

Firstpack Graphics

Crafting perfection through
quality printing and packaging services



PANTONE® Hexachrome®

Contents

pg 1 Our Promise

pg 2 Our Business

pg 8 Our Portfolio

pg 17 Our Clients

Our Promise 我们的承诺

A package is more than just a container. The design, visual aesthetics and quality of a company's product packaging and collateral speak volume of its brand promise. It makes you stand out from a crowded marketplace, and captures the hearts and attention of your consumers.

At Firstpack, we bring our customers' brand to life through innovative, high quality packaging that enhances the value of their products. We know impressions last a lifetime, and we want your brand to resonate in the minds of your customers for a long time to come. This is why at Firstpack, an ISO-certified company (ISO 9001:2000 and ISO 14001:2004), our emphasis is on using cutting-edge machinery and technology to deliver professional, vividly colourful, and impactful packaging.

一个包装不仅是一个容器。一家公司的产品包装和附随物件的设计、外观和素质深深地表达了其品牌承诺。这让您的品牌在货品琳琅满目的市场上脱颖而出，并博得消费者的注意和青睐。

一鸣纸皮包装印务有限公司(Firstpack)通过富创意和高素质的包装为客户的品牌注入生命，并以此提升客户的产品价值。我们了解到消费者对产品的印象深长久远，而我们力求让您的品牌在您顾客心中不断地带来共鸣和回响。因此，获得ISO认证(ISO 9001:2000及ISO 14001:2004)的一鸣强调使用先进的机械和科技来打造具专业水平、色彩夺目和深入民心的包装。

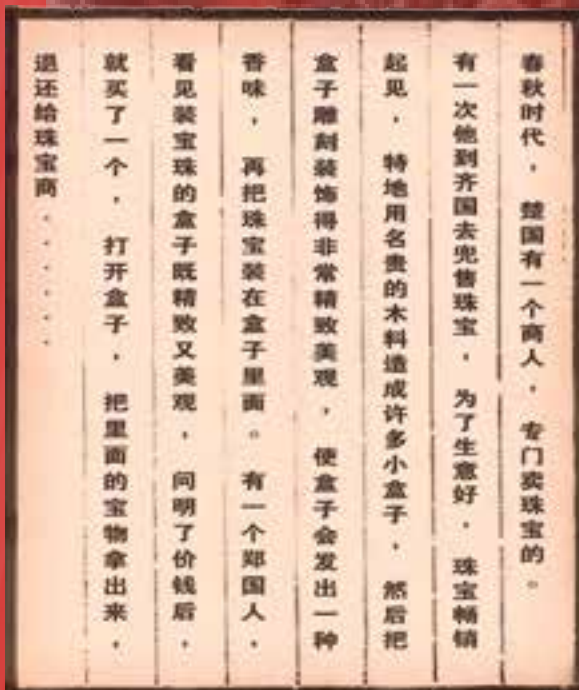
THE IMPORTANCE OF PACKAGING

Imagine selling a gemstone in a plain paper box. It would be hard for anyone to assess the value of the gem, just by looking at the packaging.

The importance of packaging and Firstpack's promise to our customers, are based on principles that can be traced all the way back to China during the Chunqiu (Spring and Autumn) period (770-476 BC) to a gems merchant who lived in the Chu Guo (or kingdom).

When he expanded his business into the Qi Guo, he decided to sell his goods by placing each gems into small, exquisite wooden boxes with intricately carved designs.

One day, a man walked past the merchant and his goods. When the man saw the boxes and after enquiring the price, he purchased one immediately. He then opened the box and returned the gem to the merchant.



- About us
- Our philosophy
- Our facilities
- Our niche: Six colour printing with Pantone Hexachrome

Our Business

我们的企业



ABOUT US

Established more than 50 years ago, Firstpack is a printing and packaging company committed to service quality, and delivering superior and competitively-priced products and services to our customers.

From just a [insert number]-man operation, we have since expanded our staff strength to [insert number] with presence in Singapore and Malaysia. The company's printing factory is located in Sri Alam, Johor Bahru, and the staff there works very closely with the Singapore sales office and warehouse to ensure that we fulfill and deliver beyond our customers' expectations.

Firstpack's management staff has more than [insert number] years of experience in the printing and packaging industry regionally. Our ISO-certified facilities reinforce the company's commitment to product excellence.

Our area of expertise includes: paper carrier bags, carton boxes, lithographic carton, display box, collaterals.

关于我们

拥有超过50年历史的一鸣是一家印刷和包装公司，我们忠于服务素质，并为客户提供卓越和在价格上具有竞争力的产品与服务。

我们从一个仅由[insert number]人运作的小经营拓展至拥有[insert number]名员工的企业，并在新加坡和马来西亚均有业务。我们的印刷厂座落于新山斯里阿南(Sri Alam)，那里的员工与位于新加坡的销售办事处和货仓紧密合作，以确保我们在满足客户的要求时，达到有过之而无不及的境界。

一鸣的管理层在区域印刷与包装行业内拥有超过[insert number]年的丰富经验。我们的厂房和设施均获得ISO认证，它们让公司在尽心尽力创制超群的产品时如虎添翼。

我们专门于纸袋、纸盒、胶版印刷纸盒、展示盒及附随物件。

OUR PHILOSOPHY: PRINTS

PROMPTNESS:	End-products must be delivered efficiently and quickly to our customers.
RELIABLE:	Customers can always rely on us to deliver products of exceptional quality at the right place, right time.
INNOVATION:	We are an innovative company that leverages industry-leading technology and machinery to add value to our customers.
NETWORKING:	We are committed to building and maintaining long-lasting working relationships with our clients.
TEAMWORK:	Every management and operation staff work together as a team to help our clients fulfill their objectives.
SYSTEMATIC:	Our processes are benchmarked based on industry standards and best practices to ensure operational excellence and service quality.

OUR FACILITIES: Staying at the Forefront of Technology

By working with Firstpack, you can expect best-in-class performance and packaging solutions. Our printing factory operates and is maintained based on stringent quality management standards, which makes sure that quality is never compromised.

- 2 units Mitsubishi 6 Colors Press
- 1 unit Mitsubishi 5 Colors Press
- 1 unit Bobst Diecutter
- 1 unit Tsair Shuenn Diecutter
- 4 units Folder Gluing Machine
- 2 units Polar Gullotimes



OUR NICHE: SIX COLOUR PRINTING WITH PANTONE HEXACHROME

Our customers want their packaging and collaterals to come alive, and Firstpack helps you do just that. By using Pantone Hexachrome printing technology, you can expect vivid shades of colours and realistic looking prints.

Pantone Hexachrome is an ultra-high fidelity six-colour process printing system developed by Pantone, Inc. Also referred to as the CMYKOG process, Hexachrome adds orange and green inks to expand the color gamut for better color reproduction.

With Pantone Hexachrome, you can be assured that your designs created on-screen can be reproduced in print with no compromise in quality. There will be no loss of colour integrity, since it can deliver rich and vibrant solid colours, realistic skin tones, and elegant pastels.

我们的特点：彩通高保真六色叠印

我们的客户要求栩栩如生的包装和附随物件，而一鸣正是能助您一臂之力的佳选。我们采用彩通高保真六色叠印 (Pantone Hexachrome) 技术，您可期待色彩斑斓和富有真实感的印刷品。

彩通高保真六色叠印乃是Pantone公司开发的超高度逼真六色印刷系统，它也称为CMYKOG印刷过程。六色系统把橙色和绿色墨料加入印刷过程中，以扩大色域来产生更丰富的色彩。

有了彩通高保真六色叠印，您可确保电脑屏幕上所见的设计得以毫不逊色地重现于印刷品上。这门技术能呈现出绚丽夺目的单色、真实肤色和雅致的粉色，所选用的色彩因而能毫无差异地呈现于印刷品上。



We showcase our wide-ranging print capabilities with selected samples.

- Paper bags
- Food packaging
- Festive season packaging
- Other creative consumer packages
- Collaterals

Our Portfolio

我们的产品

Paper Bags

- Poh Heng
- Crystal Jade
- Elizabeth Arden



- Michelin
- Istana
- www.buzzcity.com





- Foo Kon Tan
- Panasonic
- Motorola



- Clarins
- HD Bay
- CK / Donna Karen

Food Packaging

- Coffee Bean & Tea Leaf
- Kriston
- DoDo
- Sea Spray



- Siem Trading
- Vil'age Restaurant
- First Street Cafe

■ Jack's Place
 ■ Mooncake boxes

Other Creative Consumer Packages





- Burger King
- Daimler Chrysler



- Robinsons
- Clarins Institute



Collaterals



Our Clients



Some of our clients include:

Crystal Jade
Poh Heng Jewellery
Michelin Group
BuzzCity
Panasonic
Foo Kon Tan Grant Thornton
Motorola
Clarins
Elizabeth Arden
Calvin Klein
The Coffee Bean & Tea Leaf
Kriston Catering
Thong Siek Pte Ltd
The Vil'age Concept Pte Ltd
Siem Trading Pte Ltd
First Street Café

Jack's Place
Kwanpen
Marks & Spencer
Prima Deli
Daimler Chrysler
Burger King
Robinsons
Maybank
Soup Restaurant
Giordano
Kyocera
MaxMara
Song+Kelly21
Beijaflor
Ministry of Health
AMN-AMRO

Ministry of Education
Broadcast Asia 2005
CommunicAsia 2006
EnterprisIT 2006
Hostec Asia
Haagen-Dazs
The Singapore Island Country Club
Gold Kili Trading Enterprise
Tea Chapter
Del Luscious
Olympus
NanoMax
Artline
Swiss Travel Products
Homestyle Magazine

Firstpack Graphics Sdn Bhd
2 Jalan Bayu 1,
Bandar Sri Alam,
81750 Masai, Johor Bahru,
Johor, Malaysia

Tel: 607-387 2626/2448
Fax: 607-387 2626
Email: joseph@firstpack.asia
Website: www.firstpack.com.sg

Firstpack Enterprise Pte Ltd
(Singapore Sales Office)
50 Tagore Lane
#05-03D Entrepreneur Centre
Singapore 787494

Tel: 65 6852 9138
Fax: 65 6852 9139
Email: joseph@firstpack.asia
kevin@firstpack.asia
Website: www.firstpack.asia



We are **ISO 9001 : 2000** and
ISO 14001 : 2004 certified.

SANYO Award



ISO 9001:2000
Certificate No.
A21 7812



ISO 14001:2004
Certificate No.
A21 ENV 715



**Certificate of
Appreciation**