



“We believe that Agfa Graphics is the leader in prepress”

Chemaly&Chemaly Printing Press located in Beirut, Lebanon was founded in 1998 by Mr Chaker Chemaly and his sons. The Chemaly family is a very well known name in Lebanon’s printing industry, with a history of more than 60 years. At that time Mr.Chaker Chemaly established one of the first offset printing operation in the Middle East.

:Apogee workflow at Chemaly&Chemaly Printing Press in Beirut, Lebanon



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The company employs 130 people with an annual turnover between \$7m-\$8m. It produces about 40,000 plates per year.

More info can be found at their website www.chemaly.com

We asked a few questions to Mr. Antoine Chemaly, engineer and prepress manager at Chemaly&Chemaly Printing Press.

Customer Testimonial



Mr. Chemaly, what type of work does your company offer?

In fact we do any kind of commercial printing. And we offer all kinds of services related to the print jobs, from prepress over press to postpress.

Our clients vary from small accounts with printing needs, to advertising companies, publishing houses and magazines...

Why do your customers choose you?

We cover the whole printing spectrum from A to Z. Starting from the design stage all the way through to the final production steps, we print sheetfed and webfed offset and also digital short runs. We act also as advisers to our clients in order to give them the best service in the field, so that every dollar spent on their work could be an added value to their business.



What have you done to increase your business?

We rely on marketing via printed ads in the different publications that we print, as well as on our web site for any information our clients might need. We also get a lot of business as a result of all the good things that our client base is spreading about us in the local market and abroad. We also try to keep our technical staff up to date with all new printing trends by providing training and participation in different print shows.

How do you stay ahead of the competition?

By providing excellent service, on time delivery and competitive prices. Our client's business is ensured by exact and accurate production procedures covered by ISO standards.

Our work is more than ink on paper. We treat your printed matter as works of art that deserve to be contemplated and admired. Our client business is dear to us, so satisfaction is guaranteed.

What advice might you offer our readers on being successful in today's market environment?

Keep moving with the technological swings and advancements. Keep investing in personnel and techniques. Quality should be the main focus of the printing business.

How did Agfa Graphics help you solve problems, increase productivity, etc.?

Our two :Apogee Workflows together with their different components are vital to our business. Accurate imposition techniques, color calibrations, proofing, trapping are all very well integrated into this process, giving us the speed and the efficiency to run an excellent Pre-Press operation. The other Agfa Graphics systems that we use are :Sherpa proofers, an :Anapurna and an :Xcalibur platesetter, one :Avalon platesetter and also an :Avantra 44xt imagesetter.

Customer Testimonial

Why did you choose Agfa Graphics?



I believe that Agfa Graphics is the leader in the prepress field, they have the best products and technology in the field. Agfa Graphics is always improving and developing new techniques in production. We have invested in Agfa Graphics for 20 years because we believe that we are buying products that are well maintained and will always be improved. Technical advice is available at all times through a team of professionals that keep our production schedules just on time. They always provide the best to their clients through ensuring excellent and profitable business.

How does this technology help you achieve your goals?



The :Apogee Workflow is an excellent product that is best suited for all production needs. It encompasses the whole spectrum of prepress activities and gives the best efficiency in running the business. Speed and quality are both met, thereby guaranteeing our clients' jobs.

And this gives us a clear edge over our competitors.

Want to share your Apogee experience with others? Contact us: Apogee@agfa.com

More customer testimonials can be found on the AgfaGraphics website:

http://www.agfagraphics.com/gs/global/en/internet/mainings/products_solutions/customers_experience/index.jsp