



CREATIVE PRINT MEDIA



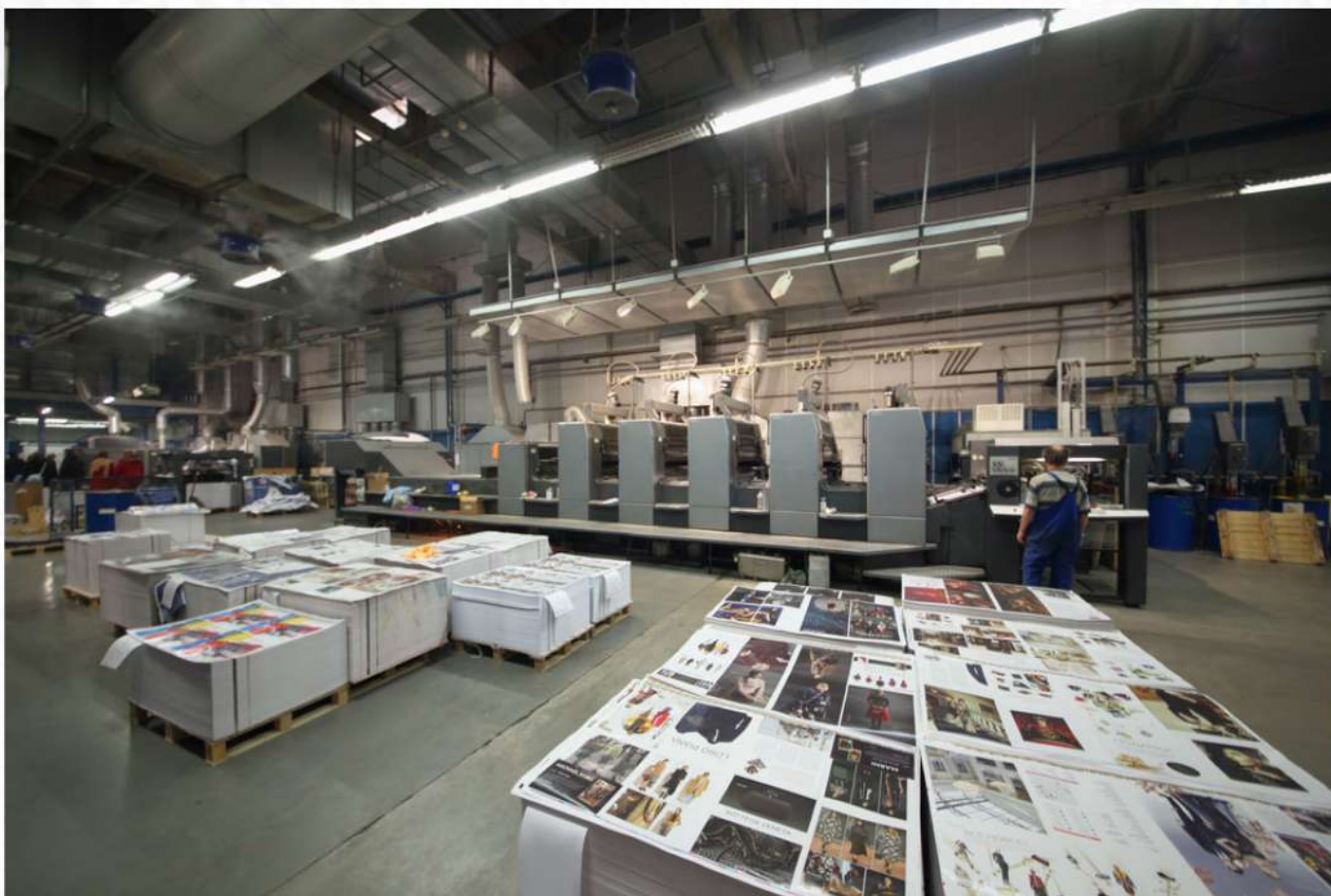
**MADE FOR
AFRICA**

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Introduction



Established in 2001, Creative Print Media began its business with the dream to embark upon a journey where we could be the driving force behind the successes of many businesses and individuals. We as a team worked tirelessly and with all zeal and zest to make a mark of our own. It was our hard work and unflagging determination that made us achieve our milestones within a short period of time. The business grew rapidly to become the leading print solution providers across the globe. We made sure, our team is efficiently managed, the employees are adept and skillful, the work is systematically processed and the deliveries are made in time. It is our top-quality services that resulted in us establishing healthy customer relationships. Being the educational book printer and top offset printer, we hold immense pride in fulfilling large printing projects for leading education institutions all over the world.



Infrastructure



We have created a strong foothold in this industry with a state-of-the-art infrastructure equipped with modern machines for faster production. We possess all the latest machines for printing and binding purposes. Some of the machines used by us include the following:

-  State of Art - Manufacturing unit in MUMBAI
-  5 Heidelberg machines (8 colour)
-  Warehouse for Storage
-  Logistics of Delivering across the globe



Our Workflow



Project Planning



Designing & Creative



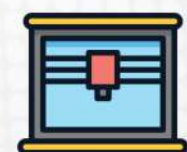
Prepress



Packing & Logistics



Postpress & Binding



Printing



Our Machinery



Digital Printing

Digital printing has been a boon to the publishing industry. Digital book printing, which encompasses both inkjet and toner applications, allows publishers to take the pulse of the market and adjust their strategy as demand wanes or surges for individual titles. It has transformed the textbook publishing industry. Now educational publishers can print materials more affordably and quickly. At Creative Print Media we have a perfect blend of a single colour and multi-colour digital printing machines to cater to very small runs.

Short Run Printing

Offset printing has been the dominant form of book printing for nearly 100 years. In the offset printing model, the more copies a publisher prints, the lower the cost-per-unit becomes. The economics of offset encourage book publishers to publish thousands of copies per book to drive down that per unit cost. Our web off set department has been started keeping in mind the requirements of a Publisher. We have an array of machines catering to different cut-offs to suit various requirements.





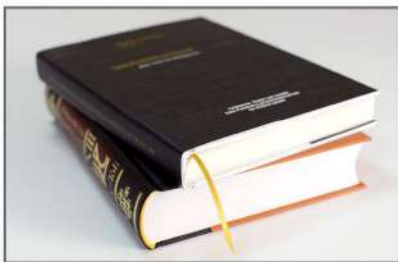
Offset / Long-run Printing

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Types of Binding

Our Bindery lines provides infinite variety of capabilities. Our multiple production lines handle almost any type of finishing operation including challenging folding configurations:



Hard Case Binding
Square/Round Back)



Soft Case Binding



Saddle Stitching and
PUR Perfect Binding



Section Sewing

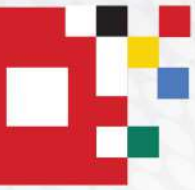


Spiral Binding



Wiro and Comb Binding

Our top-of-the-line cutting die cutting system can meet our most demanding projects.



Types of Paper – Paper Options

Paper types refers to the finish of the paper, this affects the look of the pages rather than the feel or the weight.



Uncoated

This produces a matte finish. The majority of books that you read have an uncoated finish.

Perfect for: Novels, poetry books, anthologies, short stories, biographies

Silk

Paper with a silk finish has a low sheen coating. This improves colours and sharpens images. Silk is somewhere between uncoated and gloss, it provides a high quality look in a more subtle way than gloss.

Perfect for: Photo books, posters, leaflets, brochures

Gloss

Paper has a higher sheen coating which further enhances colours and sharpness.

Perfect for: children's books, colour inserts, photo books, recipe books

Paper Stocks

The paper stock is the weighting of the paper. As a general rule, a higher stock paper is a little more expensive to print on, but higher stock is also perceived as being higher quality.

70gsm - Uncoated

Suitable for black and white printing.

Thinner paper gives a more traditional, 'old-timely' feel.

Lowers the weight of your book which can cut costs on international shipping.

80gsm - Uncoated

Our standard paper for black and white books.

Costs slightly more than 70gsm, but not significantly.

Perfect for novels, biographies and poetry books.

100gsm - Uncoated

Our standard paper for colour books

Also works well as a heavier alternative for black and white books, particularly A4 books.

Perfect for autobiographies, anthologies, history books.

115gsm (Gloss or Silk)

Slightly heavier than 100gsm, but with a gloss or silk finish.

Works best in books / booklets with a lot of colour.

120gsm - Uncoated

Provides an outstanding finish for colour pages.

Work perfectly as colour inserts in black and white books.

Best for brochures, presentations and colour inserts in biographies.

135gsm (Gloss or Silk)

A high quality, thick paper stock.

Can make colour pages look more vibrant and sharp

Perfect for leaflets and flyers

170gsm (Gloss or Silk)

Our heaviest paper, very strong and durable.

Provides a beautiful, vibrant finish.

Works great for postcards, menus, and posters.

250gsm

Our standard cover card.

Recommended for the majority of the books we print.

Perfect for novels, anthologies, biographies, children's books, poetry collections and more.

300gsm

A slightly heavier cover stock.

A little more expensive than 250gsm, but not significantly.

Works brilliantly on recipe books, manuals, workbooks and children's books.



Book Sizes

Below is a list of standard book cover sizes (in inches) listed by genre:

List of Standard Book Cover	Book Cover Size (in inches)
Mass Market Paperback	4.25 x 6.87
Trade Paperbacks	5.5 x 8.5 to 6 x 9
Hardcover Books	6 x 9 to 8.5 x 11
Fiction books	4.25 x 6.87, 5.25 x 8, 5.5 x 8.5, 6 x 9
Nonfiction books	5.5 x 8.5, 6 x 9, 7 x 10
Novellas	5 x 8
Children's Books	7.5 x 7.5, 7 x 10, 10 x 8
Text Books	6 x 9, 7 x 10, 8.5 x 11





Lamination Types

Paper types refers to the finish of the paper, this affects the look of the pages rather than the feel or the weight.



Gloss Lamination



Matt Lamination



UV Coating



Embossing



Foiling



Logistics & Shipping

The importance of logistics in the import and export business is irrefutable and can arguably one of the most important aspects to the success of your company.

To leverage on aggregated freight volumes, committed deliverables we have a robust tie-up with multiple shipping companies which ensures timely delivery of goods in the safest possible manner.

We use premium carries for trade, optimum utilization of space at minimum cost, often at times the best way to ensure efficient, accurate and robust supply of our products on time. The goods remain in the same condition as they left either domestically or internationally coupled with timely delivery. We use various forms of transportation like:

Sea Freight



Air Freight



Logistics



**MADE FOR
AFRICA**





CREATIVE PRINT MEDIA


Factory Address

CREATIVE PRINT MEDIA

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