Press release

# Permanent product marking with iCON 3

Koenig & Bauer takes laser coding in the entry-level class to a new level with the iCON 3.

* Economic product coding with laser
* Comfortable and simple operation
* Eco-friendly marking and saving money

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Veitshöchheim, July, 2021
Koenig & Bauer Coding launches the iCON 3 marking laser in the entry-level class.

The iCON 3 is the latest product in the iCON range, specifically designed for permanent marking and coding in the consumer goods and industrial product sectors. It offers users an economical alternative to inkjet printing, but has the advantages of laser technology: laser marking works cleanly and there are no solvent emissions. By eliminating consumables, the iCON also greatly reduces operating costs.

Thanks to a new touch-screen controller with updated software, the iCON 3 is easy to install, operate and maintain. easy installation, operation and maintenance. An integrated wizard assists with simple configurations and provides templates for reporting. On-site technicians receive instant support through the on-demand online video tutorials.

In addition, the operation of the iCON 3 takes into account the increasing importance of climate impact. With very low power consumption and the absence of volatile solvents, the laser contributes to the reduction of CO2 emissions. High-tech optics are used in the iCON 3. The powerful hardware and innovative, cost-effective software mean that the iCON 3 laser can reach the high line speeds of most production lines.

Benedikt Berberich, product manager for lasers at Koenig & Bauer Coding, confirms: "The market launch of the first iCON series set the standard for the entry class of laser coding years ago. With subsequent product launches, we have raised the bar ever higher. The iCON 3 is the first choice in its class in terms of economy, user-friendliness and environmental compatibility.

**Get more information:** [https://coding.koenig-bauer.com/en/produkte/produktdetails/icon3/](https://coding.koenig-bauer.com/de/produkte/produktdetails/icon2/)

#### Photo/Heading 4:

**iCON 3:** Ecologically and economically friendly.

#### Contact person for the press

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#### About Koenig & Bauer

Koenig & Bauer is the world’s oldest printing press manufacturer with the widest product range in the sector. For over 200 years, the company has been supporting printers by offering innovative technology, custom-fit processes and a wide range of services. The range encompasses printing solutions for banknotes and cardboard, foil, tin and glass packaging, books, displays, labelling, decors, magazines, advertising and newspaper. With sheetfed and web offset and flexo printing, waterless offset, steel engraving, simultaneous and screen printing or digital inkjet printing, Koenig & Bauer is at home and often a leader in almost all printing processes. In 2020, the 5,593 highly qualified employees worldwide generated annual revenue of €1.029bn.

Further information can be found at [www.koenig-bauer.com](http://www.koenig-bauer.com)