

PRINT BEYOND CMYK TO MEET THE EVOLVING NEEDS



→ Background

Asiawide Print Holdings Pte Ltd traces its roots initially supplying raw materials and papers for the printing industries and gradually develops into today business providing pre-press, on-press and post-press printing services to a myriad of industries. The company has grown exponentially and won the hearts and satisfaction of their clients through sheer dedication, quality craftsmanship, efficient delivery services and competitive pricing.

■ Challenges

As digital printing has grown at a very fast pace, Asiawide have identified the needs of having a powerful digital press system which is capable to produce customisable finishing and visual appealing prints. Moreover, the client is looking for a machine that is able to **save cost , efficient and increase digital print volume, as well as generating demands for specialty print.**

■ Solutions & Benefits

Konica Minolta team accessed the situation and introduced **MGI Meteor Unlimited Colours Se+** series, a digital press with inline printing and hot foiling solution to meet the production needs.

Asiawide is able to do print finishing in-house by taking full control of the production and profit from rapid turnaround time. Now the client can offer a range of print applications with innovative customisable designs which creates brilliant image quality and outstanding effects that is not possible to produce by traditional press.

Exceptionally impressed with one of the unique features, the finishing press is capable to produce – smart combination of CMYK printing and inline foiling to create brilliant foil effects that includes rainbow spectrum of hues with metallic, glitter and holographic effects.

After the implementation, Asiawide is able to cater to the needs of their customers with multiple finishing options and high value-added services to generate lucrative and high-margin output. Looking forward to **25% growth in revenue**, Asiawide is ready to embrace future opportunities to transform the landscape of the print industry and be the One-Stop Commercial Printing Solution provider in the region.