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FOR IMMEDIATE RELEASE



Philippines' most modern printing facility opens in Laguna

The country's most modern printing facility will open in Mamplasan, Laguna on March 1. Print Town Commercial Press, the magazine and book printing arm of the Print Town Group, is a P500 million investment expected to give a much-needed boost to the Philippine printing industry.

Department of Trade and Industry Secretary Cesar Purisima said the launch of the Print Town Commercial Press signals the renewed competitiveness of the Philippines in Asia in printing and publishing.

"The Philippines has always had the potential to be a printing and publishing destination in Asia, and so definitely, Print Town's vision to establish a center of printing excellence this side of the world is such good news," said Purisima.

Purisima expressed confidence that Print Town would positively influence the domestic printing industry to adopt modern technology in printing towards greater competitiveness.

"The printing machines at Print Town are very impressive and they could very well put the Philippines at par with Asian printing capitals like Hong Kong and Singapore," Purisima said.

The Print Town Commercial Press is equipped with brand new machines with state-of-the-art computer controls that can meet the growing needs of local publishers.

Customers can expect the most advanced pre-press, press and post-press facilities in the country at Print Town. Some of the Print Town's top-of-the-line machines include a Heidelberg M600 webpress that can produce 120,000 copies of a 160-page magazine in only 33 hours, a Heidelberg CD102-5 sheetfed press that can make 15,000 impressions per hour and a Kolbus Ratiobinder that has a binding capacity of 140,000 magazines per day.

"The Philippines has hundreds of small-scale printers and print shops. But the requirements of the modern age – fast turnaround, high quality reproduction, digital delivery of files – requires a different, more capital intensive approach to the business," said Dennis Valdes, President of Lexmedia Digital Corp., a member of the Print Group.

"What would take a printer seven days to deliver we can do in two days," said Valdes.

Valdes said the opening of Print Town's commercial press can usher in a new generation of printing in the Philippines and can position the country as a top printing destination in Asia.

"We are serious about developing the export market and making the Philippines competitive against other printers in Malaysia, Singapore and Thailand," said Valdes who explained that many overseas companies are increasingly outsourcing their printing jobs to other countries.

"With our deep talent pool of graphic artists, designers and other creatives, we see no reason why we can't put together the books and magazines of Asia," said Valdes.

About Print Town Group:

LexMedia Digital Corp. and sister companies **Alliance Media Printing, Inc.** (AMPI) and **FEP Printing Corp.** (FEP) form the Print Town Group. The Print Town Group's presses print titles such as the *Philippine Daily Inquirer*, the country's largest circulating broadsheet; *Inquirer Libre*, the country's largest net circulation tabloid; *Bandera*, the largest circulation tabloid in the Visayas and Mindanao; *Tumbok*, one of the top ten tabloids in Metro Manila; and *Cebu Daily News*, the second-largest circulation newspaper in Cebu.

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