

Printing in Hong Kong 2014

Leo Paper Group

Last October saw Leo Paper moving into its new Hong Kong headquarters, a self-owned two-story 32,000-sq.-ft. facility for around 180 Leonians. “This move underscores our management’s confidence in Hong Kong’s future development, the printing industry, and the group’s business growth,” says managing director Kelly Fok, adding that his European sales office is celebrating its 15th anniversary this year. “Our Italy sales office, which relocated from Milan to Bologna in July 2013, just celebrated its 10th year in business, and we are all looking forward to more anniversaries and collaboration with clients globally.”

In operations, with the children’s book market trending toward increased focus on education and interactivity, Leo Paper has successfully created more interesting products since Haptic Magic, its innovative solution, was launched in 2012. “This year we continue to offer inspiring ideas and innovative product applica-

tions as well as demonstrate how Haptic Magic can help create value to clients’ products,” adds Fok.

Then there is Leo Touch, whose 60-plus secondary processes developed inhouse offer clients an array of visual and tactile enhancement to make their products stand out from the crowd. At the 2014 London Book Fair, a special boxed set entitled Leo Touch Five Elements (metal, wood, water, fire, and earth) was soft-launched to showcase a mix-and-match of secondary processes applied with special designs, printing technologies, and techniques. Adds Lai: “This set guides our clients and their designers on how to better apply our secondary processes to their products. It is about adding new value to graphics and products, inspiring our clients and their designers, and letting them know what is possible and available from Leo Paper.” At last year’s Bologna Book Fair, Lai and his team successfully launched Leo & Friends, a special edition celebrating the 10th anniversary of the secondary processes that is aimed at the children’s book market.

Increasing business by deepening client relationship is the business mantra at Leo Paper. “Supporting our clients’ business development means continuing to develop and expand our own business to offer more value-added services, and getting involved in our client’s product development as early as possible,” says Fok, whose team has continued to pursue and upgrade its certification on sustainability, security, and quality management.



*Alvin Lai, Kelly Fok, Henry Woo, and Andy Lau (l. to r.)
of Leo Paper Group*