



# Getting to know Hongsam Digital Science & Technology Co.,Ltd



# Aftermarket Ink



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## Getting to know Hongsam Digital Science & Technology Co.,Ltd

Earlier this year it was possible to visit Hongsam ink company, in a growing city, Zhengzhou, an hour or so flight south of Beijing.

This visit was a direct result of Guosheng Qin, the owner, writing FLAAR to ask for us to consider visiting his ink company facilities. In addition to his ink company, he is also the CEO of CIPN (China Inkjet Printing Net), an educational network for the wide-format printing industry in China. He indicated that he had been reading the FLAAR Reports since 2005.

The following pages show and discuss what we found at Hongsam, namely a substantial ink producer. The fact that they had recently exhibited at Photokina 2010, the largest photography trade show in the world, documents their interest in going global.



*You can read Nicholas's mood quite easily: he clearly enjoys inspecting printers, inks, demo rooms.*

## Typical sequence of events during company visit/inspection

The purpose of visiting the corporate headquarters is twofold:

**First**, to learn about

- the company products (in this case, all the different inks of Hongsam),
- company philosophy
- to understand whether the company is innovative, is advancing and growing
- to learn what new products they wish to offer the world (more than just standard products).

**Secondly**, the visit to the corporation offices are to allow the officers and personnel to get to know the services that FLAAR offers, everything from web site design, corporate logo design, product name selection

Since there are almost no university courses on wide-format inkjet printing, our FLAAR Reports serve as educational material for both students and faculty. As part of this education it helps to have real-world examples, such as the present case of Hongsam ink.





### Here is a typical day's work, as seen at Hongsam

Presentation of the company by the owner, executive, and/or top managers

- Normally the corporate visit begins with a meeting so the company can describe their history, philosophy, and goals.
- Then there is a factory tour.
- Later there are private meetings on multiple topics.
- There is usually a session of sharing contacts: preparing for future networking

These meetings are informal in the sense there is back-and-forth discussion the entire time. For almost every Power-Point slide, Nicholas comments on how this aspect of the host company fits into a trend, and where this aspect of the company can be enhanced in the future.



### **After the presentation in a conference room, then comes the factory tour**

Photographs are the best way to show the factory tour of the facilities at Hongsam.

One of many things that I learned about Hongsam is that they are Canon, HP and Roland authorized dealers. This means that they know about these printers hardware and firmware (software). In other words, Hongsam is more than just a chemical company: they actually know the workflow of printshops.

### **Hongsam is already well established in making inks for printing on textiles**

As we all know, printing on textiles is becoming more popular around the world every year. Thus it is helpful to find a company that is already making textile inks:

- Reactive inks
- Acid dye ink
- Dye sublimation ink
- Disperse dye ink

Since the textile workflow is a separate project, we will evaluate these inks in a future year. For our initial year we are evaluating the JETALL ink for wallcoverings and wallpaper, and the inks for Canon printers.



## Testing Labs

The full name of the testing facility is Hongsam Technology Testing Center, short name, HTTC.

The international manner of keeping track of batches is to save samples from each batch. So if there is a problem in the future, the ink company and distributor can look at that specific batch.

In room after room there were experienced workers doing tests with lab equipment.



*Dr. Nicholas Hellmuth inside of Hongsam manufacturers ink.*

## Sharing contacts with Hongsam

Once we find a pleasant company, such as Hongsam, one assistance we provide ink, media, printer, cutter manufacturers is to help them with contacts: help with networking. There are thousands of executives and managers around the world:

- Which ones will wish to be contacted, and on which topics?
- Which ones would not be appropriate?

In other words a Who's Who in the wide-format printer, inks, media, cutters, and laminator industry managers; world-wide.

This provides both sides with benefits: the client now knows who to contact; and the person contacted benefits from access to the company that Nicholas knows about.

## Hongsam is an international company and thus we like to assist them

Whether speaking with the CEO, or with a sales rep, or with a team leader, or with a person on the assembly line, Nicholas is accessible to answer questions. Our goal is to assist a company to know about the trends in the outside world.

The TRENDS reports are not free downloads; the TRENDS reports of FLAAR are provided only to the companies with whom we interact, or to companies that otherwise have a Subscription specifically to the TRENDS series.



## FLAAR provides information on marketing

The exchange of information is simultaneous. Both sides learn from each other. And the results are given to printshop owners in the FLAAR Reports.

## Learning about the corporation's certifications

It is traditional in China and other countries in this part of Asia to show their certificates and awards. Here are the certificates of Hongsam.



Mr. Guosheng Qin, (CEO) showing the certificates and awards that Hongsam has won.

### **Learning about the partners of a manufacturer**

The Shanghai sales office of Hongsam ink company shares the same building with CIPN (China Inkjet Printing Net), which is a web portal for information in general about wide-format inkjet printers. Since it helps in an evaluation to know the partners of a manufacturer, I also visited the CIPN office.

The day after the APPPEXPO ended in July it was possible to attend a Hongsam meeting with all their regional managers from around China.

### **Acquiring more information about Hongsam ink**

At the next trade show you can ask the Hongsam folks in their booth for their "Inkjet Inks."



*Dr. Nicholas Hellmuth learning about the processes for the manufacturing of ink.*

## Appendix A

### Exhibitions attended by Hongsam in China

It helps both distributors, end-users (printshop owners), and manufacturers when the manufacturer attends pertinent expositions.

It also helps FLAAR evaluate a company; we tend not to evaluate a company if they don't make the effort to attend pertinent international trade shows. Hongsam was just at FESPA Digital 2011 in Hamburg, so their presence at FESPA is in addition to the exhibits in China listed below.

<b>Exhibition</b>	<b>Time</b>	<b>Place</b>	<b>Our Booth</b>
China Central Sign (Spring) Show 2011	Feb.19-21	Zhengzhou International Convention and Exhibition Centre	
China Sign (Spring) Expo 2011	Feb.28-Mar.4	GD Modern International Exhibition Center	
Sign China 2011	Mar.1-4	Chinese Export Commodities Fair Pazhou Complex	
11th China International Wallpaper & Decorative Textile Expo	Mar.2-5	China International Exhibition Center	
Xi'an 11th Advertising equipment and LED display technology Expo	Mar.3-5	XI'AN QUJIANG INTERNATIONAL CONFERENCE CENTER	
15th International 4NS Technology and printing Expo, Liaoning	Mar.16-19	Shenyang Exhibition Center	
TPF 2011	Mar.30-Apr.1	Shanghai Mart	
Print China 2011	Apr.9-13	Guangdong Modern International Exhibition Center	
China Sign Expo (4NSHOW 2011)	Apr.27-30	National Convention Center	
Dongguan International Textile Printing Industrial Technology Expo 2011	May.20-22	GD Modern International Exhibition Center	
FESPA Digital Hamburg	May 24-26	Hamburg, Germany	A3-D45
SHANGHAITEX 2011	Jun.14-17	Shanghai New International Expo Center	W4C01
AD & SIGN EXPO 2011	Jul. 6-9	Shanghai New International Expo Center	
ITMA	Sept. 22-29	Barcelona	H4-A124
The 4th All in Print China	Nov.14-17	Shanghai New International Expo Center	

First issued late June 2011, in advance of the major sign expo at Shanghai in early July 2011. Last updated August 2011, late november 2011. Most recently updated December 2011.

**Appendix B**  
**Exhibitions Hongsam will attend in 2012**

<b>Exhibition</b>	<b>Time</b>	<b>Place</b>	<b>Our Booth</b>
PHOTO FAIR	Jan.01.05-08	Mumbai, India	C24
Sign and Graphic Imaging Middle East 2012	Jan.31-Feb.02	Dubai World Trade Centre Halls	G06-1
Garment Technology Expo	Feb.17-20	New Delhi, India	D-19a
SIGN CHINA 2012	Feb.20-23	Pazhou Complex, Guangzhou, China	C7
FESPA 2012	Feb.21-24	Barcelona, Spain	C60
"13th China International Wallpaper & Decorative Textile Expo"	Mar.05-08	Beijing, China	W4 Hall, C07A & B
TPF 2011	Mar.30-Apr.1	Shanghai Mart	
CSTPF 2012	Mar.22-24	Shanghai, China	T358
ISA Sign Expo	Mar.22-24	Orlando, America	345
CONSUMER ELECTRONICS & PHOTO EXPO-2012	Apr.12-15	Moscow, Russia	7-522
ITM 2012	Apr.21-24	Istanbul, turkey	
DRUPA 2012	May.03-16	Dusseldorf, Germany	
ITMA ASIA + CITME 2012	Jun.12-16	SNIEC, Shanghai, China	
Serigrafia sign 2012	Jul.18-21	Sao Paulo, Brazil	257-3
Sign & Printing Fair Jordan 2012	Sep.17-20	Amman, Jordan	

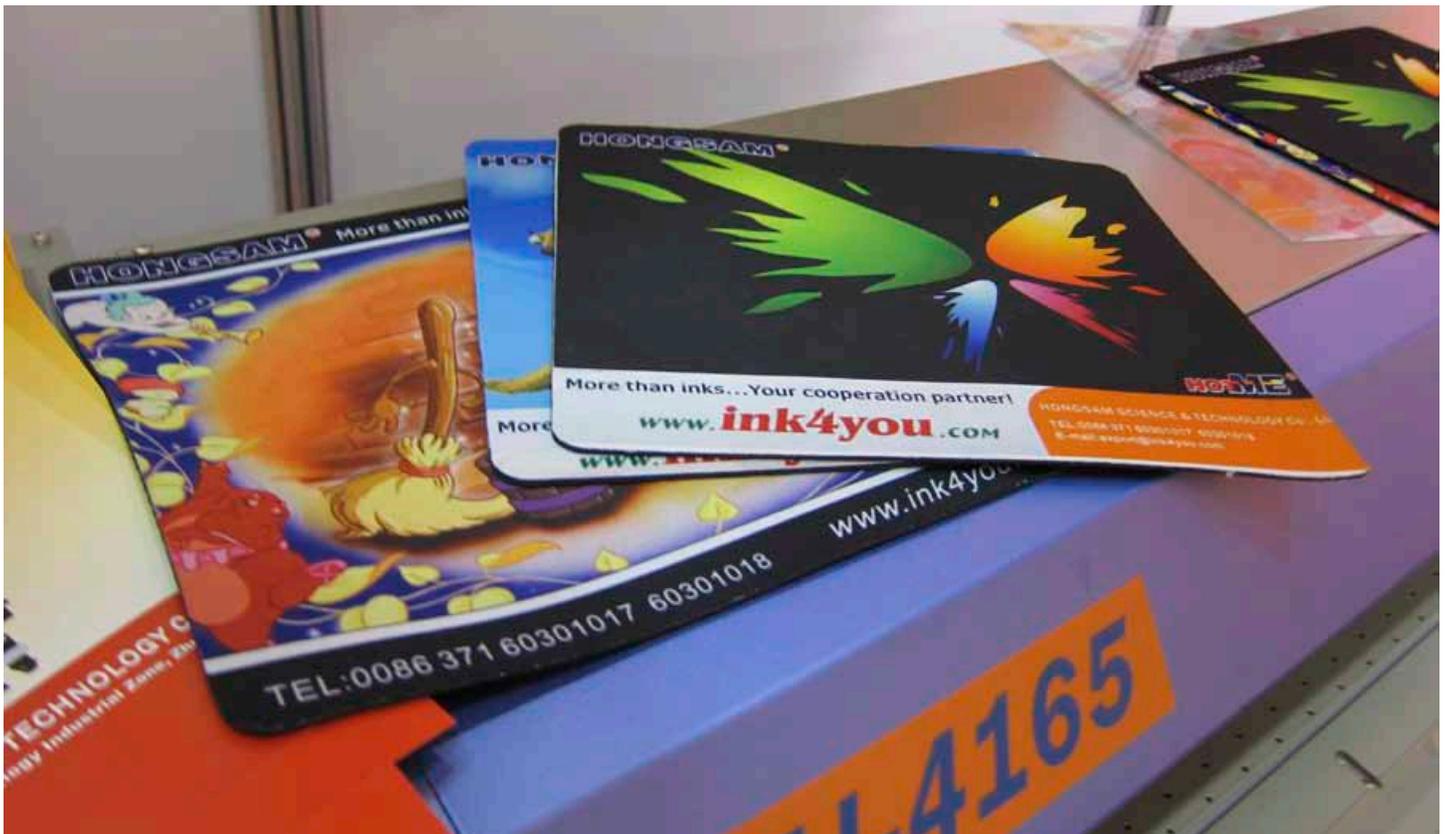
Hongsam booth at APPPEXPO Shanghai 2011



Hongsam booth at APPPEXPO Shanghai 2011



Hongsam booth at FESPA Hamburg 2011



Hongsam booth at FESPA Hamburg 2011



Hongsam booth at ITMA Barcelona 2011



Hongsam booth at ITMA Barcelona 2011

