



Company name: Impact Promotions

Pioneering the Special Substrate Printing Business Using India's First LED-UV Press

As a printing company specializing in both offset and digital printing, Impact Promotions has been steadily increasing its business in India's fast-growing market. Through constant technological innovation the company has consistently provided its customers with the highest levels of quality and service. With the aim adding even further to their services, they decided to purchase the 925 A1-size 5-color offset press with an LED-UV curing system, the first LED-UV press in the Indian market.

Address: C-133, Phase1, Naraina Industrial Area, New Delhi 110028, India



Director : Surender Baniwal

Retaining Repeat Customers with High-quality, High-impact Products

Located in India's capital of New Delhi, Impact Promotions is a state-of-the-art printing company established in 2007. Although the company started out producing and marketing corporate logoed promotional items such as banners, T-shirts, umbrellas and automobile sunshades, in 2009 they purchased a number of digital presses and expanded their business to include short-run printing of such things as corporate advertising materials and marketing tools. Then in 2013, to offer even higher quality and increase added value, they purchased an offset press and entered the full-scale offset printing market. Impact Promotions' commitment to quality and attentive service have earned it an excellent reputation and many repeat customers. Their main customers for printed materials are large local companies in such fields as foodstuffs, health products and real estate, and they handle a wide variety work ranging from advertising materials such as catalogs and leaflets to POP displays.

Pursuing Innovative Printing with an LED-UV Press

True to their company name, Impact Promotions' philosophy for business growth is to create high-impact products for their customers. In pursuit of that philosophy, in February 2015 the company purchased a 925 A1-size 5-color offset press with an LED-UV curing system. Director Surender Baniwal had this to say about their purchase: "We wanted to introduce to the Indian market a press based on a totally new concept. From that viewpoint, we had long been interested in the LED-UV equipped 920

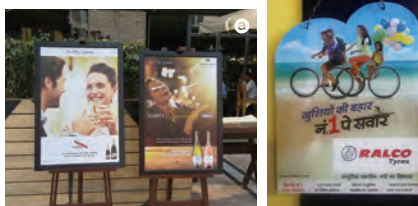


925 A1-size 5-color offset press with LED-UV curing system

models, which feature low power consumption and high cost performance. When we first saw an LED-UV press at Print Chicago 2014, we were amazed by the instant curing performance and high printing quality. We also felt that the ability to handle film and other special substrates in addition to conventional paper offered great promise for the future." The LED-UV equipped 925 was thus the perfect choice for Impact Promotions as a press for pioneering new printing frontiers.

Smooth Operation Led to a Monthly Sales Increase of Over 30%

Even though this was Impact Promotions' first experience with a UV press, operation of their new LED-UV press has gone surprisingly smoothly. With technical support from RMGT, which



- Ⓐ Outdoor posters printed on film
- Ⓑ POP display printed on plastic
- Ⓒ Mobile phone case created as a marketing tool



has years of experience in LED-UV, and from RMGT's Indian distributor Provin Technos, Impact Promotions' was able to quickly move to full operation. According to Mr. Surender Baniwal: "Although it took a bit of time to understand the suitability of various ink, paper, and other materials, nothing was especially difficult. As we gained experience, we quickly expanded the range of work to include printing on special substrates in addition to conventional paper. Now we are steadily expanding our printing on special substrates such as flexible PVC and polycarbonate to produce mobile phone cases, stickers, advertising materials, and other marketing tools. The company's overall average monthly sales have increased by more 30%, so we're extremely satisfied with our purchase of the LED-UV press."

LED-UV Press Opens the Door to Future Growth

Mr. Surender Baniwal says that LED-UV presses are attracting great interest in India's printing market. In view of the country's continuing power shortages, there is strong demand for power-saving equipment, and that is one of the most attractive features of an LED-UV press, which requires minimal power to perform instant-curing printing. Mr. Surender Baniwal confidently expresses his expectations for future growth: "I think we are going to see more LED-UV presses in the Indian market in the near future. As the first company here to operate an LED-UV press, we have gotten a head start in offering new products and services, and we are looking to take advantage of that head start to acquire new customers."