

Printing in Hong Kong 2015

Leo Paper Group

Coloring books are in vogue, and, for Leo Paper director Alvin Lai, “viewing it at a broader scope vis-à-vis our client’s product development strategy is the key.” He adds, “We ask ourselves: Why is this segment growing, what is needed from the markets, and how can we support our clients and boost their market share?” Lai has seen coloring books become popular in Europe and then in the U.S. “Promoting mental health via learning and education is becoming more important, and coloring books are a growing part of combating stress for adults. Our team emphasizes two key elements—‘edutainment’ and health—when developing such products and promoting innovative ideas.”

The company is accustomed to adding special touches to clients’ products and offering other extras. “Take a lifestyle product such as a cooking or gardening title: we can enhance the value by combining related accessories and packing it in a nicely designed gift box, thus allowing it to be sold as a gift item at a higher value rather than just as a book by itself,” explains general manager Andy Lau. He points out that Leo Touch secondary processes have been around for more than 10 years and notes, “We are now applying these processes to product design, manufacturing, packaging, and even displays. At the same time, our strong sourcing capabilities have given us a huge range of accessory items for clients to choose from to match their budget, design, and safety concerns.”

Then there’s Haptic Magic. First introduced in 2012, it was relaunched last year as a specially designed four-volume box set showcasing the technology with different secondary processes. “More new ideas and innovative approaches in print will be showcased in Frankfurt,” promises general manager Henry Woo, whose team has also created different sets of books—including *Leo Touch Five Elements* (on various bindings and secondary processes) and *Touch-and-Feel*—to help clients with product development.

In terms of structure, the group has reorganized itself into four key areas: original equipment manufacturing (OEM), packaging, sustainable business, and new business development. In packaging, a dedicated team now maximizes the company’s resources in providing a total packaging solution. “Productionwise, as part of our vision, we have been implementing lean manufacturing since 2007. We also initiated production automation back in 2012 to enhance production efficiencies and reduce dependence on manual labor. We are making great progress and are on the right track toward our long-term goal of progressively shifting from labor-intensive to capital-intensive production,” adds Lai.

Recently, Leo Paper became the first printing company to achieve the Hong Kong Certification Body Accreditation Scheme’s ISO14064-1 certification in carbon management and reporting, and scored the highest mark on the corporate social responsibility (CSR) index in Hong Kong’s industrial sector.



Henry Woo (l.), Alvin Lai (c.), and Andy Lau of Leo Paper Group