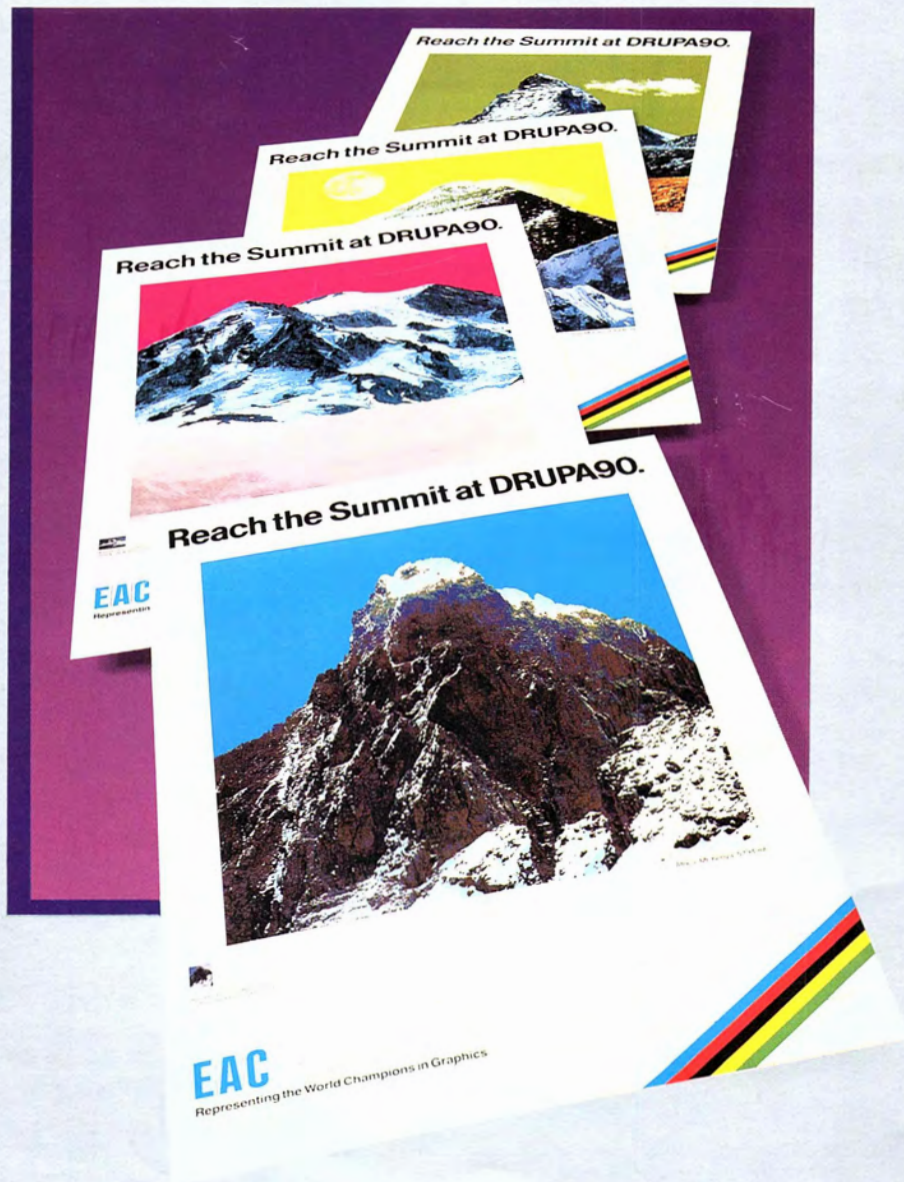


EAC MAGAZINE

SPECIAL EDITION FROM DRUPA 90



CONTENTS

2-3

Dialogue with customers goes on

4-5

430,000 visitors at DRUPA 90

6-7

The Heidelberg Hall

8-13

Presentation of EACgraphics' business partners

14-15

EACgraphics' gala dinner

16-17

EACgraphics staff at DRUPA from all over the world

18-19

Keen press interest

20-22

Spots from DRUPA

23

Sporting events

EAC

EAC Magazine DRUPA EDITION
MAY 1990. SPECIAL EDITION, VOL. 33

PUBLISHED BY:

The East Asiatic Co. Ltd. 1/5
Holbergsgade 2, DK-1099 Copenhagen K

EDITORIAL STAFF:

Claus Arboe-Rasmussen (liable under Danish law)
Geert Bruun
Erik Ljunggren
Erik Piil Clausen
Gertie Steincke
Frits van Wyk-Knudsen (editor)

EDITORIAL ADDRESS:

EAC Magazine
The East Asiatic Co. Ltd. 1/5
Information Dept.
Holbergsgade 2, DK-1099 Copenhagen K
Telephone 35 27 27 27. Telefax 33 32 83 53

ENGLISH TEXT:

Martek ApS, Copenhagen

PRINTING: Bonde's, Copenhagen

FRONT COVER:

EACgraphics posters – "Reach the Summit at DRUPA 90"
Editorial deadline May 21st, 1990.

General Manager Bent K. Kierkegaard:

"DRUPA 90 is over – but EACgraphics' dialogue with its customers goes on"

The graphics industry is developing at a fantastic rate at present. Important technological advances on a broad front were on display at the DRUPA 90 exhibition in Düsseldorf. It is clear to everyone that it is essential to be up among the leaders.

DRUPA is over once again. Now the task of the worldwide graphics industry is to put all the innovations into practice.

MEETING PLACE ON A GLOBAL PLANE

This special issue of EAC Magazine is devoted to EACgraphics' activities at DRUPA 90, which now provides the foundation for the division's dialogue with its customers all over the world.

As will be clear from the magazine's contents, the exhibition was not only a platform for the presentation of technical advances.

DRUPA was also a meeting place on a global plane for 430,000 graphics industry people. My 350 colleagues, who looked after EACgraphics' many guests at DRUPA, talked to thousands of visitors and potential customers during the exhibition. They concluded a large number of sales and had many exciting discussions about developments in the industry.

We are ready to continue this dialogue, now DRUPA is over and normal working life has resumed. We hope that our customers will be putting into practice the ideas which their attendance at DRUPA has stimulated.

CONTINUING DEVELOPMENT OF EMPLOYEE RESOURCES

A constant task for EACgraphics is the development and training of its employees, to ensure that they are equipped to provide customers with support and the most up-to-date information on developments in the industry. We have the same approach to the provision of after-sales service too.

In that context, I cannot resist the temptation to assert that EACgraphics has become one of the world's leading distributors of graphics equipment. EACgraphics has achieved that position by developing close relations with the industry's leading manufacturers and by supporting their products with our added value in the form of advice, service and spare parts back-up.

The division has some 3,000 employees around the world and a turnover of around USD1,000m. It operates in 39 countries.

Our business is based on a close and trusting partnership with our many suppliers and customers alike. It is a partnership which is under constant development and of which we are very proud. A vital element is the synergy we are able to achieve between our various activities and products for the benefit of our many suppliers and customers.

PREPARATIONS FOR DRUPA 95 ARE ALREADY UNDER WAY

EACgraphics' motto for the DRUPA exhibition, in 1986, was «Meet the World Champions». At DRUPA 90, we invited people to «Reach the Summit with EACgraphics».



EACgraphics has now lowered its divisional flag at the conclusion of DRUPA 90 in Düsseldorf. But the same high level of service and customer contact will be maintained during the period up to the opening of DRUPA 95, when the EACgraphics flag will be raised again



DRUPA 90 is over – but EACgraphics is well equipped and ready to continue the dialogue with its many customers and business partners which began at Düsseldorf. This is the assurance being given here by Bent K. Kierkegaard to two customers who visited the EACgraphics hospitality room at DRUPA. H. Obiro from Kenya (left) and D. Gupta, from India



These are slogans which we must live up to in our everyday work – and in our preparations for DRUPA 95, which are already well under way.

Bent K. Kierkegaard.



EACgraphics was in contact with many of the 430,000 guests at DRUPA

About 430,000 people visited DRUPA 90 – the 10th International Printing and Paper Trade Fair (its official German name is »Internationale Fachmesse Druck und Papier«).

There were more than 1,700 exhibitors from 37 countries.

EACgraphics' business partners include some of the most renowned manufacturers of graphics equipment, which resulted in the division's employees coming into contact with several thousand of the many DRUPA guests.

The division's General Manager, Bent K. Kierkegaard, was able to express satisfaction with the exhibition on the very first day: "From day one of DRUPA, I was receiving optimistic feedback from my colleagues. There is lively interest in collaborating with us in the marketing of graphics equipment and I judge DRUPA 90 to be one of the division's most important promotional activities ever. This exhibition provides a really excellent foundation for an exciting future for our business."

The following pages (4-13) contain a cross-section of the many visits to and activities on the stands of many of EACgraphics' business partners.





The Danish Ambassador to West Germany, Erik Thygesen, visited DRUPA with his Commercial Counsellor, Kay Gad. The Ambassador is seen here in conversation with Bent K. Kierkegaard (EACgraphics). Also in the photograph are Evan Overgaard (Erik Levison, Denmark, left) and Kay Gad. Ambassador Thygesen was enthusiastic about EACgraphics' efforts at DRUPA 90. "It is extremely satisfying that the EAC Group is making such an effective impact in this exciting international forum," said Erik Thygesen



Flemming Damm, a bookbinder from Randers, Jutland, was briefed on Polar Mohr's latest products. Here, he is second from the left, in discussion with Ole Færch Petersen, S. E. M. Ledersborg of Levison and Jens Mortensen of EACgraphics

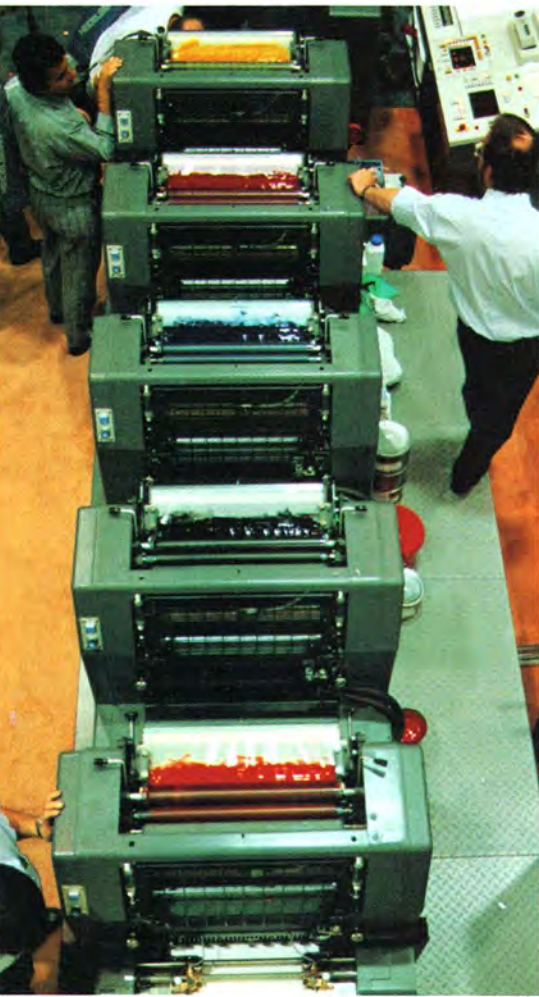


Heidelberg's technology-based display: TV and laser show

We begin our tour of DRUPA in Hall 1, where Heidelberger Druckmaschinen used the entire area to display its new products and the latest improvements to its established range of machinery.

Then, to give an overall impression of the wide range of products marketed by EAC-graphics, we show a broad selection of the stands of the division's many other suppliers.

The TV coverage was also displayed on large screens in Hall 1. Laser shows reinforced the display's claim to be at the highest international standard.



The machines in the Heidelberg Hall were the subject of close study by the thousands of DRUPA visitors. As can be seen from the photograph, the interest in these machines was very high

The many technical innovations attracted great interest





H.H. Sparso, Presiding Managing Director of EAC, and Bent K. Kierkegaard, General Manager of EACgraphics, visited the Heidelberg Hall. Dr. Wolfgang Zimmermann, Managing Director of Heidelberg, is seen here briefing them on the latest developments incorporated into the Heidelberg Web



140 representatives from Heidelberg Eastern, Inc. were busy at DRUPA. Here some of them are seen checking the quality of the countless colour prints produced during the exhibition. Heidelberg Eastern, Inc. is the EACgraphics arm in North America



EACgraphics' Danish subsidiary, Erik Levison, was well represented at DRUPA 90. The picture shows Ewan Overgaard, Erik Levison's Managing Director, and Bent Poulsen, Product Manager, negotiating with customers



The president of Heidelberg Eastern, Inc. Hans Peetz-Larsen and the vice-president Wolfgang Hager

EACgraphics brought its staff from all over the world to DRUPA. Here, Erik Bøgh Christensen has found a quiet corner in the conference area to negotiate with a delegation from the People's Republic of China



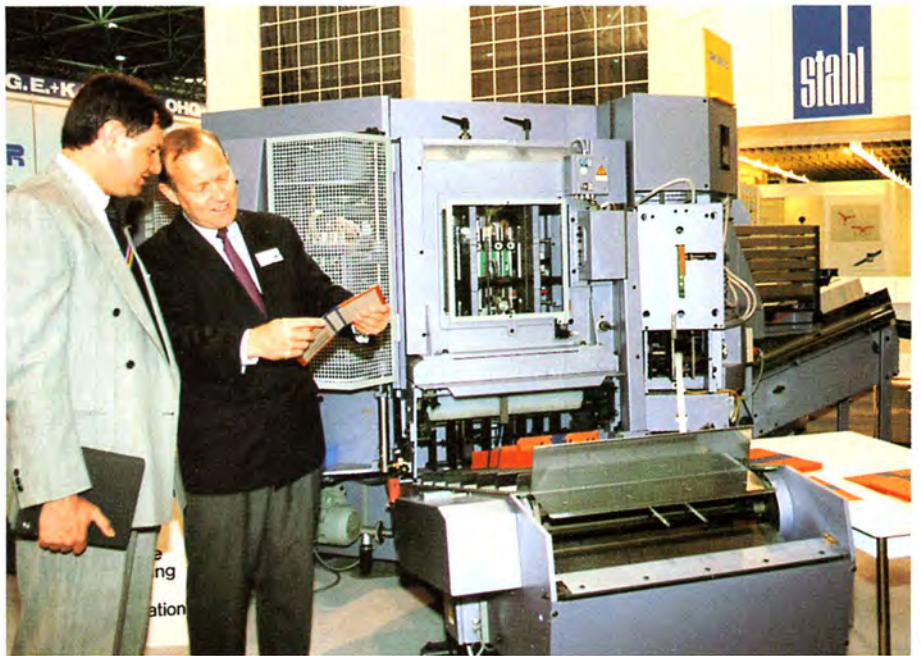
An Indian delegation led by R. Anathakrishnan, from Bombay (left), visited the Polar Mohr stand



Exciting features were discussed on Polar Mohr's new products



Stahl emphasised its leading position in the market for folding and bookbinding machines by showing many innovations at DRUPA 90



The Danish company Glunz & Jensen made its mark at DRUPA 90, in its role as one of the world's leading manufacturers of processing equipment for graphic film material. There was often intense negotiation on Glunz & Jensen's stand and John Kejlhof, the company's Managing Director expressed great satisfaction with DRUPA 90. EACgraphics distributes Glunz & Jensen's products in many markets



HOECHST, West Germany, co-operates with EACgraphics in the market for offset printing plates. The product name OZASOL is a household name in this industry

The stand of Bacher, one of EACgraphics' West German business partners. Several EACgraphics employees lent a helping hand, including – as can be seen here – Per Arild and Sudjana Trisnadi



Eskofot, the Danish manufacturer of exposure equipment for the graphics industry, attracted great international interest with its stand decorated in the red and white national colours of Denmark

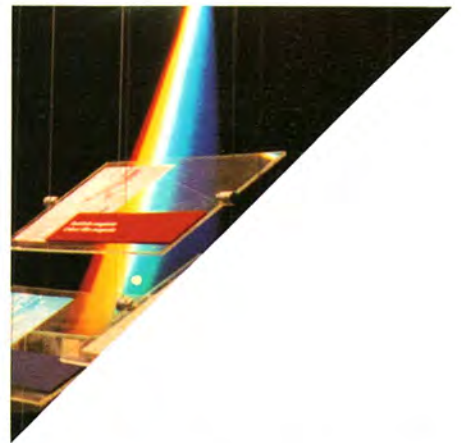




We took a photograph of the BOBST stand just before opening time on one of the exhibition days. There was lots of room then. But, as can be seen from the other pictures of the stand, there were soon many people jockeying for vantage points to inspect the latest products from BOBST



A smiling Walter Zitener of the Swiss company, Gretag, presents his densitometer – and a smile is always a helpful presentational aid. There were smiles – and immediate customer interest – in response

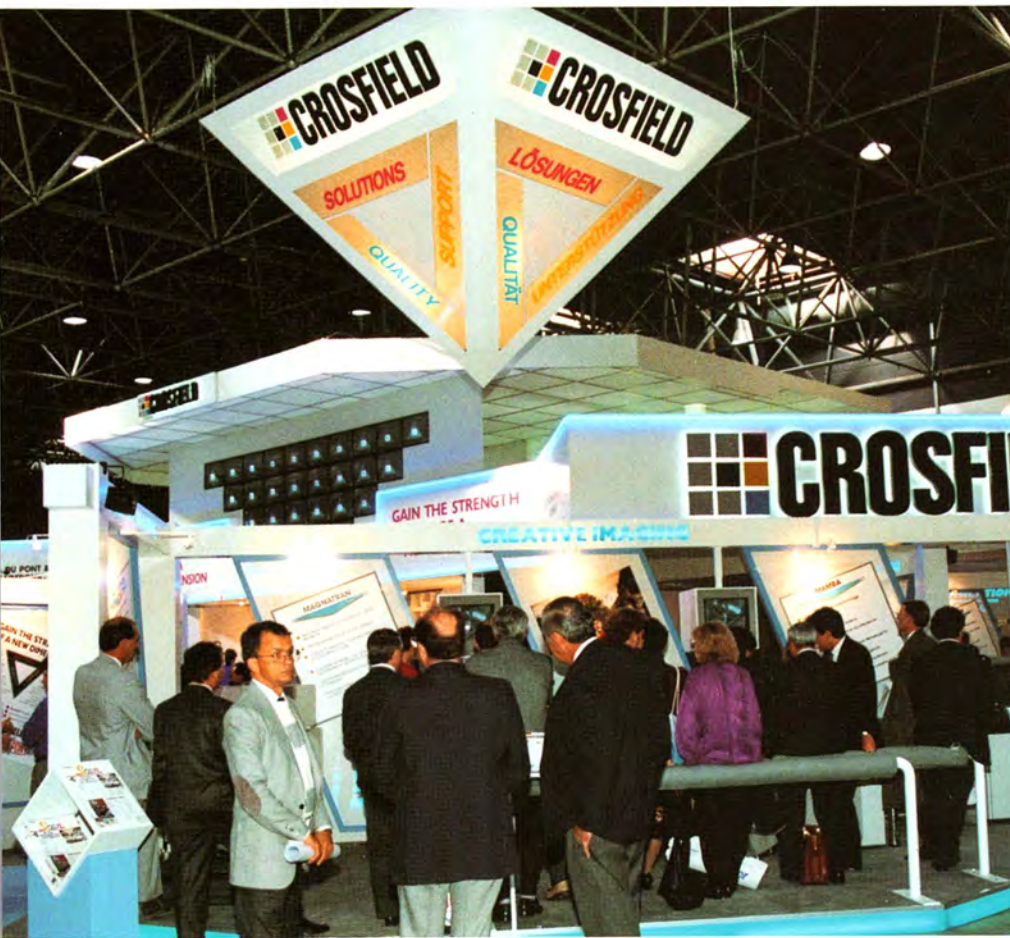


Purup Electronics, Denmark, demonstrated its skills in such areas as the electronic composition of labels. Here, the company's Managing Director, Arne Purup, is seen in conversation with Ebbe K. Bahnsen, EACgraphics





There were many exciting new products on the Crosfield stand in the Pre-Press area at DRUPA 90. Crosfield had arranged a very informative display, including video shows on large screens. Crosfield also arranged a most enjoyable EACgraphics reception on their stand, at which dolls in Indonesian national costume were presented to Lars G. Janneryd, Crosfield's Deputy Managing Director





In recent years, EACgraphics has increased its co-operation with Linotype, particularly in Asia. Linotype presented its range of type-faces, front-end solutions and imagesetters in the context of their many potential applications on one of the fair's most interesting stands. H.H. Sparso visited the stand with Ebbe Bahmsen of EACgraphics. They are seen here being briefed on Linotype by Mr. Martin Boothmann, Managing Director of Linotype's UK affiliates



The stand of EACgraphics' Swiss partner, Müller Martini, was crowded with various types of machine. Even though the stand was often crowded with visitors, EACgraphics' employees could always find a peaceful corner in which to give a detailed briefing to potential customers



Enjoyable gala dinner for EACgraphics' friends and employees



Henning H. Sparsø addresses the many guests

Henning H. Sparsø's table companions listen to his speech



A gala dinner was arranged at the Hotel Ramada Renaissance in Düsseldorf during DRUPA 90, at which the senior management and other staff of EACgraphics entertained the division's business partners and friends. The hosts were Henning H. Sparsø, Presiding Managing Director of EAC, and Bent K. Kierkegaard, General Manager of EACgraphics.

There were 360 guests at the dinner. In their speeches, Henning H. Sparsø and Bent K. Kierkegaard told the guests that the EACgraphics was well equipped to continue the important task of building up its many business partnerships.

Dr. Wolfgang Zimmermann, Heidelberger Druckmaschinen, and James D. Salmon, Crosfield, responded in their speeches at the dinner. Both expressed their satisfaction with their company's past business relationships with EACgraphics and, in particular, agreed with Henning H. Sparsø and Bent K. Kierkegaard that further development of those partnerships was in the interest of all concerned.

Eddie Skoller, the Danish entertainer is becoming something of an institution at DRUPA.

For the second time, he provided the cabaret at EACgraphics' DRUPA gala dinner,



achieving great success with his many amusing and topical references to EACgraphics and its business partners.

As the closing number in his show, Skoller persuaded all the Danes present to join him in singing a Danish popular children's song to entertain the guests from other countries at the dinner.



Dr. Wolfgang Zimmermann, Heidelberger Druckmaschinen's Managing Director, and James D. Salmon, Managing Director of Crosfield, both addressed the party



Bent K. Kierkegaard welcomes the guests. As can be seen from the photograph, spirits were high from the outset, with all present looking forward to an enjoyable evening



It was smiles all the way at the dinner. Here, from the left are Dieter Huck of Mark Andy with EACgraphics employees R. Anathakrishnan, Bombay, and Morten Larsen, Copenhagen



Hans Peetz-Larsen, Heidelberg Eastern, with Wolfgang Pfizenmaier (left) and Werner Albrecht



Eddie Skoller was a great success once again



Dennis Durham, Heidelberger UK (left) and J. H. Young, EACgraphics Seoul, deep in conversation at the dinner



Karl Saueressig, Heidelberger Druckmaschinen, in discussion with Robert Lee, EACgraphics, Taiwan



350 EACgraphics people from all over the world at DRUPA

The team on the stand had countless things to do throughout each day. Debriefing and sorting out problems had to wait until the evening, when the stand had closed for the day

Employees of EACgraphics were able to cope with every kind of enquiry at DRUPA, from complex, major projects to the smallest service-related details. The division gathered together 350 employees from all over the world, to be sure that it would be able to deal with every imaginable question posed by the many thousands of visitors to the EACgraphics stand at the Düsseldorf exhibition.

EACgraphics' staff made a very substantial impression at the exhibition, which was no mean achievement considering the vast stand area – no fewer than 16 large halls were used.

Whatever their need, visitors could quickly come into contact with the right EACgraphics employee.

THE CENTRE

Departmental Manager Jens Mortensen, with Flemming Rasmussen and a team of 12 junior employees in support, was responsible for coordinating the organisational details for EACgraphics. Although the EACgraphics centre was a little distance from the main exhibition halls, its position was appropriately central.

The EACgraphics centre was the locale for both representational activities and business meetings.



EACgraphics reserved all the guestrooms at the Hotel Ramada Seestern for the duration of DRUPA. Evidence of the company's colours was to be seen in the scarves worn by the hotel's receptionists, a detail which met with the satisfaction of Børge Overgaard, EACgraphics, Copenhagen



The EACgraphics centre was an operational base for all the EACgraphics people at DRUPA. Seen here are Tilly Fung, Jakarta, and Cynthia Yan, Taiwan



The centre was equipped with EDP and communication equipment. Per Jørgensen, of EDP centre in Copenhagen (left), was in Düsseldorf to establish PC and telefax facilities. As a result, the division was able to remain fully operational, even though virtually all staff were in Düsseldorf throughout the exhibition. In the photograph, Per Jørgensen is shown instructing one of the staff manning the EACgraphics centre



Fitting the many EACgraphics employees into the hotel was like doing a massive jigsaw puzzle. Sara Burnard and Flemming Rasmussen, member of the exhibition team of 12 junior staff had the task



Keen press interest in EACgraphics at DRUPA

As one of the world's leading distributors of all types of graphics equipment, EACgraphics attracted keen press interest during DRUPA 90.

VISIT BY LEADING DANISH MEDIA

A Danish press group visiting DRUPA had a meeting with EAC's Presiding Managing Director, Henning H. Sparsø. Mr. Sparsø took the opportunity to describe the Group's plans for developing its commercial links with East European countries.

As a result, Flemming Thimm – a journalist working for the Danish financial daily 'Børsen' – wrote the following report:

EAC is one of the world's leading companies – perhaps the leading world company – in printing machinery, particularly in North America and the Far East. EAC has no less than 350 employees from all over the world taking part in the comprehensive sales activities at the fair. "We are still somewhat sceptical about direct investment in eastern Europe," says Managing Director H.H. Sparsø.

At a press conference Mr. Bent K. Kierkegaard of the EACgraphics gave his impressions of the DRUPA trade fair. Erling Vester Jacobsen, a journalist from Jyllands-Posten quoted him as follows:

"Whilst there is great willingness to buy amongst the numerous visitors, according to the people in the business, there are only a few really new products exhibited at the DRUPA 90 trade fair this year.

We are not seeing very many really big surprises at DRUPA 90 this year. But clearly there have been considerable improvements made to equipment which has been shown at previous DRUPA exhibitions. Development has concentrated on even greater use of electronic control and supervision of machinery in the graphics industry, Bent K. Kierkegaard explained. Heidelberg's CP-Tronic is an outstanding example.

Henrik Larsen, a journalist from Ritzau's Bureau wrote:

"The recent events in eastern Europe have given many Danish businesses a real push ahead, one of these is none other than the East Asiatic Company, EAC. Within a few months the Company will publicize the acquisition of several large overseas companies. This was announced by the Managing Director, H.H. Sparsø at the recent trade fair, DRUPA 90 in Düsseldorf, where EAC was one of the largest exhibitors.



Representatives of the press were particularly interested in LINOTYPE. Flemming Thimm (left), Børsen, and Erling Vester Jacobsen, Jyllands-Posten, in action



One of the Danish graphics trade magazines – Aktuelt Grafisk Information, carried an article which mentioned EACgraphics and DRUPA:

–Denmark was the ninth largest exhibiting nation at DRUPA in its own right. But if Danish participation on the stands of exhibitors from other nations is taken into account – not least the activities of EACgraphics employees – Denmark was even higher in the “Top Ten” league table.

EACgraphics made a tremendous effort, which augurs well for the future. The division is the world’s largest distributor of graphics machinery and equipment. At a press conference for representatives of the Danish daily press and specialist magazines, Bent K. Kierkegaard, general manager of EACgraphics, had this to say:

“Our customers deserve the very best and most modern equipment available. EAC is in a period of expansion, a development phase. One of the areas of expansion is the field of information technology.”



Henrik Larsen, journalist from Ritzau’s Bureau

On the subject of major international orders, Klavs R. Thomsen, EACgraphics’ assistant general manager, was able to report that the division had won a large World Bank Tender for China. Ebbe Bahnsen, pre-press manager, informed the press conference that the co-operation between EACgraphics and Linotype would soon result in the production of exotic Kanji typeface for EACgraphics’ customers in the Far East and South-east Asia.

Under a headline reading “Largest in the world is Danish”, the Danish trade magazine Bogtrykkeren/Distriktsbladene wrote: EACgraphics attracted the interest of many newspapers and trade magazines during DRUPA 90.

EAC began to distribute graphics machinery in 1954 and, as a result of the growth in its business during the past 36 years, EACgraphics is now the largest distributor of graphics machinery and equipment in the world.

At a press conference during DRUPA 90, EACgraphics’ General Manager Bent K. Kierkegaard had this to say:

“There are no totally new concepts on show at DRUPA this year. But it is clear that there have been many important improvements to the equipment shown at the last DRUPA fair. The trend is towards even greater use of electronic control and supervision of graphics machinery and this is placing higher demands on the graphics personnel who have to operate the new machines.”



DRUPA is figures too

The main purpose of DRUPA is to display a comprehensive range of the graphics industry's range of products and services. But it is a place for talking about figures too, as EACgraphics' employees can confirm after their many discussions and new orders at DRUPA. Here Adi Sumarta and Niels Madsen, from Jakarta, are working on their calculations.



Imaginative promotion of Linotype

Many special techniques were used to attract the attention of the thousands of visitors to DRUPA. Linotype arranged for young people to mix with passers-by in imaginative and attention-grabbing costumes. Just look at the photograph...

Friends from China

During Henning H. Sparsø's visit to DRUPA, he met friends from the China Printing Machinery Corporation, together with Bent K. Kierkegaard and Klavs R. Thomsen. At the front is Li Jian-Guo, the Corporation's Managing Director. Others in the photograph are (from the left) Zhu Chang Sheng, Chen Hou-Xun, Gu Bo Tao and Wang Shuan-Qi.



Isabell was busy in the bar

Isabell Bachmann, who is currently training at the Steinberger Hotel School in Cologne, earned some extra money to support her studies by acting as the bartender in the hospitality area on EACgraphics' stand. Isabell was very busy during the hot DRUPA weather. She had no problems in communicating with the many guests since, apart from the normal range of languages, she also speaks Chinese and Japanese. She can speak Swedish and Danish too – she grew up in Sweden.





DRUPA on video

EAC's Information Department is currently making a video containing highlights of the EAC Group's activities during the first six months of 1990. The video, to brief the 20,000 EAC Group employees all over the world, will of course include DRUPA. A team spent a day in Düsseldorf recording footage for the video programme. Here cameraman Jesper Sørensen and sound technician Susanne Winding are recording a discussion with Japanese guests in the Heidelberg Hall.



Five "generations"

People from all over the world come to the DRUPA fair in Düsseldorf. And that includes EACgraphics people. This picture shows five "generations" of EACgraphics managers from Manila for a joint photograph. At the far right is the present manager Henrik Spandet Møller, next to former manager Henrik Engell Jensen, now in Bombay. Then come Bent Mortensen (Singapore), Poul Damgaard (Johannesburg) and, at the far left, Ole Sørup Rasmussen (Bombay).



Co-operation

—During DRUPA, Bent K. Kierkegaard, EACgraphics, had the opportunity to present this symbolic gift with its Chinese characters (translated, the inscription means "Working together in harmony") to Martin Boothmann, of Linotype U.K.. In doing so, B. K. Kierkegaard underlined EACgraphics' hopes and expectations for the Chinese typography project which the division is currently undertaking jointly with Linotype.

Spots



They yodelled for Levison

These three gentlemen from the Tyrol attracted interest in the Heidelberg Hall in their traditional 'lederhosen'. When Fleming Wiedenbein, Erik Levison's Marketing Manager, welcomed them, they responded by yodelling. One of the many enjoyable episodes which marked DRUPA



Eddie Skoller prepared well

Eddie Skoller, the Danish entertainer, was again responsible for the cabaret at EACgraphics' DRUPA gala dinner (see pages 11-12). Skoller prepared carefully for his 60-minute show, which contained many topical references to EACgraphics, spending a fair time touring the exhibition. He also gained inspiration from discussions with the division's employees. Here he is seen talking to Bent K. Kierkegaard, EACgraphics, and Susanne Groth, of Erik Levison.

Popular presses

The many presses in the Heidelberg Hall were running almost continuously during DRUPA, printing a.o. beautiful posters. Many guests acquired a sample or two, while waste paper which was an inevitable consequence of the printing activity was saved for recycling.





The football ended with a match between the DRUPA organisers, NOWEA, and a specially-selected EAC team. In the picture, the two captains – Horst Dieter Lengert, NOWEA (left) and Henrik Spandet Møller, EACgraphics – greet each other before the kick-off.

The tough – but fair – referee, Bent K. Kierkegaard, well on top of the situation



DRUPA
Sport



The day's football matches were an exciting and relaxing interlude for players and spectators alike. And it presented an opportunity to wave the Danish flag

EACgraphics' employees also had a chance to relax and enjoy themselves

The DRUPA fair is synonymous with hard work for everyone involved. But there also has to be a chance for people to relax and enjoy themselves.

EACgraphics' employees had their chance on Sunday 6th May, when nearly all of them were able to find time to visit Mörchenbroich Stadium in Düsseldorf, either as supporters or as active participants in the football matches.

The division's employees divided themselves regionally into three teams – Asia, USA and a combined Europe/Africa team.

The matches combined serious play and lighter moments. It is our duty to report on the serious side – the results:

Asia – USA, 2-1 (goal scorers were – Asia: Kjeld Thorsen, Jakarta, and K.S. Choi, South Korea; USA: Steen Ove Jensen, Heidelberg Eastern)

Europe/Africa – USA, 1-1 (goal scorers were – Europe/Africa: Flemming Rasmussen, EACgraphics, Copenhagen; USA: Eric Frank, Heidelberg Eastern)

Europe/Africa – Asia, 3-1 (goal scorers were – Europe/Africa: Johnny Bolvig Andersen, Levison Denmark, Torben Rosenthal and Ebbe Drejer, both EACgraphics, Copenhagen; Asia: K.S. Choi, South Korea)

The final match was between a combined team from EACgraphics and representatives of NOWEA – the arrangers of DRUPA. The DRUPA team won 2-0.

The day's events concluded with a quiz and other entertainment at a buffet for over 200 EACgraphics employees who, as a result, were able to recharge their batteries for the last few days of DRUPA, which ended on 10th May.



EAC graphics

Reach the Summit