

HORIZON SPOTLIGHT

HORIZON INTERNATIONAL, MAY 2026



BANGKOK, THAILAND

PIMDEE Co., Ltd. is one of Thailand's top five commercial printing companies, specializing in books, publications, and packaging solutions. With decades of experience, it delivers high-quality offset printing and finishing services to customers across the printing and packaging industry.



Mr. Serm Phoonpanich, Managing Director of PIMDEE

A VISION DRIVEN BY QUALITY

Founded in 1989, PIMDEE began as a small operation with just three machines and five employees. "We started the company through connections in the printing industry," recalls owner Mr. Serm Phoonpanich.

"As our customer base grew, we continued expanding — moving to larger facilities to support our business."

Despite the global decline in book printing, PIMDEE has remained committed to its core:

"Even today, about 80% of our work is still books," Mrs. Varunee Phoonpanich explains.

"Our goal is simple — to ensure quality that fully satisfies our customers."

This focus on quality has shaped every investment decision — including their partnership with Horizon.

"Our goal is simple — to ensure quality that fully satisfies our customers."



Display of PIMDEE's award trophies in the printing industry



Mr. Serm Phoonpanich and Mrs. Varunee Phoonpanich, Managing Directors of PIMDEE

GROWTH TOGETHER WITH HORIZON TO A HIGHER LEVEL

WHY HORIZON: EXPANDING OPPORTUNITIES THROUGH QUALITY

“Since adopting Horizon solutions, we’ve seen a clear improvement in product quality,” says Mrs. Varunee Phoonpanich.

Customers have noticed the difference. “One client who had left us actually came back,” she shares. “They told us our perfect binding looked much more beautiful.”

For PIMDEE, technology is not just about efficiency – it’s about craftsmanship.

“We are passionate about making books,” she adds, “That’s why we continue investing in technologies that help us produce better-quality products.”

Improved quality has directly translated into business growth: “When customers trust our quality, they send us more work.” they explain.

This trust has also enabled PIMDEE to expand beyond books into areas such as rigid boxes and packaging.

HORIZON SOLUTIONS

CABS4000V, BQ-500 with GF-500, CRF-362, and BQ-270

SCALING WITH CONFIDENCE: FROM MANUAL TO AUTOMATED



CABS4000V

On the production floor, PIMDEE’s growth story becomes tangible. Their journey with Horizon began with the BQ-270V single-clamp perfect binder: “It was highly automated, allowing fast and accurate job setup,” explains Production Manager Mr. Narit Phumungkun. “It reduced waste and increased our output – that was our starting point.”

As demand grew, PIMDEE invested in the CABS4000V, achieving significant improvements:

- Workforce reduced from 8 to 5 operators
- Faster setup with near full automation
- Consistent, high-quality output

“The work quality is 100% perfect.” Narit emphasizes.

“The work quality is 100% perfect.”



BOOSTING PRODUCTIVITY AND CAPACITY

With improved efficiency, PIMDEE also increased its daily job capacity: “Previously, we could handle around 5 to 6 jobs per day,” says Narit. “Now we can manage 8 to 10 jobs per day.”



BQ-500 WITH GF-500

Further expansion came with the BQ-500 + GF-500 gauze feeder:

- Operators reduced from 4 to 1
- Output increased from 800 to over 2,000 books per day

This dramatic leap enabled PIMDEE to scale production while maintaining high quality.



Horizon Intl., Horizon Japan, Cyber (Thai) and PIMDEE at Filming Trip

LOOKING AHEAD

While adapting to market changes, PIMDEE remains focused on its core strength.

“In the future, we will continue focusing on books,” says Mr. and Mrs. Phoonpanich.

“We are also adopting technologies our customers need – such as edge printing and on-demand digital printing.”

By combining craftsmanship with advanced automation, PIMDEE continues to evolve – while staying true to its roots.

“In the future, we will continue focusing on books.”

HORIZON SPOTLIGHT: PIMDEE



WATCH THE FULL VIDEO!



MORE FROM HORIZON



WEBSITE



INSTAGRAM



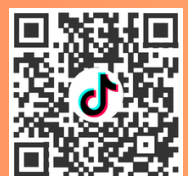
FACEBOOK



LINKEDIN



YOUTUBE



DOUYIN (CHINESE TIKTOK)