

Case Study:
BRO PRINTING
SDN BHD



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An Interest to a
lifelong business

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Teamwork makes the dreamwork



An Interest to a lifelong business

Mr Khairul Nizam started out after his graduation in the industry that has put him in the foothpath of his future business. Little did he know that his school days of being the school newspaper and magazine editor in chief was the stepping-stone to him venturing out and dabbling in similar fields he has known years back and had passion for all this while.

Upon graduation he gained working experience with a printing company that provides variable data printing and data/document processing to its clients.

It was during these 11 years there that he found his passion for this industry and decided to venture out in 2014 to start his own.

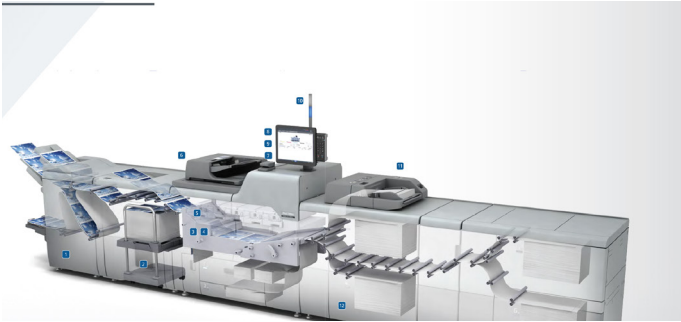


Owing to a group of friends that had the same vision and passion to provide and offer the best printing has to offer to the local communities, they set out and established Bro Printing Sdn Bhd. The printing company they started with the aim to offer new technologies in personalized graphic arts printing and a fast speed service that is suited for their customer's needs.



Their belief that appreciation of creativity contributes backs to the business, has charted the revenue stream path of their business whereby in running of their business they have always welcomed new breeds of graphic artist. It is through the sales of the newly created graphic designs pieces created by the young minds that their business has taken off, through the set up of a web to print portal now headed by 12 individuals within Bro Printing Sdn Bhd.

Powerful solutions for workflows



With the production of creative artworks by their team, they were looking for a solution that will transcend their creativity into beautiful output prints. They were looking for an automated workflow which minimizes human interaction such as a web to print portal and were seeking to work with an innovative company and one that provides varieties in output print and applications and so forth they entrusted Ricoh (Malaysia) Sdn Bhd to guide them in the latest innovative printing know-hows.



Bro Printing house being situated in one of the hottest digital print centers in the Klang Valley, have seen a long-term partnership with Ricoh due to its strong service support and offerings from the 5th Color Station production printers.

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With their wide range of production printers from the Pro C7200X, Pro C5200s and Pro8100s to the Large Format Printers of the MP W6700SP, MP CW2201SP and MP CW 2200SP. Bro Solution will be able to stay ahead of the competition, offering short run color printing that's beautiful, vibrant and affordable.



With the wide range of printers it enables the creativity team to start on a wider scope in their design thinking as it is able to cater to a wider spectrum that includes white, clear, neon, yellow, neon pin and invisible red. From it is clear varnish to accentuate designs, white as an undercoat or a security code that can only be seen under ultraviolet light.

The 5th color station will add further impact, appeal, and provide extra value to their finished commercial print services.

With a great teamwork and over the span of 2018 till today, they have amassed a substantial partnership with major government bodies and corporations. Bro Printing Sdn Bhd have truly embodied their motto of 'Your Convenience Printing Store'

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