

# Printing in Hong Kong 2013

## Leo Paper Group

Haptic Magic (from Greek haptikos, or “sense of touch”) is yet another innovation from Leo Paper. “It uses unique printing technology to produce effects such as sound, light and motion to enrich a product while providing interactivity,” says managing director Kelly Fok. “It can be easily integrated into a wide variety of products, giving designers the flexibility to add value to their creations. Haptic Magic makes reading and learning a much more enjoyable experience, but the end product is still a print book, which is what children’s publishers want. We can tailor Haptic Magic to fit client requirements, and provide suggestions, application ideas and solutions for product development.” A patent is in the works to protect Leo Paper’s and its clients’ interests.

Also new is FamLoop’s Agent Magic app from MotherApp, an associate company of Leo Paper that offers digital publishing solutions for children’s books. Agent Magic, a reading buddy in the form of a cute mouse,



*Alvin Lai (l.) and Kelly Fok of Leo Paper Group*

partners with kids to investigate a story. Designed based on dialogic reading—an early literacy storytelling approach—this app records kids’ responses, and a built-in sharing feature enables recordings to be shared via email, Facebook and the family network FamLoop Family Connect. Coming up next is Oz Tales, an interactive story-game app that enhances storytelling and learning through game playing. FamLoop’s partners include the British Council, IMP (International Masters Publishers) and Egmont.

On the luxury packaging side, the Leo Luxe brand has participated in Packaging Innovations, EMPACK and Luxe Pack Monaco, where special finishing and value-added printing techniques such as those incorporating sound and lighting were demonstrated. “Our specially designed booth displaying numerous in-house design samples attracted many visitors,” says general manager Alvin Lai, explaining that his team uses Esko-Graphics to create 3D images based on clients’ concepts, which enable clients to view them from different angles. “This custom service reduces sampling time, proofing cost and courier charges while fast-tracking the product to the market.”

Value creation is the key to achieving mutual and sustainable partnership growth, explains Lai. “Our innovative Leo Touch series of secondary processes, for instance, was launched 10 years ago to inspire product innovation and add value and uniqueness to differentiate clients’ products in the marketplace. Today, based on the need for interactive learning and family bonding, we offer Haptic Magic and FamLoop to help clients differentiate their print and e-book businesses.”

But it is not all business at Leo Paper, the first and only printer to be awarded eco-factory status by Marks & Spencer. “We strive to minimize carbon emissions and save energy to become a zero-waste factory,” says Fok, whose management team was recognized by the Chinese government as one of 13 national role models of anti-corruption governance enterprises in Guangdong Province.