



DELIGHT CUSTOMERS BY BRINGING MAGICAL IMAGES TO LIFE

Unleashing Limitless Creativity
with Revoria Press PC1120



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Image Magic is a printing business that launched in 2003 with a single digital printer. Since then, they have expanded their print machine portfolio to include most recently the Revoria Press PC1120.

COMPANY PROFILE

Since 2003, Image Magic has built a name for itself by providing exceptional quality print applications for luxury brands that include posters, banners, menus, brand labels and more. They have also expanded their business to include a 24/7 eCommerce platform. This allows customers to conveniently use their web-to-print service or easily request a quotation for a custom order.

With the aim to be the best printing company in Malaysia, Image Magic is always on the lookout for printing technologies that will improve their productivity while not compromising on their high-quality print applications. To remain competitive, they seek to provide customers with a better experience while also exploring new markets to grow their business in the future.



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Over the years FUJIFILM has played an important role in our journey to success. Despite being approached by other printing solution providers, we believe that FUJIFILM's technology, services provided and problem-solving skills are the best fit to support the ambitious growth plans we have for our business. With the new Revoria Press PC1120, the possibilities are endless – we're excited to partner with our clients in creating even more stunning products that their customers will appreciate.

— Jeffrey Chan
Director | Image Magic Printing Sdn Bhd

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CHALLENGE

Increase in demand for speciality colours

With the expansion into new avenues of growth such as eCommerce, Image Magic's colour print volume has increased from less than 100K to over 120K a day. Furthermore, while their existing production print machines can handle speciality colours such as gold and silver, there is a demand for an even wider range of colours and finishing options that require speciality toners.

Image Magic needed a solution to cope with this increase in demand for colour printing while also satisfying the demand for a wider colour gamut.

Loss in productivity due to high static finishing

With their existing machines, some finishes such as synthetics, foils and PVC generate high static after printing. This causes cutting and finishing issues, so the printed sheets need to be set overnight or swiped individually to decrease the static causing a significant delay in production.

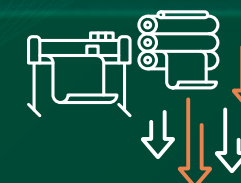
Demand for diverse print applications especially for packaging

To remain competitive, Image Magic wants to expand into different markets and services while delivering the same high-quality printing and colour accuracy. However, to do so, they need a machine that can handle the versatility. One example is packaging. Customers demand sturdier packaging, and this requires a machine that can handle heavier card stock of up to 400gsm.

CHALLENGES FACING FOR IMAGE MAGIC



High demand
for speciality colours
print applications
especially for
packaging



Low productivity
due to high static
finishing



SOLUTION

6-colour print engine with print speeds of 120ppm

Image Magic chose to invest in the FUJIFILM Revoria Press PC1120 because of the infinite colour possibilities this production machine offers. With 6 print engines, Image Magic customers can choose colours that go beyond the usual CMYK colour range.

Image Magic stands out from its competitors with the addition of

- pink toner for a better colour gamut such as orange and Rhodamine;
- white toner for a more enhanced effect on PVC, recycled and black paper especially important for packaging applications.

They can also provide a better experience for the customer by completing print jobs faster with print speeds of 120 ppm.

Static Eliminator D1

After testing it twice in the FUJIFILM Business Innovation Malaysia showroom, Image Magic included the Static Eliminator D1 into their configuration of the Revoria Press PC1120. This inline static eliminator module makes it easy to stack and align high-static media after printing. This much-needed upgrade improves the printing and post-press processes, ultimately increasing productivity.





Image Magic is looking to

Further expand their print services

Maximise on the benefits

Achieve their goal to be the best Malaysia's best printing company



Over time, Image Magic is looking to further expand their print services and maximise on the benefits the Revoria Press PC1120 brings to their business so that they can achieve their goal to be Malaysia's best printing company.



IMPACT

10% Increase in Print Production

After 4 months since the installation of the Revoria Press PC1120, print output has increased by 10% enabling Image Magic to easily manage the increasing demand for colour printing.

Improved Productivity with Static Eliminator

Image Magic has improved productivity levels by eliminating delays previously caused by the high static. Especially for static sensitive materials that required them to swipe sheets individually or set them aside overnight, Print Magic no longer needs to remove static before continuing with the finishing process. This saves them time and customers get their finished product faster.

Expansion in Print Services and Different Print Applications

Equipped with a machine that can handle up to 400gsm case stock, Image Magic is offering customers thicker, heavier card stock for sturdier packaging. Furthermore, Image Magic is capitalising on the almost 4x longer sheet size that the Revoria Press PC1120 can handle. Before this machine, they could only offer customers poster and banner lengths of up to 488mm, now they offer customers up to 1200mm lengths.



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