



## Convention still thrives

Hayan Prints' faith in Mitsubishi Presses (now known as RMG) remains unshaken



**BY RANESSA  
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**H**ayan Prints (M) Sdn Bhd has been in the Printing business for 18 years. It specialises in the manufacturing and printing of paper and cardboard-based materials that varies from catalogues, brochures and mostly on packaging boxes.

Apart from their on-going activities and advancement, Hayan Prints develops novel products, sets trends and offers total packaging services, which are their prime scope and focus.

"Packaging printing will never die. Even if you go digital, your products will

need a packaging box," said Danny Teng, director of Hayan Prints (M) Sdn Bhd.

When they first started the business in 2006, the company used Mitsubishi Offset Presses and gradually progress into new Presses. They have been loyal Mitsubishi machine customers, and are absolutely pleased with the after sale services provided and gravitated towards Asian Printing Equipment Centre (M) Sdn Bhd known as APEC which has been the Press distributor for Singapore and Malaysia since 1981.

"We started with a partnership that led straight into packaging. What



V3000 – LX – 6 + TC + ED

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we do is print boxes in various sizes. Our business is mostly local but 20% of our business caters to the overseas customers,” said Danny.

Danny purchased Hayan Prints’ very first machine during the Drupa Fair in Germany in 2008. Now, with Print Technology 2014 closer to home, Hayan Prints bought its fifth V3000LS-6+TC+ED, now known as (RMG) Ryobi MHI Graphics Technology machine.

The V3000LX is six colours + Tower Coater + Extended Delivery with coating unit that features a smooth set transfer system using air management technology and delivery

skeleton cylinders that keep printed areas from touching cylinders to prevent scratches and smears. The press is compatible with a wide range of stock thickness, from delicate 0.04 mm thin sheets to 1.0 mm heavy board and Plastic Printing.

“Their first press was a Diamond 3000LS-5+TC+ED, Five colours and coating unit. As for the second and third, they bought Diamond 3000LS-6+TC+ED six colours and coating units. The fourth was a small sized Diamond 1000LS-5+TC+ED five colours and coating.

“And finally it’s the V3000 LX-6+TC+ED (1.0mm). The difference

with this machine and what we had earlier is that it’s able to print on thickness, wide range of stocks and speed-wise, it’s great for higher volume printing,” Danny added.

The company still chooses to work with conventional packaging printing because digital printers are meant for a much smaller volume. The RMG V3000 LX model is meant for a greater volume of printing and this allows much less in terms of expenditure.

It was very clear with Business Development manager, Edmund Yee of APEC and Danny that their free and easy attitude with each other is that of a friendship that was built over years of loyalty. It has turned somewhat into more of a family relationship.

“At the end of the day, it’s the service that counts. There are a lot of companies that promise you heaven and earth but when a problem occurs, they aren’t able to deliver. It’s the support and service that you need. That is why we have the confidence with APEC team. A promise is always delivered,” Danny said.

There has always been a debate in the printing industry, especially in Asia, about the comparisons between a Japanese machine versus European competitors, and Danny’s response is though the two are at par, but he would still prefer to buy RMG presses from APEC.

“Everybody claims their machines are the best. I would say mine is best too! So, at the end of the day, it is actually the user who knows best.

Added Danny: “We are mostly printing on pharmaceutical packaging. Whenever our customers grow we have to keep up as well. Hayan Prints is constantly looking for upgrading the best Print technology and a supplier that understands the customers’ needs which APEC is so far the best candidate! 