

arab  
printing  
press  
المطبعة العربية





# CORPORATE PROFILE

**BRINGING** **ink** **TO LIFE**  
since 1968

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# CHAIRMAN'S MESSAGE



**Mr. Elie Raphaël**  
Chairman & General Manager

Since planting the roots of APP in 1968, we have grown into a well-established organisation with an international reputation for excellence and client satisfaction. We have stood the test of time and shown resilience against the political and cultural challenges in our region. Today, we face the new challenge of the digital era and are already evolving and adapting our business to ensure our continued success into the 21<sup>st</sup> century.

Our many years in the printing industry have not only given us an in-depth know-how and understanding, but have shaped us into a dynamic organization driven by innovation and performance. From investing in the latest machinery and equipment to adopting the highest international standards, we are very excited as to what the future will bring.

# CORPORATE PROFILE

Established in 1968, **Arab Printing Press (APP)** remains located in the heart of the Industrial City - Sid El Bauchrieh - of Beirut and now boasts almost half a decade of experience in the printing industry. The 120 strong team of industry professionals produce a wide variety of books and magazines for clients across the EMEA countries, in addition to vast range of commercial printed items from annual reports, catalogues, brochures, and stationary to stamps and labels. Put simply, APP is capable

of executing almost any printing requirement, and with every process executed in-house, APP continues to deliver excellent product quality in the fastest of turnaround times.

#### Sister Companies:

- RAK Paper & Board - Beirut, Lebanon
- Imprisud - Abidjan, Cote d'Ivoire
- Arab Printing Press - Baghdad, Iraq



## MISSION

APP's mission is to provide clients with the highest quality printing coupled with exceptional services and solutions that not only meet, but exceed client requirements.

This drive to ensure optimum client satisfaction is realized by offering the finest end products, customer service excellence, punctual deliveries, and competitive pricing.



## VISION

APP's vision is to continue the growth and success of the last half century while staying at the forefront of innovation, and the continued development of an environmental and socially responsible culture that encourages both employee and customer loyalty.







## VALUES

APP cares about the environment and people.  
This is why APP:

- Adheres to ethical and environmental practices; fully complies with laws, regulations and other requirements; and strives to be a leader in reducing negative environmental impact.
- Considers environmental factors and the well-being of the community when making all commercial decisions.
- Motivates employees through inclusion, development and training; and recognizes and rewards contribution and achievement.



## AFFILIATIONS

Devoted to professionalism, **Arab Printing Press (APP)** is a member of many organizations:

- The Lebanese Graphic Arts Syndicate
- The Lebanese Industrialists Association
- The Chamber of Commerce, Industry & Agriculture

APP has close associations with the following banks:  
*Banque Libano-Française, Byblos Bank, SGBL, Credit Libanais, BLC Bank, and Arab Bank.*

BRINGING **ink** TO LIFE

OUR PRINTING PRESS IS THE INTERNET.  
OUR COFFEE HOUSES ARE SOCIAL NETWORKS.

HEATHER B.





## OUR TEAM

The solid reputation APP commands in the market is thanks to the highly professional team members who are dedicated to ensuring client satisfaction, reliability and value. Commitment to regular training and to sourcing the very best talent has been central to the continued success.

Seamless integration across all business disciplines and departments, along with a culture of encouraging individual initiative and independent thinking help to achieve exceptional results.

## INFRASTRUCTURE

### PRE-PRESS

**Arab Printing Press (APP)** is very meticulous about every single process, detail and procedure that leads up to the final printing. Pre-Press services cover everything from typesetting to copy editing, color separation, imposition and CTP plate making, even handling illustrations, design and layout. The latest desktop publishing equipment is utilised along with the specialized expertise needed to ensure all your print preparation is flawless.



### CUSTOMER SERVICE

APP's Customer Service team provides professional assistance, real time updates on job status, and has all the answers to customer order queries. From the order entry to final delivery, the Team advises and guides on every aspect from paper selection to printing techniques and finishing options, and always ensures accurate traffic control. This great guidance, personalized attention, and reliable follow-up highlight the unswerving focus on client satisfaction.

### PRINTING

**Arab Printing Press (APP)** is well-equipped to readily accommodate quantities from the shortest to the very longest print runs. Whether it is magazines, text books or marketing material, APP offer you exceptional quality, fast delivery and attractive prices. Client needs come first at APP which is why only state-of-the-art printing machines are used and all production processes are carefully monitored from start to finish. APP goes beyond what is considered 'normal' by offering a world of interesting options such as hot stamping, spot UV and Integra cover binding to name just a few.

APP offers 3D printing services in full color or monochrome using different materials tailored towards architecture, industrial and commercial use. We also offer digital printing services for short run.



### FINISHING

The finishing at **Arab Printing Press (APP)** is a showcase of quality. Our folding/binding services include a vast variety of options such as perfect binding, hotmelt or PUR, saddle stitching, sewing, and much more. Everything is done in-house to guarantee quality and prompt delivery.

### LOGISTICS

APP understands that exceptional print requires the same level of expertise in final delivery to our clients. It is for this reason APP partners with the very best national and international logistic companies to ensure on-time and highly trackable deliveries, in addition to a company fleet for local requirements.



# LABELS & PACKAGING

Adhesive & BOPP labels as well as packaging are an integral part of everyday life. But only manufacturers realize how much the production of these materials depends on reliable processes and accurate measurement. As your partner, **APP** is always at your side to help when you have questions and to provide solutions.

We support you whether you want to use pressure or temperature to monitor product quality, lower production costs, or improve productivity.

## Packaging Equipment:

- One die cutter and foil stamping machine size TYM 1050 76 x 106 cm with speed of 6500 sheets/hour
- One folder gluer Petratto machine

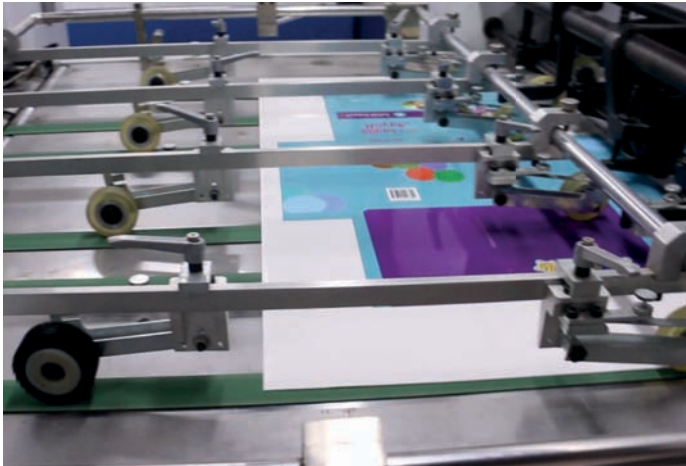


## So How Do We Do It?

By applying our experience, knowledge and professional expertise.

APP has been a leading manufacturer of offset printing for 50 years, and consequently, has built a reputation as a reliable professional partner to over 30 industries, including adhesive labels, and packaging industries. New developments, improvements to existing products, and more economical production methods are particularly important to us because only by following this strategy can the highest level of innovation be ensured.

APP provides the best for adhesive labels, BOPP labels and packaging technology with a number of solutions for a variety of different applications. Folding cartons aren't just containers. Your product's presentation on the shelf gives consumers a glimpse of who you are and the story you want to tell. To create great



packaging you need more than a supplier; you need a partner. **APP has the tools to help you bring your vision to life.**

APP's goal today is to produce the best labels and packages possible. Using state-of-the-art technology combined with a passion for our work, we partner with customers in a range of industries, creating packaging that truly showcases their products. What really sets us apart is something very few have: our people, our prices and our passion. As you browse through our site, you can learn more about each of these unique aspects of APP, and how they will shape our relationship.

APP offers customers a true partnership for every aspect of the manufacturing process, from production to delivering quality finished folding cartons. Whatever your label or folding carton needs are, we're here to help you every step of the way.

## How we can help

- Full-service prepress department
- Commitment to quality
- High-speed manufacturing
- Warehousing & logistics



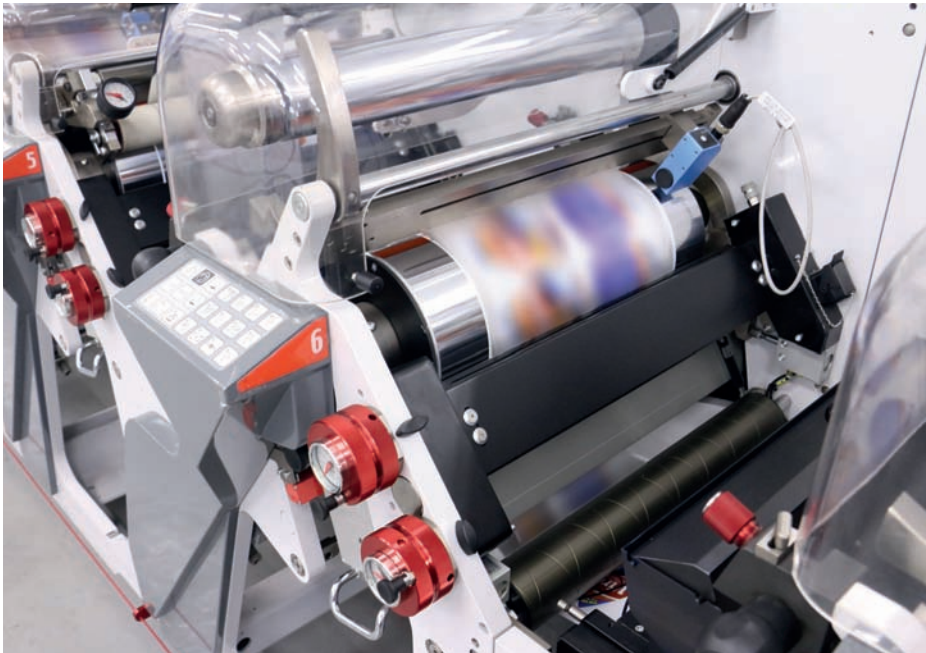




# EXCELLENCE IN LABELING

Along with our experienced partners in the label business, we have introduced a new line of products, APP labels. Labels are the consumer’s first contact with your brand. The consistency in design and colors creates trust among the consumers and most importantly loyalty towards a brand.

We provide digital roll to roll solutions insuring quick delivery time, roll to roll offset printing for luxury products and the latest technology in Flexo printing for larger quantities, with the-fly Inspection thus guaranteeing the highest standards available in the label business.



- ### Labeling equipment:
- **Offset Gallus:** Prints on any substrates, especially high absorbent and embossed luxury paper, e.g. wine, spirits, luxury food etc. Hot stamping & Embossing Available, as well, in house
  - **ABG Digicon** finishing machine for high precision die cutting and slitting
  - **OMET X6:** The first flexo machine to be installed in Lebanon for high-end commercial products with speed and versatility. The largest narrow web size (43 cm) with speed up to 200 meters/min with online cold foil, turn bar and die cutting. Automatic registry.
  - **Prati:** High precision slitting machine for every single label
  - **Digital Printing:** Digital Roll labels print on demand customized labels from 1 to 1000 labels  
Digital Roll die cut for short runs /rush jobs that need special cut without buying expensive molds

## SOME REFERENCES

### Wine

- Adyar
- Atibaia
- Aurora
- Bechwat
- Byblos Wine
- Château Barka
- Château Belle-vue
- Château Byblin
- Château Musar
- Château Nakad
- Château Oumsiyat
- Clos du Phoenix
- Clos de Cana
- Coteaux de Botrys
- Coteaux les Cèdres
- Couvent Rouge
- Kefraya

### Beer

- Ksara
- Mont D'Almaz
- Vertical 33
- Beirut Beer
- Colonel Beer
- 961 Beer

### Household

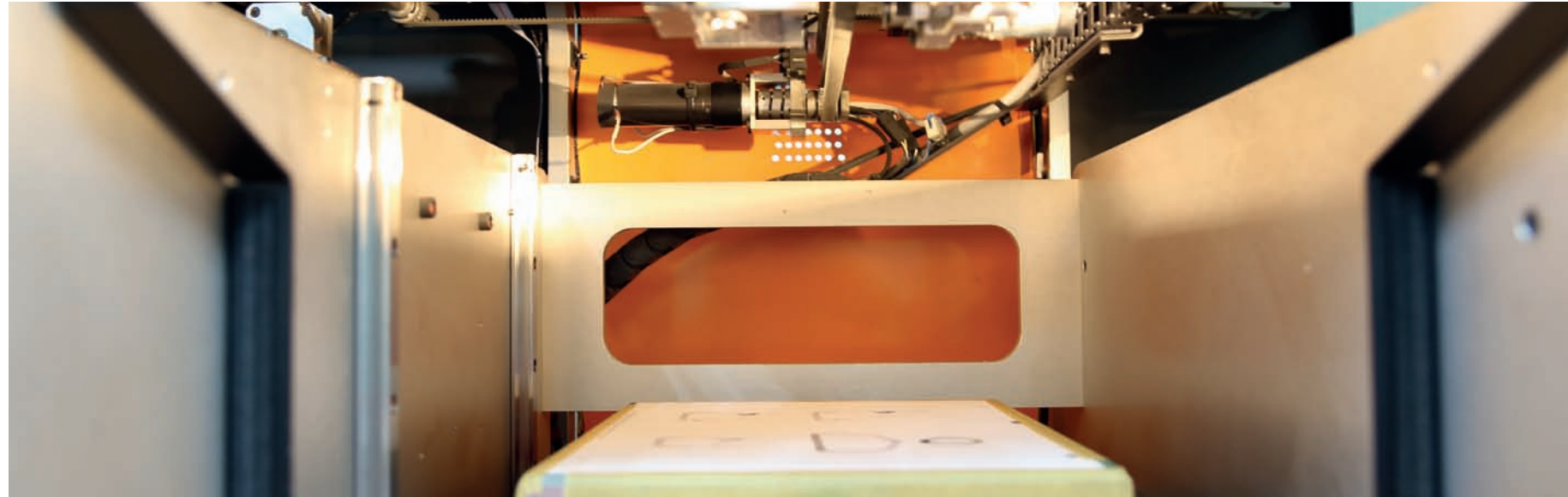
- Sanita
- Spartan
- Spinney's
- Akira
- Cosmaline
- Dali
- Sadapack

### Food & Beverage

- Abi raad
- Annabil
- Boulos
- Drinko
- House of Zejd
- Interbrand
- Junal
- Mechaalany

- Ministry of Food
- Classic Burger
- Tomatomatic
- Msallem
- Nay Water
- Rim
- Roi du Sel
- Slim oil
- Terroir du Liban





# 3D TECHNOLOGY AT ITS BEST

APP was the first printing press in Lebanon and the Middle East to believe in 3D HD color printing and 3D scanning; thus embraced the 3rd industrial revolution!

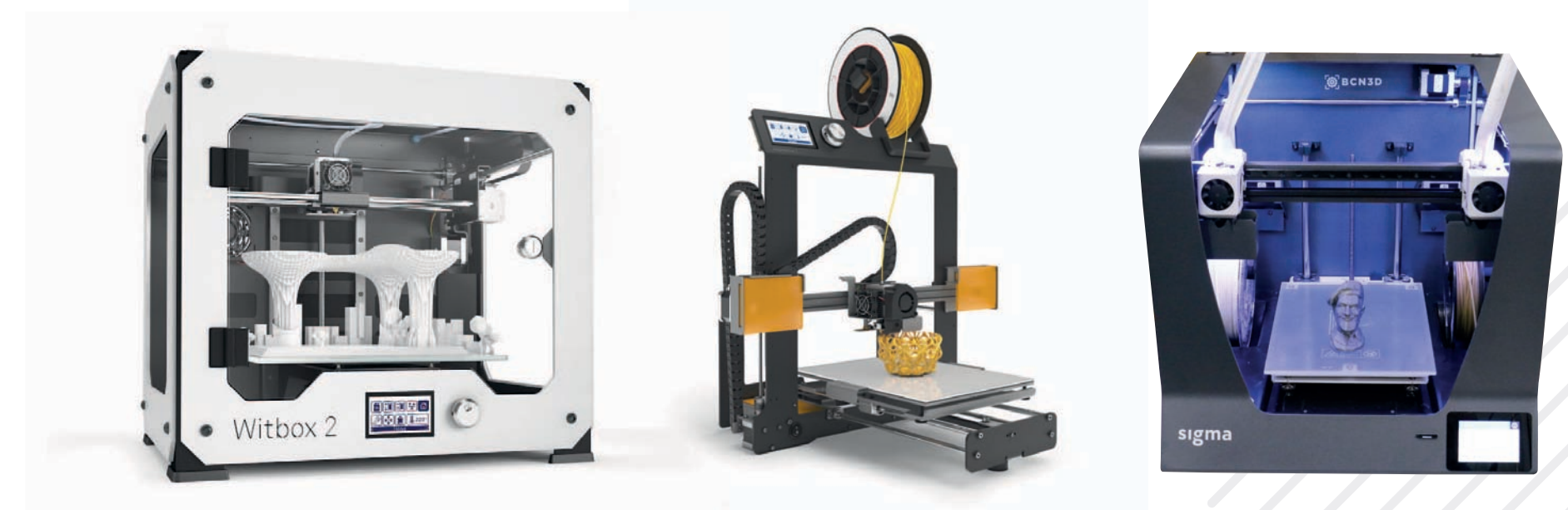
APP successfully upgraded from its state of the art 2D to 3D High Definition (HD) color printing and managed to add and service in a record time new lines of businesses with 3D verticals ranging from architecture, fine arts, archeology, education, medical, prototypes, packaging,

figurines, to jewelry! Our 3D printed products can be equally used for final/finished stylish products, one off prints or prototypes!

APP with its partner MTP is committed to promoting and distributing state-of-the-art 3D Printing technologies and solutions such as: SDL, SDH, SLS, and SLA/DLP targeting most of the verticals.

## Machineries:

- New Witbox Go from Bq
- Witbox 2 from Bq
- Hephestos 2 from Bq
- Sigma R17 from BCN3D
- IRIS from MCOR Technologies
- New Arke from MCOR Technologies

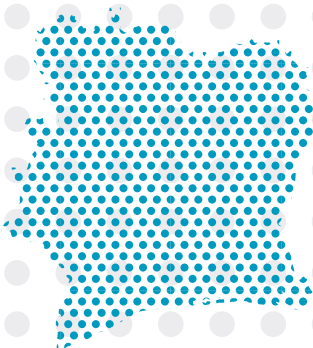


# SUBSIDIARIES

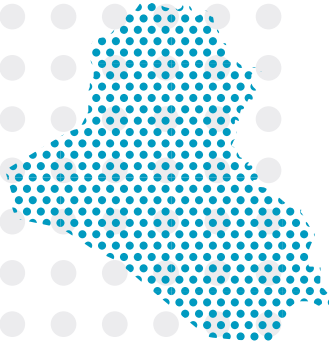
Based in Beirut, Lebanon, **Arab Printing Press (APP)** addresses the printing needs of clients throughout the Levant, Gulf, Africa, and Europe. Renowned for services that meet international standards, we value being close to our clients. APP enjoys a presence in the following locations:



**UNITED KINGDOM**  
Sales Office



**IVORY COAST, ABIDJAN**  
  
Imprisud - Printing Firm



**IRAQ, BAGHDAD**  
  
Arab Printing Press

# AWARDS

Proof of excellence, quality, innovation, and a commitment to the environment. Our awards and certificates speak for themselves.



**QALEB AWARD**



**LEBANESE GRAPHIC ARTS SYNDICATE AWARD**



**TATWEEJ ACADEMY AWARD**



**MINISTRY OF ENVIRONMENT AWARDS**



**UNITED MANAGEMENT BUREAU AWARD**



**LEBANON CLIMATE ACT AWARD**



# CERTIFICATES

Efficiency and quality are at APP's core and are reflected in the many International Standards achieved and maintained over the years. Established stamps of excellence include:



01

• **ISO 9001:2015** for  
**QUALITY  
MANAGEMENT**

02

• **ISO 14001:2015** for  
**ENVIRONMENTALLY-FRIENDLY  
PRACTICES**  
*(APP is the only printing press in Lebanon to  
achieve this certification).*

03

**FSC® CERTIFICATION**  
*(APP is the first printing press in Lebanon to  
achieve this certification)*

04

• Recognition of  
**COMMITMENT TO THE  
TEN PRINCIPLES OF THE UNITED  
NATIONS GLOBAL COMPACT**

05

**SEDEX AUDIT CERTIFICATION**  
*(Sedex Members Ethical Trade Audit)*

06

• Special certificate from the **Ministry of  
Environment** and the **United Nations  
Development Program** for efforts to  
**REDUCE GREENHOUSE  
GAS EMISSIONS**  
*(2014, 2015 & 2016)*







— PRINT —  
IS THE SHARPEST & THE STRONGEST  
WEAPON OF OUR PARTY.

JOSEPH S.

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