

UPGRADE

UPGRADE BUSINESS FORMS MANUFACTORY LTD
先鋒印刷紙業廠有限公司



video sharing



Expand Printing Business through AccurioLabel 230

Company Background

Founded in 1993, Upgrade Business Forms Manufactory Ltd. (Upgrade Business) first engaged in the computer form and security printing business. With the rapid development of technologies, Upgrade Business introduced several advanced printing systems to meet diversified market demand. Today, their clients cover all professions and trades from government, schools, catering industry to retail brands.

Business Challenges

In recent years, the market has been dominated by high-mix, low-volume and custom orders with shorter lead time and competitive pricing. Companies demand for a faster turnaround printing system to automate manual processes and deliver accurate output. As digital printing has become mature in performing quality printing as traditional printing, Upgrade Business decided to introduce Konica Minolta AccurioLabel 230 Digital Printing System to lay a solid foundation for future development.

Challenges

- Labor-intensive traditional printing process
- High operating cost
- High-mix, low-volume orders become a new trend
- Market demands for fast and flexible service

Solutions

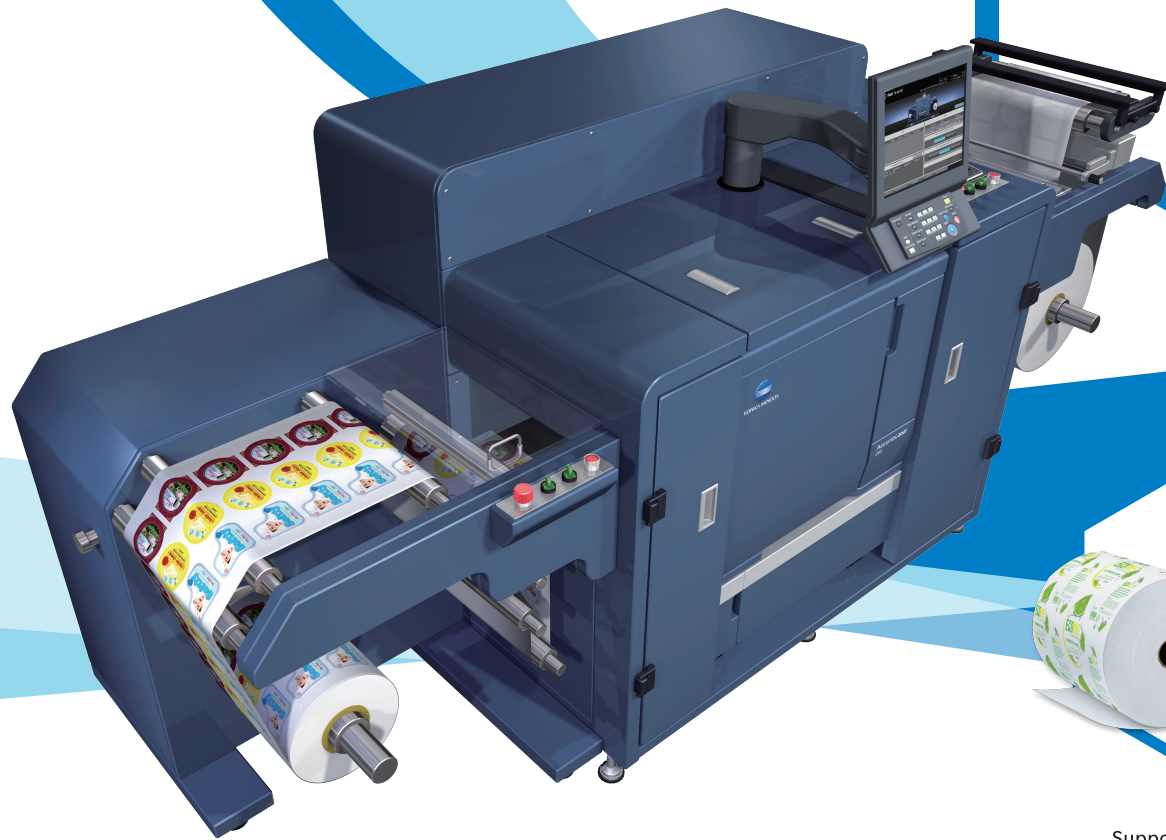
- Automate labor-intensive workflow to save time and manpower
- Support printing layout editing before mass production
- Produce personalized labels to fulfil high-mix, low-volume orders
- Achieve unparalleled printing quality with Konica Minolta's support team

Co-creation of value

- Broaden customer base
- Optimize printing system with technical support
- Enhance printing quality through a host of color management functions
- Easy to operate
- Support a great variety of print media

“ We adopted this new system to cope with the trend of high-mix, low-volume orders. Konica Minolta is always a reliable business partner not only its reasonable pricing but also its professional service. ”

Mr. Tony Li
Director,
Upgrade Business Forms
Manufactory Ltd.



Food-grade Label Printing

Supported by FDA approved food-grade toner

Fulfill Increasing Orders for Bespoke Printing

Compared with traditional printing, AccurioLabel 230 Digital Printing System offers all-rounded label printing services, such as variable data printing. It achieves exceptional printing results and supports a wide range of special materials using roll papers, such as food-grade labels, oil tolerant labels, freezer-grade labels, water-soluble labels and coffee-flavor stickers, to meet the needs of clients. This system works well with roll-fed post-print finishing and embellishment processes, such as foil stamping, lamination and die cutting to proceed online and offline work.

Enhance Customer Experience through Comprehensive Supporting Service

Apart from offering advanced printing technologies, Konica Minolta's technical consulting team is proactive in understanding clients' business needs and offering the right solutions. Konica Minolta is pleased to provide state-of-the-art AccurioLabel 230 printing system to Upgrade Business and hopes to offer more innovative business solutions to other enterprises.

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.

