rely on is very important for a company that has built a reputation as one of the premiere printing manufacturers in the world. It's a great partnership."

## Why Humidity is Good for Your Business

- Eliminates paper shrinkage and paper curl
- Higher register accuracy
- Reduced waste
- Less downtime
- Faster production
- Consistent quality

## Why Choose Draabe?

- New system containers every 6 months
- Minimal downtime
- Ongoing maintenance & telephone support
- Low cost, energy-efficient system
- Backed by world leader in humidification



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