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MC-DC-01

## Speed may increase capacity, but Postpress quality builds brand trust.

P.K. Press Center Co., Ltd.  
**Easymatrix 106 CS**

Mr. Chanont Jutanopparat  
CEO of P.K. Press Center Co., Ltd.

### On the retail shelf, there is no room for error.

In today's highly competitive packaging industry, attractive print quality may capture attention in a split second, but what truly determines whether a product is "perfect" lies in the small details that many tend to overlook.

For P.K. Press Center, quality does not end when the ink dries on paper. Instead, it is defined and proven during the Postpress process, the final stage before delivery, where a brand's image is ultimately judged on the retail shelf.

### "Quality must be controlled at every step, not just at the end"

emphasizes Mr. Chanont Jutanopparat, CEO of P.K. Press Center Co., Ltd. This short statement reflects a strong management philosophy: good print production is not just about meeting deadlines, it must also maintain consistent standards across every production lot, every job line, and every situation.

P.K. Press Center offers comprehensive printing and packaging services, covering Offset, Flexo, and Digital systems - supporting blister packs, offset laminated corrugated boxes, and precise variable data printing. The company collaborates with leading brands that demand high standards, color consistency, and uniform quality in every batch.



From a management perspective, the most important factor is not simply "beautiful printing." Even the sharpest print loses its value immediately if cutting is inaccurate, die-cutting is misaligned, or defects slip through to the customer. Small deviations in postpress can quickly undermine a brand's credibility:

- A box that doesn't fold properly
- A diecut line that's slightly off
- Uneven or rough edges

These may seem minor to manufacturers, but to consumers, they are the first impression of whether a product is truly premium. For P.K. Press Center, the Postpress stage is not a mere final step in manufacturing it is the heart of true quality. It is where perfection is truly tested before reaching the customer.



### **An Investment Beyond "Increasing Capacity"**

As production volumes increased alongside higher quality expectations, the company made a strategic commitment to strengthen its Postpress operations. One significant step was the addition of another POLAR 115 PF cutting system. Although cutting may appear to be a basic step, it is in fact the starting point of precision for the entire workflow any deviation at this stage will immediately affect die-cutting, folding, and gluing. The new system helps reduce work in progress backlog and keeps production lines moving continuously, while minimizing downtime caused by bottlenecks in the production process and supporting greater long-term cost stability. At the same time, the company invested in a second Easymatrix 106 CS die-cutting machine after seeing clear results from the first unit, particularly in terms of high die-cut position accuracy and shorter makeready times. "The second machine is not only about improving production flow it enables us to maintain the same level of quality control across every production line."

Complementing these investments, P.K. Press Center also implemented the Diana Eye 55 inspection system to strengthen quality assurance before delivery, enabling defects to be detected with nearly perfect accuracy. When machines deliver consistent results and quality can be verified with confidence, stability becomes a strategy for growth not simply increasing capacity, but building capacity that can be controlled and trusted.

### **A Partnership Beyond Machinery Supply**

Choosing HEIDELBERG technology was driven not only by its global reputation but by proven performance in daily operations. "We didn't choose HEIDELBERG simply because the machines are new, we chose them because they deliver the same results every day, every shift, every lot." For P.K. Press Center, consistency is the key: machines must produce predictable results with stable quality. Equally important is the responsive and professional technical support from HEIDELBERG, ensuring production continues smoothly whenever challenges arise. The relationship therefore goes beyond a supplier transaction it is a long-term partnership that helps reduce production risks, control costs, and maintain consistent quality.

### **More Than Capacity Expansion – A Commitment to Higher Standards**

The direction of P.K. Press Center is clear: to continuously invest in technologies that elevate quality, reduce waste, and strengthen production standards at an international level. For the company, growth is not measured by the number of machines installed, but by the ability to deliver consistent quality under every circumstance. While postpress is often seen as the final stage of production, at P.K. Press Center it is where the strength of the entire process is proven because when the final step is precise, every step before it gains meaning.

Ultimately, the company's goal goes beyond producing packaging that meets specifications. It is about growing alongside its customers, delivering work where every detail reflects the same precision, the same responsibility, and the same commitment to protecting the brands entrusted to its care.

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