

print and packaging services

Samrat



ABOUT

Samrat is an innovative print media house based in New Delhi, India providing state-of-the-art print and packaging services.

With an extensive experience of production in all scales, Samrat deals with a huge spectrum of projects for corporate as well as independent clients.

Established in 1985, Samrat is renowned for its creative approach and ability.

After specializing in book printing and binding in its early days, the organization progressively ventured into diverse lines of printing: spanning from outright commercial to packaging of many kinds.

A continuous indulgence in technology and innovation in latest printing techniques makes Samrat a leading print company in the industry.

Recognized for its quality, Samrat serves regional, national and international clients, with an aptitude for custom, luxury & unique products.

ONE-STOP SOLUTION

Samrat is a one-stop solution for all kind of print needs of our clients. All printing jobs from the concept to finalization are processed under under one roof to maintain the quality, minimize wastage and save time & transportation costs to the benefit of our clients. Also, maintaining the entire operation at one place assures the desired control over quality and faster turnarounds.



CONTROL ON QUALITY



CONTROL ON TIMELINES



CONTROL ON WASTAGE

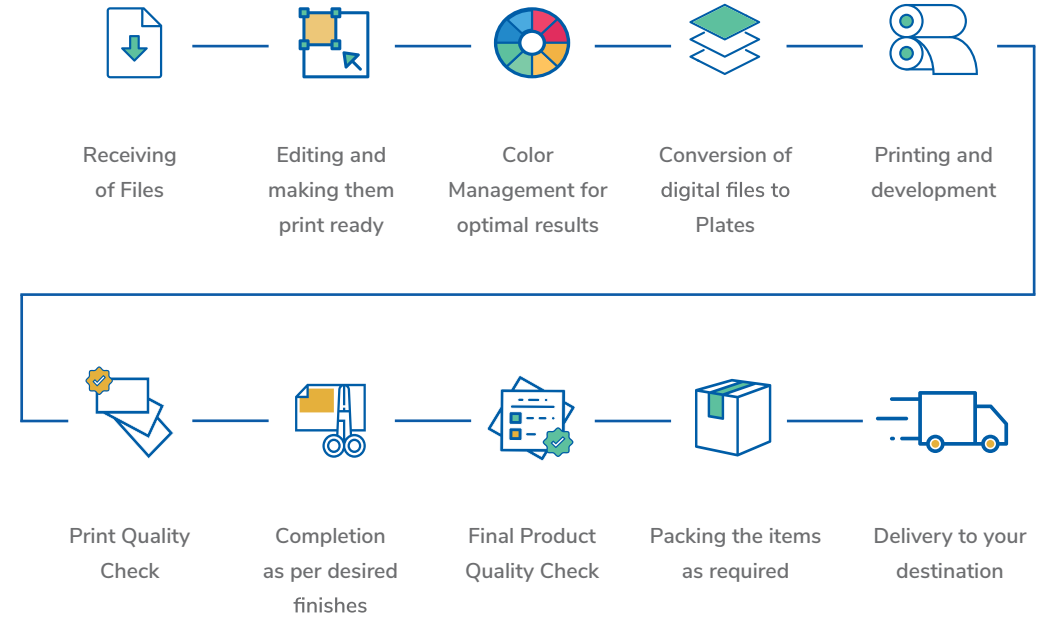


ROUND THE CLOCK WORKING

CONTROL ON COSTS

























HOW WE DO IT

As all jobs are distinct in their requirements, each one calls for an appropriate handling and attention. With our vast experience of 30 years, we accurately develop a solution strategy for your needs alongside our inhouse systems to eliminate errors ensuring a product of high quality.



PRODUCT RANGE

We render our services upon an extensive range of products.
Some of them are:

| | | | | | | |
|-------------------|--|---|--|---|---|--|
| BOOKWORK |  Books |  Magazines |  Catalogues |  Reports |  Fine Art Books |  Coffee Table Books |
| COMMERCIAL |  Calendars |  Brochures |  Posters |  Periodicals |  Premium Note Books/Diaries |  Point of Sale Materials |
| BESPOKE |  Folders |  Menu |  Envelopes |  Letterheads |  Invitations |  Premium Business Cards |
| PACKAGING |  Paper Bags |  Packaging Boxes |  Gift Packs |  Tags |  Labels |  Stickers |

In addition to working on the conventional products, we truly relish working on special projects. We'll always hear an idea out.

For more information, please write to us at contact@samratoffset.com.



THE PRE-PRESS

where quality is established

The Pre-Press is the first step of the printing process and it is where the foundations for the print quality are laid down. Pre-Press ensures comprehensive inspection of typesetting work, image retouching, color correction and page layout. Once the revisions are complete, the proofs are generated on screen as digital proofs, offset proofs or soft proofs in line with acknowledged standards for clients approval before the final print.

For each artwork, depending on its desired resolution and medium, we conscientiously select a dot shape and size for the finest results.

For more information on High Resolution Prints (250 DPI or more), please write to us at contact@samratoffset.com.



Color Management

At Samrat, we ensure the printed colors appear closest to the original images. All colors are checked, matched and harmonized from input to output. As part of our color management system, we use color profiles and comply with industry standards to achieve color fidelity of superior level.

Our advance color management system guarantees consistent quality from artwork to final print product ensuring a premium product.

Retouching

Retouching requires specific precision and an extensive experience which we at Samrat take pride upon. In the color retouching process our specialists precisely touch up and optimize images in line with the clients's requirements and adopted scheme of design. This ensures a consistent imagery with a color structure in unison. Retouching administer an ultimate finishing touch to your graphics and images.

Color Measure

As color is subjective and changes with factors like light, we do not rely on our sight to assess a job. All the sample sheets are meticulously measured with their L*A*B* color values using a Densitometer and i1. This provides the element of control, equipping us with all the information that will guide the decisions we make while printing a job.

With state-of-the-art technology, the Pre-Press department of Samrat adds an immense value to client's needs. At Samrat, you have a single-source service where a designated contact person, who supervise your project from delivery of files to final printed product and manage entire workflow. For follow-up prints and re-prints, your designated contact is your go-to person.

Our employees receive continuous training to be at par with all latest developments in the print industry. It enables us to maintain our high quality standards and provide the client with products featuring a substantial degree of added value.



THE PRE-PRESS INFRASTRUCTURE

| EQUIPMENT | BRAND/MAKE | SIZE | QTY. IN NO. |
|-----------------------------------|---------------------------|----------------|-------------|
| CTP (Computer to Plate) | Suprasetter by Heidelberg | 790mm X 1030mm | 1 |
| | Fuji | 790mm X 1030mm | 1 |
| Large Format Calibrated Printer | Epson B6070 | 40" Wide | 1 |
| | Epson B7890 | 24" Wide | 1 |
| | Epson B9900 | 40" Wide | 1 |
| Calibrated Monitor | E120 CG245W | 24" | 2 |
| Designing & Editing Work Stations | Assorted | Assorted | 10 |
| iMac | Apple | 29" Screen | 5 |
| Flat-Bed Scanner | Canon | A3 | 2 |
| Laser Printer | Canon | A4 | 2 |
| Digital Printer | Konika Minolta | 13" X 39" | 1 |
| Auto Plate Punch | TY-200 | - | 1 |
| i1 | X-Rite | - | 1 |
| Densitometer | Techkon | - | 1 |



THE PRESS

where it becomes tactile

The Press is where all your ideas come to life. The offset printing has been the core of our business and we have developed a progressive system around it to the benefit of our clients. Along with our established lean system in CMYK, we offer specialized printing techniques with Metallic Inks, Pantones and our inhouse Tritone-Quadtone separations. The Tritone-Quadtone separations allow us to produce distinct Black and White Art Prints of high quality.



CIP3 Ink Presetting

Samrat for the past decade have been using CIP3 Ink Presetting Technology which is widely used method to reduce the time and cost for make ready, and consequently improving production efficiency. It is also a key technology that promotes the integration of pre-press, press and post-press. An efficient use of this technology enables us to print small runs from 150 sheets onwards in a more cost effective way in comparison to digital printing yet offering the supreme quality of offset printing.

UV Printing

One of our latest extensions to our system is the induction of UV Printing. The special UV Inks used in this process have a very high gloss value which furnish the prints with a vibrant effect unmatched by the conventional offset printing. The inks are exposed to UV lights as they are printed, allowing our machines to print on complex materials such as polycarbonate sheets and laminations like Met Pad. Effects like Drip Off, earlier identified with specialized packagings are now achievable on commercial jobs with shorter runs.

Aqueous Coating

Our printed products are specially coated with Aqueous Coating to achieve certain visual effects, also providing protection from moisture, scuffing, scratching and finger prints. This can be applied to single or both sides of the printed piece to create a glossy or dull finish and can also be applied selectively to highlight a certain visual element. Our inhouse anilox coater blades ensures even distribution of coating across the printed sheet. In an event of a very urgent job, our aqueous coating ensures that prints are instantly dried and forwarded for fabrication, saving us a valuable waiting time used for drying the inks.

Quality Standards

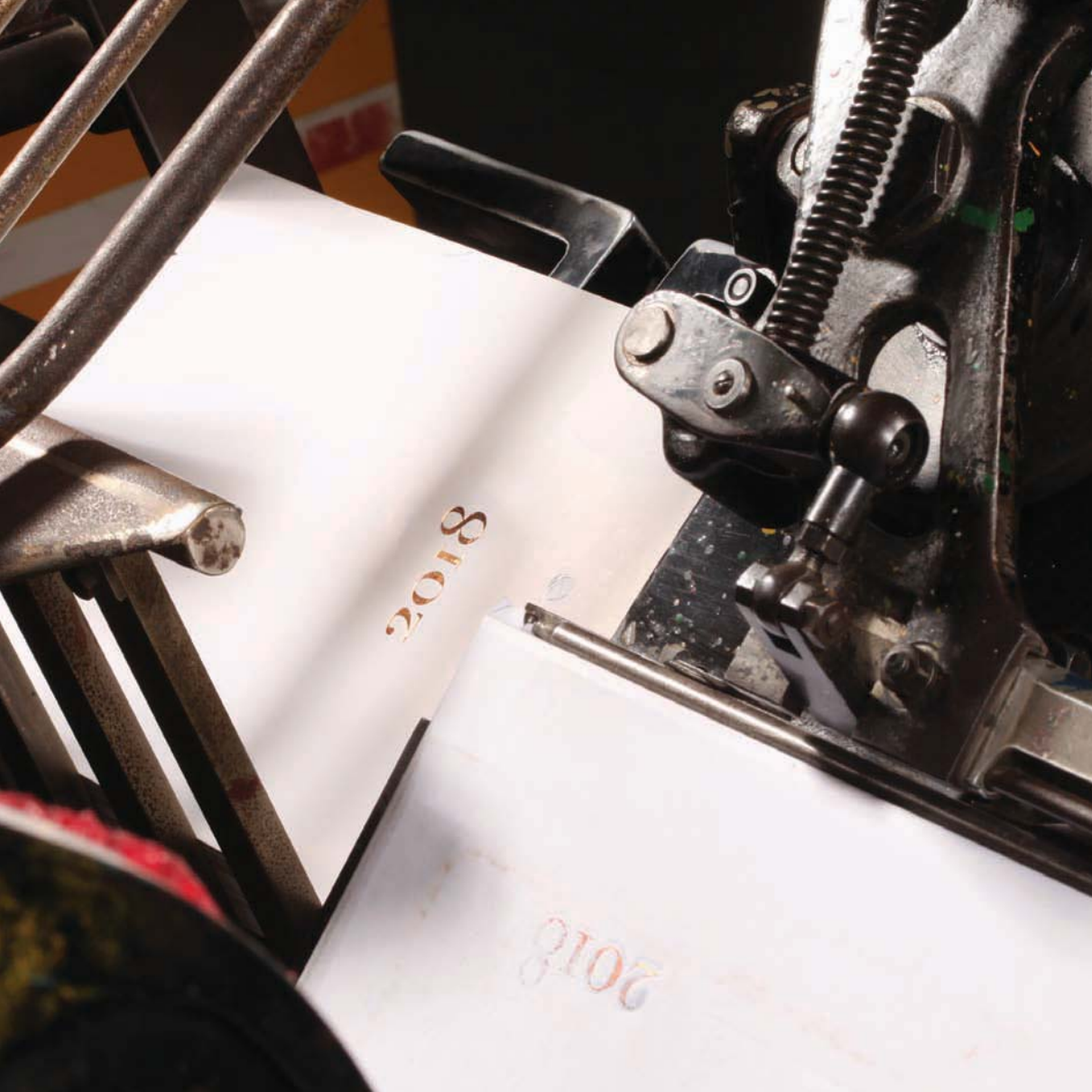
With our dedicated Quality Check department in place, each printed job is efficiently scrutinized for consistency in print quality. We lay special focus on maintaining the colors on each run ensuring the quality advantage in the finished product. At Samrat, good print quality comes as standard. What we offer is top quality.



THE PRESS INFRASTRUCTURE

| EQUIPMENT | SIZE | COLOURS |
|--------------------|------------------|------------|
| Heidelberg CD-102 | 790 mm X 1030 mm | 4 |
| Ryobi 925 | 665 mm X 910 mm | 4 + Coater |
| Heidelberg CD-74 | 745 mm X 605 mm | 4 + Coater |
| Adast Dominant 715 | 530 mm X 664 mm | 1 |

Socomec 300kw U.P.S. provides an un-interrupted power supply to the machines in Press.



THE POST-PRESS

where it is concluded

Binding

The open-up behaviour which determines how easily a book or a print can be opened, makes binding a valuable process in the Post-Press Process.

To ensure the excellence in the quality of product developed, we use following binding techniques with our advanced machines and skilled manual fabricators:

- Sewn Bound
- Perfect Bound
- Saddle Stitched
- Tape Bound
- Hardcover or Case Bound
- Spiral Bound or Coil Bound
- Wire-O Bound or Wire Bound
- Comb Bound or Plastic Bound
- Stab Stitched or Side Stitched
- Screw Bound





Creative Lamination

The most important function of film lamination is the protection, for instance, of book or frequently used sales catalogs. A wide range of films, such as specific purpose matt, glossy rainbow or patterned can be used to create a creative look and feel.

Folding

Our Heidelberg Stahlfolder Machine is perfectly engineered to cater individual requirements of books, magazines, brochure, periodicals, etc. We at Samrat, very effectively fold signatures for productions with small or large print runs providing an ideal product.

Perfect Trim & Cut

We make sure that all the print runs are perfectly cut and have trimmed edges to a fully professional standard. Our advance die cutting machines enable us to create printed products of various shapes, forms and patterns actualizing your creative imagination.

Automation & Short Runs

Our machines are fully equipped to take on large orders within a short span of time. We can bind upto 35,000 centre-pin catalogues and 10,000 perfect bound books in a day. We also have a specially digital binding unit which specifically addresses short runs and very urgent jobs.

Round the Clock Working

We understand the pressure of last-minute deadlines. Thanks to our continuous upgrade and investment in only the best, we achieve results instantly. Our machines operate round the clock to make sure that dispatches and deliveries are made first thing in the morning.

Dispatch

We attach importance to flexible logistics making it an integral part of our system. Be it direct marketing products or on-demand partial shipments, we process shipments to a wide range of different recipients in varied directions, meeting all print logistics requirements.

THE POST-PRESS INFRASTRUCTURE

- Programme Cutting Machines (4)
- Flow Line (Muller Martini)
- Three-Knife Trimmer (Polygraph)
- Heidelberg Stahlfolder Machines (2)
- Thermal Lamination
- Wet Lamination (2)
- 7 Clamp Perfect Binder
- 1 Clamp Perfect Binder
- Aster Astronic Book Sewing Machine
- Robertson Sewing Machine *
- Wire-O & Spiral Binding Equipment
- Die Cutting (2)
- Board Cutting
- Twin Corner Cutting
- Index Cutting
- Gumming
- Hard Bound-Joint Forming
- Twin Book Press-Hydraulic
- Nipping & Squaring
- Shrink Wrapping (2)

* for extra large coffee table books

VALUE ADDED SERVICES

where your product becomes premium



Letter Press Printing

Letter Press Printing at Samrat is a go-to printing technique for invitations, greeting cards, and business cards for anyone hoping to make an impact on the recipient. Our iconic “Original Heidelberg Letter Press” leaves a tactile and visual impression on paper to communicate an elegance and handcrafted quality. Our select range of Cotton Papers works best for this.



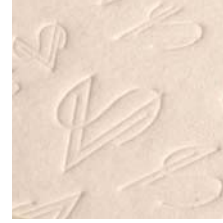
Screen Printing

Screen Printing ink sits right on the surface of paper, resulting in incredibly rich, vibrant color. Layered imagery, registration and layering of colour of different opacities can be achieved using this technique. Screen printing can be used on a variety of surfaces, so anything that has a flat surface can be printed; paper, chip board, fabrics, wood, leather and metal are all viable mediums.



Foil Stamping

Foil Stamping is a specialized printing process to create a striking effect on the text and illustrations. This process can be used for a variety of finishes, including metallic, matte, glossy, pearlescent, holographic, and patterns such as marbling. Metallic foils which comes in multiple colours have a shiny, lustrous finish creating a discernable texture with a big visual impact.



Blind Stamping

Blind stamping is a method that depicts nuances of shadow and light particularly well. There are two versions – embossing and debossing, featuring raised and recessed motifs respectively. Blind stamping is frequently used for accentuated lettering and logos. We import high quality brass blocks from Europe, enabling us to achieve a considerable relief.



UV Coating

UV Coating allows you to really make your printed piece stand out. Use UV Coating to make those rich, full color photos catch the eye and allow your strong graphical elements to pop. This can be highly effective with image-rich projects, like catalogs. The stunning shine it creates makes it very popular for certain designs and products. Also ask for Abrasive, Raised and Crystal UV.



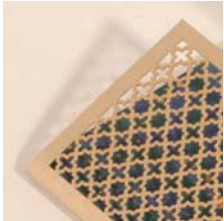
Gilding & Edge Painting

One of our very popular finishing techniques is gilding. This highly specialised process involves applying a metallic foil to the edge of your stationery to add that extra level of elegance. If you would prefer a slightly different colour, your edges can be inked using our luxurious stamping inks ensuring a nice deep and rich color. Ask us how to match your edge with the foiled cover.



Fine Art Print

Fine Art Print is our offering for printing coffee table books together with photographers, characterised by excellent image reproduction and high-quality configuration. We specify each individual work procedure together with the artists and photographers. We provide advice and show what can today be achieved using the latest printing techniques and print finishings.



Laser Cutting

The delicate forms of lace and filigree patterns, floral motifs and artistic whimsies are no sweat for us. With our Trotec laser machines known for their exceptional finishing and precision, we work accurately on the details of design. Laser cut details on product allow for layered effects, overlays with color reveals and hints of further artwork or information within folded content.



Assorted Material Use

We do not limit ourselves just to paper products and continue to unite materials like Acrylic, Wood, Leather and Metal to establish a unique character to your innovative designs. These products stand out far better than printing just on traditional materials and also allow you to communicate with your customers in places you never thought of before.

OTHER SERVICES

where we stand out of others



Manual Fabrication

Not all products can be developed using our latest machines and require a meticulous manual fabrication. We at Samrat engage a team of experienced and skillful fabricators who efficiently hand craft your products. Our specialists enthusiastically allow us to achieve anything unusual with high quality standards and guarantee you an ideal product of any character.



Point of Sale Materials

We naturally print and produce all standard products used to attract more attention of your customers at the Point of Sale. But our ambitions go further: we develop materials on the basis of clients requirements with display systems that match the respective product & brand and are produced in such a quality that they themselves are genuine eye-catchers.



Special Effects

Special printing effects are attractive to the eye, and they also prompt people to use their sense of touch. By investing on techniques like Polycarbonate Printing, Met Pad Printing, Lenticular 3D Printing, Luminescent Printing and Thermochromatic Printing you make a longer lasting impression on your potential customers. Ask us for all the suitable effects on your artwork.

PACKAGING SERVICES

satisfying all your needs

Our packaging design department is staffed by professionals experienced in the area of packaging development, whose sole aim is to produce the best design. The creative minds of our company will package your product in such a way that it has excellent protection, is easy to transport and attracts the customer's attention.

We will develop targeted, absolutely co-ordinated packaging together with you. Our specialists in packaging design have all the opportunities that state-of-the-art technology provides at their disposal, because we constantly upgrade our printing and manufacturing techniques. That ensures we maintain our high quality standards and guarantees the best possible solution to your challenge.



Rigid Boxes

Our rigid boxes are the pinnacle of paper-based packaging for ultra-premium products. These boxes provide superior protection, lend itself to sets or multiples, are easy to open and close, excel in stacking, handling, and display, and function well as a reusable keepsake. Samrat designs, manufactures and supplies luxury packaging to the jewelry, gourmet food, premium gifting and luxury lifestyle markets.



Folding Boxes

Samrat gives your brand messaging the front-and-center treatment it deserves. An eye catching box for your consumer brand for high end retail starts with a well-thought-out design. Samrat has production capabilities that span across foldable packaging configurations as well as complex printing requirements.



Labels

We offer custom labels to a wide range of customers and varying products; from wine, beer and food labels to custom clothing, pharmacy and shipping labels. Our diverse custom label manufacturing capabilities and state-of-the-art equipment provide us with the flexibility to produce a full range of order sizes and diversity of styles for custom label design.



Flexible Packaging

We furnish your needs of flexible packaging through its extended unit uniquely dedicated to it. By combining our accumulated experience in the production of flexible packaging with the capabilities of our specialists, we create a visual experience that best represents your product on the shelf. For more information, write to us at flexiblepackaging@samratoffset.com.

OUR ESTEEMED CLIENTS



GREEN CULTURE

Samrat firmly believes in the approach and processes which are environment friendly. Most of the waste is recycled within the press and the rest is stored or forwarded to well managed facilities. We use an Effluent Treatment Plant (ETP) to clean contaminated water before drainage. We are duly certified by the Delhi Pollution Control Committee and monitor our Emission/Effluent/Noide through authorized measures.



CONTACT

Do you have questions, need further information or would like to get a quotation? We're at your service. Give us a call or mail us. We are looking forward to hearing from you!

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