



With marketing collaterals produced in-house, American Associates Insurance Company in Guangzhou can skip the inconvenience and high costs of outsourced printing with traditional offset printers.



As an insurance company, we often have to create marketing pamphlets. If we were to outsource printing, costs would be an issue as we don't require many copies. Travelling back and forth to the printing house would also be a hassle, whenever there are amendments in the layout. We therefore own five printers that have made a big impact in business development.

Since we began using HP colour printers, we can now produce pamphlets in-house, reducing production costs. We can also make revisions whenever we need it. With excellent print quality, our pamphlets look even better compared to the ones produced by traditional offset printers. Customers have become more interested in our marketing collateral, which have boosted our image in the industry. We are thankful to HP.