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Print House aims to up Rs 150 cr turnover with packaging

By Ramu Ramanathan

Print House India is on a massive expansion path. Besides constructing a massive building of two lakh sq feet area adjoining its existing unit at Rabale in Navi Mumbai, the company's set-up at Bhandup resembles a Heidelberg showroom.

Print House has installed a brand-new Heidelberg Speedmaster CD 102 – five colour press with coating systems with maximum production speed of 15,000 sheets per hour. In addition to this, the company has invested in a Fuego 80 Universal Folder which is a paster gluer from Bobst and a Screen CTP system.

With this, as Pramod Hendre, director at Print House states: "We have enhanced our printing capacity to three millions web signatures a day and two million sheets a day. Now besides our traditional print business segments, we are seriously eyeing the packaging market space."

So far, the company has focussed on book printing, contract publishing, commercial printing and VDP. This is sustained by a battery of eight web offset (heatset and cold-set) and 16 sheetfed presses, and a spacious godown in the vicinity which stocks 3,500 tonnes paper and paper board.



CD 102: newest addition to the fleet of 16 sheetfed presses

Print House's turnover is Rs 150 crores including an international turnover of Rs 15 crores, which is galloping at 35% compounded average growth rate (CAGR).

Hendre expects, packaging to be "the biggest mover within the organisation – and being able to harness at least 40% of the company's turnover from the existing 5%."

As a full-service manufacturer of packaging for high-end national clients in the publishing, tool, pharmaceutical, cosmetic, and food industries, Print House needed a reliable press to manage its growing needs. The company found this in Heidelberg's five-colour Speedmaster CD 102 with Prinect Image Control.

Hendre chose the CD 102 because "Heidelberg presses

are reliable plus we have a long habit of working on these presses."

He added that the firm is expecting a tremendous increase in productivity with the latest addition to its pressroom.

Satish Karnik, works manager at Print House explains: "The Heidelberg is often used in the packaging sector, since the CD 102's cylinder ratio is designed to allow thicker substrates to be processed. The diameter of the impression cylinder is twice that of the blanket and plate cylinders and the transfer drums are triple the diameter. This straight paper path is ideal for the packaging sector, or simply for those printers working with heavier paper or board up to 1mm thick."

Print House's 15 year legacy is impressive. It has

added one sheetfed machine every year and one web offset machine (with cut-offs which varied from 451 mm to 546 mm) every alternate year. With an infrastructural set-up spread over 3.5 lakhs square feet, the company delivers five million impressions per day. This is backed by a 450 plus workforce.

Hendre explains: "this makes us a start-to-end provider of communication solutions."

Narendra Attarde, technical advisor at Print House points out: "Besides print production, stress is laid on the special services that has systemised the most demanding inventory situations."

Attarde adds: "Whether a customer's project requires a set schedule of distribution or a flexible on-demand system, we can streamline the entire inventory management process with our warehousing, custom packaging, order processing and final dispatch."

In addition, the company has a logistics tie-up with the postal and courier agencies. Mailing can also be executed in-house through its franking machines, ensuring total confidentiality of dispatches.

Nandakumar Hendre, director of Print House concludes: "Ultimately, we are here to thrill our clients!"