



China

Company name : Zhengzhou Lianche Printing Co., Ltd

Creating a New Production System to Expand Online Printing Services 2 LED-UV Perfectors Speed Up Turnaround Time

Zhengzhou Lianche Printing Co., Ltd. is located in Zhengzhou, Henan Province, China.

Zhengzhou Lianche Printing has been rapidly expanding sales by offering online printing services not only in Zhengzhou but also throughout Henan Province and across a wide expanse of northern China. In order to handle the growing volume of work and shorten turnaround times, They purchased an RMGT 920PF-8 A1-size convertible perfecter with LED-UV in April 2016, and in August additionally purchased an RMGT 1050TP-8 1050 mm format tandem perfecter with LED-UV.



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Continuous Innovation Based on a Business Philosophy of “Increasing Customer Demand”

Zhengzhou Lianche Printing was established as a commercial printing company in 2003. The company handles a broad range of work, from albums, posters, catalogs, magazines, periodicals, calendars, and other standard color printing to odd-size work such as securities certificates, envelopes and coupons. With approximately 300 employees and fiscal 2015 annual sales of 150 million yuan, they are one of Zhengzhou's largest printing companies. The company's plant has 20,000 m² of floor space and houses prepress, offset printing, digital printing, and postpress departments that can operate around the clock to meet customer demand for rapid turnaround. Their main sheet-fed offset printing presses include three B1-size format presses and seven A1-size presses as their core production line, and other units in an impressive equipment lineup capable of handling a wide variety of printing work. Their business philosophy is “Increasing customer demand,” and to accomplish this they have introduced the latest printing equipment and prioritized customer service. In recognition of these policies and their excellent results, in 2014 a printing industry organization named the company “one of the top 10 printing companies in Zhengzhou city,” and in 2016 they were appointed the official printing company for the Henan provincial government and also for the Zhengzhou's municipal government.

The 920 Series Provides the Key to Success for Online Printing Services

To further expand their business, in 2008

Zhengzhou Lianche Printing was one of the first printing companies to offer online printing services. The key to the success of their online printing services was the purchase of a number of 920 series A1-size presses for gang run printing (multiple imposition). Offering customers lower prices by printing several different jobs on the same sheet led to a significant increase in repeat orders for small-lot catalog printing and other work. The 920 series presses were the ideal size for this type of gang run printing.



Sample of gang run printing

Looking to the Future by Purchasing Two LED-UV Presses

Zhengzhou Lianche Printing is now expanding their franchise office network and online printing services from Henan Province to all of northern China. The growth in orders will require the company to strengthen their production system. Satisfying customer demand for shorter turnaround times also created an urgent need for UV printing capability. With their existing production line, the time required

for the oil-based ink to dry and the problems of scratching and smudging in post-press processing had become significant bottlenecks. To resolve these issues, in April 2016 They purchased an RMGT 920PF-8 A1-size convertible perfecter with an LED-UV curing unit. That was followed soon after in August by purchase of an RMGT 1050TP-8 1050 mm format tandem perfecter with an LED-UV curing unit. These two new presses gave them the ability to do instant-curing perfecting work. The 1050TP-8 provided the capability to handle large multiple imposition work, printing of bound materials, and poster printing on sizes larger than A1. It was the company's first purchase of LED-UV presses and they were extremely pleased to find that the high printing quality compared favorably with oil-based ink. In September 2016 they held an open house for customers and everyone was impressed by the high productivity and excellent printing quality of the two new presses. They are now making full use of the advantages of their new A1-size and 1050 mm format perfectors to perform a wide range of work, with plans to even further increase demand.



The two new perfectors have greatly enhanced productivity for printing bound materials
Left : 1050TP-8 + LED-UV 1050 mm format tandem perfecter
Right : 920PF-8 + LED-UV A1-size convertible perfecter