

Shinoharas shine at Emerald Press

Sydney's Emerald Press recently installed a Shinohara five-colour press, continuing the company's long association with the Japanese manufacturer and its local representative, the Currie Group.

Sometimes it really does pay to listen to your employees. In Michael McDiarmid's case, as a director of Emerald Press he was researching to update the company's presses when one of his press operators suggested that they look at a Shinohara.

They did, and the company hasn't looked back since.

"We started in 1987," Michael told *ProPrint*, "and we'd been through the usual presses that small companies use. But we needed to increase our production.

"The reason we went to Shinohara was that one of my operators had experience with Shinoharas, and suggested we look at one when we were looking to update our presses. We found one in Queensland, and put it in, and then in time we got another secondhand one, then a new one with perforating. All this was while we were moving around to new premises as we grew."

The company's growth demanded that press capacity had to increase substantially to cope with the greater volume of print work that they won.

"We were using two two-colours side by side to do four-colour work, which was reasonably efficient for what we were doing at the time, but then customers wanted A2 posters and similar kinds of work, so we opted for a two-colour 66cm press. We eventually traded that in on a five-colour Shinohara. We thought we were the bee's knees then.

"We then upgraded to a new Shinohara 66cm press with a coater. We were one of the first in Australia with one of those, and Curries helped us out enormously. Now we coat just about everything because it's so easy and straightforward, and our customers want it. We love it."

The company's directors decided that they needed to go up in press size to offer a greater range of options for clients, and to boost productivity.



Michael McDiarmid of Emerald Press with the Shinohara five-colour press: "We pride ourselves on quality".

"If you're profitable and enjoying what you're doing, why change things?"

Michael McDiarmid,
Emerald Press

"We decided to buy a 75cm press to go with new work coming in, and we traded in the 66cm press, so we have two 75cm presses now. We put in the new 75cm Shinohara in April and it had a very short settling in period. We haven't looked back since. And on the roundabout we've bought back our old 66cm two-colour again and still use it regularly!"

Emerald Press is happy to cater to just about every demand from customers. Because of its equipment inventory, including digital print equipment, Emerald can provide a wide variety of services, and at very short lead times.

"We do a bit of everything!" said Michael. "We do point of sale material, pads, a lot of posters, annual reports, packaging work, even some stationery, invitations, and so on. Because we do cello glazing and die cutting in-house we're very versatile. We have stitching and perfect binding in-house as well."

The fleet of Shinoharas provides Emerald Press with high productivity backed by reliability.

"These presses are really very easy to run and maintain, and they make ready very quickly. They're ideal for our size of print operation, and press operators love them because they can learn to operate them very quickly and get great results almost immediately.

"We get well looked after by Curries. They don't leave us in the lurch. We can always get someone here very quickly if we need them, with very quick access to parts and so on. We buy just about everything through them, and it makes business a lot easier to have one reliable supplier.

"David Currie still comes to visit us whenever he's in town. We like that. Curries is still a personal business, which you don't find very much anymore.

"We pride ourselves on quality," said Michael. "It's like the old saying: 'Do it once, do it right'. We see ourselves here for the long haul. If you're profitable and enjoying what you're doing, why change things?"