

Korea



Print City Co., Ltd.

<https://www.printcity.co.kr/> (Korean language only)

Headquarters: Seoul 31 Eulji-ro 18-gil, Jung-gu
(Inhyeon-dong 1-ga, Print City Print Center)

Website URL



Mr. Cheon Ho-gyu,
President



10-story head office building

Offering ultrafast service with same-day printing and shipping of business cards

Located in the heart of Seoul in an area where printing-related companies are concentrated, Print City Co., Ltd. is a printing company with 185 employees. They have steadily expanded by offering fast, high-quality, low-cost, high-mix, short-run printing of business cards as well as leaflets, fliers, and a wide range of novelty items primarily through online orders. To further expand their business they are leveraging an LED-UV equipped press to offer UV instant drying printing. We talked with Print City president Cheon Ho-gyu about the company's purchase of RMGT presses as a key part of their growth strategy.

RMGT offers powerful support for customer growth

Founded in 2003, Print City was quick to adopt an online order system, enabling the company to achieve rapid growth. Having developed an ultrafast internet printing business, Print City is the only printing company in Korea offering

business card printing with same-day shipping for orders received by 3 p.m. At their 10-story (plus a basement floor) headquarters building, levels B1 through 4 boast a state-of-the-art one-stop production system from editing and printing to cutting and other post-press processing to shipping. The com-

pany has also established a unique customer support system, including a number of delivery center offices located throughout Seoul where customers can place orders or choose to pick up their completed orders.

Print City's choice of Ryobi and RMGT presses played a key role in the company's rapid



The LED-UV equipped RMGT 970PF-8 has enabled shorter lead times and eco-friendly printing



The RMGT 1060ST-4 delivers high-quality printing of covers, catalogs, brochures, and other products

growth since its founding in 2003. Over the 9 years from the start of their instant-drying printing business with the purchase of a UV-equipped Ryobi 754 B2-size press in 2004 up until 2013, Print City purchased a total of seven Ryobi presses to continuously expand and upgrade their production system. In 2016, in order to further increase productivity, they purchased an RMGT 1050TP-8 B1-size 8-color tandem perfecter for printing mainly fliers. With its maximum sheet size of 1,060 x 758 mm, this tandem perfecter can perform double-sided printing of 10 A4-size sheets or 16 B5-size sheets. The dramatic increase in production efficiency greatly contributed to Print City's growth. Over the succeeding years, the company has continued to strategically upgrade their production line with the purchase of an RMGT 790ST-5XL + SLD 5-color B2-size press in 2017, an RMGT 970PF-8 + LED-UV A1-plus size convertible perfecter in 2022, and an RMGT 1060ST-4 4-color B1-size press in 2023. By building their main production system around RMGT presses and moving to LED-UV printing, they have succeeded in increasing productivity and further shortening lead times. The company is currently operating five RMGT presses and printing at a constant rate

of 600 to 800 plates a day. President Cheon Ho-gyu discussed Print City's management philosophy. "Our management philosophy primarily focuses on two things, promoting employee welfare and offering stress-free online printing services for business cards and fliers. For online business card orders received by 3 p.m., we can deliver the printed business cards to the customer between 6 and 7 p.m. the same day. We have extensive experience and expertise in business card printing and a proven track record. Customers can select from among the many templates on our website that are available for download. Customers can also visit any of our delivery centers to see actual samples produced using various paper types and printing methods."

"Business cards are mostly ordered in very short runs of 50, 100, 200 or 1,000. To efficiently run such jobs, it is important to minimize the time required for job changeover. That's where RMGT presses help out. Everything from paper setting and plate changing to register setting and density adjustment up to the advance sheet is very fast. For example, with the 970PF-8, when printing business cards in runs of 200, we can print an average of 16 jobs per hour in straight printing mode or 8 jobs per hour in perfecting mode. Seventy percent of the work we do on the 970PF-8 is business cards, with the remaining 30% being magazine printing. This press has played a major role in helping us achieve our goal of faster business card printing."

Regarding LED-UV, president Cheon explained:



The LED-UV equipped 970PF-8 rapidly responds to operator requirements

"This is our first experience with LED-UV. Seeing that it has lower power consumption and improved environmental features versus standard UV, we had long been interested in trying out this technology to achieve an improved, powderless work environment. So far the results have been excellent, and in the future we feel that the technological innovation of LED-UV printing will become a vital core technology for our company."

President Cheon also shared the following. "Our RMGT presses have enabled us to shorten operating time, reducing the burden on our operators. The RMGT 9 series and 10 series presses are a perfect fit for us as a company specializing in printing business cards and fliers with short lead times. We've had positive feedback and our volume of work has been steadily increasing. Moving forward, we will continue to rely on the exceptional service and support of RMGT and their sales agents to continue growing our business."



Delivery centers with racks of business cards sorted by customer



The RMGT 1050TP-8 8-color tandem perfecter has greatly increased productivity for printing fliers



Business card samples are sorted by paper type, thickness, and mode of printing

Scan the QR code to view a video about Print City's use of RMGT presses.

