

Case Study:

World Trade Printing Enhances Efficiency and Quality with Komori's Lithrone G640+C advance LED-UV Press

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Overview

World Trade Printing, a leading printing company based in Garden Grove, California, has always been at the forefront of adopting cutting-edge technology to stay competitive. 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, World Trade Printing took a significant step forward by installing the Komori Lithrone G640+C advance LED-UV press. This case study explores the reasons behind this investment, the installation process, and the substantial improvements in efficiency and quality that have resulted.

“The one new Komori press far exceeds the production capabilities of the two older presses combined.” - Joe Ratanjee

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 packaging printing services. They also offer 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 facility with a team of about 120 employees. The decision to invest in the GL640C advance LED UV press marks the latest in a series of strategic moves aimed at enhancing the company's production capabilities and market reach.

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The Decision to Invest

The decision to purchase the GL640C press 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 six-color 40-inch Lithrone and a five-color 28-inch Lithrone UV press. 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 Komori GL640C 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 make-ready process is much faster now—up to color 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 GL640C press 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% of the work run on the Komori press.

“We’re completing jobs up to 50% faster than before, thanks to significantly reduced make-ready 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 GL640C press is part of a broader strategy to expand the company’s capabilities. World Trade Printing 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 GL640C press has not only improved operational efficiency but has also positively impacted client relationships. World Trade Printing serves a diverse range of clients, including 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 GL640C has marked 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 packaging printing. As World Trade Printing continues to grow and evolve, the partnership with Komori will play a central role in its success, enabling the company to meet the demands of its diverse client base and explore new opportunities in the printing industry.