

600 Worldwide Newspapers Delivered At Your Doorstep

People can now read more than 600 newspapers from all over the world, with same day prints in hand, thanks to a collaboration of three forward-thinking, creative companies.



Hot off the press. Karen Seymour, managing director of NewspaperDirect in Hong Kong, reading a copy of The Times. You can even get copies of newspapers before they are available in the place of origin.

Imagine that your European partners are joining you for a big function next week and they wish to read newspapers of their choice during their stay. In the past, you called agents who specialise in out-of-market newspaper distribution but it would never have been a certainty to provide specific newspapers. Now there is a forward-thinking company, NewspaperDirect, that features more than hundreds of newspapers across the world, all with same-day delivery.

Newspapers in 37 Languages

The figures related to NewspaperDirect are outstanding: 630 newspapers from 77 countries in 37 languages. The Vancouver-based company has come to Hong Kong and Macau recently and has started providing same day out-of-market newspapers to companies and individuals. Say you just need copies of selected Italian and French newspapers for a short period of one week. Would NewspaperDirect be so flexible? Yes, they are.

How can they be so accommodating? It is down to creativity mostly. NewspaperDirect was established in 1999. They have agreements with more than 600 newspapers across the world and are licensed to provide both online subscriptions as well as prints in various markets. As no modification to the content is made, users can read everything as it would appear in the original newspapers, including editorials, features, advertisements, and all other materials in the layout they are familiar with.

NewspaperDirect works with licensed partners in different markets, all to the same high efficiency and flexibility. After several years in the business providing same day delivery of out-of-market newspapers, according to Karen Seymour, managing director of NewspaperDirect in Hong Kong, they have the biggest market now in Thailand, where tourists spend their holidays in some top resorts. For the same reason, cruise lines are also significant business for the company. Areas with large populations of expatriates like New York and Singapore embrace the company. It is not surprising that NewspaperDirect has identified Hong Kong and Macau as the next hot spots for their products.

Currently the company boasts an online subscription of over half a million and there is another print run of over 200,000, divided into print-on-demand and print-on-site. With the latter, hundreds of out-of-market newspapers, which otherwise would not be represented in many parts of the world due to logistical concerns, can be read by people far away from the original publication base.

In Hong Kong, the company works with Icicle Global Print Management, a print management company established in 1998. There is a story for the two to join forces. Ms. Bonnie Chan, CEO of

Icicle, has been clocking up flying mileage for years. A couple of years ago she happened to check into a hotel in London, with a habit of reading the same newspapers she was impressed with the fact that the hotel not only provided broadband connection but also out-of-market newspapers of her choice. The newspapers were brought to the hotel via NewspaperDirect.

Special Printing Solution

Always watching out for creative business concepts, Ms. Chan found the two companies a close fit and has taken an active part in introducing NewspaperDirect to Hong Kong and Macau. As a pioneer in digital printing, Icicle has invested sensibly over the years in advanced digital printing equipment. Not to be taken lightly is the training of a team of specialists, who has helped the growth of the print management company. When asked the reasons Icicle has experienced one of the fastest growths in the industry over the years, Ms. Chan commented, "We learn about the business, invest ourselves in soft skills and work with special customers who can distinguish our services from other printers." Talking about special customers, NewspaperDirect certainly qualifies as one.

Print-on-demand has made up an important part of the company's business and it has been growing consistently over the years. Digital printing has several advantages over traditional off-set printing in the domain.

With the backup of a dynamic print manager in Icicle, NewspaperDirect has been active ever since they set foot in Hong Kong earlier this year. They consider around thirty top hotels and resorts in Hong Kong and Macau as prime targets, as well as a similar number of chambers of commerce and trade commissions of various countries. Individuals, Jet-setters, private clubs, consulates, libraries, restaurants/cafes, retailers, and multinational companies like financial institutions and shipping liners will also be contributing to the list of prospects.

Flexibility All The Way

One can safely speculate that with more than 600 newspapers on offer every day, not all titles would attract similar request of prints. The customers, for big or small titles, would expect no inferior service. This is the situation where Icicle, a successful print management company, is really allowed to shine, helped with an investment in the latest digital press on offer in the market: Canon imagePRESS C7000VP. After nearly a decade of dedicated research and development, Canon entered the market of commercial printing with such an award-winning digital press.

The award mentioned is no ordinary award. It

was the most coveted *Masuda Award* for Japanese best 10 new products launched in 2007. The *Masuda Award* is sponsored by the *Nikkan Kogyo Shimbun*, which is a major Japanese industrial daily.

The imagePRESS C7000VP was first launched in a major industrial exhibition about a year ago and Icicle was one of the first companies in Asia outside Japan to take delivery of such an advanced digital press. Being a hugely successful imaging company, Canon keeps the focus firmly not on any single product but on long-term partnerships. The introduction of the imagePRESS C7000VP marks the entry of the Japanese office equipment leader into commercial printing, with Canon making use of the opportunity to bring a breath of fresh air to the field.

Impressive Features and Services

The feature list of the imagePRESS C7000VP is impressive. Print quality is enhanced with the latest high resolution imaging techniques with Broad Colour Spaces, Gloss Optimisation, and advanced screening methods. Professional output is achieved with, among other features, Canon's newly developed Intelligent Registration Technology.

Then, one can rely on its high productivity with features like the Double-Feed Detection Mechanism and High Volume Paper Feeding. Above all, it will be the backup from Canon to provide outstanding service in order to minimise down time.

One must not forget the flexibility provided by an advanced digital press like imagePRESS C7000VP. Got urgent print work to finish before the tremendous work ahead? There are functions simply called Rush Print and Print Next. Brilliant.

The latest digital press is flexible also in its compatibility with papers of different types. Supporting paper weight up to 300g, it is a class-leading performance. Equally impressive is that the print efficiency is not compromised. A user therefore can be fearless in the choice of paper involved. For maximum control on various mediums, there is another ingenious feature called Paper Catalog.

Canon has aligned with Icicle in terms of business thinking. Both parties share the same belief that digital printing will be the way forward. They have both recognised the advantages of digital printing. In the words of Mr Raymond Fung, Vice President, Business Imaging Solution Group, Canon Hong Kong Co., Ltd, digital printing has several advantages over conventional off-set printing. First, it is the flexibility – short lead time and customised prints. Besides, it is the environmental concern. With no minimum order quantity (MOQ), the wastage can be kept to an absolute minimum.

NewspaperDirect gets all its files from over 600 newspaper publishers across the world on a daily



Karen Seymour is impressed by the flexibility of the Canon imagePRESS C7000VP, while Raymond Fung of Canon Hong Kong Co., Ltd. is confident the latest digital press will be well accepted in the commercial print market.

basis (with all the different time zones, it is more like on an hourly basis). Icicle gets the print-on-demand done in time with the latest digital press on offer in the market, the Canon imagePRESS C7000VP.

So the next time you are at your favourite club and you read a newspaper of the day that is from a time zone a couple of hours behind, don't be surprised. You now know how some creative companies work together to make *that* a reality.

Pricing Information of Subscriptions to NewspaperDirect

Prices of the print edition start from HK\$28 per issue, with discounts applicable through subscriptions. NewspaperDirect's print editions are often more cost effective than ordering direct from the publisher, and they are able to deliver on the same day of publication, rather than days later.

More information about all newspapers on offer - print on demand and online versions, plus information about sponsorship and advertising opportunities - is available on the company's local website or by contacting them directly.

3-month FREE Trial

A 3-month, on-site trial of printing NewspaperDirect is now offered FREE to the first 10 hotels or corporations registered with NewspaperDirect and Canon for the subscription of the service. The registration deadline is 30th April 2008. The trial allows up to 5 newspaper prints per day in the hotel or corporation with a Canon multi-functional printer. This promotion comes with a 3-month trial of a Canon multi-functional printer, complete with hassle-free installation, delivery and training. Please call 3641 8038 for details.

HK/ Macau website:

www.newspaperdirect-hk.com



Flexible in configuration, the Canon imagePRESS C7000VP can be a solution to the print houses of a wide range of companies.

For more information on Canon's printing products:

www.canon.com.hk/business