



DONGSUNG GRAVURE CO.,LTD

**2023 COMPANY
INTRODUCTION**

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01

Company General Status

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CEO GREETING

DILIGENCE

HARMONY

LEAP

This is Dongsung Gravure Joo-Young Kim

Over the past Twenty years, Dongsung Gravure has built the foundation for sustainable company which has thrived through a full range of business and has grown to be one of the top manufacturer of Heat Transfer film in Korea.

Dongsung Gravure manufacturing processes have been refined to make high quality products available to all consumers. This everyday performance is the result of high technology facilities and equipment, integrated production processes, well-trained employees and a rigorous quality control system.

We will strive to become a " Customer Value Maximizer Company" that will be trusted and praised by our customers, improving our company values and strengthening our commitment to delivering defect-free products and services in the future and in the present. We are confident to exceed our customer's satisfaction with the best film quality and competitive price.

1-2. Management Philosophy and Goals



DILIGENCE

Top priority on customer engagement and 100% customer satisfaction delivery date



HARMONY

Production of the best quality by perfect team-work



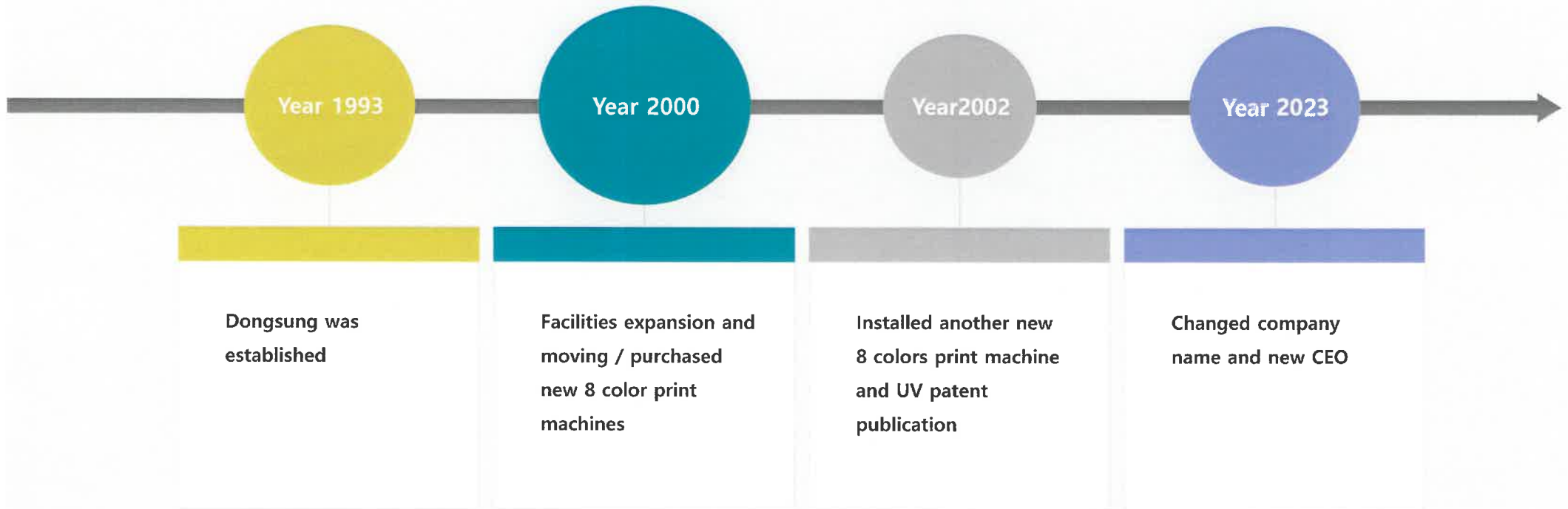
LEAP

Continuous quality improvement, customer satisfaction quality management.
cost reduction

1-3. Company Overview

Company Name	Dongsung Gravure Co., Ltd	Day of establishment	March, 2 nd , 2023
CEO	JOO-YOUNG, KIM	Business Registration Number	109 - 66 - 00467
Business Size (Recent Year)	Capital 100,000 USD	sales / yearly	2,000,000 USD
	Total Asset 3,000,000 USD	Number of employees	25
Office Tel	031) 998-9814~6	Fax	031) 998-9817
E-mail	sales@dsdecal.com	Home Page	www.dsdecal.com
Production Item	Hot stamping foil (Decorative foil for pen and cosmetic containers)		
Address	106, Gimpo-daero 1978 beon-gil, Tongin-eup Gimpo-si Gyeonggi-do, korea		

1-4. Company History



1-5. Main Account and Product

VENDER STATUS



Musa Korea Corp. Morris Corp.
Korea White Ind. Co.,Ltd
Lineplus Corp.
Crown Ballpen Co., Ltd
Kangnam KPI Co., Ltd
Taewoo Co.Ltd
Shini Corp.



02

Business area & Product Technology

1. Product Overview
2. Status Technology Development
3. Production Process

2-1. Product Overview

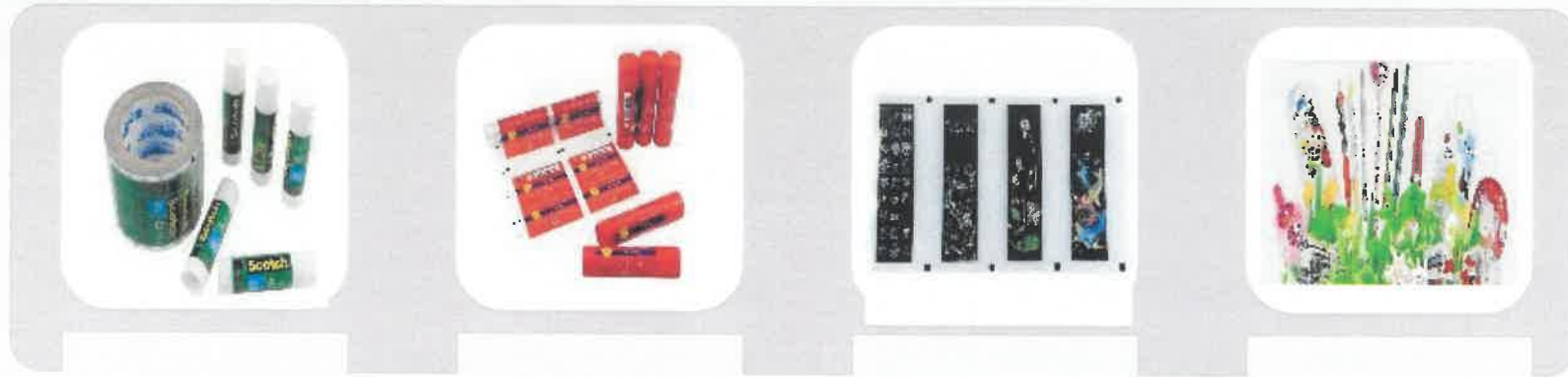
Product Description

Name	Morris Marker pen and highlighter Innisfree
Release Date	2015~
Size	Ballpen, Glue Stick, Maker pen for various different size All different cosmetic containers
Material	PP (Polypropylene), ABS (Acrylonitrile) And so on
Main Demand	Pen and cosmetic manufacturers
Description	Hot stamping or foil stamping is a printing method of relief printing in which pre-dried ink or foils are transferred to a surface at high temperatures. The method has diversified since its rise to prominence in the 19th century to include a variety of processes. After the 1970s, hot stamping became one of the most important methods of decoration on the surface of plastic products.

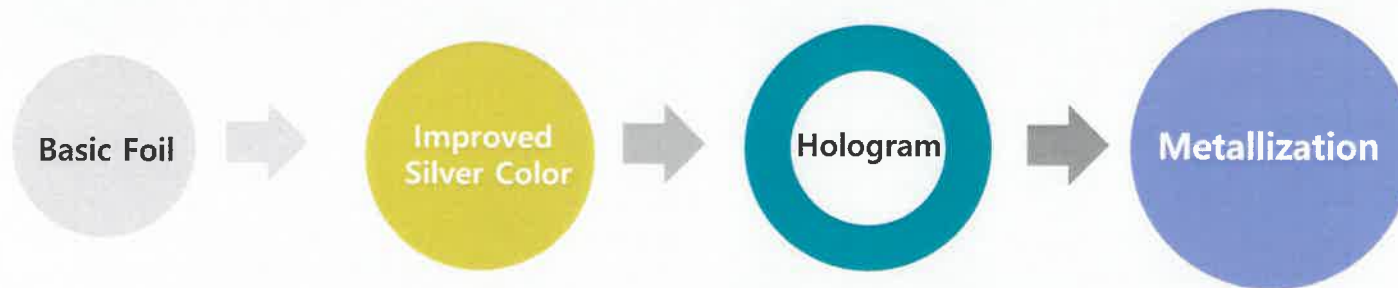
Product Pictures



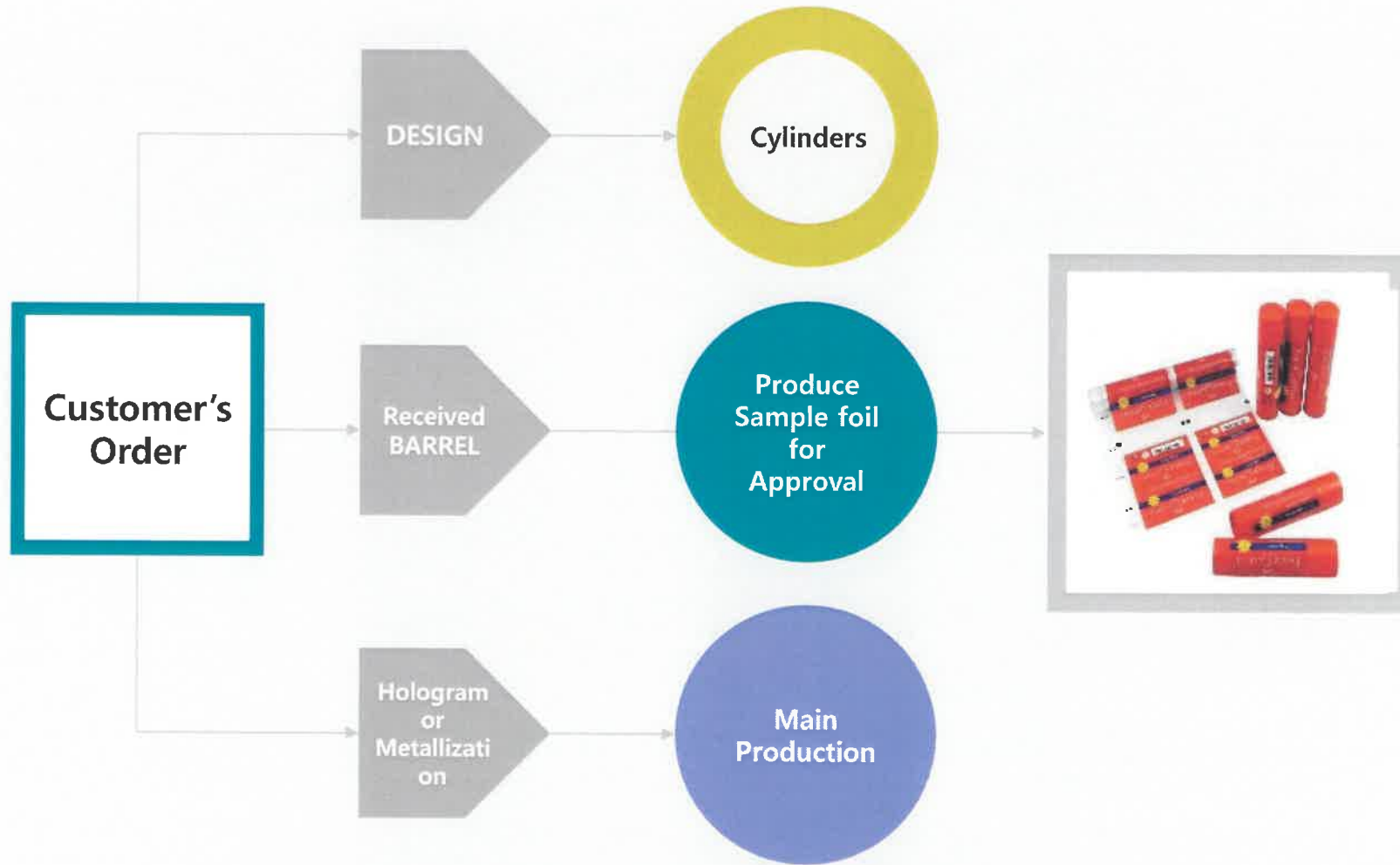
PRODUCT PICTURES



DEVELOPMENT



2-3. Production Process





03

Market Analysis and Strategies

1. Market Status and mid and long-term Plan
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3-1. MARKET ANALYSIS AND STRATEGIES

Size of Domestic Market : Over 75 Million USD

Size of Export Market : Over 3.4 Billion USD

1. Expected export sales increase 5~10 % annually following end of COVID-19
2. Expected expanding hot stamping foil field , Cosmetic business is growing up rapidly
3. Dongsung Gravure Sales Goal
 - 2.3 Million USD in 2023
 - 3 Million USD in 2024
 - Increase Market share over 15 % compare with 2022
 - Explore New Market (More than at least 8 new customers)
 - Maximize sales by exporting (India, Vietnam, and so on)

3-2. Marketing Strategies



3-3. SWOT Analysis

STRENGTH

- Excellent foil quality and recognition over 20 years
- Securing world- Class technology

WEAKNESS

- Competitor increased rapidly
- Higher raw materials reduced profit margins

OPPORTUNITY

- Maximizing potential domestic and overseas market by end of COVID-19
- Receiving Re-Order from India Market

THREAT

- India foil manufactures begin to produce hot stamping foil
- Unit price is falling down rapidly due to overseas local manufacturers



04

Business Status of parts

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4-1. Establishment Status

HEAD OFFICE	ASSET	
106, Gimpo-Daero 1978 Beon-Gil, Tongjin-eup, Gimpo-si, Korea	land 2,500 m ²	Owned land and building
Appraisal Amount	2.5 Million USD	

Company Pictures



인쇄 1호기



인쇄 2호기



1호 컷팅기



2호 컷팅기



3호 컷팅기



염전사기



4-2. Status Facilities Held

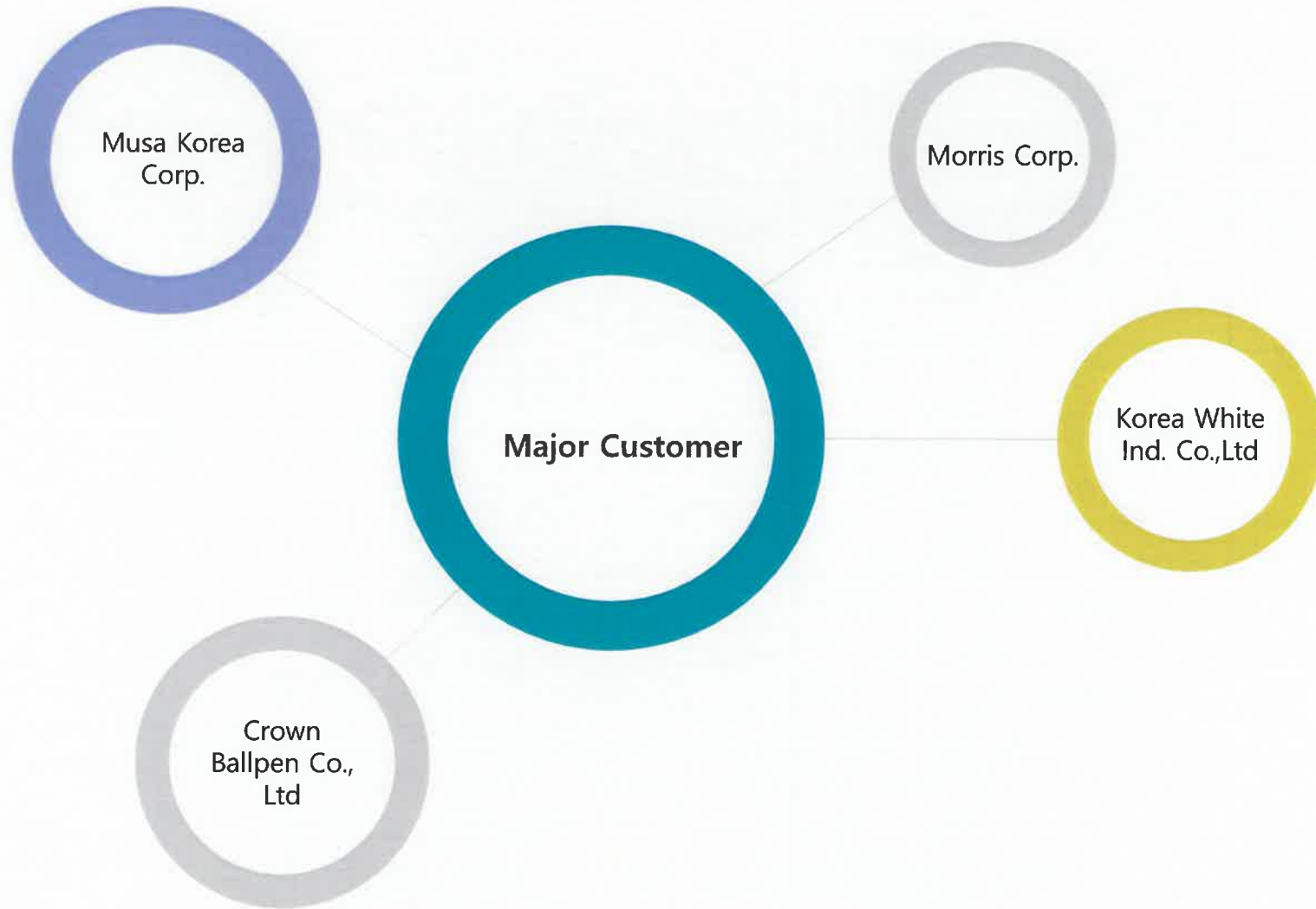
FACILITIES

Name	Size	Quantity	Note
PRINTING MACHINE (8 colors) - #1	Dong-ot c200B	1	Full-Automatic
PRINTING MACHINE (8 colors) - #2	Dong-ot c300B	1	Full-Automatic
Cutting Machine #1	1,500 ~2,200mm	1	HANSUNG M.C
Cutting Machine #2	1,500 ~2,200mm	1	HANSUNG M.C
Cutting Machine #3	1,700 ~2,500mm	1	HANSUNG M.C
Transferring machine for foil	D:100 / H 2,500mm	1	KUK DONG
Air Compressors	30, 50 마력	1	
Electric Forklift	1 ton	1	

4-3. Organization



4-4. Current Status of Customer





THANK YOU

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