



#### **H&E CONSULTING TEAM**



# **B** SMART Target

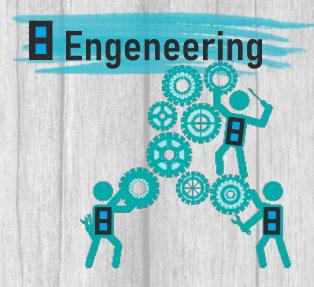
Sustainable Measurable Ambitious Realistic Terminable



Our strategic consulting is based on the SMART TARGET approche

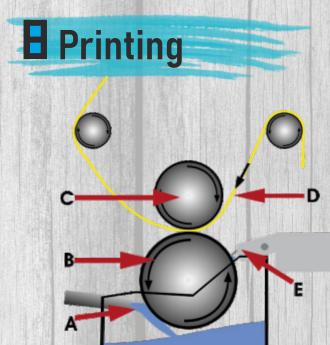
Our aim is to divide projects into meaningful and comprehensible sections.

To clearly formulate the target, make progress measurable and set realistic deadlines.



Repeatable results are the basis for successful production. Our team analyses these processes, makes them transparent and develops solutions for standardisation.

Decades of experience, coupled with a network of specialists, allow a 360-degree view of the task at hand and guide you efficiently to your target.

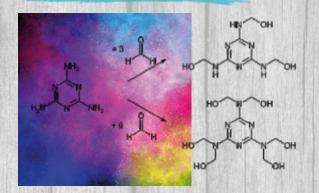


We know the requirements of the technology. We know what will happen at which point in the process chain. Good results are not a coincidence, but a precise sequence of repeatable processes that can be precisely described and categorised.

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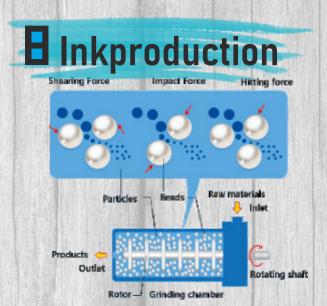
## **B** Inkformulation



The Inks in decor printing are embedded in an industrial process chain and must fulfil the requirements placed on them.

Compatibility with these processes is an indispensable part of the formulations.

Quality control and continuous testing of the results is an elementary component of our consulting services.



We are specialized in the efficient design of production workflow, precise coordination and control of production steps are our core competences.

The monitoring, optimization and regular maintenance of production systems is an elementary tool for trouble-free, scalable results. Complex products require constant monitoring. We support you in the process of achieving high efficiency and scalability.

### **B** Colourmanagement



An elementary component of efficient print production is the handling of colours. The colour formulations must be highly reproducible. Get "in colour" fast and reliable must be the target of every print job. Hours of colour matching on the machine is extremely inefficient, very cost-intensive and vulnerable to errors.

Colour management allows you to keep an accurate view and integrated residual ink management produces an excellent result and reduces waste.

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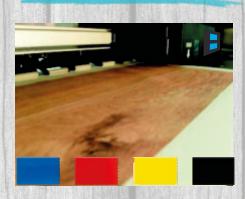






Gravure printing and direct printing are the primary technologies in the decor market. From coating to ink production, you can benefit from our many years of experience. We know our business and use our knowledge to ensure the success of our customers. We offer everything from solving technical application problems to planning entire production systems.

## **B** Digital



Since 1998, we have also been working intens with digital applications in decorative printing.

We use the same pigments in digital printing that are traditionally used in analogue printing.

This enables us to very efficiently prevent the often criticized metamerism of the different technologies. With a specially developed gravure simulation module, we achieve a very good approximation of the print run.

### **B** Fusion



We don't believe in "either analogue or digital"
We do both "analogue and digital"
We bring the two worlds together.
Technologies should complement each other,
not compete. That's what we do.