

P R O F I L E 2024

# SAMIR TRADING & MARKETING

With over 70 years of experience, Samir Trading & Marketing has established itself as a leading and esteemed business in Saudi Arabia. From its humble beginnings as Studio SAMIR in 1953, we have grown into a prominent player in the sales and marketing industry, delivering exceptional products and solutions to our valued clients.

We represent renowned multinational brands, offering a wide range of products and solutions, including Medical and Health Imaging, Clinical Laboratory, Dental technology, Therapeutics & Diagnostics technology, Picture Archiving and Communication Systems (PACS), high-volume printers, large format scanners, as well as Audio visual solutions, we provide cutting-edge technology for hospitality establishments, corporate technology needs, educational institutions, entertainment venues, government facilities and more.

At SAMIR, our priority is customer satisfaction, and we strive for excellence in delivering ad vanced technology solutions. With a commitment to innovation, integrity, and a customer-cen tric approach, we have earned the trust of businesses and individuals throughout the Kingdom.

### **OUR DIVISIONS**



### 01 | Copiers, Printers, and Scanners

Being a leader in the field of office automation, SAMIR copier has a distinctive perception on production printing, wide format and digital identification systems. It offers a wide range of solutions that address the various requirements of printing businesses.

Striving to focus on profitability, efficiency, cost reduction, and document integrity, the division provides tailored solutions and premium services that fully satisfy customers in the production printing market.

#### We serve:

- Graphic arts community (commercial printers, digital services providers, and service bureaus)
- In-plant rooms from corporate data centers to copy centers
- Corporate, government and education with special total print software solutions
- Engineers, contractors, architects, and consultants

Security systems for education, military and corporate

Our services, which are delivered through direct purchase, lease and facility management program, will help our customers increase productivity, while ensuring their full contentment and loyalty. In the Copier Sales division, we are devoted to offering solutions to all your production printing needs.

### **Our Partners**





Ricoh is a trusted technology leader, with an impressive track record for innovative and sustainable business solutions. Our innovation is inspired by the individual needs of our customers, from small start ups to major organisations.

Rex-Rotary offer an advanced range of multifunctional products (MFPs) that combine the functionality of advanced digital copiers with those of network printers, network scanners and faxes. With the significant advantages of network connectivity and the flexibility of the MFP's combined options, Rex-Rotary is cap-able of matching all clients' needs; from the simplest to the most sophisticated with a single, reliable and high quality package every time.

- Colour Cutsheet Production Printers
- Black & White Cutsheet Production Printers
- Multifunction Colour
- Multifunction Black and White
- Total Software Print Solutions



### **Kodak** NexPress SX

The KODAK NEXPRESS SX Digital Production Color Platform can help you drive more jobs per shift and more profit per page, by consistently and reliably producing market-leading image quality from job to job and day to day.

#### **KODAK NEXPRESS Digital Production Color Platform**

- Photographic Image Quality
- High Value Applications
- Benchmark Productivity





KIP the leading innovator in wide format printing and image capture technology. KIP is a major provider of wide format digital solutions for the architectural, engineering and manufacturing industries – solutions that deliver efficient, dependable, consistently high quality performance.

#### **Print Systems**



The KIP print Systems features an innovative top stacking design that fits where you need it in tight spaces or against a wall, delivering easy access to all system features and enhancing workflow productivity.

#### **Color Scanner**



The KIP scanner sets a uniquely high standard for speed quality and lexibility in a digital image capture system.

#### **Folding Systems**



KIP folding and finishing systems automate wide format document folding requirements by providing folding, stacking and collation in a compact design.



Colortrac has been a pioneer and innovator in cost-effective color and monochrome wide format scanners. They are the first manufacturer to deliver affordable digital color image capture for large format copying and wide format scanning applications in the graphic arts, construction, engineering, GIS, mapping and many other large format scanner applications

#### **Colortrac SmartLF SC Xpress Series**

A well-proven, innovative technology for great wide format image quality. Single Sensor is a US Patent protected Colortrac invention that combines CIS elements and LEDs in a single line for maximum scan accuracy and optimal illumination. Reliable and affordable scanning with a fast return on investment.

#### **Colortrac SmartLF SG Series**

Experience an all new scanner with the same charge-coupled device (CCD) sensor technology used in professional quality cameras. Choose the highest quality scans for all your document types, and get it right the first time. Produce superior quality images and copies of documents up to 36 or even 44 inch wide. Scan all types of paper and mounted documents. Super easy adjustment for different media thick nesses up to 15 mm.







Matica Technologies develops, manufactures and markets proprietary high performance, mid-range and desktop solutions for industrial card personalization and card mailing systems. The Group offers a full range of alternative personalization and encoding technologies for banking, government, access control, ID and transportation applications.

#### **ID SYSTEMS**

This extremely high resolution is perfectly serving the increased security printing demands in ambitious ID Card applications, such as National ID programs, Drivers License Programs and similar. Since most of these projects are requiring the personalization on both sides of the card, the XID series already comes with a factory built-in flipper module in the standard model. Your running costs low.



### 02 | Large Format Printers

The Professional Output Division at SAMIR is a leading supplier of large format printers and graphic design services and products.

Over the past decades, the division has been supplying the Saudi Market with premium quality services and products, including printers and supplies from well-known manufacturers (namely HP,KODAK,SEAL etc.), and dealing with major clients as the Ministry of Interior, Ministry of Defense, King Saud University, Saudi Airlines, King Abdulaziz University, etc.

Aiming at meeting the most demanding requirements across industries, the Professional OutputDivision always strives to provide its customers with leading edge printing technologies that satisfy their needs and demands. It continuously observes the market trends and maintains comprehensive consulting services and good availability to ensure prompt reaction times.

When dealing with the Professional Output Division at SAMIR, you can be assured of receiving prompt and satisfying professional support. The after-sales service, which is made up of a dedicated and responsive sales team, is ready to assist you in any way they can.

### **Our Partners**





Do more, offer more on every dimension from a wide range of applications to high image quality and quick turnarounds. Whether you need a solution to produce persuasive business graphics. A limited run of gallery quality images, or sign and display production volumes even the opportunity to address emerging applications like wall decoration or vehicle graphics HP solutions deliver the image quality, speed, ease of use, and productivity that can help you move your business forward.

#### **HP LATEX Printers**

More applications. Same day delivery. Keep costs low. HP Latex printing can generate higher profit than ecosolvent with advantages including wider application versatility and prints that come out completely dry, allowing same day delivery. Buy in at an affordable price, and keep your running costs low.



## Kodak

Featuring a true photographic resin coated base paper with "pulp of unsurpassed quality," KODAK PROFESSIONAL Inkjet Photo Paper gives you the freedom to print in your studio, and the quality to back it up. KODAK PROFESSIONAL Inkjet Photo Paper is universally compatible and will work with both pigmented and dye based inkjet printers.

- Inkjet Photo Paper Luster Finish / 255g
- Rapid Dry Photographic Glossy Paper / 190g
- Rapid Dry Photographic Satin Paper / 190g
- Coated Matte Print Paper / 90g
- Artist Semi-Gloss Canvas 20 mil
- Canvas Banner 19 mil





3A Composites products are available from specialized distribution partners in the paper and metal industry and are mainly used for direct to substrate digital printing, screen printing, photo mounting and applications in signs and displays, graphic arts, PoS / PoP advertising and exhibitions.

#### **KAPA Foam Board**

- Usable surfaces on both sides
- High quality cover sheet layers
- Excellent level of stiffness and good
- Dimensional stability
- Perfect flatness even with thin boards



# **Our Clients**

• King Abdulaziz City for Science and Technology (KACST)

• KSU Printing Press
Government / Military Printing Press
Copy Centers
• ABB
Riyadh Metro
Ministry of Interior
Ministry of Defens
Ministry of Petroleum & mineral Resources
King Fahad Medical City
King Abdulaziz University
Royal Commission for Jubail & Yanbu
• Saudi Airlines
Armed Forces Hospital (KKMC)

