

JULONG PRINT PTE LTD PRODUCTION PRINT SERVICES CASE STUDY



▶ Background

JuLong Print Pte Ltd is one of the fastest growing digital commercial printing company in Singapore, providing quality printing service and solutions to meet their customer needs. Over the recent years, they have decided to acquire new digital production press printers to meet the growing demand as well as to provide greater flexibility to fulfill customer requirements.

▶ Challenges

Prior to the engagement, JuLong Print started off with an economical printer on rental basis to sustain their maintenance cost. However, rapid business expansion, increasing print jobs and demand for state of art production had constituted the company to rethink the path for their business development, cost implications and the needs for more advanced technology to support their core business. Thus, they invested their first production printer to better serve their business needs. In a timespan, JuLong Print experienced frequent downtime, incorrect front and back registration, poor print quality such as colour inconsistency, misalignment, skewing, and other recurring technical issues.

“We experienced frequent breakdowns just four months of the purchase. The disruptions caused severe delays and loss of revenue. We are afraid that this will further damaged our good reputation that we’ve built.” explains Mr Chua Seng Moh, Managing Director of JuLong Printing.

Ineffective service support and deteriorated performance of the printer have caused many disruptions to their daily operations. These multitude of challenges have undermined their production capacity which has explicitly contributed to their revenue losses.



Solutions & Benefits

Konica Minolta team assessed client's printing protocol, product types and current applications, saw the inadequacy of the printer, and proposed a solution which is compatible to their needs.

After adopting Konica Minolta new solutions, JuLong Print was very satisfied with its performance which produce a high print accuracy and consistency for every print job, and for providing the best service support to them.

The digital colour press produces outstanding image quality and the client is satisfied with the simplified technical steps which allow for on-demand printing and short turnaround time. With quality assurance and confidence in Konica Minolta, the client bought another revolutionary product, high chroma digital press.

With the high chroma digital press, it adds vibrancy to the marketing collaterals which cannot be done by traditional press as the colour gamut has a close match to the RGB.

JuLong Print is extremely satisfied with the high reliability and stability of the device and hence purchased another unit with enveloping feature. After the installation, their clientele has grown as they are able to offer a broader range of deliverables in a faster turnaround time from making envelopes to brochures, producing marketing materials on short timeline.



"I am absolutely impressed by the speed and accuracy of the printing output. We are more productive than ever and our clients can get their prints almost immediately! A big thumbs up to the service team on their attentiveness and fast response time that is beyond my expectation. I am very pleased to have made the right choice to invest in Konica Minolta production presses!" concludes Mr Chua.

With Konica Minolta's technology, JuLong Print has achieved steady high quality output between jobs and devices. It takes the uncertainty out of colour management and deliver every job with confidence. Their monthly print volume has grown to more than 100,000 a month.

