



rpd



# THE PARTNER YOU CAN COUNT ON

## 您值得信赖的合作伙伴

RRD is a global provider of integrated communications. Founded more than 150 years ago, the company works collaboratively with more than 52,000 customers worldwide to develop custom communications solutions that reduce costs, enhance ROI and ensure compliance.

Rich in experience and mature in technology, RRD provides customers in all areas with creative design, photography, translation, premedia, printing, logistics and business process outsourcing services. The group has more than 370 branches and manufacturing operations worldwide in North America, Asia, Latin America and Europe with over 42,000 employees.

In 1993, RRD established the first joint venture in Shenzhen China, followed by manufacturing and service operations in Shanghai, Beijing, Dongguan, Chengdu, Guangzhou, Suzhou, Wuhan, Kunshan, Hongkong, Taiwan, Korea, Japan and Australia. Currently, RRD Asia headquarters is located in Shanghai China. In Asia, RRD's integrated communication solutions cover creative and structure design, photography, color management, pre-press, to production, delivery and fulfillment which enable customers to enhance their success.

当纳利集团拥有超过150年的悠久历史，总部位于芝加哥。作为全球领先的整合传播方案服务商，当纳利为全球5万2千余家客户打造低成本高回报且高质量的传播方案。

凭借着丰富的经验和成熟的技术，当纳利为全球各个领域的客户提供了设计、摄影、翻译、印前、印刷、物流和外包服务。目前当纳利在北美、亚洲、拉丁美洲以及欧洲共设有370多家分支机构，员工总数超过42,000人。

当纳利于1993年在中国深圳开设了第一家工厂，随后又在上海、北京、东莞、成都、广州、苏州、武汉、昆山、香港、台湾、韩国、日本和澳大利亚建立了生产和服务机构。目前，当纳利亚洲总部位于中国上海。在亚洲，当纳利提供整合传播解决方案，服务范围包括：创意和结构设计、摄影、色彩管理、印前到生产、配送和项目完成，帮助客户获得成功。





## COMPLETE SOLUTIONS FOR YOU

### 为您提供整合而全面的解决方案

Our services are integrated into customized solutions designed to meet the needs of individual customers and projects. We can handle the entire processes from concept design to supply chain management.

We hold ourselves to the highest standard in every aspect of products and service. Applying ISO-certified processes and stringent internal quality control, we ensure that your products are completed with superb quality, on time and on budget.

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在生产和服务的各个环节，我们都以最高的质量标准来要求自己。我们严格执行ISO认证和内部质量管理体系，确保按时交付给您价格合理、品质不凡的产品。

当纳利为您度身定制完整的服务方案，涵盖从概念策划到供应链管理的整个过程。



# MARKETING COMMUNICATION SOLUTIONS

市场沟通解决方案



As an integrated communication solution provider, RRD relies on outstanding design capability, overall production platform and comprehensive process management to help customers reduce cost, enhance ROI and improve project cycle to achieve the best communication result and keep customers connected with the people they want to reach.

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作为一个与时俱进的整体传播解决方案提供商，当纳利凭借出色的设计能力、强大的生产平台、完整的流程管理，协助客户压缩成本、提高投资回报率、改善周期时间，以获得最好的沟通效果，保证客户品牌的体验满意度。





# PACK-OUT SOLUTIONS

## 包装及材料解决方案

RRD is an expert in providing one-stop solution for pack-out materials, covering new product development, prototyping and testing, production to logistics and delivery. We endeavor to meet customers' different and unique requests for packaging.

Our products include rigid boxes, folding boxes, corrugated boxes, packaging bags, manuals, labels and die cutting products. Our professional staff will provide satisfying solutions to customers, helping them to deal with new challenges of changing request forecast, new product launching, switching manufacturing bases and cost saving.

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当纳利擅长为客户提供一站式包装解决方案，涵盖前期的产品设计开发、打样测试、产品制造到后期的物流管理各个方面，尽力满足每个客户既多样又独特的包装需求。

我们的产品包括：手工盒、硬纸盒、纸板箱、包装内页、包装袋，说明手册、标签及模切产品等。我们的专业人员帮助客户为不断变化的需求预测、新产品上市、生产基地变化，成本节省等更多需求提供满意的解决方案。





## PUBLISHING SOLUTIONS

出版解决方案



RRD is an integrated communication services provider of trade, educational, religious, children's books and more. We have printed books and offered one-stop solutions for more than 300 publishers in the world, and most of them are worldwide household-name publishers.

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当纳利为世界知名出版商提供整体的印刷解决方案，产品包括：商贸书籍、教育书籍、宗教书籍、儿童书等。我们为全球300多家出版业客户印刷书籍，并提供一体化解决方案。

# CREATE

## 创作

### NEW PRODUCT DEVELOPMENT 新产品开发

With rich experience, our professional new product development team will offer packaging strategy and design services of international standard to solve all the problems for packaging from concept to production and meet customers' needs of customized and unique requirements. Our solutions include product development, creative artwork design, conceptual structure design, material explorations, engineering technical support and testing.

凭借丰富的经验及管理，我们专业的新产品开发团队(NPD)提供国际水准的包装策划及设计服务，从概念到制作完成的过程中，我们的服务包括产品开发、创意设计、结构设计、材料开发、工程技术支持和包装测试，不仅使客户的难题迎刃而解，更充分满足每个客户独特个性的包装需求。

### CREATIVE 创意设计

Our creative design services were built to enhance, adapt, build, manage and deliver customized creative works. We have a strong team of people well versed with creative experience. Located in Shanghai, Beijing and Guangzhou, our design teams work to provide excellent services for our clients, offer them solid design solutions as well as use printing knowledge to ensure the production feasibility. We can also turn the contents into digital version which could increase the customer satisfaction during the brand's online communications.

我们的创意设计服务为众多客户提高、改编、构建以及管理并提供最终定制化的创意作品。我们拥有创作经验丰富的团队，分布在上海，北京和广州。设计团队为各类客户提供优质的设计解决方案，并运用专业的知识保障设计的生产可行性，更可帮助客户将设计内容进行数码化，令客户有效提高其品牌在多种线上媒介的用户体验满意度。





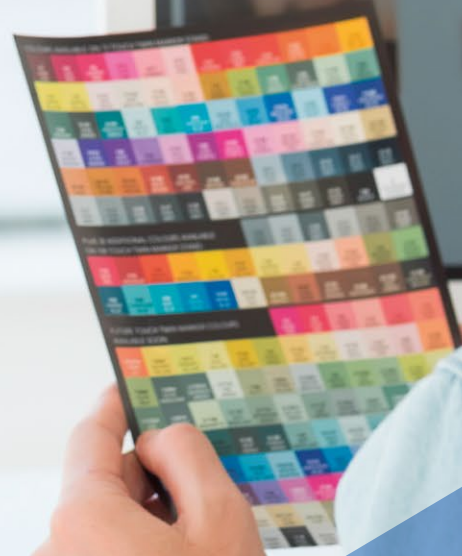
C: 3% M: 9%  
Y: 0% K: 0%

C: 5% M: 31%  
Y: 0% K: 0%

C: 17% M: 80%  
Y: 0% K: 0%

C: 42% M: 91%  
Y: 0% K: 0%

C: 70% M: 81%  
Y: 42% K: 49%





## PREPARE

### 印前服务

RRD has refined the process of preparing content for print, to ensure a smooth and cost effective approach to achieve the highest quality results. Our comprehensive range of preparation services cover traditional prepress work and full-service premedia capabilities.

#### OUR SERVICES INCLUDE:

- Photography
- Color Management
- Clipping Path & Retouching
- Database Auto- Composing
- Color Adjusting
- Line Art Drawing
- Pagination
- Preflight
- Digital Proof
- Archiving and File Management

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当纳利优化了印前流程以确保用高效率、低成本的方式达到一流的印刷效果。我们强大而完整的印前流程包括从传统的印前处理到全面的印前媒体服务。

#### 我们为您提供全面的印前服务：

- 摄影
- 色彩管理
- 抠图修图
- 数据库自动排版
- 色彩调整
- 线稿图绘制
- 排版
- 文件预查
- 数码打样
- 文件管理



## PRODUCE 生产

Quality, time, and cost: These are the three core concerns of every production job. In RRD, we focus on doing the job in the right way for your budget, your timeline, and your audience. We help you produce the right communications to reach your audience, through:

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质量、时间和成本是生产的三要素。在当纳利，我们关注的是怎样将产品做好，让您和您的用户满意的同时又符合预算和生产周期的要求。我们帮助您做出最合适的传播方案传递到您的用户手中，通过：



## **SCALE 产业规模**

Our extensive capabilities allow us to handle long and short term needs for our customers at the manufacturing facilities around the world. Drawing on our global outsourcing resources, we offer solutions that address a broad variety of products and services, to increase efficiency and eliminate wastes.

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我们丰富的经验和能力，以及遍布全球的生产设施使我们能够满足客户长期或短期的需求。凭借全球化的采购外包网络，我们可以提供适合多种产品和服务的解决方案，以增加效率和减少不必要的浪费。

## **GLOBAL REACH 全球物流**

With more than 370 locations around the world and an extensive logistics network to extend our distribution reach, we are everywhere you need in order to speed market entry of your products and deliver your brand promise to your audience.

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全球超过370个生产服务机构和广泛的物流网络扩大了我们的配送服务范围，不论在何地，我们都可以按您所需让您的产品更快地进入市场，向客户传播您的品牌承诺。

## **INSIGHT & EXPERIENCE 远见和经验**

Our experience is your assurance that the details on the production line are taken care of. Our insight is your guarantee that we find the best way to optimize our operations and procedures to fulfill your order according to the highest standards of quality.

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我们的经验是您的保障：生产流程上的每个细节都得到了悉心的考虑。我们的远见是对您的承诺：以最佳方案优化我们的操作流程，以最高的质量标准交付订单。



## DELIVER

### 配送

At RRD, we believe it is not enough to prepare and produce. Our job will not be completed until we deliver your products in the right format to the right audience at the right time.

Sophisticated control processes streamline every step across the platform from the moment when printing is complete, through warehousing, labeling, bulk shipping and mailing. Our advanced tracking and tight logistic control system, and our transportation partners enable us to ensure accurate delivery on time.



在当纳利，我们不仅为您提供印前和印刷服务，还负责将您的产品准时运送到指定地点。

完成产品印刷之后，我们还有成熟的物流控制流程，从仓储、贴标、运输到邮寄。我们采用先进的实时物流跟踪监控系统，和第三方物流合作伙伴紧密配合，确保产品的按时和精确配送。





From:

First Name  Last Name

Email  Address

To:

First Name  Last Name

Email  Address

Signature

A handwritten signature in cursive, appearing to read 'L. L.', written in black ink on a white background.

Thank you!

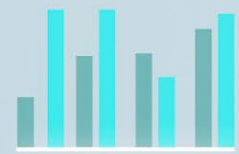
Form-label Combinations-  
Tipped on cards or labels



Pressure Seal Technology-  
Streamline production



Jumbo Roll Solutions



Data Vis  
Data visual  
as a modern  
creation an  
"informatio  
including a



## PROCESS 流程

Our customers draw on our global business process outsourcing (BPO) resources to complement their internal capabilities. Whether you need to source materials for worldwide operations or create a more effective work flow, RRD can help you increase efficiency and eliminate waste.

Our global turnkey operations help to reduce time to the market for demand-configured products while decreasing the costs associated with finished goods inventory. Our ability of supply chain optimization through close interaction with suppliers, allows of more effective utilization of people and facilities for customers.

We are able to develop innovative and integrated solutions which lie in our broad product ranges, services and advanced technology resources.

## Visualization

Visualization or data visualisation is viewed by many disciplines as an equivalent of visual communication. It involves the study of the visual representation of data, meaning information that has been abstracted in some schematic form, such as attributes or variables for the units of information.



客户借助我们的全球业务流程外包资源来完善自身实力。无论您是需要为全球营运据点进行战略采购，还是创建一个更有效的工作流程，当纳利都可以帮助您提高效率并减少浪费。

我们的全球供应链管理可以缩短按需定制产品进入市场的时间，并配合库存管理来降低产品的成本。通过和供应商的紧密协作进行供应链优化管理，我们可以帮助客户更有效地利用人力和设备资源。

利用自身拥有的多样化的产品线、服务和技术资源，我们还能为您开发创新的、综合的解决方案。



# OUR SOCIAL RESPONSIBILITY

## 我们的社会责任

At RRD, we recognize that a sustainable environment is critical to our society, our business and our people. For more than 150 years, we have shown our commitment to using natural resources efficiently, to supporting the health, wellness and safety of our employees, and to giving back to the communities in which we live and work.

At RRD, our corporate responsibility shows not just in words, but also in our actions each day. Our commitment to creating a better world has been part of our work for 150 years and will continue to be the foundation of all we do for many years to come.

CEO of RRD

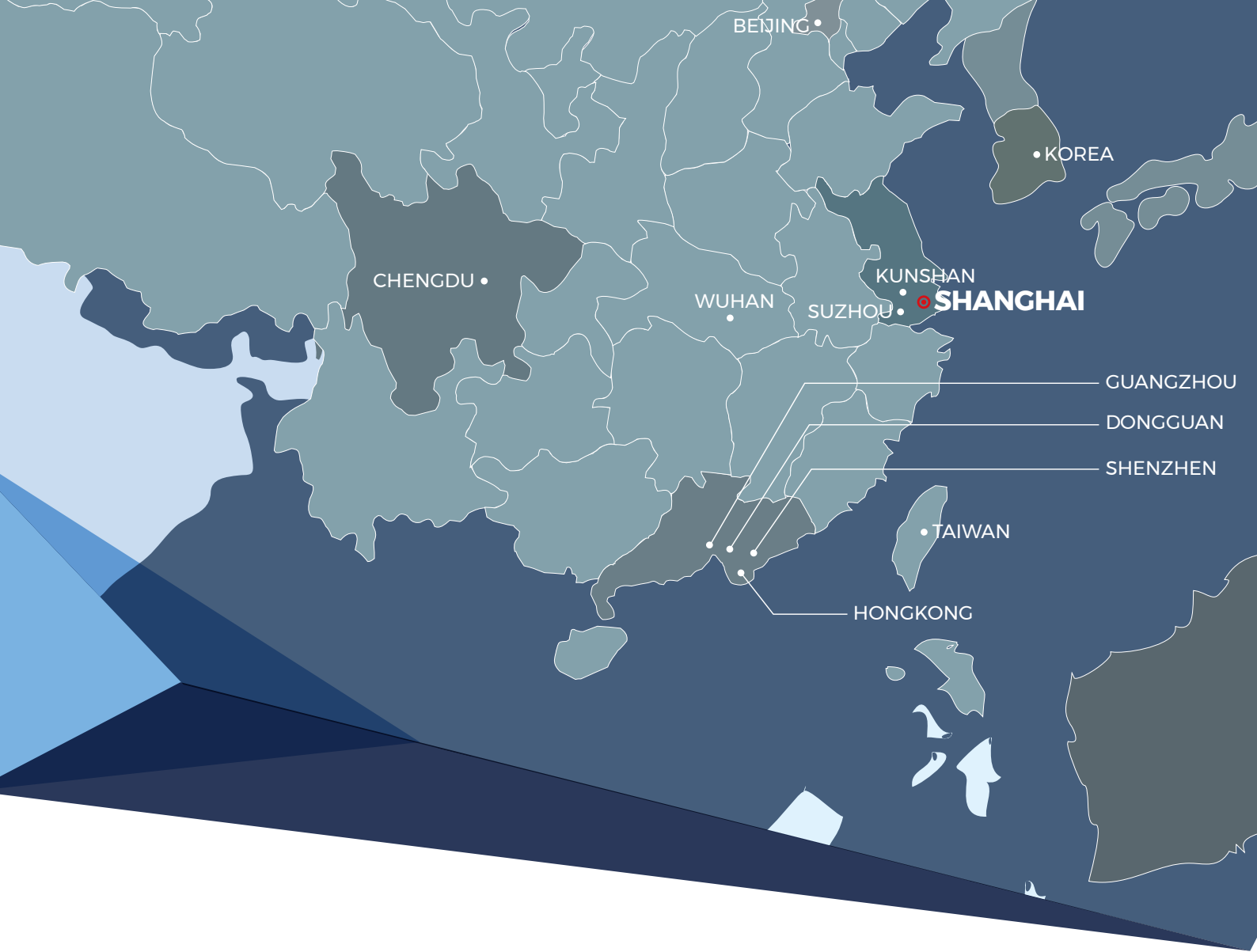


在当纳利，我们认为可持续发展的环境对我们的社会、业务和员工至关重要。150多年来，我们致力于有效地使用自然资源，支持员工的健康、福利和安全状况，回报我们工作和生活的社区。

在当纳利，我们的社会责任不仅仅体现在口头，更体现在我们每天的行动上。我们致力于创造一个更好的世界，这不仅是150多年来我们工作的一部分，也将成为我们未来一切工作的基础。

当纳利集团首席执行官





## RRD ASIA FACTS

当纳利亚洲摘要

• JAPAN

## PRIMARY PRODUCTS AND SERVICES

- Book
- Retail Insert
- Packaging
- Magazine
- POSM
- Label
- Catalog
- Product Document and Manual

## COMPLETE MANAGEMENT SYSTEM

- ISO 9001:2008 Certification
- FSC Certification
- ISO 14001 Certification
- Quality audit by BSI or UL every year
- OHSAS 18001 Certification
- Internal ISO audit twice per year
- QCO80000 Certification

## RRD ASIA LOCATIONS:

Shanghai	Shenzhen	Suzhou	Guangzhou	Wuhan	Kunshan	Taiwan
Beijing	Dongguan	Chengdu	Hongkong	Japan	Korea	Australia

• AUSTRALIA

## 主要产品

- 图书
- 零售单页
- 包装
- 杂志
- 销售终端辅助品
- 标签
- 商业目录
- 产品手册

## 完整的管理体系

- ISO 9001:2008 质量体系认证
- FSC 国际森林认证
- ISO 14001 环境管理体系认证
- 每年一次的质量体系外部审核 ( BSI 或 UL )
- OHSAS 18001 职业健康与安全管理体系认证
- 每半年一次的内部体系审核
- QCO80000 有害物质管理体系认证

## 当纳利亚洲工厂及服务中心:

上海	深圳	苏州	广州	武汉	昆山	台湾
北京	东莞	成都	香港	日本	韩国	澳大利亚

# ASIA LOCATIONS

## 亚洲各办事处及工厂地址

### 当纳利亚总部

RRD Asia Headquarters

中国上海市黄浦区淮海中路2-8号兰生大厦32楼 (20021)  
32F Lansheng Building, No. 2-8 Huaihai Road, Huangpu  
District, Shanghai, 200021, PRC  
T: 86-21-31011588  
F: 86-21-31011492

### 服务中心

Service Centers

#### 北京 Beijing

中国北京市经济开发区科创十三街18号院锋创科技园6号楼11层  
(100176)  
11F, Block 6, No. 18 Fengchuang Technology Park, 13 Kechuang  
Street, Beijing Economic & Technological Development Area,  
Beijing, 100176, PRC  
T: 86-10-67880499  
F: 86-10-67882245

#### 广州 Guangzhou

中国广州市天河区珠江新城花城大道85号  
高德置地广场A座2204 (510623)  
Room 2204, G.T.Land Plaza Building A,  
No. 85 Huacheng Avenue, Zhujiang New Town,  
Tianhe District, Guangzhou, 510623, P.R.C  
T: 86-20-66317068  
F: 86-755-84743193

#### 香港 Hongkong

中国香港九龙观塘伟业街108号丝宝国际大厦20楼2010-11室  
Unit 2010-11, 20/F, C-Bons International Center,  
108 Wai Yip Street, Kwun Tong, Kowloon, Hongkong.  
T: 852-26373611  
F: 852-26374221

#### 台湾 Taiwan

台湾台北市内湖区阳光街321巷56号2楼之3 (11491)  
2F-3, No. 56, Lane 321 Yangguang Street,  
Neihu District, Taipei City, Taiwan, 11491  
T: 886-2-26598568  
F: 886-2-26591568

#### 韩国 Korea

京畿道龙仁市起兴区永德洞兴德1路13兴德IT大厦TOWER洞904号  
Suite No. 904, 13 Heungdeok-1-ro, Giheung-gu, Yongin-si,  
Gyeonggi-do (Heungdeok IT Valley Tower, Yeongdeok-dong)  
T: 82-31-6607330

#### 日本 Japan

东京千代田区丸之内1-8-2铁钢大厦4楼 (100-0005)  
Tekko Building 4F, 1-8-2, Marunouchi, Chiyoda-ku, Tokyo,  
100-0005, Japan  
T: 81-03-6780-7861

### 生产基地

Manufacturing Bases

#### 上海青浦 Shanghai Qingpu

中国上海市青浦工业园区崧泽大道7699号 (201707)  
No. 7699 Songze Avenue, Qingpu Industrial Zone,  
Shanghai, 201707, PRC  
T: 86-21-31166000  
F: 86-21-69210860

#### 上海金山 Shanghai Jinshan

上海市金山区天工路857号2幢1楼 (201506)  
1F, Block 2, No. 857 Tiangong Road,  
Jinshan industrial Zone, Shanghai, 201506, PRC  
T: 021-31011393

#### 苏州 Suzhou

江苏省苏州工业园区白榆路12号 (215028)  
No. 12 Baiyu Road, Suzhou Industrial Park, Suzhou, Jiangsu  
Province, 215028, PRC  
T: 86-512-85557666  
F: 86-512-87663650

#### 昆山 Kunshan

中国江苏省昆山高新区晨淞路128号 (215300)  
No. 128 Chensong Road, Hi-Tech Zone, Kunshan, Jiangsu  
Province, 215300, PRC  
T: 86-512-63352299

#### 深圳 Shenzhen


中国深圳市布吉坂田石化工业区五和南路47号 (518129)  
No. 47 Wuhe Nan Road, Bantian Ind. Zone,  
Shenzhen 518129, PRC  
T: 86-755-84190999  
F: 86-755-84191656

#### 深圳福田 GTS Shenzhen Futian

中国深圳福田保税区桃花路1-3号达升物流大厦5楼 (518000)  
5/F, Top Ascent Logistics Building, 1-3 Taohua Road, Futian  
Free Trade Zone, Shenzhen, 518000, PRC  
T: 86-755-33362666  
F: 86-755-33360893

#### 东莞寮步 Dongguan Liaobu

中国东莞市寮步镇新旧围村黄沙河西路28号 (523058)  
No. 28 Huangshahe Xi Road, Xinjiu Weicun,  
Liaobu Town, Dongguan, Guangdong, 523058  
T: 86-769-81126499  
F: 86-769-81126629



**东莞虎门 Dongguan Humen**

中国东莞市虎门镇大宁管理区 (523930)  
Daning Administrative District, Humen Town,  
Dongguan, Guangdong 523930, PRC  
T: 86-769-85551734  
F: 86-769-85552214

**成都 Chengdu**

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No.888, Ganghua Road, the North Region of Chengdu  
Modern Industrial Port, Pixian, Chengdu, Sichuan,  
611731, PRC  
T: 028-67581618  
F: 028-67582116

**武汉 Wuhan**

中国湖北省武汉市东湖新技术开发区流芳园横路1号 (430000)  
No.1 Liufangyuan Heng Road, Wuhan East Lake High-tech  
Development Zone, Wuhan, Hubei Province, 430000, PRC  
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**日本 Japan**

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[www.rrd.com](http://www.rrd.com)



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