

Successful Manugraph installation in Malaysia

Interview with Mr. Syamil Fahim B. Mohd Fahim,
Executive Director; Ultimate Print Sdn.Bhd.



A brief on the company (Customers Company), their vision and their expansion plans.

Ultimate Print Sdn. Bhd. was established in 1988. From a small printer with sales turnover of RM 5 million, it has now grown to be the biggest commercial printer with newspaper printing capabilities to a sales turnover of more than RM 110 million in year 2009.

What is the configuration of the machines installed & planned with all technical details?

We have just installed 1 No: Hiline and 1 No: Cityline Express of Manugraph consisting of 8 towers with 2 folders, with Quadtech registration & cut off control system. The Hiline machine is equipped with 2 No: s F1240 and Cityline Express with 2 No: s F222. We are the biggest Web user in Malaysia, with 2 Goss M600, 4 Toshiba Webs, 5 multicolor Sheetfed inclusive of 8 color press, and extensive Binderies equipment from Muller Martini from Perfect bound, Stitchers to Thread Sowing and etc.

Why was the bold decision to own a Manugraph machine taken when there are a lot of international players in the segment?

- Cost effectiveness of owning the press.
- Reputation and representation by a well known agent.
- Substantial market share.

How does it really feel to own Manugraph machines?

With Manugraph, we have got the value for our investment, an excellent performance on par with European brands at a competitive cost. The machine performance is at the expected level and installation and after sales support has been very good and we do feel the comfort of dealing with a professional manufacturer.

How did Manugraph score over the other available options?

With Manugraph, the key difference is that they offer components and features on par with the well known brands, so you have assurance of parts, reliability and performance while enjoying industry standards' features inline with the current industry demand, and all these at a very competitive pricing. We do have other more competitive options, but they do not have the reputation and reliability of Manugraph and now, from our experience having acquired Manugraph machines, that belief holds true.

Is there any business growth after the Manugraph machine installation?

We now have more confidence of our reliability and also the increase in our productivity gives us now the opportunity of selling more time slots for other publishers. With this, we have recently new registered interest in coming on board to print with us.

How were the interaction/ communication with Manugraph from start?

Through a well known agent, Ferrostaal Malaysia, we have confidence and comfort of dealing with Manugraoh. By having direct communication with top management of Manugraph, it has gone beyond just business transaction to a business relationship.

How was the visit to the factory?

Factory visit was commendable. Though getting there was challenging, we were impressed with operational standards and state of art manufacturing facility.

After installation what is your Overall experience (From the installation day to the day plant started production)

The overall experience is mixed. We do expect smooth sailing from day one, but since we were using old Goss Urbanite with basic functionality, it does take a lot of training and getting used to with the new features of the press and importantly, the understanding of professional printing. With the experience of Manugraph from various installations all over the world, we learn a fair bit on machine design, good print practice and machine maintenance and care.

Insight on the industry progress and required technical growth in this front?

Cost saving is of high interest now. Lowering make ready waste and running waste, increase in operational and labor costs, print runs getting smaller, publishers becoming more cost conscious and demand higher quality and etc. These are all industry demands due to shrinking margins on both publishing and print. We now need to be on the edge of technology or technical know-

how to make sure that our operations are very lean and efficient. Operating with the lowest labor cost, producing at high productivity within same timing, and generating high quality print effortlessly are not just dreams of a printer, but now requirement to ensure the survivability of the business.

Considering future Trend & demand what is the suggestion you have for Manugraph to meet further requirements?

With the current trends of newspaper runs getting smaller, digital news delivery getting more prevalent, newspaper publisher/printer will soon realize that the investment that they made might not be that 'useful' in the long run, therefore, there must be applications/re usability of the machine to be able to capture different market as well. Ability to print commercial products, faster make ready and changeover, advertising related features, and perhaps, some digital device attachments for some personalization bits.