



SUCCESSFUL
DESIGN
最成功设计

**SUCCESSFUL DESIGN
AWARD**

成功設計獎

QPress奇豹数码印刷机

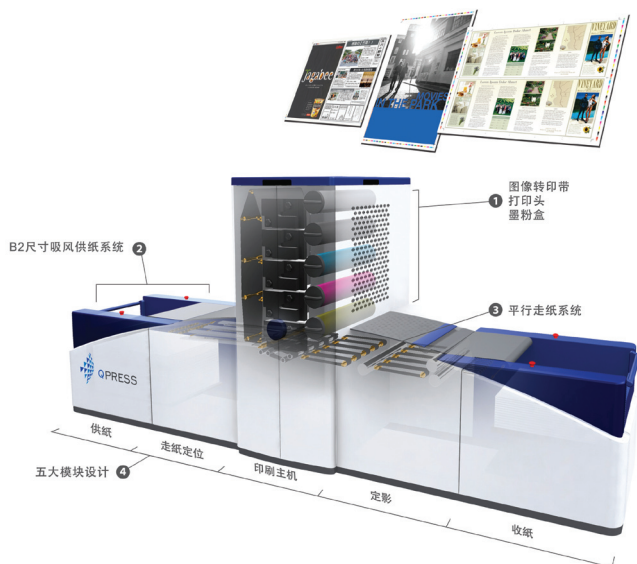
QPress B2 Digital Printer

公司 COMPANY

特新企业有限公司
Jadason Enterprises Ltd.

QPress奇豹是全球首台B2大幅面碳粉生产型数码印刷机。特新企业采用国际领先的工业设计策略，以全球化为契机，旨在为“中国制造”在数码印刷领域开创一席之地。值得一提的是QPress的独立模块设计，使该印刷机的运输、安装过程变得极为方便。QPress于2008年6月在素有“全球印刷技术发展风向标”之称的德鲁巴(DRUPA)展会上闪亮展出，引起强烈反响，并获得“中国带来的惊喜”的美誉。

QPress is the World's first B2 format digital printer. Its Chinese creator, Jadason, focused its industrial design on global aspects to place it center stage in the digital printer arena. As such, QPress targets commercial printers with rapid turnovers, book printers and newspaper printers whose needs vary from short runs to variable data printing. The printer's independent modular design makes it a versatile option. QPress was launched in June, 2008 at DRUPA, the world's largest print exhibition and congress, where it received a warm welcome from industry insiders.



Professor Phil Gray and Morag Hutcheon are the founders of Quadro Design Associates, 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. 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. 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.

Phil Gray和Morag Hutcheon教授是Quadro设计机构的创始人，Quadro设计机构是一家国际性的战略工业设计公司。

在Phil的战略领导下，设计总监Morag和她的团队通过高效的设计来帮助公司开拓业务。以特新企业先进的印刷技术为支撑，Quadro通过使用“以用户为本”的设计使QPress的功能更具人性化。这些技术造就了特新的一个明显的优势——保证独立的印刷车间的利益，这也是用户即经营者最关注的。QPress在全球印刷品牌中占有领先地位，并向世界演示了设计和设计思想如何使一个本土化产品成为一个具有无限前景的国际化品牌。

For more, kindly visit www.jadason.com/qpress or contact qpress.sales@jadason.com
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