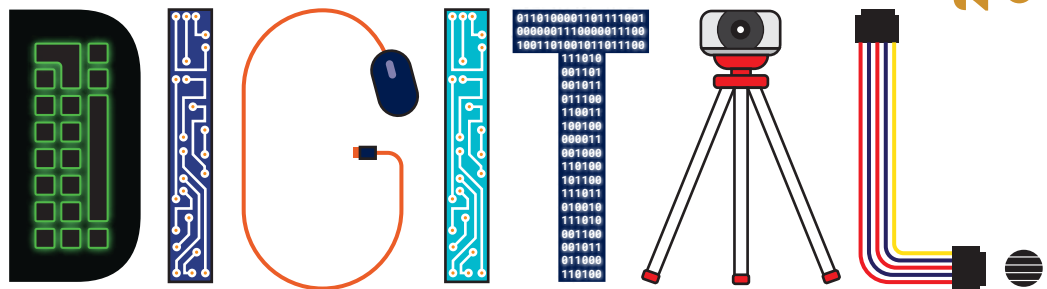


2019/2020
collection



H PRINTING

Design. Print. Digital.

Innovating since 1951

HOPRINTING

Design. Print. Digital.

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 marketing@hoprinting.com.sg

 hoprinting.com

ABOUT

Who We Are

Ho Printing is a full-service design, print and digital solutions company that provides expertise in all stages of a print fulfilment project.

With almost 70 years of print experience, we work with businesses, publishers and industry partners to achieve their design objectives across media platforms and fulfill their print and mail management needs.

We are committed to quality and excellence and have achieved various certifications including the internationally recognized ISO 12647: ProcessStandard Offset (PSO) that was developed by Fogra in co-operation with the German Printing and Media Industries Federation that certifies an industrially orientated and standardized procedure for the creation of print products.





What We Do

Ho Printing specialises in designing and printing marketing communications and direct marketing print materials as well as publications such as books, magazines and journals.

Our digital innovation team has built a variety of online web-to-print tools and digital solutions to manage product specifications, data transfer, variable costing, inventory data, product fulfilment and sales reports.

Who We Serve

Our global clientele includes Fortune 500 companies, multi-national corporations, government agencies and medium to large enterprises.

As a mid-to-large sized print and mail management plant, our capability and agility make us a preferred outsource fulfilment partner for many businesses in publishing, printing and business outsourcing processes.



In October 2019, Ho Printing launched our “Total Solutions Beyond Print” campaign to meet the demands of the evolving economy and serve our clients with more efficiency and effectiveness.

As a design, print and digital company, Ho Printing offers a range of integrated solutions that provide a seamless flow through the various processes of a project, while maintaining a single point of contact with you, the client.

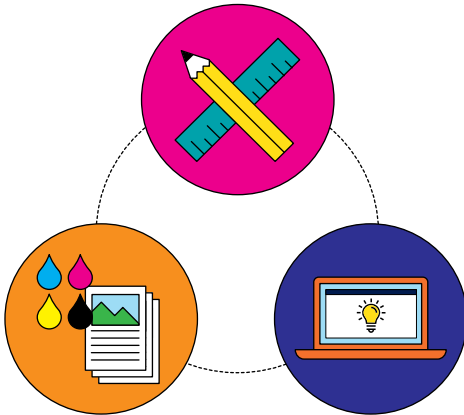
This allows you to focus on other aspects of your work while we handle the turnkey management of the design and production of the project.

Our in-house design, print and digital facilities ensure we can take on projects of almost any size and deliver them on time.

Our total solutions include:

- **Creative & Communication Design**
- **Print Fulfilment**
- **Mail Management**
- **Digital Solutions**

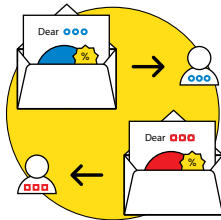
OUR DIFFERENCE



Size and Solutions

We are the only mid-to-large printing company in Singapore that offers total design, print and digital solutions.

Our size and integrated solutions give us the right combination of capability and agility to handle projects of almost any size and complexity.



Marcom and DM Print Expertise

Our variable printing and mail management capabilities enable us to offer one-stop marketing communications and direct marketing print fulfilment.

We can design, personalize, print, lettershop and mail out all DM print materials under one roof with a focus on data security.



Trust and Reliability

Founded in 1951, we are one of the oldest and most trusted printing companies in Singapore.

We are also one of the very few local printers certified with ISO 12647: ProcessStandard Offset (PSO) that was developed by Fogra in co-operation with the German Printing and Media Industries Federation.

PRODUCTS



Print Products

Ho Printing can design and print a wide variety of print products using offset, digital printing processes.

Publications

- Books
- Magazines
- Journals
- Programs
- Training Manuals

Marketing

- Brochures
- Flyers
- Forms
- Direct Mailers
- Lettershoppping

Stationery

- Namecards
- Letterheads
- Envelopes
- Folders
- Calendars



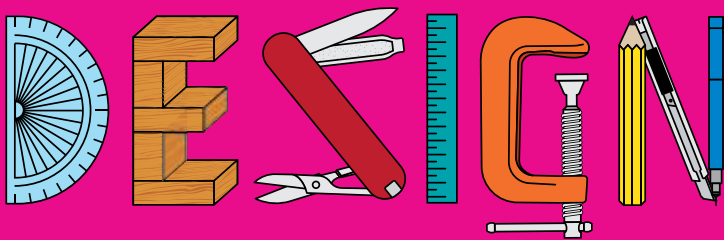
Digital Products

Besides offering digital work as part of our total solutions package for clients, we develop custom digital solutions for the marcom and manufacturing sectors.

- Websites
- E-commerce Stores
- Online Forms
- Web-based Fulfilment Platforms
- Data Management Systems
- Estimation, Budget & Quotation Tools



CREATIVE & COMMUNICATION



Imagined by **HO PRINTING**
Creative

Ho Printing offers a full spectrum of design services across media platforms including for print, digital and web to communicate your marketing and business message.

Our ability to creatively capture a concept and express it visually ensures we are on point with our communication design so that it reflects your message and achieve your objectives.

Subsequently, we create a consistent image and information communication flow for all design products across media platforms.

We also provide a range of graphic design and layout services to support the publishing industry.

Our design services include:



Conceptualization



Graphic Design



Creative Design



Layout



Visual Branding



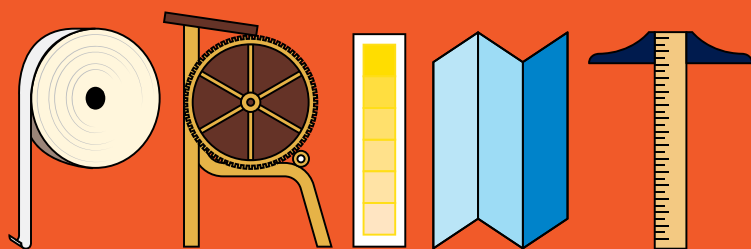
Copywriting



Communication Design







FULFILMENT

Ho Printing is a professional printing house with a wide range of printing capabilities to meet the demands of almost any project complexity.

Our 8300m² plant includes both offset and digital printing facilities as well as extensive bindery and finishing services that allow us to take on print jobs of any quantity.

As a mid-to-large sized print and mail management plant, our capability and agility make us a preferred outsource fulfilment partner for many businesses in publishing, printing and business outsourcing processes.



Offset Printing

We offer offset printing for production runs of 500 or more pieces (for publications) and 1000 or more pieces (for single sheet flyers or brochures).

BENEFITS OF OFFSET PRINTING

- Cost Effective for Larger Quantities (Lower Marginal Costs After Set up)
- Consistent High Image Quality
- Large Variety of Paper and Ink Types that Can be Used



ADVANTAGES OF 8-COLOR PRINTING

- Saves Time and Money (Especially for Projects that Require a Large Quantity with a Quick Turnaround Time)
- Produces Finer Images as Resolution is Increased
- Produces Vivid and Crisp Colours

8-Color Printing

At Ho Printing, we use an 8-Color Perfecting Press Printing Process that allows for a sheet to be printed on both sides in a single pass through the press.

This is opposed to Straight Printing where one side of a sheet is printed per pass. However, we can also do a single pass to print 8 colours on one side, including special colours.

Digital Printing

The introduction of digital printing has allowed for the ability to print in low quantities with relative low cost. The process is completely different than offset printing.



ADVANTAGES OF DIGITAL PRINTING

- Minimal Set-up Time Results in Quicker Turnaround Time
- Shorter Print Runs in Small Quantities
- Print-On-Demand
- Variable Printing with Personalized Content
- Archiving Can Be Digital

BINDING & FINISHING

After the printing process (whether offset or digital), your print project will move seamlessly to our bindery and finishing processes once the ink is dry.

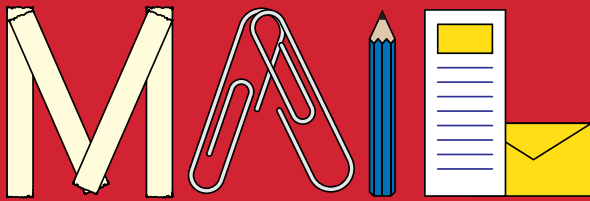
This is a post-press process where your project is “finished” and can include activities such as binding or fastening loose sheets of your project together, trimming, collating, gluing, folding, or adding lamination or decorative elements.





Binding & finishing range from the simple to the complex. Some processes are manual while others use sophisticated machinery and equipment to complete. At Ho Printing, we have the capabilities and facilities to oversee the completion of your print project to your exacting specifications that include:

- Trimming
- Folding
- Gluing
- Collating and Gathering (Kitting)
- Perfect Binding
- Saddle-Stitching
- Thread Sewing
- Case Binding
- Wire-O Binding
- Spiral Binding
- Comb Binding
- Die Cutting
- Lamination
- Embossing & Debossing
- Foil Stamping
- UV Coating



MANAGEMENT

Ho Printing's variable printing, data management and lettershopping/ mail management capabilities enable us to offer one-stop direct marketing print fulfilment.

We can design, print, lettershop and mail out all DM print materials such as brochures, catalogues, postcards, newsletters, invitations and sales letters under one roof.

Our lettershopping/ mail management services include:



**Inserting Printed Elements
into Envelopes and Packages**



**Printing of Address Labels and Affixing
Address Labels on Envelopes & Packages**



**Bulk Mail Management Such as
Sorting and Bundling of Mail**



Arranging Posting



Collection & Delivery



Handling & Lodgement Services



Data Management and Variable Printing

To complement our lettershopping/ mail management solutions, we have the expertise to manage, assign, merge and sort data for variable printing to include personalization of printed marketing collaterals.

Our data management software integrated with our digital presses allow you to tailor and personalize your marketing material to be more effective and impactful for your intended recipients.



Data Security

Lettershopping/ Mail Management requires the management of a client's data. Just as important as it is to manage the data to execute the direct marketing effort, the protection of the client's data is equally critical.

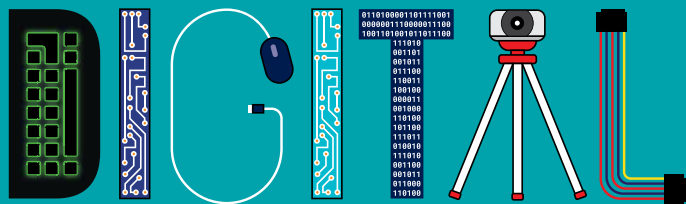
Ho Printing is ISO 27001 certified, which is the specification for an information security management system (ISMS).

Our data management and information security protocols conform to the ISO standards and include:

- Secure Computer Network
- Dedicated Air-gapped Computers that Manage Data
- Secured Data Transfer Folders
- Restricted Access to Data
- Physical Security Protocols for Data Management and Mail Management Rooms
- Deletion of Data after Project is Completed

You can trust that your data is safe with us.





SOLUTIONS

Ho Printing Digital Innovation was originally set-up to develop solutions for the print and publishing industry but soon expanded to cater to businesses in the manufacturing sector as many of the workflow processes and operation requirements are similar in concept.

Utilizing latest tools, technologies and professional web applications, we help facilitate business transformation, streamline workflow processes, increase productivity and connectivity to customers.

Our in-house team of developers and designers can deliver web programs that simplify complex business logic for the clients, ensuring high performance, scalability & seamless integration.

We have built a variety of online web-to-print tools and digital solutions to manage product specifications, data transfers, variable costing, inventory data, product fulfilment and sales reports.

Our digital solutions include:



**Business Technology
Direction**



Web Design



**Multi-Platform
Universal Solutions**



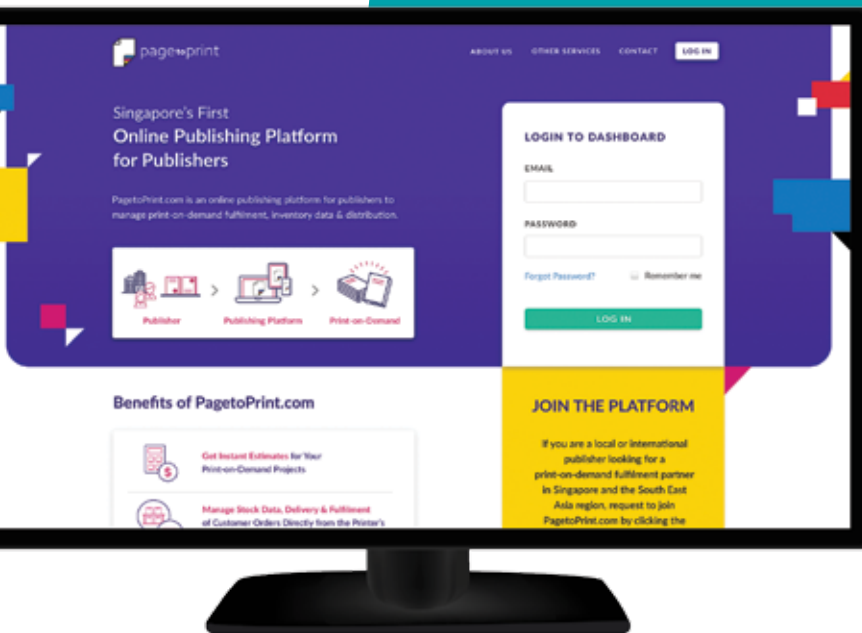
E-commerce Stores



**Website
Development**



**Database
Provisioning and
Maintenance**



One of the total solutions digital projects that we developed is PagetoPrint.com, Singapore's first online publishing platform for publishers.

The solution architecture, platform, web design and user-interface were built from ground-up and it features a host of user-driven functionality and integration.

It allows publishers to:

- Get Instant Estimates for Print-on-Demand Projects
- Manage Delivery & Fulfilment of Customer Orders Directly from the Printer's Warehouse
- Reduce Inventory and Storage Costs
- Reduce Initial Large-Volume Printing Investment Which Allows New Titles to be Market-tested
- Monitor and Manage Titles, Stock Data & Print Orders All from a Single Online Dashboard



POSITIONED FOR

The Future.

PRESERVING OUR

Heritage



Mr. Ho Hoo Yin, Founder

The late-Mr. Ho Hoo Yin was an entrepreneur who became a pioneer in Singapore's printing industry when he started Ho Printing in 1951.

His vision was to build a business that prospered with modern technology and this was reflected in the firm's Chinese name 昌明 (pronounced 'Chang Ming'), which means 'beacon shining bright and strong'.

With 10 employees and a regular clientele, the company served the community's modest needs – printing drinks labels, cigarette packs, stationery, paper bags and calendars.

Mr Ho's work ethos was simple:

"Do what you know best, well, and zealously."

This, he reckoned, could only be accomplished with a motivated workforce.

He invested resources in employee welfare, providing free meals and creating an environment where camaraderie reigned. A happy, well-fed, well-knit community is surely more productive. The practice of offering free meals to all employees in our own cookhouse continues to this very day.





As business grew, he ventured forth boldly, purchasing new equipment to keep abreast with current technology.

Today, almost 70 years later, Mr. Ho's legacy continues. Ho Printing has grown into a multi-million-dollar innovative enterprise and is one of the perennial shepherds of the industry.

With 100 staff working in its 8,300m² plant, Ho Printing has positioned itself as the only mid-to-large printing company in Singapore that offers total integrated solutions in design, print and digital.

The evolution of the business will never cease but the heritage of 昌明 will always be kept alive.

Order Specific
Print-On-Demand Products
at Your Convenience



ENJOY **COST SAVINGS OF**
AT LEAST 15%

IF YOU USE THESE ONLINE CLIENT TOOLS:

Print-on-Demand
Name Cards

Print-on-Demand
Brochures

Print-on-Demand
Training Notes

Online Publishing Platform
for Publishers

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