

Company name

**Amarin Printing & Publishing Public Company Limited**

Thailand

Amarin is the largest all-round printing and publishing company in Thailand, handling books, magazines, and a wide range of other materials. In addition to its publishing, printing, and printing agency businesses, it has a network of about 200 bookstores nationwide and boasts the largest online bookstore in the country. Having already installed several V3000 1,050 mm format and 920 A1-size presses, the company is a great believer in RMGT presses and recently added an RMGT 1050 in June 2017 to achieve further cost reductions and increase productivity.



Personnel photo from left

Supervisor: Mr. Suthisak Boontung / Director: Mr. Rawee Wattanachua / Deputy CEO: Mr. Cheewapat Nathalang / Production Manager: Mrs. Uraiporn Roengrit / Engineer: Mr. Ekkarach Sawangsri / Engineer: Mr. Samaisak Theerakul

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### Thailand's largest printing house offers customers premium services and high added value

Amarin was originally founded in 1976 by Mr. Chukiat Utakapan to publish the lifestyle magazine "Baan LaeSuan (Home and Garden)". Later



on, the company published other well-known magazines such as Praew and Sood-Sup-Da (Weekend). That success led to its being chosen to print other famous magazines such as National Geographic (Thai Edition), which set very strict standards when choosing a printing house.

Today, with 12 in-house magazines, several hundred books published a year and high quality print orders, Amarin is one of the largest listed companies in Thailand. In the competitive printing market, clients seek the highest quality printing offering the most value. A quality or cost advantage alone is not enough. Amarin achieves both through two main core competencies—a strong total solution from design to finishing with a primary focus on providing high-quality products, and highly efficient production.

### Productivity and maintenance and servicing costs are the main priorities

Amarin formerly used presses of many different brands. Its first machine from RMGT was the Mitsubishi Diamond 3000. Perhaps the word that best describes RMGT machines is "surprise," due to their impressive performance. Amarin plans to use each machine for over 10 years. Over the long run, Amarin has found the productivity of RMGT machines to be far superior to that of other presses, especially after 5 years. Throughput is around 30% higher and utilization is 20% greater than that of previous brands. Another advantage is that annual maintenance costs are substantially less than other brands, and servicing is faster and more responsive.

### The Model 1050ST is the best size for the job

For Amarin, the best feature of the RMGT 1050ST is its size. Only a 2 to 3 cm size difference is a powerful advantage for Amarin. This approximately one inch affects the layout of A5-plus



jobs, resulting in almost no paper waste from the printing process.

The company introduced the 1050ST-4 to boost productivity, and now the press is used primarily to print magazines and custom orders.

About half a month after it was installed, the new machine was printing an average of 15,000 sheets per hour and has printed more than 2.5 million pages. One of the most noticeable advantages is the high productivity. To illustrate, at its present utilization level of 60%, the 1050ST's productivity is 30% higher than other machines.



### Solid machines and superior service from RMGT and CyberSM

The purpose of the new machines was to help increase efficiency. Combining this higher efficiency with the company's existing core competitiveness has helped to shape a total solution of premium quality printing with cost advantages.

With consistent, reliable support from RMGT and CyberSM, Amarin continues to improve the total solutions offered to its customers by offering high quality precision printing.