

Company name

Shenzhen Pengfa Printing & Casing Co., Ltd.**China****Meeting growing demand for heavy stock and package printing with two state-of-the-art RMGT 10 presses**

Shenzhen Pengfa Printing & Casing Co., Ltd. was established in 1994 in Shenzhen, Guangdong Province, in an area designated in 1979 as China's first special economic zone. Since then the company has rapidly expanded its operations in parallel with China's growing printing industry. The company operates an integrated production system from prepress to printing and binding, and is one of the top printing companies in the Shenzhen Special Economic Zone. Their main business is printing premium books and children's books for the American and European markets through a tie-up with a major U.S. printing company.



President : Xiong Bing

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**RMGT presses have greatly contributed to the company's global expansion**

President Xiong Bing explained why the company has purchased only RMGT presses since 2003.

"To meet the growing demand for color printing, in 2003 we purchased a Mitsubishi D3000LS-4 as our first 4-color sheet-fed offset press. It was an excellent press in terms of both productivity and printing quality. As orders steadily grew, we subsequently purchased a D3000LS-5 in 2005, another D3000LS-4 in 2008, a V3000LS-4 in 2014, a 754G in 2015, and a 1050AS-5 in 2017. Our strategy is to always have the most advanced equipment in order to stay a step ahead of the competition. All the presses we purchased exceeded our expectations. With their reliable performance and easy operation, these presses are vital to our operations and have greatly contributed to sales."

The driving force behind the company's global expansion has been the printing of premium books for the American and European markets through a tie-up with a major U.S. printing company. In particular, the printing of hardcover novels and children's books with heavy-stock covers 0.5 mm or thicker currently

accounts for over 60% of the company's orders. RMGT presses meet the very high quality standards required for printing on heavy stock, and have won the company an excellent reputation among clients.

The new plant has greatly boosted production capacity

The growing demand for heavy stock and package printing in China has led to a rush to install presses with that capability. Faced with this situation, in 2017 Shenzhen Pengfa Printing & Casing constructed a new plant on a 13,000 m² site in Dongguan in a joint venture with a major American printing company. In 2018 the new plant was equipped with a 1050AX-4 4-color press and a 1050AX-5+CC+LD 5-color press with a coating unit and long delivery. Together with a state-of-the-art CTP system and binding system, the two presses operate at full capacity 24 hours a day. Investment in the new plant has amounted to a considerable sum, equivalent to over almost US \$5 million. The 1050AX-5



Operators monitoring press operation on a large-screen monitor



The RMGT 1050AX-4 (front) and 1050AX-5 (rear) presses installed at the new plant

and 1050AX-4 are high-spec models featuring advanced functions such as digitally controlled color management systems and large-screen monitor to ensure superior productivity, outstanding printing quality plus easy operation, and the presses have earned high marks from plant staff. The company plans to make the most of the new presses' features in developing heavy-stock package products.

With the company's 25th anniversary fast approaching, its youthful staff creates a lively work environment. President Xiong Bing says that he places great importance on the opinions and values of his young employees, and that he wants to undertake new challenges for further growth.



Printing plant with RMGT presses (Shenzhen)



Hardcover children's books