

World Trade Printing Enhances Efficiency with Six-color Lithrone G40 advance

U.S., World Trade Printing | Lithrone G40 advance [GL-640A]

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World Trade Printing, a leading printing company based in Garden Grove, California, has always stayed competitive by adopting cutting-edge technology. Founded in 1991 in the World Trade Center in Long Beach, the company has grown from a small digital printing operation to a versatile printing powerhouse. In December of 2023, the company took a significant step forward by installing the LED-UV-equipped six-color Lithrone G40 advance with coater. This case study explores the reasons behind this investment, the installation process, and the substantial improvements in efficiency and quality that have resulted.

Company background

World Trade Printing has steadily evolved since its inception, moving from a small digital printing outfit to a multifaceted operation offering both commercial and package printing services. The company also offers saddle stitching, perfect binding, UV coating, laminating, large format, outdoor canopies, flags, table throws, and more. The company relocated to Garden Grove in 2005, where it has continued to expand, now occupying a 40,000-square-

foot (3,716-square-meter) facility with a team of about 120 employees. The decision to invest in the Lithrone G40 advance is the latest in a series of strategic moves aimed at enhancing the company's production capabilities and market reach.

"The new Komori press far exceeds the production capabilities of the two older presses combined."

- Joe Ratanjee

Decision to invest

The decision to purchase the Lithrone G40 advance was not taken lightly. Joe Ratanjee, the owner of World Trade Printing, explained: "We looked at many different presses, both new and used, across the U.S. and Europe. Ultimately, we decided that if we were going to stay in this business, it made sense to invest in a brand-new press. Komori presses have always been workhorses for us — easy to maintain and reliable. So, we knew Komori was the right choice."

The new Komori press replaced two older presses: a 40-inch six-color Lithrone and a UV-equipped 28-inch five-color Lithrone. The decision to invest in new technology was driven by the need to remain competitive in an increasingly demanding market.



Joe Ratanjee, Mark Milbourn, and Owen Ryan

Installation and training

The installation of the press was executed smoothly and ahead of schedule. Ratanjee praised the Komori team for their thoroughness, stating, "The pre-site visit was extremely detailed. The team provided us with binders outlining exactly what needed to be done and the timeline for each step. I've never seen another vendor do anything like that."

The training process was also seamless, with the team at World Trade Printing quickly adapting to the new technology. "The makeready process is much faster now with minimal waste. The pressmen are more motivated because we invested in new equipment, not just something used. They feel more engaged and committed to keeping the press running at its best," Ratanjee explained.

Operational impact

The impact of the new Lithrone G40 advance has been profound. With the new press, World Trade Printing has been able to handle a wide range of materials, from traditional print jobs like catalogs and brochures to more complex projects like magnets, styrene, and folding cartons. The versatility of the press has allowed the company to expand its offerings, particularly in the packaging sector, which now accounts for about 60 percent of the work run on the Komori press.

"We're completing jobs up to 50 percent faster than before thanks to significantly reduced makeready times and higher production speeds compared to our old presses. The consistency of color and the reduced waste have been game-changers for us."

- Joe Ratanjee

Growth and future outlook

Looking ahead, World Trade Printing sees significant growth potential in the packaging market.

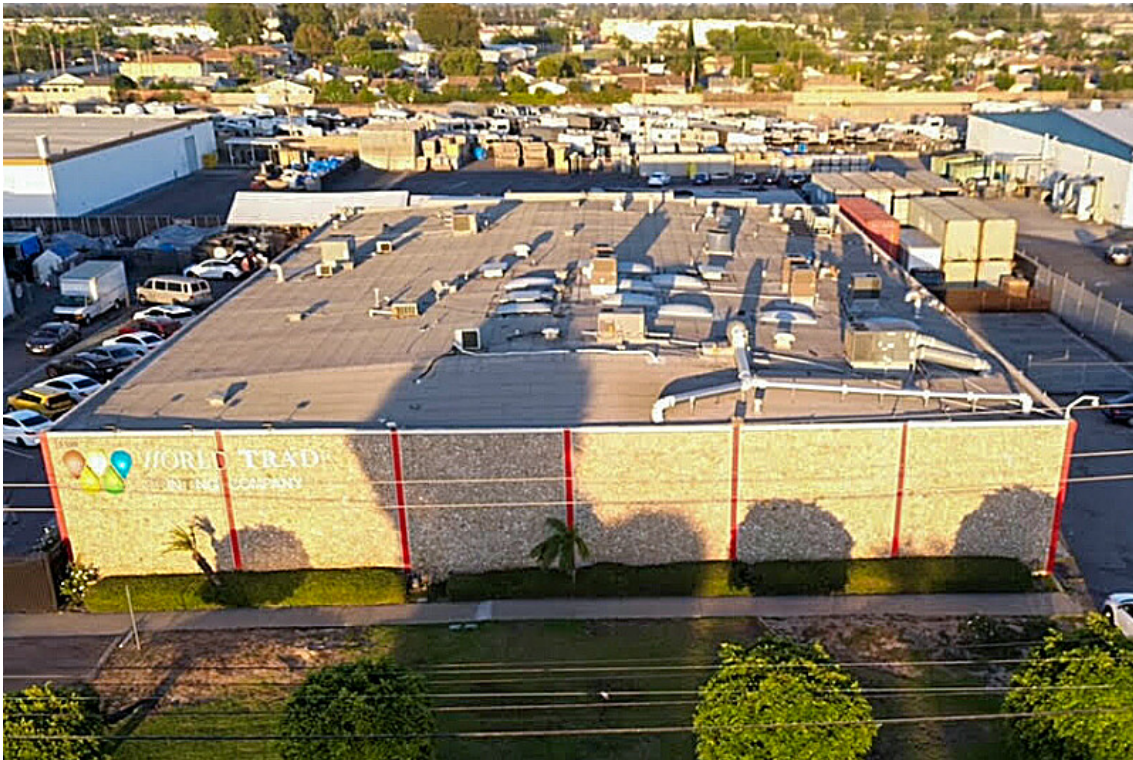
The investment in the Lithrone G40 advance is part of a broader strategy to expand the company's capabilities. The printer is currently exploring options to purchase a larger facility and considering further acquisitions to fuel growth. "We're definitely looking to grow organically and by acquisition, but it has to be the right fit -- something that complements what we're already doing and makes us more efficient," Ratanjee explained.

"Packaging is a significant growth area for us, and we see numerous opportunities ahead. While we will continue to serve the commercial market, our focus is steadily shifting toward packaging."

- Joe Ratanjee

Client and market impact

The decision to invest in the Lithrone G40 advance has not only improved operational efficiency but has also positively impacted client relationships. World Trade Printing serves a diverse range of clients, including the corporate, healthcare, and restaurant sectors as well as trade accounts. The new press has allowed the company to meet the high expectations of these clients more effectively, offering faster turnaround times and higher-quality output. Moreover, the advanced technology of the Komori press has attracted skilled pressmen who are eager to work with state-of-the-art equipment. "When pressmen find out we have a brand-new Komori press, they're excited to come in and work with it. It's much easier to operate, and they take pride in maintaining it," Ratanjee shared.



Conclusion

The installation of the Lithrone G40 press has opened a new chapter in World Trade Printing's journey. By replacing two older presses with this advanced machine, the company has significantly enhanced its production efficiency, reduced waste, and expanded its capabilities in both commercial and package printing. As the company continues to grow and evolve, the partnership with Komori will play a central role in its success, enabling it to meet the demands of its diverse client base and explore new opportunities in the printing industry.