

Pioneering Automation and Innovation: The Postpress Alliance at Hunkeler Innovationdays 2025

Lucerne, Switzerland | February 24 to 27, 2025



The Hunkeler Innovationdays (HID) 2025, held from February 24-27 in Lucerne, Switzerland, was a landmark event for the printing industry. It marked the second official joint trade show for the Postpress Alliance following drupa 2024. Founded in 2019, the Postpress Alliance is a collaborative initiative between MBO and H+H, joined by other key players in the postpress sector, including Hohner, BOGRAMA, baumannperfecta, and Wohlenberg. Their participation at HID 2025 was a major highlight, showcasing a unified approach to delivering cost-effective, automated, and high-performance solutions for the postpress market.

For MBO and H+H Komori Group, HID 2025 provided the perfect platform to present their cutting-edge solutions in postpress processing. The event's theme -- product reliability and cost-effectiveness, driven by automated cross-process product solutions with open interfaces -- aligned seamlessly with the collaborative spirit of the Postpress Alliance, which aims to redefine how automation and integration can enhance postpress workflows and production efficiency

In addition to showcasing these solutions, the 15th HID emphasized the crucial role of networking in the printing industry, with the motto "CONNECT" taking center stage. This motto provided a distinct and memorable experience for participants, highlighting the importance of fostering connections between companies, technologies, and people in driving the future of the printing sector. The Postpress Alliance's participation, with its focus on integration and collaboration, aligned perfectly with this theme, reinforcing the importance of forming partnerships and sharing knowledge to push the industry forward.

Postpress Alliance: A Collaborative Force

The Postpress Alliance was a standout feature of HID 2025, representing the collaborative efforts of MBO, H+H, Hohner, BOGRAMA, baumannperfecta, and Wohlenberg. This strategic partnership highlighted how combining each company's specialized technologies can create an integrated, highly automated, and cost-effective workflow in the postpress environment.

Attendees witnessed the power of collaboration as the Postpress Alliance demonstrated a wide array of solutions aimed at enhancing productivity, minimizing downtime, and optimizing postpress processes. The motto for HID 2025 -- "Together stronger and more innovative" -- resonated with the spirit of the alliance, which sought to bring cutting-edge, open-interface solutions to the postpress industry.

Highlights from the Postpress Alliance Booth at HID 2025

H+H M9 with MBO Unwinder UW23 & SVC23

A central feature of the Postpress Alliance booth was the H+H M9 system, integrated with the MBO Unwinder UW23 and SVC23. This setup showcased the future of small-format digital finishing, with the system designed to process roll-fed material in the most cost-effective manner. The M9 system proved capable of efficiently handling even the smallest formats while ensuring smooth material handling and precision cutting.

The system demonstrated the core theme of HID 2025 -- how automation and integration between systems can provide enhanced efficiency and reliability. By using the M9 along with MBO's advanced unwinder and cutter, the system enabled quick, seamless operations with minimal manual intervention, making it an ideal solution for high-volume digital finishing.

Digifinisher HHS-Futura by Hohner with MBO UW23 Unwinder



Another key attraction was the Hohner Digifinisher HHS-Futura, showcased in roll-fed mode alongside the MBO UW23 unwinder, SVC525C cross cutter, and folding machine. This setup demonstrated selective finishing capabilities, including variable page numbers and variable cutting thicknesses, essential features for the flexible demands of modern digital print workflows.

The Hohner system, integrated with MBO's unwinder and cross-cutter, showcased the power of automation in achieving highly customizable finishes without sacrificing efficiency. The inclusion of the MBO CoBo-Stack 30i robot was a highlight, as it demonstrated how collaborative robots can autonomously handle finished products, reducing manual labor and streamlining the postpress process.

This configuration underlined the importance of flexibility and automation in postpress systems, providing a solution for enhancing product variety while maintaining operational efficiency.



The Future of Postpress: A Vision of Automation and Efficiency

The overriding theme of HID 2025 was clear: the future of postpress lies in automation and cost-effectiveness. The Postpress Alliance demonstrated how integrated systems can drive efficiencies, reduce costs, and improve product quality. As the printing industry continues to evolve, solutions that combine flexibility, automation, and reliability are becoming more essential than ever.

The Postpress Alliance's presence at HID 2025 highlighted how the future of postpress processing will increasingly rely on open interfaces and cross-process automation. By bringing together some of the most innovative companies in the sector, the alliance showcased a comprehensive range of solutions that will shape the future of printing.

Looking Ahead: A New Era of Collaboration and Innovation in Postpress

HID 2025 was a resounding success for the Postpress Alliance, with its first-ever participation serving as a major highlight. The collaboration between MBO, H+H, Hohner, BOGRAMA, baumannperfecta, and Wohlenberg offered visitors a glimpse into the future of postpress technologies, where automation, cost-effectiveness, and open interfaces will define the next era of printing.

The innovations presented at the booth provided valuable insights into the future of postpress production, showcasing how businesses can enhance efficiency, optimize workflows, and reduce costs through cutting-edge automation. As the event came to a close, it was clear that the Postpress Alliance had successfully demonstrated the power of collaboration and innovation in shaping the future of the print industry.

The success of HID 2025 marks the beginning of a new chapter for the printing industry, one where collaboration and technological advancements will continue to drive progress and shape the future of postpress.



Next Stop: Orlando, USA

The Postpress Alliance will continue its innovation journey at Printing United in October 2025 in the United States. This event will provide visitors with the opportunity to explore investment options that seamlessly combine technological excellence with sustainability and energy efficiency.