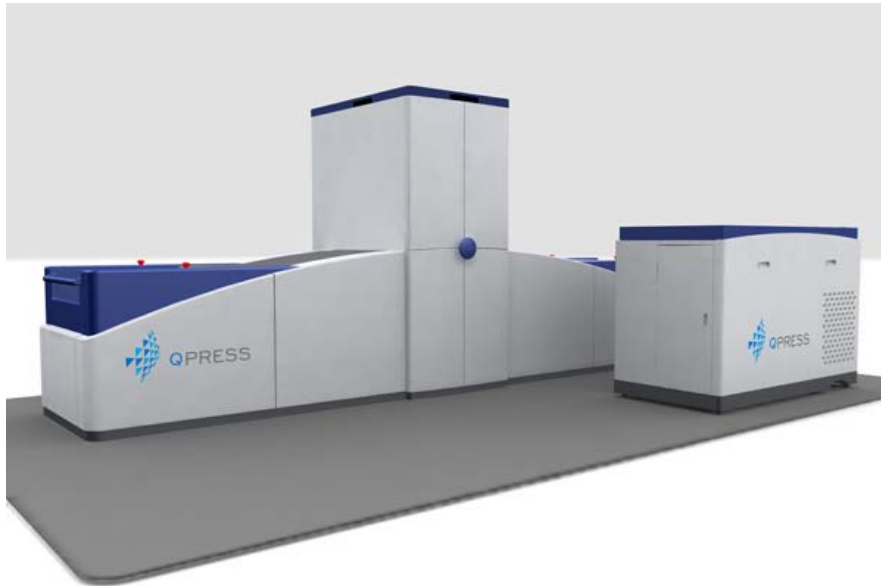


## QUADRO WINS TOP CHINESE DESIGN AWARD FOR Q PRESS



QPress is the world's first B2 format digital printer. Jadason, a Chinese company, appointed Quadro Design Associates as its industrial design consultant to help position QPress on the global stage and join the digital printer arena. QPress is targeted at quick and commercial printers, book printers and newspaper printers with applications that vary from short run to variable data printing. Design research confirmed that a modular design makes it easier to transport and install and dramatically reduces the cost of ownership. QPress was launched in June, 2008 at DRUPA, the world's largest print exhibition and congress.

It made the front page of the congress newspaper as a "Chinese Surprise" and attracted huge interest resulting in distribution deals in the Middle East, India, Brazil and other emerging markets where digital printing is growing exponentially.

With Jadason's advanced print technology Quadro was able to bring the human factor to the QPress by introducing the principles of user centric design. This has given Jadason a distinct advantage by providing benefits especially for the independent print shop where the user is likely to be the owner too. QPress stands proudly along side other global print brands and demonstrates how design and design thinking can lift a product from being a modest local product into an international brand with an optimistic future.



QUADRO DESIGN ASSOCIATES

### **About Successful Chinese Design Awards 2009**

A really successful design should ultimately achieve business success. A successful design is the fruit of intelligence, inspiration and passion; it is also the result of excellent strategy, processing and management.

2009 China's Most Successful Designs Award Competition is held by Shanghai International Creative Industry Week Organizing Committee, Shanghai Industrial Design Association, Shanghai Creative Industry Association, Shanghai Creative Industry Center and China Bridge International.

[www.designsuccess.cn](http://www.designsuccess.cn)

### **About Jadason**

Jadason Enterprises Ltd, a leading provider of equipment and supplies, and manufacturing and support services to the printed circuit board industry in Asia, is listed on the main board of the Singapore Exchange Securities Trading Limited ("SGX"). The Group, established in 1980, has an extensive network covering Singapore, Malaysia, Thailand, Hong Kong, China, Taiwan and Japan, and has 1,300 employees.

The Group entered the graphic arts and digital media market in 1994 and is a turn key solution provider. The Group has the technology and expertise in areas including CTP, Prepress workflow, Color management and digital photography.

<http://www.jadason.com/qpress/en/aboutus.html>  
[kenneth@jadason.com](mailto:kenneth@jadason.com)

### **About Quadro Design Associates**

Professor Phil Gray and Morag Hutcheon founded Quadro Design Associates in 1998, an international strategic industrial design agency. With Phil taking the strategic lead and Morag the Design Director they provide a unique team that helps companies develop their business through the effective use of design.

Quadro are founder members of UK China Partners, a not for profit organisation formed to promote and deliver strategic design services into the Chinese market and support the Beijing Government initiative of moving its industry from 'Made in China' to 'Designed in China'.

Phil is Visiting Professor of New Product Design & Development at Middlesex University and National Board Director of BDI (British Design Innovation)

Morag received the coveted British Female Inventor Award in 2006 and received the Chairman's Medal from BFII (British Female Inventors and Innovators) in 2009

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