

China

Guangdong Guangzhou Daily Media Co., Ltd.
www.gdgzrb.com/ (only in Chinese)



Guangdong Media Bldg. 30th floor, No.138 Fangyuan Road,
 Zhuhai District, Guangzhou City, Guangdong Province



Mr. Song Pingchang
 General Manager of Printing Division

Aiming for sustainable development in the commercial printing field through expanded production using two RMGT presses

Guangdong Guangzhou Daily Media Co., Ltd., has enjoyed continuous growth as one of the largest printing companies in Guangzhou, the capital and largest city in China's Guangdong Province. The company's core business is newspaper printing and commercial printing, and in October 2023 the company purchased two RMGT presses to further expand their capacity for commercial printing, achieving results that greatly exceeded expectations.

Building a track record as a general printing company focused on newspaper and commercial printing

As the only listed state-owned media company in Guangzhou, Guangdong Guangzhou Daily Media is a designated printer and vendor

for both the Guangdong provincial government and the Guangzhou municipal government. The company's main customers include the provincial and municipal governments, state-owned companies, universities, and the electric power company, as well as numerous publishing companies. They have established a long-term win-win relationship with their customers based on the concept of "High standard, high quality and refinement." They have also acquired numerous qualifications, including quality and environmental certifications, Green Printing Certification, and security printing certification. The company's core business covers a wide range of printing work, including newspapers, bound materials, periodicals and children's books, offering highly competitive services for



1060ST-5 + CC + LD

everything from data editing to proofing, printing and shipping. Their sprawling printing plant on an approximately 4,000 m² site features a one-stop production system encompassing all prepress, printing and postpress processes, enabling them to meet customer demand in a timely manner. Explaining the company's steady growth, Mr. Song Pingchang, General Manager of the Printing Division, says "After the company was established in 1984, we invested more than 20 billion yen and prioritized innovation in production technology and the development of human resources. That approach to business was widely recognized, enabling us to build strong connections with many leading global companies. To maintain and further strengthen those business ties, we will continue to work to improve our technological expertise, quality, and service."



RMGT presses were the clear choice for eliminating their production bottleneck

The main presses used by the commercial printing arm of the company had been in operation for almost 20 years and were lagging behind in automation. With labor costs increasing, greater automation became a matter of urgent importance for boosting production efficiency and reducing costs. The company launched a project to resolve the issue, re-evaluating their production processes and determining which presses to purchase to best handle the printing work they were doing. The presses they finally decided on were the RMGT 970PF-8 A1-plus size offset convertible



970PF-8

perfector and the RMGT 1060ST-5 + CC B1-size offset press. The newly installed 970PF-8 is mainly used to print the inside pages of binders, utilizing its capacity for imposition printing of bound materials. In contrast, the 1060ST-5 + CC is mainly used to print covers for high-quality book publishing, photo collections, and thin-stock wrapping paper, as well as value-added printing work with varnish coatings. When asked their impressions of the two new RMGT presses, the printshop staff said:

- The presses' advanced automation greatly shortens make-ready times
- The colors are always stable during printing of both short-run and long-run jobs, and
- The large-screen monitor and other features make the presses exceptionally operator friendly.

They expressed high hopes that the presses will serve as their main machines for the future, praising the high productivity, excellent printing performance, and ease of operation.

When it comes to after-sales service, the company is pleased with the 24-hour service available from the resident staff at DINGA in Shenzhen, RMGT's Chinese distributor. Regarding the benefits of purchasing two of RMGT's most advanced presses, Mr. Song Pingchang said, "These two new presses have enabled us to dramatically shorten production lead times,

greatly increasing customer satisfaction. In the past we had to outsource some work due to a lack of production capacity, but now we're able to do all the work in-house, and we estimate that this will save us approximately 800 million yen a year in outsourcing costs."

Striving to expand market share to become one of China's leading printing companies

Mr. Song Pingchang says, "our goal is to be one of China's leading printing companies, not only in South China but nationwide." To that end, the company first plans to identify the latent needs of existing customers. In addition to increasing direct communication by personally visiting customers, they are aggressively working to expand business opportunities by participating in bid invitations from book and periodical publishing companies. The company's marketing arm is also developing new business through tie-ups with partner companies. The new RMGT presses are expected to play a key role in the company's future growth.

