



SUNCOLOR
PRINTING CO., LTD.



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AccurioPress C4080

From Traditional Printing to Technical Printing
Suncolor Printing Keeps Pace with Time by Adopting Technologies

Company Background

Established in Hong Kong for over 30 years since 1991, Suncolor Printing Co., Ltd. strives to provide high quality printing products. With factory of over 20,000 square feet in size, Suncolor Printing is well equipped with various printing systems and finishing equipment, providing one-stop printing services to customers. Being one of the Konica Minolta's long-term customers, Suncolor keeps abreast of the time by bravely adopting technologies, to enhance the equipment and customer experience.



Konica Minolta's printing system exhibits **strong stability** in terms of color accuracy and operation, which is why I always prefer **Konica Minolta**.

Technical Printing Achieves Higher Cost-effectiveness in Response to Market Change

The market demand today is different from the past. Customers' requirements have changed from demanding a large quantity of same style to requiring a wide variety of styles in small quantity with high quality and quick turnaround. Mr. Sunny Ng, Chief Executive Officer of Suncolor Printing, adheres to the principle of "customers first" by upgrading the technologies of company with a view to providing high quality printing products to customers.

Sunny mentioned one of his clients, a supermarket operator, needs to print promotional banners regularly to display in its stores. Since the promotions will change from time to time, the client needs to print a small quantity of banners with various designs frequently. C4080 digital printing system can print paper of up to 1.3m in length. Various versions of banners can be ready shortly to meet client's needs.

Benefits



High cost-efficiency



Outstanding color quality



Stable and reliable operation



Speedy after-sales service



Mr. Sunny Ng
Chief Executive Officer
Suncolor Printing Co., Ltd.



“The multi-functionality is one of the reasons why we chose **C4080**, it can complete printing and finishing in one go, saving huge production time.”

Sunny also added Inline Trimming Unit TU-510 to C4080, which offers a wide range of functions including built-in trimming, creasing and perforation. It supports trimming of banners, brochures and business cards, shortening the production workflow and time from switching to other machines for finishing. Besides, this inline trimming unit occupies a small space though it is equipped with an array of finishing options, which greatly reduces the space required for other finishing machines.



Outstanding Color Quality with Stable Operation

Sunny shares that a customer had to print a small quantity of books on embossed papers. The cost would be quite high for offset printing due to the long set-up time and high wastage. To help customers lower the cost, Sunny proposed using digital printing. The customer was very pleased with the quality of the products, and their proactive attitude in finding the best solution.



“We use C4080 to print a wide variety of color proofs. Its color gamut is very similar to offset printing. Whether digital printing or offset printing is used later in the production, the colors of the proofs and finished products will be the same.”

Since the resolution of C4080 has increased to 3600 dpi x 2400 dpi (equivalent), coupled with IQ-501 Intelligent Quality Optimizer, it can automatically measure and calibrate colors; and detect smudges, spots and blemishes, greatly improved the color stability while ensuring every print is exactly the same, don't need to spend extra time on color setting.



“During the maintenance, we can borrow printers to ensure **on-time delivery**.”

Sunny commends that Konica Minolta's after-sales service team is highly responsive in arranging timely on-site inspections and maintenance. Also, during peak seasons, they can ask their technicians to adjust the settings of the printing system to ensure efficient operation.

About Konica Minolta

Konica Minolta Group spans its sales and service network over the world to 150 countries, covering an extensive business scope ranging “from image input to output”. Konica Minolta Business Solutions (HK) Ltd. is dedicated to providing smart business solutions including Professional Printing Solutions, Robotic Solutions, Enterprise Solutions, Digital Workplace, Cloud Services, IT Services and Business Process Outsourcing Services to cater for the ever-changing and diverse needs of enterprises of all sizes in Hong Kong.

