

FOUNDATION

Hot News!

Founder @ All in Print China2008

All in Print China2008

Date: November 14~17 2008

Opening Hours: 9am – 4:30pm

Venue: Shanghai New International Expo Center (SNIEC), Shanghai, P.R.China

Organized by:

- Messe Düsseldorf China Ltd.
- The Printing Technology Association of China
- China Academy of Printing Technology



Founder Stand: E1 C29

Stand Area: 360sq.m

Founder's Products to be shown:

During [All in Print China 2008](#), Founder will showcase its latest products including EagleCTP, FIT5.0 page layout system, Founder Fonts and the EagleJET Digital Press. Additionally, Founder will be hosting an on-site experience room to give visitors a hands-on demonstration of FIT page layout software and Founder Fonts. Visitors can attend rotating demonstrations on-site for a detailed introduction to Founder products.

Founder's Conference:

- FOUNDER NIGHT on 14th November
- FOUNDER FORUM on 15th November
- New products release: ElecRoc4 .6, EagleJET
- Technical speeches

Brief Introduction to [All in Print China](#)

All in Print China or China International Exhibition for All Printing Technology and Equipment is organized by the Printing Technology Association of China, China Academy of Printing Technology, and Messe Düsseldorf China Ltd. under the approval of the Ministry of Commerce of the People's Republic of China, with Keyin Print Media and Messe Düsseldorf China Ltd. as the undertakers, and Shanghai Printing Trade Association as the co-organizer. It is one of the most important professional exhibitions of the printing industry in China .

The third All in Print China will be held from November 14 to 17, 2008 at Shanghai New International Expo Center (SNIEC). All In Print will be an all-around exhibition of world's most advanced printing technologies and products. By enhancing the intercommunication within the global printing industry, All in Print will bring new development opportunities to suppliers and buyers, as well as China 's printing industry. An exhibition area of more than 70,000 square meters is planned and over 120,000 trade visitors are expected to visit the show.

Marketing News

First Founder CTP Sold Into International Market

BJC Graphic Systems in Bangkok, Thailand became the first dealer to sell the [Founder](#) EagleCTP DL8500 with the ElecRoc workflow outside the Mainland China market. Founder's International Business Division team has been working very hard to establish international CTP sales and this deal represents a significant breakthrough in the expanding South East Asian market. "I think it's a very good start for Founder here (in the Thai market)," said Paiboon Chutimapongrat, Sales Manager, BJC Graphic Systems. Founder IBD looks forward to expanding their presence in this dynamic market.

Founder CTP & ElecRoc

Separately, [Founder](#) CTP and the ElecRoc JDF/PDF workflow lead their respective markets in reliability and efficiency.

Together, these technologies bring enhanced productivity and value to the prepress process through combining ElecRoc's powerful workflow with a robust Computer-to-Plate solution.

While ElecRoc currently enjoys success in a wide variety of regions globally, [Founder](#) CTP will be introduced region by region, starting with SE Asia. Dealer enquiries are welcome.

For more information, please contact [Mr. Wang Mu](#), Marketing Director, Europe and Asia Pacific.



Asian Dealers Enjoy Successful Training in Beijing

Dealers from Thailand and the Philippines descended upon Beijing recently for an intense week of training in all Founder products and technologies. Wilfredo Ileto and Terence Ileto from Mandaluyong City, Philippines were impressed with the diversity and flexibility of [Founder](#)'s prepress product line as well as the Great Wall and the many delicious foods Beijing has to offer.

Paiboon Chutimapongrat and Komgrid Singhanat from BJC Graphic Systems journeyed from Bangkok, Thailand to gain valuable hands-on experience with all the latest [Founder](#) products including the SuperLine Anti-counterfeit Design System. Krisda from Digital Star in Thailand discussed the saling points in Southeast Asia market of Founder's products and solutions.



Besides the successful training, both dealers took advantage of the opportunity to purchase [Founder](#) prepress and publishing solutions for their inventories, amounting to an impressive \$26800USD in sales for the week. We invite other dealers to take advantage of our state-of-the-art training facilities here in Beijing. To arrange a Beijing visit for dealer training, please contact [David Wang](#), Sales Represent, Asia Market.

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