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## **Chevalier Diversifies into Printing Business**

Chevalier Group recently sealed a deal to purchase the printing equipment and workshop property of Dai Nippon Printing Company (Hong Kong) Limited. The equipment and property are now operated by "K2 Printing Company Limited", one of Chevalier Group's associated companies. The workshop is located on the 2nd to 5th floors in Tsuen Wan Industrial Centre, 220-248 Texaco Road, Tsuen Wan, occupying a total area of 160,000 sq. ft. with 8 parking spaces. K2 Printing provides a comprehensive range of printing services including offset sheet-fed printing, offset web-fed printing and digital printing, and can print magazines, books, catalogues, posters and other commercial printed matters.

K2 Printing now employs about 100 staff members, with the workshop already in full operation.

Chevalier's decision to enter the printing business owes in part to the Group's long-standing diversification strategy, and in part to its confidence in the printing industry. Hong Kong is a well-known regional centre for printing and publishing. The industry is reputed for its high quality, efficiency, advanced machinery and wide range of services. As Hong Kong evolves into a knowledge-based economy, the demand for information and learning increases and has a positive impact on the printing industry. With the purchase of the printing workshop, Chevalier aims to enhance the workshop's productivity through the application of modern corporate management and professional personnel. The Group anticipates this new business will generate stable revenue, to result in greater operational flexibility and higher competitiveness.

Chevalier Group was founded in 1970 and has now three publicly listed companies in Hong Kong. The core businesses of the Group include lifts and escalators, pipe rehabilitation, curtain walls and aluminium windows, construction, civil and environmental engineering, air conditioning, hotel and property investment. The Group is also in the information technology & network solutions business, and the provision of computer, office automation and banking equipment.

