



Midtown Printing Co., Inc. Speedmaster CX 92

“Push to stop, giving us a market leadership with the latest, high production technology”

Mr. Gabriel Atega
President and General Manager.

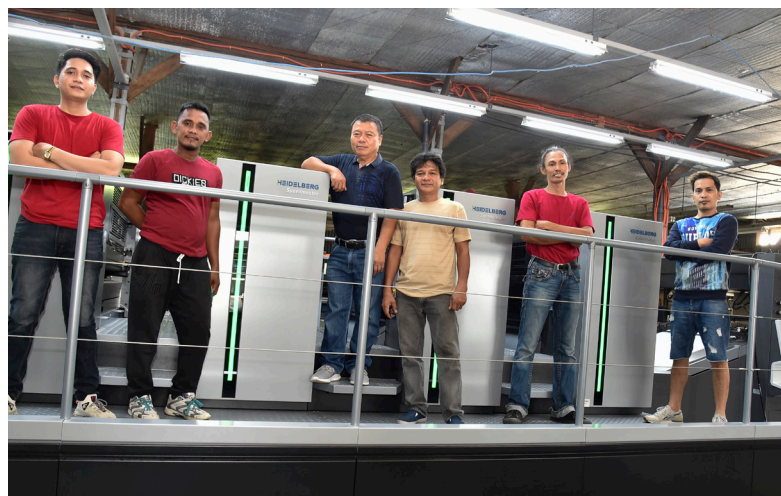
In Photo: Mr. Alpha Alexander Atega, VP for Production/Midtown Printing Co., Inc together with his Team

The long and established family business owned by the Claudio family and managed by the Atega family in Davao City, Mindanao, Philippines recently invested in a new Heidelberg Speedmaster CX 92 Push to Stop Model with a full Prinect Production Manager software suite.

Midtown Printing Co., Inc., with 185 employees today was established in 1967 by Bayani and Advincula Claudio, parents of the Claudio siblings that include Mrs. Marissa Atega. Midtown started with commercial print jobs. Later, under the leadership of their son Leonilo, they started printing yearbooks for schools and other educational publications. From since 1987 until today, under the leadership of the couple Mr. & Mrs. Atega, they are printing school yearbooks and publications for most of the major schools and universities in the Philippines.

Located in the growing city of Davao (pop 1.7 Mio) the company has a reputation for high quality publications printing market, being the first printer in the Philippines with ISO 12647-2: 2013 certification from Heidelberg Druckmaschinen AG. Certified both in 2014 and 2018, respectively.

Over the years the business has grown dramatically with the acquiring of Heidelberg presses from 1996 that includes GTOs, Printmaster, Speedmaster SX 74-4, and



the Heidelberg Digital Versafire EV, which are supported by Heidelberg pre-press and post press equipment installed in recent years. This year, the CX 92 is added to the array of presses.

“We wanted to be the first commercial print house in the Philippines to take the step into the new Heidelberg features of Push to stop, giving us a market leadership with the latest, high production technology” explained Mr. Gabriel Atega, President and General Manager.

“For us the selection of the CX 92 was a perfect fit for our business, we produce short run high quality school yearbooks and the format size was perfect for this. Due to

“ Since we started buying Heidelberg presses in 1996, we have experienced their full support ”



rising raw material cost the additional plate savings offered as standard the new CX 92 format was also highly appealing to us. This along with the potential paper waste savings with the Prinect color measuring system all linked to the Prinect production manager software meant that we can introduce a leaner production set up, of course saving us costs. When we learned that the new CX 92 press became available with the latest Push to Stop features, then we knew that this would fit our current and future requirements exactly.” says Mr. Alpha Atega, VP for Production, Midtown Printing.

As Midtown is located in the more remote southern Island of Mindanao which is approximately 1,000KM from the Heidelberg Philippines office in the capital Manila, one may question what happens if the machine has any unforeseen issues.

“Since we started buying Heidelberg presses in 1996, we have experienced their full support. The Heidelberg Philippines Service Team together with the support team in Germany helping online, they have quickly resolved all the issues we have experienced.” Mr. Atega explained further.



Heidelberg Philippines, Inc.
3rd floor, 2231 Molave Building, Chino Roces Ave.
Makati City 1231
www.heidelberg.com/ph



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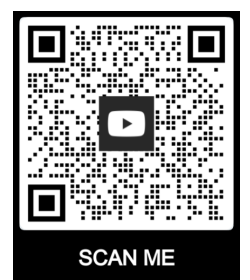
The press to the online Heidelberg remote service (Heidelberg Cloud) network - This means that all electronics and sensors are completely monitored, and diagnostics are available online and remotely, this allows us to have a peace of mind as, if a fault occurs it can be dealt with, in a matter of minutes. This was also a decisive factor for our investment. “Only Heidelberg Philippines can offer this kind of support”, says Mr. Atega

The Speedmaster CX 92 is manufactured at the state of the art Heidelberg facility in Shanghai. And with Midtown being the first user In the Philippines, presses have shipped all around the globe.



Midtown Printing looks to a brighter future ahead as they simultaneously venture into folding cartons. This has been positively confirmed by Mr. Alpha Atega.

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Midtown Printing Co. Inc. : Midtown Printing Co., Inc. - Yearbook Printing Specialist



Link to customer testimonial Youtube video

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