

Company name : **Vivar Printing Sdn Bhd**

Superior Printing Performance at One of Malaysia's Largest Printing Companies Excellent Price Competitiveness for Both Small-lot and Large-lot Work

Vivar Printing is one of Malaysia's largest printing companies and has been in business for over 30 years. With 17,200 m² of floor space, the company's plant boasts the latest equipment and technologies for everything from prepress to press and postpress. Vivar also speedily handles orders from outside Malaysia, which account for more than 70% of their work, and their exceptional service has earned customer trust. To further increase their printing efficiency for books, catalogs and similar materials, in January 2016 Vivar purchased a 928P A1-size convertible perfecter.

Head Office Address : Lot 25 & 27 Rawang Integrated Industrial Park, 48000 Rawang, Selangor Darul Ehsan, Malaysia
Managing Director : Cheong Kok Wai Internet Website : www.vivar.com.my



Offering a one-stop solution from commercial printing to package printing

Founded in 1984, Vivar Printing is one of Malaysia's largest privately owned printing companies, serving both local and overseas customers. To cater to the growing needs of the industry, they have invested heavily in new technology and continually upgrade their plant and equipment. They export more than 70% of their printing work and have served some of the world's most reputable publishers, print agents and self-publishers. During more than 30 years in the business they have developed close relationships with major publishers of educational materials. They are able to handle all kinds of books and offer printed services of the highest quality while keeping the cost of production down. Specializing in both commercial and non-commercial printed materials, including educational

books, magazines, calendars, coffee table books, brochures and catalogues, they have also branched out into flexible packaging. Vivar is a loyal RMGT customer and owns many Mitsubishi and Ryobi presses, including a 4-color 924, an 8-color 928P convertible perfecter, a V3000LS-5 with coater, and a D3000TP-8 tandem perfecter, to name just a few.

Enhanced capability for A1-size perfecting of bound materials

To supplement their main 1020/1050 mm format presses, in September 2015 Vivar purchased a 924 A1-size straight press. RMGT's Malaysia sales distributor Cyber had recommended the 924 as being able to meet all of Vivar's criteria, including high price competitiveness, consistent printing quality, and short make-ready time. With its lower printing plate costs and reduced power consumption, Vivar found the cost advantages of the 920 series very attractive compared to 1020/1050 mm format presses. Another key reason for choosing the 924 was its solid basic performance, including reliable printing on thin stock, easy operation, and extremely short make-ready times for job changeover.

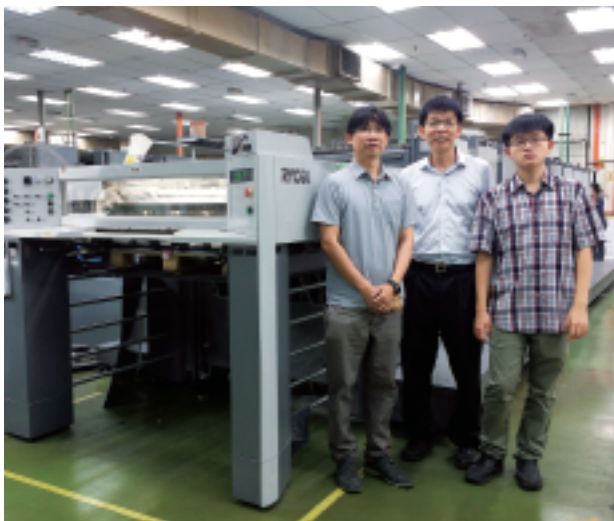
After using the 924 and seeing how effective it was, in January 2016 Vivar purchased another 920 series press—a 928P 8-color convertible perfecter. They were impressed by the 928P's reputation for

highly efficient, reliable one-pass perfecting of large-lot paper materials. Another deciding factor was that the 928P features the same technologies as the Mitsubishi presses that Vivar was already using, including the feeder mechanism and maintenance functions.

Vivar Managing Director Cheong Kok Wai had this to say about the 928P: "We've been running the 928P at full capacity for perfecting of books, magazines, pamphlets, reference works, and other thin-stock bound materials. These are relatively large-lot jobs, and since we're using A1-size paper we're able to maintain excellent price competitiveness."

Now Considering an LED-UV Press for Even Shorter Turnaround Times

Vivar says that adding the 928P has greatly expanded their production capacity and enabled them to steadily increase sales. They are also extremely satisfied with the higher than expected cost savings due to reduced paper waste and shorter make-ready times. By running both the 928P and 924, Vivar has been able to offer customers significantly shorter delivery times. Managing Director Cheong Kok Wai says, "The printing market is demanding faster turnaround times as well as lower prices. From that standpoint, we certainly made the right decision in choosing the 920 series. We're already running both the 924 and 928P at full capacity, so we're thinking about purchasing another LED-UV press to further expand our production capacity and offer even shorter turnaround times."



928P A1 size convertible perfecter
From Left: Cheong Kok Khong (Executive Director),
Cheong Kok Wai (Managing Director),
Cheong Chi Lim (Management trainee)