

SPOTLIGHT: MCRL

Print Globally, Partner Locally



MCRL Overseas Group's international offset printing team, which includes North American-based customer support, provides the best of two worlds.

Scroll through MCRL Overseas Group's online reviews, and team members' names appear time and again. Customers consistently praise MCRL for their exceptional support throughout every stage of the process, from pre-press to final delivery. Whether it's answering questions about tariffs or managing complex projects from quote to shipment, they are recognized for their clear communication and expert guidance.

"In an industry where reliability and quality are everything, MCRL Printing stands out as a true partner, not just a vendor," says Susan Flora, president of WordTeasers, which produces educational conversation decks. During the five years Flora has worked with MCRL, the printer has always delivered on schedule and has even caught potential errors on her company's side.

"MCRL Printing's craftsmanship is second to none, producing vibrant, durable decks that consistently impress retailers and customers alike."

— Susan Flora,
president of WordTeasers

"Our clients know us, and we know them," says MCRL founder and president Mankit Chan. "Good communication is key when working with an overseas supplier.

You want a printing partner who speaks your language, is available in your time zone, and provides consistent updates throughout the production process."

Now in its third decade, MCRL serves publishers ranging from small indie presses to large publishers with high-volume titles, producing art books, board books, custom planners, kitted projects, packaging, and more. The company pairs a North American-based customer support team with an experienced production team onsite overseas. It's a combination that Chan says facilitates precision, clear communication, and reliable timelines.

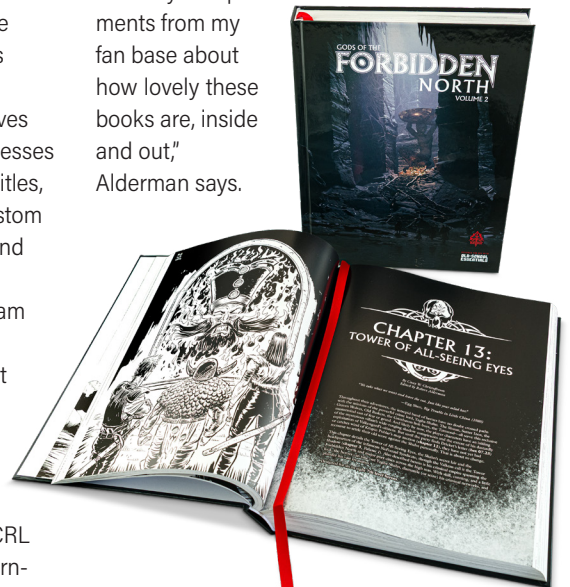
Author consultant Alexa Bigwarfe, CEO of Write|Publish|Sell, came to MCRL when the company needed a quick turnaround print run of one of its children's books. "Their team of experts jumped in, helped us get the print run in a timely manner, even worked in an air shipment of 100 of the books to help us get them as quickly as possible," Bigwarfe says.

MCRL's team welcomes complex and innovative projects. When one author approached the printer about producing a glow-in-the-dark children's book, the company developed a safe, soy-based glow-in-the-dark ink. MCRL is also expanding into new product categories such as Bible printing. "This is an intricate and specialized category we're excited to serve," Chan says.

The proofing process also brings peace of mind. Rather than just a PDF, MCRL customers receive a hard copy that represents the final product.

For publishers considering overseas offset, logistics and tariff volatility are persistent concerns. MCRL's in-house duties and logistics expert proactively informs clients. Perhaps most important to customers, MCRL absorbs the risk of tariff fluctuations. "Our publishers know what they are quoted is what they will pay—no surprise fees," Chan says.

This logistics expertise shows up repeatedly in customer accounts. Robert Alderman of Pulp Hummock Press, was particularly impressed that MCRL transported his order from China to his fulfillment team's warehouse in New Jersey within a week of the estimated delivery date. He was also impressed with the quality. "I have received so many compliments from my fan base about how lovely these books are, inside and out," Alderman says.



"My shipment reached the fulfillment center within a week of the estimated delivery date. I was very impressed by this!"

— Robert Alderman,
president of Pulp Hummock Press

MCRL Group has been the most professional printing company that I have had the distinct pleasure of working with," says Alderman.

Publishers of all sizes can book a call, get samples and request a quote at www.mcrlgroup.com.