



PRECISION
DIGITAL LOVES PRINT™

Company Profile

Strong Foundations

Why it is that Precision Printing are better equipped than any other digital printer UK-wide?

We cater specifically from 1 copy jobs to high volume promotional print jobs.

History

Precision Printing is privately owned and was established in 1966, sales in 2018 are forecast at £27 Million. Precision provides marketing print solutions for brands and automated print on demand solutions for photo, card and other consumer print products for leading online brands and apps. Precision is based over three locations, London, Sunderland and Buckinghamshire and employs 166 staff. Across the fleet we are supported with SRA1 LED-UV Offset equipment, Motion Cutter, Scodix, Durst and an extensive HP Indigo installation.

Industry Experience

Precision Printing is proud to have been fulfilling some of the UK most successful companies with their printing needs for over 50 years. This includes the likes of American Express, Atkins, Lambert smith Hampton, Nestle, Jaguar Land Rover UK Limited, Boden, Laura Ashley, Sainsbury's, Bett Homes, Durham University, Emirates Durham International Cricket Club, Sunderland football club, Bandai Namco Group, NHS, Subway and Sega.

Product Range

Precision Printing specialises in the production of large format and digital printing. Our comprehensive product range, which continues to grow through research and development initiatives, includes:

- Posters
- Banners
- Window Decals
- Point of Sale Displays
- Personalised Wallpaper
- Exhibition and Display Stands
- Hoardings
- Stationery
- Marketing Materials
- Direct Mail
- Specialist books
- Photo products
- Rigid/Textured Substrate – Box's
- Wall décor including canvas, framed prints, acrylic and aluminium photo panels
- Mugs – Varying ranges

Capacity

Our Facility's and resource include:

- Litho
- Digital
- Large format

East London - 130 staff members

Sunderland - 26 staff members

Surrey - 10 staff members

24 hours a day - 7 days a week



Services

Pre-press

Layout and artwork creation, colour management and manipulation of digital files.

Litho

The litho printing process is not new, but the technology around this process is constantly evolving. To ensure we are able to give our customers the maximum advantage, we have followed an exciting policy of continual investment in plant and equipment which has made us one of the most modern and well-equipped sheet-fed litho printing plants in the UK. We have clients across the full range of sectors and have experience in producing every conceivable product for them.

Digital

Precision was one of the first companies to successfully introduce the HP Indigo 10000 and B2 digital printing technology to the UK. Designs can now be personalised and produced in very low quantities in glorious HP colour.

However, as Direct Mail specialists we see that as the tip of iceberg. We already have a range of new formats, optimised for the larger sheet size, and unusual DM products that will drive deeper engagement and greater Return on Investment.

Large Format

Sometimes, to get noticed, you literally have to go big. Grab your audience's attention and take your messaging to new heights.

Fast and effective way to earn the attention of onlookers at trade shows, conventions, presentations and other events. By creating custom images and signage designed to deliver your content in a big way, you'll be sure to get results just when you need them most. Within our specialist division we are accredited fine art printers and conservation framers and are able to create bespoke products tailored to your brief.

The marketing professionals at Precision Printing know what it takes to deliver quality large format printing services for all types of requirements. We also offer printing and finishing services, as well as certified design specialists to work with your team from concept to completion. Simply put, you'll get big results!

Mounting

To a variety of substrates.

Installation

Installation can be arranged.

Personalised Wallpaper

Now you can create an even more personalised space by combining your own images with our range of textured papers to create completely individualised wall areas. And by stepping into augmented reality, you can see exactly what your room will look like before you press print. So now you can bring back happy holiday memories, contemplate quietly in a field of daffodils, or enjoy the company of silent friends – all from the comfort of your own space.



Services (cont.)

Web To Print

Fast ordering and print management without fuss are imperative. That's why our intuitive and robust solutions give you quick access to your stock, as well as customisable artwork for local needs and print on demand. Depend on our web ordering solution to control brand, colour consistency and costs, and our award-winning Precision OneFlow software to process multiple orders fast, at low cost.

Specialist Books

We understand that pitch documents, look books and coffee table brochures are designed to impress here at Precision Printing. That's why we pride ourselves on creating specialist books that tell your story, your way. Whether it's a single copy or a lengthy print run, you can be certain of consistent care at the best value. And with our history of working with financial institutions and ISO27001 accreditation for Information and Data Security Management, we're your perfect partner for confidential publications.

Precision Oneflow

The explosion in demand for web-based print orders outpaced the industry's ability to provide cost-effective solutions. When the consumer demanded single copy and short run printing at a fraction of the cost of production, we developed OneFlow.

Precision OneFlow is award-winning software that automates and streamlines the print production process, to meet the rising demand for viable single copy print solutions. It drives efficiency, removes cost and delivers error-free printing.

OneFlow will process and manage around 50,000 individual orders each day during peak periods, including high quality photobooks, calendars and lay-flat books for the photographic industry.

Global Print Solutions

We're strategic partners with Hewlett-Packard and have alliances with more than 1400 global suppliers. By sharing your print profiles with local printers, we can ensure your artwork is reproduced to our exacting standards anywhere in the world. To enable localisation without disturbing the brand we provide flexible artwork templates where you decide what must be protected. We package that all into multi-lingual web ordering solutions for your print requirements.

Print Enhancement

Lamination, matt, gloss, soft touch and silver lam are available for added durability, UV, Scodix, Laser Cutting, Foiling, embossing, thermo and die cutting,

Packaging & Distribution

Handled in-house by our skilled team of finishing personnel. Our partner couriers ensure your job arrives in perfect condition every time.



Services (cont.)

Enticers

We consider ourselves to be creative printers and to demonstrate this we introduced the Enticer range to our clients. The Enticers are a unique set of sizes exclusive to Precision that offer a saving of up to 50% against standard direct mail sizes. We have used these sizes on many personalised digital direct mail campaigns with ROI's far outstripping traditional methods every time. We are now starting to use the Enticers on abandon basket campaigns where we expect the results to be as spectacular.

Maximising Data

We love to work with customers who want to maximise their data. Last year we worked on one campaign where each individual piece of direct mail had 14 points of variable data, the results were outstanding. Smart brands understand that a 360 marketing approach is required as open rates for digital marketing decline. We have a team at Precision that will hold your hand every step of the way to help make your data work for you more effectively.



Quality Control

How do Precision printing ensure that I am completely satisfied with the products and service I receive?

When doing business, quality and reliability are paramount. Precision Printing are considered amongst our supplier peers to be the industry standard for reliability in quality printing.

Test ideas before you commit to investment

Try out your safest and wildest concepts with minimum risk. We'll print short runs and help you gauge their impact in the market. That means you can roll out just the ideas most likely to succeed.

Project Teams

Precision printing runs with 3 independent Project Teams, One for large format, one for the more intricate side of the business and our newest being the 101 team for all quick turnaround digital work.

This dedicated team consists of 4 Digital Print Expeditors who will deal with quotes, pre-press and production. Within this team they have dedicated machine minders, finishers, packers and their very own despatch department. All our teams continuously adhere to strict quality controls prior to sign offs.

Preferred Supplier Arrangements

Preferred supplier arrangements ensure our clients are receiving the highest quality and best value materials and services the market has to offer.

Management Software

Our software, schedules, tracks and monitors each individual order, from the various stages of production through to delivery and installation, ensuring everything flows according to plan.

Guaranteed Deliverability

We realise your order has to be there on time, and our reputation is built upon that promise. We're dedicated to our services that we supply POD on all jobs.

Colour Management

Precision has installed a fully integrated state-of-the-art colour management system, guaranteeing colour consistency across the broad range of materials that your campaign may require.

- Information and colour match in PCM folders
- Passed off by customer.
- Corporate colour to match to
- Ink specially mixed by Stehlin Hostag
- Unique number given to each PCM Colour
- Ink kept on shelf, located by the unique number
- Ink density kept in colour folder

We also offer PDF proofing, high res, hard copy proofs at a small extra cost

Quality Guarantee

If when you receive your products and you are not delighted, or they were not produced as required, simply call us and we will resolve the situation as a matter of urgency .

Customer Satisfaction Surveys

Precision are constantly looking for feedback on ways to improve our processes. Customers are surveyed regularly to ensure they are completely satisfied with our product and service offerings.

Innovation

**How do precision Printing keep redefining
the playing field of digital printing?**

Today's digital print opens new doors in creativity. Harness colour, form, size – even texture – to weave an exciting story that compels customers to open, read and retain.

The introduction of the ground-breaking HP Indigo 10000 press to Precision Printing brings HP quality to an even greater range of products. The wider format now makes it possible to print and personalise a greater range of products including previously unachievable standard products (A4 pocketed folders, landscape brochures). To make the most out of this versatile new format, we've developed a suite of optimised products ideal for eye-catching DM and other engaging print.

The larger press format prints many projects in half the time, delivering projects faster and more economically.

- Versatility and increased productivity
- The B2+ format makes it possible, for the first time, to digitally print A4 pocketed
- Folders, six-page brochures, posters, and large lay-flat books.
- Supporting the largest media range in the industry, the press is compatible with more than 2800 certified substrates including synthetics, speciality papers and paperboard for folding cartons.
- True spot colours for outstanding Pantone-approved solids, covering 97% of the Pantone colour range

Quality automation on press and between jobs, for improved brand management and control.

The latest digital technologies give you extraordinary ways to engage your customers. As leaders in digital printing solutions and backed by HP we'll share our skills and knowledge to give you the edge – with great ROI.

PLANT LIST

Reprographics

- 11 x Apple Mac (iMac & Mac Pro) for daily studio duties with latest DTP software
- 3 x 24' Epson digital proofing devices 7800 & 7880
- 1 x Fujifilm XMF Workflow prepress system
- I-Cut Layout and Pre-flight Software / Sorrus Imposition Software
- 2 x CRONS SRA1 CTP engines with a capacity of 39 plates per hour
- 1 x Apple Xserve server – For all studio /reprographics data within the apple work area with extended storage via a Ultraraid system for safe data storage

Digital Printing Presses

- 1 x HP Indigo 12000 - B2 Digital Press
- 1 x HP Indigo 10000 - B2 Digital Press
- 1 x HP Indigo 7000 - 7 colour - Pantone approved
- 3 x HP Indigo 7500 - 7 colour including Pantone white and thicker substrate kit - Up to 400gsm (sheet size 480mm x 330mm)
- 2 x Xerox Nuvera 120EA Digital Production System A4 120ipm - A3 72ipm 56–250 gsm

Litho Printing Presses

- 1 x Ryobi 8 Unit 920 Series - LED UV
- 1 x Ryobi 5 Unit 920 Series - LED UV
- 1 x Presstek 52ACDI
- Production scheduling linked to in-house Management System - Automated on screen & updated every minute

Large Format

- 1 x Seal 62 Pro S Laminator
- 1 x EasymountEM-1600 SH
- 1 x Esko Konsberg XP24i
- 1 x Durst Omega 2 LED
- 1 x Miller T3 PVC Welder
- 2 x Jovi Automatic Eyelet Machines
- 1 x Z6200 42"
- 1 x Z6200 62"
- HP Latex 3000
- Durst RHO - P10
- Fotoba XLD170 1.7m Wallpaper Cutter
- Crest RSC 3.2m

Finishing

- 1 x Duplo DC-745 - Powerful Multi Function finishing solution
- 2 x Renz DTP 340m Binding Machine
- 1 x Powis Parker Fastback 15XS
- 1 x Horizon AFC 56 - Fully automated Folding machine (2014)
- 3 x Folding machines (1 MBOs) automatic feeders
- 1 x Polar 115 flowline guillotine
- 2 x Polar 92 flowline guillotines
- 2 x Polar 78 guillotine
- 1 x Tranklein corner cutter
- 1 x Hohner HSB10,000 6 station saddle stitching line (booklet making)
- 1 x Horizon stitching line (booklet making) + HOF 400
- 1 x Horizon Cross Folder AFC-566AKT
- 2 x Heidelberg die cutting & creasing machines
- 1 x Kama cutting & creasing machine
- 1 x Laminator thermal up to B2
- 1 x D&K Europa Thermal Laminating System
- 1 x Matrix 370 Laminator
- 2 x Duplo creaser
- 1 x Duplo System 5000 Booklet Maker
- 1 x Morgana Auto Creaser Pro 33
- 1 x Morgana business card splitter
- 1 x Morgana Auto Fold
- 1 x Morgana FSN
- 4 x Renz fully automated punching machines (wiro)
- 4 x Renz fully automated closing unit (wiro)
- 1 x Renz Auto Closer
- 1 x Inkjetter
- 1 x SOAG single drill
- 2 x IRAM-16 4 head drill
- 1 x Iram 12 Drilling Machine
- 3 x Shrinkwrappers
- 3 x Hand stitchers
- 1 x Vacuumatic counting machine
- Tail Lift, jogger, guillotine stacker to reduce manual handling
- Mitacase
- Mitabook
- 3 x Fastbook 10CF
- BQ470 PUR Binder
- HT30C Three Side Trimmer
- CMC Carton Wrapper

Partnerships

Why do Precision go to such great measures to build long term, mutually beneficial relationships with their clients?

At Precision we thrive on developing long term, mutually beneficial relationships with our clients.

A working partnership to create memorable experiences

We help you better engage your customers through innovative printing solutions. Together we'll harness state-of-the-art printing, digital and social technologies to put real effectiveness into brilliant creativity. And we'll advise you every step from planning to process.

You imagine. We build. Our project partnership

While you're creating we'll keep the project on the road. We'll help you engineer exactly the products that your planners or clients want. And we'll use our knowledge, insight and experience to manage the whole process too.

Points of Difference

Our consultative approach to partnering with clients, our ability to do what others couldn't and can't and our expertise in providing solutions to problems beyond the ability of other suppliers, are established points of difference and advantages that Precision brings to all of its clients.

ISO14001-2004 – Environmental Policy Statement

Precision Printing has made a conscious policy decision to explore appropriate avenues open to it to ensure that care of the environment is a key consideration in all the company's work practices, processes and methods of operation.

Through measurement and examination of the impact of its own activities the company seeks to eliminate or reduce pollution released to the environment. Precision is committed to implementing responsible environmental practices through the implementation of an environmental management system in compliance with legislation. There are no other requirements to which Precision subscribes, in the event that they arise, such requirements will be discussed and agreed by the Directors

Because Forests Matter, Precision is FSC certified and can provide a valid chain of custody for print production on materials approved by the Forest Stewardship Council - Promoting Responsible Forestry.

It therefore accepts that it has a social and moral responsibility. To this end, Precision have embarked on a substantial programme of action which falls into two main categories:-



1. The introduction of a comprehensive programme of on-site working practices that actively discriminates in favour of the environment.
2. Developing a product range using specialist materials and processes that provides a product for our clients which is environmentally responsible, allowing print to maintain a key role in their communications.

Plans and systems of work are designed and maintained to prevent environmental incidents and accidents. Precision endeavours to select environmentally compatible and recyclable material in connection with the manufacture of its products.

A priority of the company is the elimination or minimisation of waste at source and the recycling or re-use of materials.

The transport of our product and the transport and disposal of our waste is carried out with due regard to environmental considerations. The areas of company activity mentioned above have been specifically targeted by the company as being the most important in the efforts to achieve continual improvement of overall environmental performance. These activities are translated into objectives and targets that are regularly reviewed by the management and published to members of staff via email, notice boards.

A copy of this Environmental Policy is available to every member of staff and is available to members of the public on request or via the website precisionprinting.co.uk



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