



Company name:

Samsung Moonwha Printing Co., Ltd.

Supporting the Growth of One of Korea's Largest Printers A Partnership of Trust for over 40 Years

As one of Korea's leading printing companies, Samsung Moonwha Printing Co., Ltd. handles a wide range of high-grade commercial printing work, including books, catalogs, and other materials. Since 1974, the company has purchased a total of 22 Mitsubishi presses through Sunil Commercial Co., Ltd., RYOBI MHI Graphic Technology's Korean distributor, building a strong partnership based on trust.



Address: 278-32 Seongsu 2-ga 3-dong, Seongdong-gu, Seoul
Chairman: CHO YOUNG-SEUNG President: CHO BYUNGWOOK www.e-smp.co.kr



Chairman Cho Young-Seung (at right)
President Cho Byungwook (at left)

An integrated printing and production system covering 8 floors

Samsung Moonwha Printing is located in Seoul, Korea, and has a staff of 50 employees. The company's building, consisting of 7 stories with 1 basement floor, is about a 10-minute drive from downtown Seoul. A fully integrated system from data input and platemaking to printing and binding enables Samsung Moonwha Printing to speedily respond to customer needs. The company's business is mainly commercial printing of such materials as books, high-grade catalogs and corporate annual reports, with a wide range of clients including major advertising agencies, government offices, automakers, electronics manufacturers, and airlines. The company also prints a considerable number of books and other published materials for the Japanese and Russian markets. The Samsung Moonwha Printing was Founded in 1956. As Korea entered a period of rapid economic growth, the demand for printing increased dramatically. To keep pace, over the years the company has pur-

chased a total of 22 Mitsubishi presses, continuously strengthening their production system and expanding their business. The press room on the 1st floor is currently operating five Mitsubishi presses: one 3F-5 5-color press, one D3000LS-4 4-color press, two D3000LS-6 6-color presses, and one D3000TP-8 tandem perfecter. In consideration of the work environment, all noisy peripheral equipment such as compressors and dust collectors is installed in the building's basement, ensuring a clean and quiet press room environment.

Aiming for the highest possible quality

Samsung Moonwha Printing's management policy is to provide the highest quality printing in the shortest possible time while meeting each customer's needs. Company president Cho Byungwook says, "The halftone dot quality of Mitsubishi presses is excellent. We've been using Mitsubishi presses for over 40 years now, and we can vouch for their high level of performance. There are also very few breakdowns, which means lower maintenance costs. If you're aiming for the same level of quality on all your presses, it's best to use presses made by the same company. We also focus on systematic color management. For that reason as well, we selected Mitsubishi presses based on their long history of superior performance."

Samsung Moonwha Printing's exceptionally high quality has earned the company the solid trust of major clients. All of their printing work is carefully checked by a printing coordinator with 40 years



Ensuring consistent quality through numerically based printing density control

of experience before delivery to the client. In addition, 10 years ago Samsung Moonwha Printing began digitizing the printing process. They have installed a PPC Server II that automatically controls the opening of the ink fountain keys based on the prepress data, and all of the presses are networked with the PPC Server II. They have also installed an MCCS-e automatic printing density control system to achieve systematic, numerically based color management that is always consistent regardless of the level of operator experience or skill. By digitizing the printing process, Samsung Moonwha Printing has been able to standardize color management and significantly reduce paper loss.

Prioritizing customer-oriented service

Regarding their future plans, president Cho Byungwook says, "We want to further improve our production efficiency in order to reduce paper loss and shorten make-ready time, pursuing better customer service. We look to RYOBI MHI Graphic Technology to continue to propose more new technologies, and we want to maintain our win-win relationship."



Five Mitsubishi presses lined up in the press room