

Heidelberg Customer Seizes Opportunity In Growing Malaysian Packaging Market

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For the first one-and-a-half decades of its existence, the Vivar Printing Sdn Bhd's (Vivar) main specialty was book production. In 2010, Vivar recognised the opportunities offered by the rapidly growing packaging market. It initially invested in the flexible packaging segment and then moved into folding carton production, which involved creating an official packaging division and investing in a Speedmaster CX 75-5+L from Heidelberg.

This five-colour sheetfed offset press with coating unit provided Vivar with a robustly built printing system based on a design principle that was equally suited to commercial products and high-quality packaging.

'Key features of the Speedmaster CX 75-5+L include quick and easy job changes, outstanding print results and high net outputs,' said Kok Wai, Managing Director of Vivar, who describes this press as exactly right for the needs of his company. Barely a month after the Speedmaster CX 75 started operating, Vivar recently made its next big investment and ordered a Speedmaster CD 102-5+L from Heidelberg.



Book production has remained a key cornerstone at Vivar, but Wai insists moving into the rapidly growing folding carton market was the right decision. Although his company's sales fell significantly last year due to Covid-19, he is optimistic about 2021. 'As we see it, packaging production offers a great deal of growth potential that will shape our company's development in years to come,' he said.

According to Global Data, Malaysia's packaging market has been growing strongly in recent years. An annual growth rate of 3.8 percent has been predicted for the period 2019 to 2024, and the folding carton segment is set to be the number one growth driver.

The coronavirus pandemic has given a further boost to this development. Solid board packaging for medical products, masks and gloves is in particular demand. This growth has led packaging printers in Malaysia to invest in cutting-edge production technology.

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