



# Film Screen Singapore creates digital print celebration for 'SG50'

Film Screen is one of Singapore's leading commercial and industrial printer of outdoor displays. Over the past decade it has deployed a portfolio of HP digital print technologies. It's client base includes some of the region's major outdoor media players, transport network operations and cosmetic companies. The company's high quality digital print output is underpinning its increased market share.



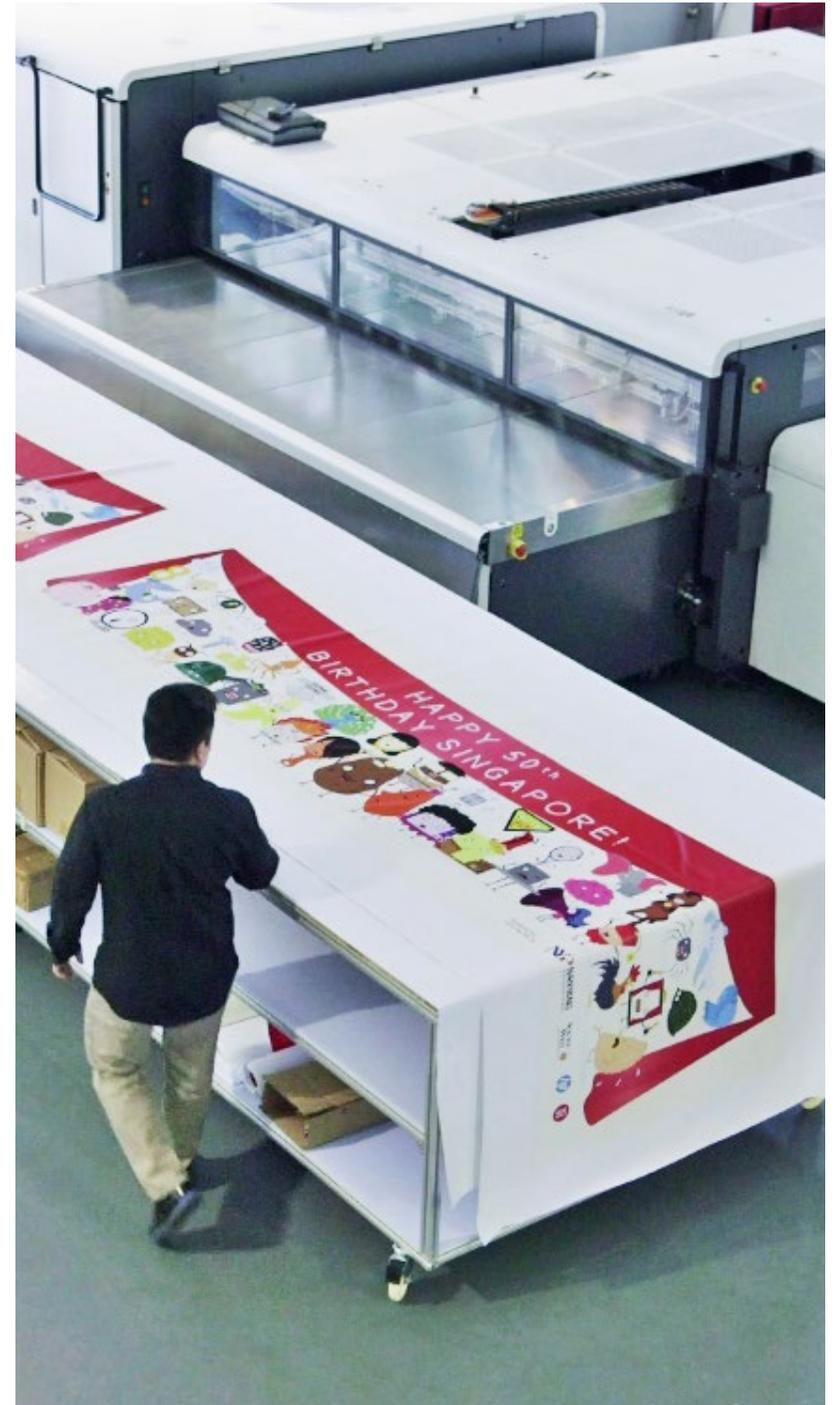
**Industry sector:** Sign & Display

**Business name:** Film Screen Pte Ltd

**Headquarters:** Singapore

**Testimonial from:** Lee Chee Yong, managing director, Film Screen Singapore

**HP Presses:** HP Latex 3000 Printer, HP Scitex FB10000 Industrial Press



## Challenge

“In Singapore everything is about time. Clients really need everything today, but that everything has to look superb. A client brings us a file in the morning, we have to print and deliver that result back on the same day.”

Lee Chee Yong, managing director, Film Screen Pte Ltd



## Relentless pursuit of technological advantage

Life for Film Screen, one of Singapore's most advanced outdoor digital print operators, began more than 40 years ago with just two large tables and a few hand stencils to meet the silkscreen printing needs of clients.

It did not take Film Screen founder, Lee Yong Hon, long to enshrine the company's philosophy as “a relentless pursuit of technological advantage”. True to this vision Film Screen soon created hybrid products by combining silkscreen and offset processes.

Rotary press printing followed and in the late 1990s Film Screen began its significant transformation from traditional print supplier to Singapore's largest commercial and industrial digital print solutions provider. A critical underpinning of the Film Screen vision was to ensure that as it also re-aligned its internal operations and infrastructure systems to take advantage of opportunities offered by the digital print era.

The most common challenges set by Film Screen clients are an overwhelming demand on timelines and a high quality print output. Lee Chee Yong, managing director of Film Screen says: “In Singapore everything is about time. Clients really need everything today, but that everything has to look superb. A client brings us a file in the morning, we have to print and deliver that result back on the same day. Being in the digital arena we can easily achieve that.”

## Solution

“We are deploying the two most powerful digital print solutions in this region – an HP Scitex FB10000 Industrial Press and an HP Latex 3000 Printer. Clients are often taken aback by the resolution especially on such large prints with such a fine quality.”

Lee Chee Yong, managing director, Film Screen Pte Ltd



## Powerful print applications versatility

The company deployed an impressive portfolio of HP digital print technology: “We are very keen on technology improvement. All our digital lines are very advanced techniques of colour management. Our streamlined workflow means we can print things quickly and accurately. Now we currently deploy the two most powerful digital print solutions in this region – an HP Scitex FB10000 Industrial Press and an HP Latex 3000 Printer.”

He singles out the HP Latex 3000 capability: “We can print on some adhesive vinyls, on PVC or on synthetic paper which is typically backlit. With such versatility the applications are almost limitless.”

Film Screen helped Singapore citizens celebrate 50 years of independence. The South West Community Development Council (CDC) came up with the ‘50 Types of Singaporean’ idea of creating celebratory display banners in a material which could be recycled into a secondary use and be sold for charitable causes. HP identified Film Screen as best equipped to undertake this digital print challenge.

Lee recalls: “We printed 400m<sup>2</sup> of material for bags and banners to put up in their Community Centers around Singapore. The turnaround time for this project was really short. Southwest CDC brought us the file, we printed it immediately for them to do a test sample and we met the deadline in time for the SG50 National Day celebrations.”

## Result

“Film Screen has earned a reputation for its high quality output and for creating new applications. HP technology has really transformed our business, enabling us to bring the world's most advanced digital print technology to the Singapore market.”

Lee Chee Yong, managing director, Film Screen Pte Ltd



## Strong partnership and strong commitment

Film Screen customers include outdoor media players, transport network operations and cosmetic companies. Since the majority of the prints are for the outdoor under UV light, the durability of HP Latex Ink in the external environment is critical.

“The quality we achieve with the HP Latex 3000 is really staggering, especially on such large prints with such fine quality.”

Lee points out that good environmental practice has made a strong impact on Singapore's business community: “Most of our clients are going ‘green’ but they do not want to have to pay more for it. By employing the HP Latex 3000 with its GREENGUARD certified\* water-based HP Latex Ink we are supplying an environmentally responsible solution without increasing the price to our clients.”

Over the past decade the company has forged a strong partnership with HP and Film Screen has continued its strong commitment to market leadership. The result has been greater efficiency and improved productivity.

Lee explains: “Film Screen has earned a reputation for its high quality output and for creating new applications. HP technology has really transformed our business, enabling us to bring the world's most advanced digital print technology to the Singapore market. We constantly involve each other in our plans and developments.”

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