



KPS unit signs JV pact with China-based Honda Printing

KUALA LUMPUR, April 10 (Bernama) -- **Kumpulan Perangsang Selangor Bhd's** (KPS) subsidiary, Century Bond Bhd (CBB), has signed a joint-venture (JV) agreement with China-based Honda Printing Holdings Ltd (Honda Printing) to produce offset carton boxes for the manufacturing sector.

The agreement was signed between CBB's wholly-owned subsidiary, Pro Pulp Packages Sdn Bhd, and Honda Printing, which would hold 60 per cent and 40 per cent stakes, respectively, in a new JV company, Imej Harmoni Sdn Bhd, set up with a combined investment of RM2.87 million.

KPS, in a statement, here today said the JV with Honda Printing would enable CBB to extend its value-chain further into offset carton boxes, where the outer layer of the box is laminated by a printed sheet to provide finer and more vibrant printing.

KPS chief executive officer, Ahmad Fariz Hassan said the JV combined the expertise of two companies in the downstream production of carton boxes and the upstream services of designing and printing.

"The JV would greatly enhance CBB's capabilities, extend our product range into offset carton box production and open up new markets in the future.

"Moreover, the JV would have a strong cost advantage compared to other players, leveraging on CBB's current expertise in producing the raw material of carton boxes," he said.

The JV company's factory would be located in Johor Bahru and has a built-up area of 18,000 square feet with a total production capacity of 16 million pieces per year.

"The JV company, which would set up operations within CBB's premises in Johor, would take over Honda Printing's existing supply contracts to customers in Malaysia with additional available production capacity, granting us the opportunity to further expand the business beyond its present clientele to serve manufacturers nationwide," said Ahmad Fariz.

CBB currently manufactures a wide array of packaging solutions including carton boxes.

Established in 1995, Honda Printing is a professional printing, packaging and design solutions provider, headquartered in Shenzhen, China. It serves numerous multinational clients in the manufacturing sector across China, Malaysia, Vietnam and the United States of America.

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