

Print firm casts the perfect alternative to offset production





Earth Buried Treasure- Teacher's Manual, Industrial Applications Category C&C Security Printing Co., Ltd.

C&C Security Printing Co., Ltd. is one of Hong Kong's largest security printing firms, providing secure printing solutions to over 100 local and international companies and government bodies.

Benefiting from the combined printing facilities of prestigious book publishers, the Chung Wah Book Store and the Commercial Press, the C&C Group consistently achieves an unmatched craftsmanship in currency and stamp printing.

Apart from security printing, the C&C Group is also recognised for the diversity of its print solutions, as well as the superb quality of its products, and the professionalism of its staff.

On the web: <http://www.candcprinting.com>

The Challenge

Customer X approached C&C with a unique challenge: to adapt an existing offset-produced product—an educational book for children—into a corresponding teacher's manual.

This alternative version not only required the modification of the contents and book design. Since the print quantity was significantly smaller, the customer also sought a digital alternative to offset production, one that would be capable of the same quality and vibrancy even for a short run.

The Solution

C&C's answer, the Fuji Xerox iGen3®, fit the challenge perfectly. Designed precisely for small print runs and

specialised digital applications, the production press easily prepared the existing offset files for digital print. The C&C staff plated CTP files on the computer, and, employing the Xerox iGen3 Digital Color Press colour management and 3rd-generation imaging system, modified the files to ensure flawlessly printed manuals.

The Benefits

The modified manual retained the same offset look and feel of its predecessor—but at a comfortable cost for such a limited print run. Better still, in bypassing the complex production demands of offset print, C&C crafted an alternative solution that was as simple as it was effective.