

TEAM WORK

30's
at our

團隊精神

目標達成

GOAL

NEW WORLD COLOUR PRINTING CO., LTD.
DONGGUAN NEW CENTURY PRINTING PRODUCTS CO., LTD.
SHEEN RICH LTD.

China

Our Proud Steps at Our 30's

As the Chinese proverb goes, "Establishment starts to be consolidated in the 30th".

New World Colour Printing Company Ltd. was established in 1974. We have been making tremendous efforts in providing excellent printing service to the community by means of specialized skills and advanced technology. Despite the fact that the printing industry has been withstanding the great impact of the economic downturn, our company has been able to upgrade and grow through our relentless pursuits and reforms. Thus we are able to gain a significant position in this profession. We keep ourselves in synch with time and step into the new era with a strong down-to-earth foundation. Computer technology, such as digitization of the management system, logistics and production, is adopted. With our corporate mission, "All staff united in one heart", our company is able to maintain a high standard of morale in service when facing the ever-changing world. We commit ourselves to innovation and production of top quality products.

Factory

Running in Synch with Time

In 1994, New World relocated the production base into Mainland China. The Dongguan New Century Printing Products Co. Ltd. was built at the industrial Region in Dongguan, Guangdong Province. Our factory has been modernized with printing equipment, sufficient peripheral support for our ONE-STOP services, and stringent quality control to help our business run in a very efficient and cost-effective way. No wonder it has become the backstage support for the global outreach of Hong Kong Office.

Thorough labtests have since early days been executed as part of our total satisfaction services to our OEM clientele.





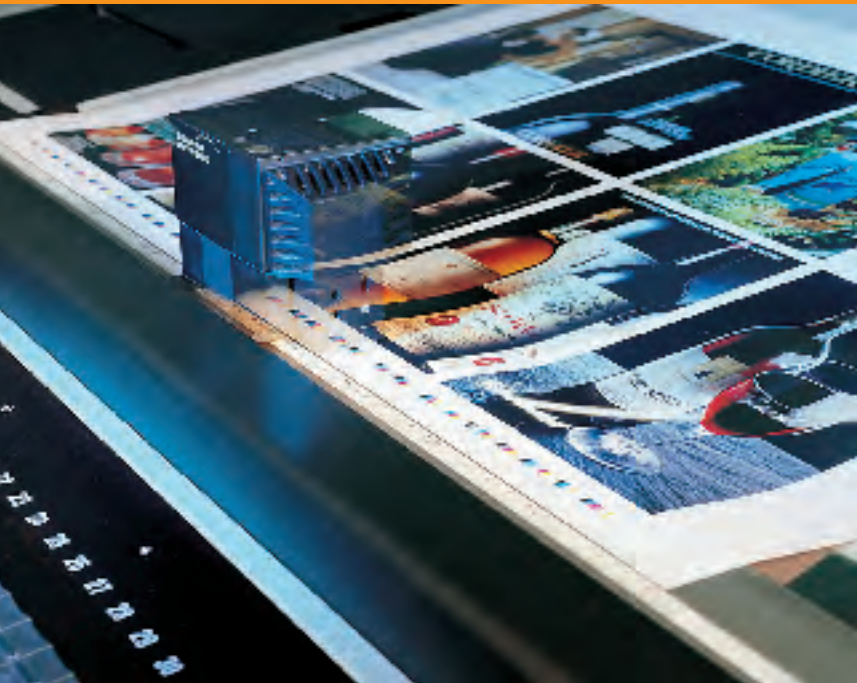
World's top most Printing Equipment

Our company understands that "One who wishes to be good at his work should sharpen his tools first". Top quality equipment can guarantee top quality products. Man Roland's most hi-tech and powerful printing machines for up to 39" x 55" image area at 14,000 sheets/hr. are thoroughly applied in our company, so that a consistent quality standard is maintained. As a matter of fact, we are so honored to be invited by Man Roland to be a member of Quality In Partner to handle business strategies hand-in-hand.

Printing technology develops in a drastic pace. Our decision-makers and management team have adjusted and enhanced the printing technology to maintain our company in a competitive status. Based on our well-established foundation, we are more than able to implement effective reforms and value-added resource reallocations.

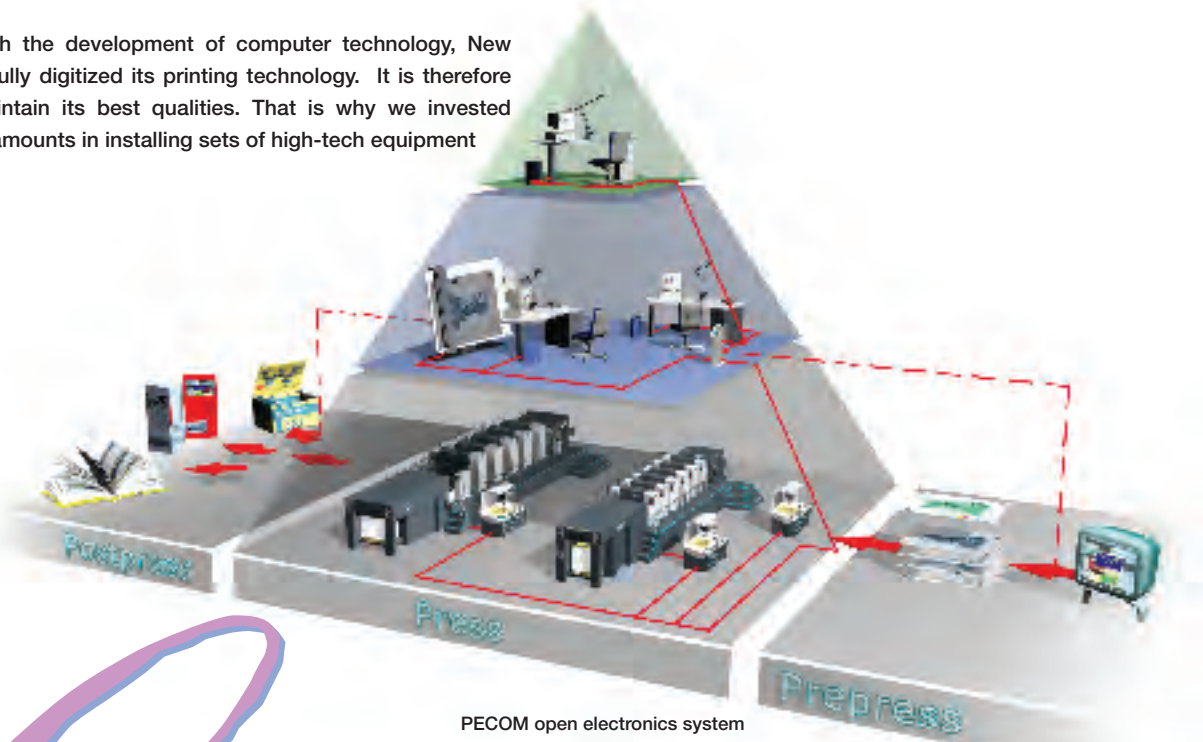
With the launch of advanced technology, New World has been marching into all-round digitization, that already paved way for our vast diversification of products varieties.

Equipment.....



Expanding the Arena of Digital Printing

In pace with the development of computer technology, New World has fully digitized its printing technology. It is therefore able to maintain its best qualities. That is why we invested handsome amounts in installing sets of high-tech equipment for printing.



We have installed the Creo system, the revolutionary Magnus™ very large format (VLF) computer-to-plate (CTP) device, which produces quality imaging with repeatability, reliability, improved functionality and increased speed. It indirectly enhances the competitiveness of our clients in terms of budget and time.

PECOM system by Man Roland manipulates directly and implements a digital production system with interfaces to the pre-press stages and the print house management. PECOM can interconnect the multiple printing systems, feeders, pile deliveries, coating modules, dryer combinations and other systems. Over 5000 items of printing data files from job scheduling to evaluation of operation data can be saved. In this case, not only the cost of production can be economized, but also the staff can better interpret the information throughout the operation, thus enhancing overall efficiency.

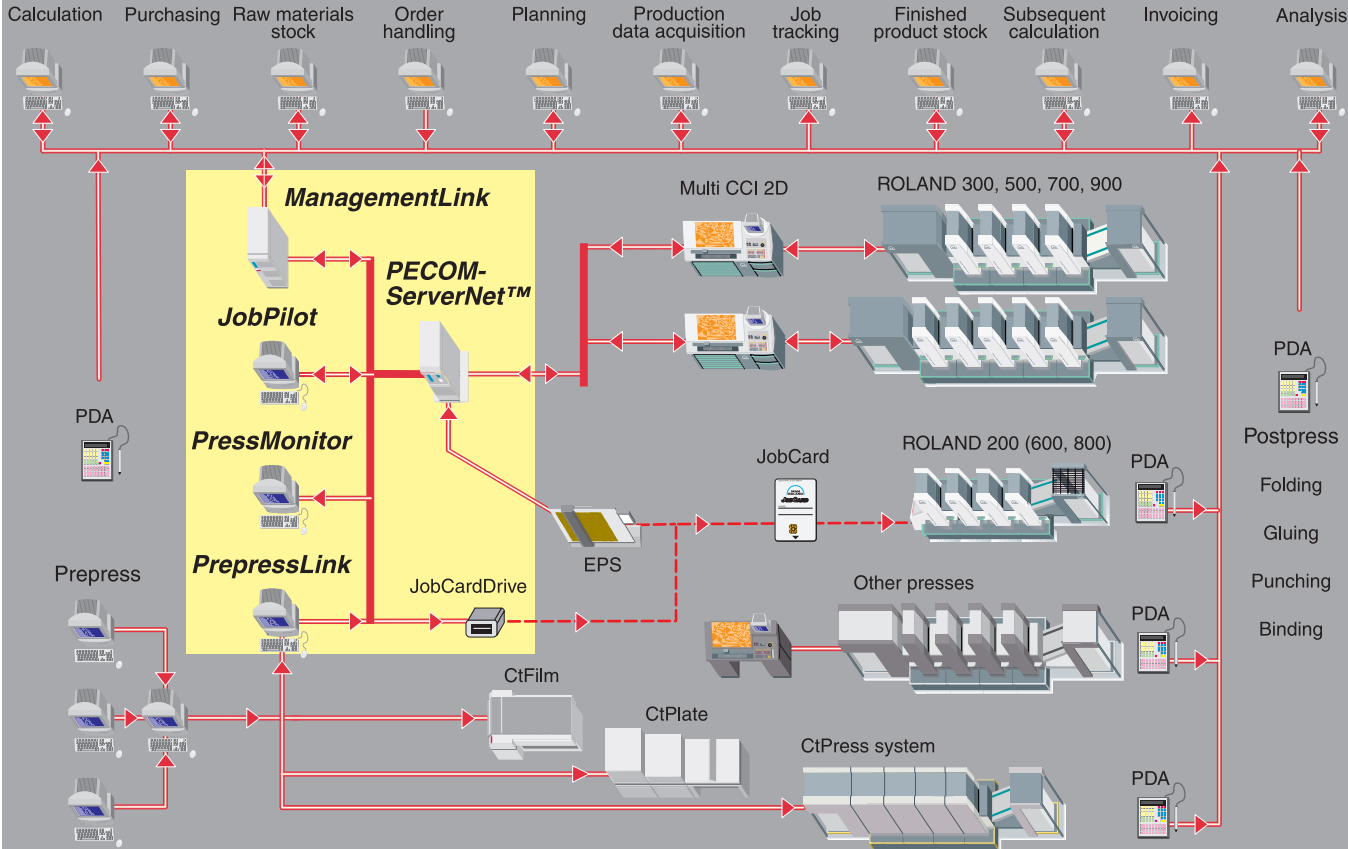
Color Management System is a key element for the quality of printing components. From originals, pre-press stages, proofs to mass print, color consistency may be adjusted and matched accordingly, thus minimizing misunderstanding and variations of the expected quality.



Computerization



Creo very large format (VLF) computer-to-plate (CTP)



Team Work

Excellent Professional Team

Era keeps moving on swiftly. Our management is fully aware that a team of brilliant members is as good as a well-trained army. New World is experienced in recruiting people of high calibre and motivating the staff to strive towards a common goal. A united team of staff may implement effectively our policy. Having the same goal, the staff can make decisions spontaneously.

New technical skills in printing are being exercised by our excellent team. As a result, the fruits of success and interests can be shared and enjoyed among the staff. Our team works in a cooperative and collaborative way, and is able to offer the best performance. The quality of our products has been upgraded while the fame of our company's brand is assured.

The newly annexed Design Department, apart from enhancing the communication with clients on the artwork, serves in a more competent way in providing artwork design, and this enriches our service scope for them.

Transportation Network on Logistics

Surfing along with the rapidly developing Information technology and keeping on top in keen global competitions, New World is one of the leading figures in the business sector in applying computer and IT systems in logistics. Our service network is extended to every corner of the world, being so extensive that no place is left unreached by us. Every service item is completed in high efficiency and we gain the total trust from the clients in return. By the use of computerized logistics, information can be disseminated, received, saved and processed in an instant. And problems emerged can be handled and solved for clients immediately. No matter whether it is purchasing, manufacturing, transporting, financing, costing or client servicing, the logistics involved can be run smoothly.

In addition, we have a well-sized fleet of trucks which travel to and fro Mainland China on a daily basis. It further complementarily satisfies the need of clients for prompt delivery as well as quality service.





Diversified Printing Products

Our products are in line with the changing market trend. We can make a great variety of printing products to cater for the demands and living cultures of different customers.

There are different kinds of printing products, such as:

- 1. Packaging Printings : paper bags, labels, toy boxes, packaging for cosmetics, household products, foods and domestic electric appliances, etc.
- 2. Product Printings : scrapbook sets, photo albums, calendars, Christmas cards, diaries and educational toys etc. We also develop new, quality and diversified product printings with clients at global standard.
- 3. Books and magazines : annual reports, promotional pamphlets, travel schedule booklets, property brochures, etc.
- 4. Promotional materials : posters, leaflets, paper gifts, etc.
- 5. Two-dimensional advertisement designs : advertisement design for MTR, etc.

Congratulations to us ! We have gained the reputation and trust from the clients world-wide.





Variety of Sophisticated Product Printing

The success of printing products depends mainly on the design of style and the technical skills employed.

New World, with many years of experience, meets the needs of the market. We earned the trust and praise from the clients, especially for the newly developed silk-screen PVC products and State-of-Art handicraft works.

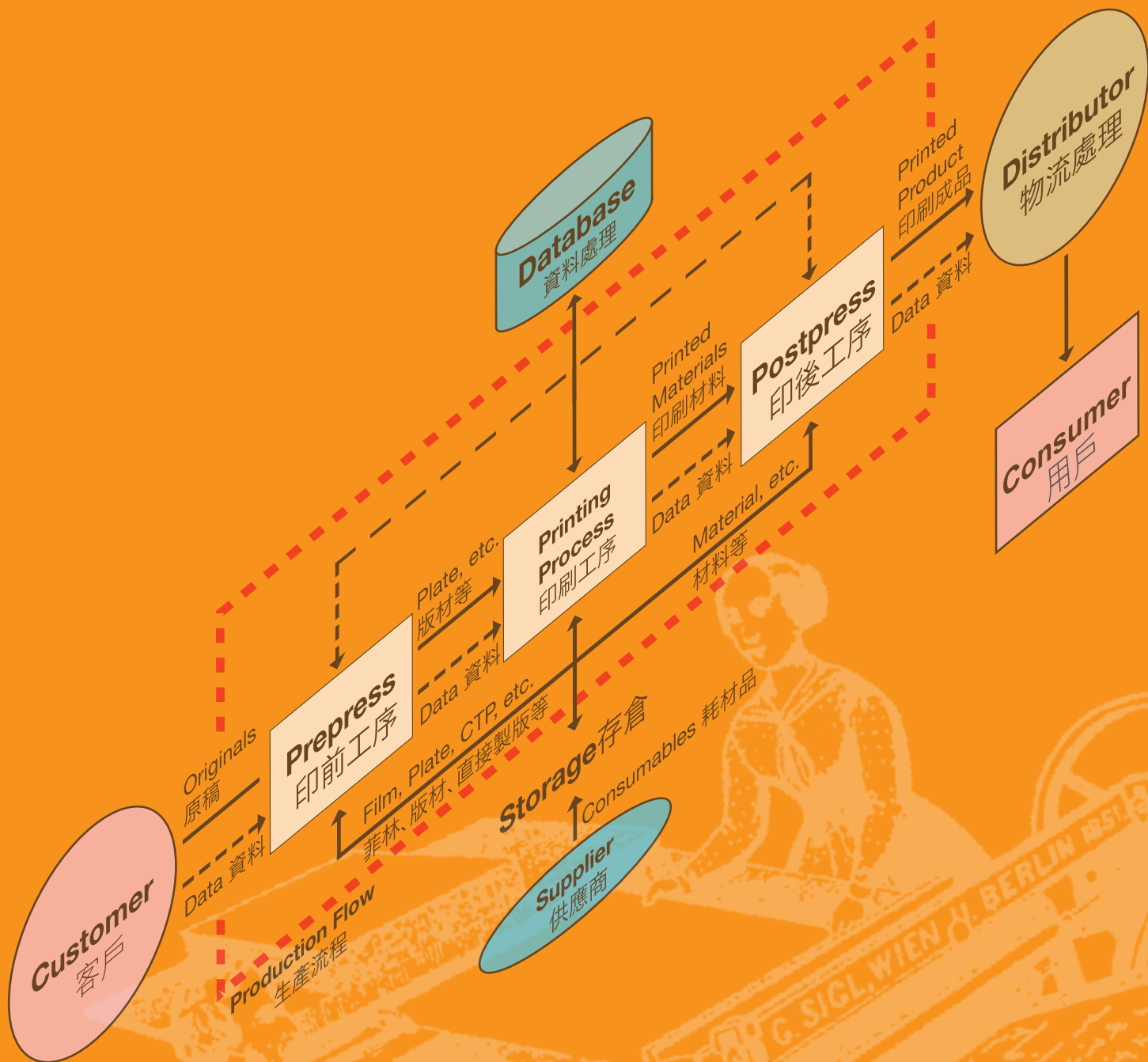
Based on the advantages we have acquired for over 30 years, we are ready to attain better achievements and continue to place serving our clients as top priorities.

Hong Kong Office:

Flat 2, 8/F., Profit Ind. Bldg., 1-15 Kwai Fung Crescent,
Kwai Chung, N.T., Hong Kong
Tel: (852) 2423 7878 (8 lines), (852) 2419 0896
Fax: (852) 2420 2129, (852) 2419 9871

China Factory:

15 Huan Shi Bei Lu, Hong Ye Factory District,
Tangxia, Dongguan, Guangdong, China
Tel: (86) 769 7727328 (8 lines)
Fax: (86) 769 7727368



30 *Thirty* YEARS OF EXCELLENCE ★★★★★

NewWorldColourPrinting
Company Limited

