

EXPANDING OFFERINGS AND OPENING NEW MARKETS FOR KPP PACKAGING

Company Name	KPP Packaging Pte Ltd
Industry	Packaging
Founded	1986
Location	Pioneer, Singapore
Services	Paper packaging
Website	www.kpppack.com
Relationship with FUJIFILM Business Innovation	9 years



ABOUT KPP

Set up in 1986 by Ms Josephine Low and her business partner Mr Goh Teck Soon, KPP Packaging started as a small die-cutting plant at Ubi Road. The company has since grown to become a one-stop shop for the entire printing process – from pre-press and press to post-press and product delivery.

Over the years, KPP Packaging has drawn customers from diverse industries such as Information Technology (IT), Electronics, Manufacturing, Pharmaceutical, and Food & Beverages (F&B), with more than 65 per cent of its revenue coming from clients in the IT and Electronics sectors. 40 per cent of its output are also exported to various countries in Asia. With a distinctive brand promise of fast turnaround and high-quality printing, the company is today a trusted partner that international brands rely on for state-of-the-art unique print and packaging solutions.

HITTING THE LIMITS

Though it operated seven days a week, KPP Packaging was constrained by its printing capabilities. As offset printing does not support variable data printing, KPP Packaging soon found itself unable to fulfill customer orders. Thus began KPP Packaging's search for cost-effective digital printers that would expand its print capabilities and offerings.

LEADING CHANGE

With a detailed analysis of their business challenges that dated back to 2010, FUJIFILM Business Innovation consultants suggested a combination solution of two C1000 Production Presses and a Variable Data Software (XMPie) that offer an optimum balance of speed, quality and great flexibility to deliver the comprehensive quick fix that KPP Packaging needed.

By installing XMPie's variable data software, the printers were now able to churn out random barcodes which eliminated the initial challenges of

manual offset printing. Subsequently over the years, two C1000i (a newer and improved version of the original C1000) presses were further added to meet the ever increasing demands in production requirements.

But the partnership between KPP Packaging and FUJIFILM Business Innovation did not end in 2010. Recently in 2018, the FUJIFILM Business Innovation after-sales team proposed a new production press – the B9100CP Series – which had a high-speed continuous printing capability of 136 ppm that further increased KPP Packaging's printing capacity.

Equipped with superior dynamic printing capabilities, the B9100CP is one of the few production presses that can achieve excellent overlay printing over offset print jobs. When offset printed packaging are fed through the B9100CP, black barcodes can be printed with outstanding precision without any colour smudge – a process that not many other digital printers can accomplish perfectly.



This combination of advanced print quality, productivity and lower copy changes made this a no-brainer for KPP Packaging as it meant the time saved could be used to focus on higher value tasks.

DELIVERING EXCEPTIONAL RESULTS

In just under a month, the FUJIFILM Business Innovation team transformed KPP Packaging's production processes with its turnkey solutions. With the upgrade, KPP Packaging is now empowered to handle sudden peak periods and meet new customer demand. The acquisition of new printing capabilities has also enabled KPP Packaging to enjoy accelerated printing schedules, as well as cost savings of more than 40%.

Furthermore, the transformation opened new lines of business for KPP Packaging, which now offers customers a greater breadth of services including prints on 350gsm media types, surfaces of up to 660mm in length, as well as large banners and publicity collateral that are typically high in demand during festive seasons such as Christmas and the year-end holidays.

Beyond reinventing KPP Packaging's printing processes, FUJIFILM Business Innovation continued to help KPP Packaging set its business apart by exploring new competitive advantages through its business consultancy service.

FUJIFILM Business Innovation's colour analysts, who are the first in South East Asia to have obtained a certification from Fogra in Validation Print Creation, analysed KPP Packaging's colour and print-related issues, and undertook corrective actions to align its print systems and processes against ISO standards. This enabled FUJIFILM Business Innovation to propose best in class solutions to resolve KPP Packaging's printing difficulties while helping the business achieve better quality print outs for their customers.

Recognising that downtime is critical to production, the FUJIFILM Business Innovation team also resolves issues within two hours and readily proposes solutions to relieve KPP Packaging the hassle of keeping track of print issues. With dedicated presses and applications delivering high-value output, KPP Packaging is well-positioned to achieve high quality print results and transit into new and higher-margin cross-media opportunities.

“Through FUJIFILM Business Innovation's tailored proposition of hardware and software solutions, we are able to produce spectacular results for our customers and completely transform our business.”

— Mr Goh Teck Soon,
Co-Founder of KPP Packaging



“Besides differentiating ourselves from the competition, this endeavour has helped us capture 60% of the packaging market share in major economic sectors. With better quality and faster print, KPP Packaging is better positioned to leverage new areas of growth.”

— Ms Josephine Low, Director and Co-Founder of KPP Packaging

Objective

- To increase the business' growth potential by overcoming printing limitations complementing its existing offset printing system through digital printing

Challenges

- KPP Packaging manually generates and prints variable data, which required considerable time and effort
- The company was unable to accommodate increasing demand for variable data prints due to production bottlenecks
- Not delivering print jobs on schedule could result in a loss of important customers

Approach

- To expand its printing capabilities, KPP Packaging looked to scalable turnkey printing solutions that would allow it to tap into new markets


FUJIFILM Business Innovation Solutions


- C1000
- C1000i
- B9100CP & B9110CP
- XMPie Variable Data

Benefits & Results

- Expanded printing capabilities and product offerings
- Achieved production growth
- Enjoyed cost savings of more than 40%
- Captured 60% of packaging market share in major economic sectors
- Ability to leverage new customer demand and growth

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