Our Company

MacHOUSE – leading systems integrator of the complete range of technical solutions for the national market

Business Profile:
• graphic arts
• digital printing
• flexographic equipment
• consumables
• video and audio solutions
• measuring and lab equipment
• sport venues
• infrastructure facilities
• bioenergy

Headquarters: Kyiv, Ukraine
Regional offices: Dnipropetrovsk, Donetsk, Kharkiv, Odessa, Western Region of Ukraine
Date of establishment: August 6th, 1993

More than 160 specialists:
• 60 in the sales
• 20 in the service center
• 10 in marketing department
• 60 in branch offices
• the rest in financial service, logistics, and administration

Organization memberships

American Chamber of Commerce
Ukrainian Graphic Arts Association
Ukrainian Flexographic Association
Ukrainian Newspaper Club
Our mission is to satisfy the needs of Ukrainian market in the most innovative products and latest technologies for television, sports, printing, bio-energy and infrastructure integration projects.

Our activities facilitate progress of the society.

We are driven by aspiration to progress together with the market and directly impact the very market progress.

Dmitriy Yashanov, Co-Founder of MacHOUSE

MacHOUSE is an integrator company. We are constantly at the front line of state-of-the-art technologies, which turn us into a dynamically progressing company.

MacHOUSE is a Ukrainian company. Together with our customers and partners, we try to bring in and implement the best practices of global business.

We are more than 20 years old. We are already successful, but we are ambitious, full of ideas, and loving what we do together, our work.

We are inspired by the vision of our future that brings more creative ideas, ambitious plans, interesting projects, and, above all, lots of strong and reliable partners, customers, and just friends that help us put all that into life.

If you are looking for a way to quickly and efficiently go on the market of Ukraine, we offer you co-operation with MacHOUSE, the company that knows the direct path to the heart of Ukrainian print houses.

Please take a look at our company profile. And let us start working together!
Spectrum of Advantages

- Financially stable holding, proven by annual audit and credit rating report
- Long-term relationships with suppliers, which are global leaders in their respective industries
- Supplier of the first choice for a broad customer base that includes largest publishing houses, printers, advertising agencies, design centers, TV channels, and production studios
- Professional team of specialists
- A well-developed logistics system
- Our own service center
- Vigorous promotion at the market of Ukraine
The chief value for MacHOUSE is its team of highly qualified specialists that improve their professional level constantly. We are a strong and united team, working for common results i. e. quick and quality satisfaction of our customer’s needs and requirements. We enjoy what we are doing together!

Team

Mikhail Onishchenko
Sales Director

Lena Baidak
offset plates

Aleksandr Gidzil
offset inks and varnishes

Denis Levin
prepress solutions

Maxim Glazunov
infrastructure and sport projects

Victor Podlubny
printing equipment

Aleksandr Onyschuk
flexo systems

Marina Mandebura
flexo consumables
MacHOUSE

Spectrum of Success

1993-1994

START
Field of activities: Apple computer equipment
First supplies of DTP systems to Ukraine’s leading newspapers
Creation of Digital Systems Department

1995-1996

Creation of Prepress Systems Department
The first image setter supplied to Vseukrainoskie Vedomosti newspaper editorial

1997-1998

Creation of Consumables Department (films and plates).
17 image setters sold in a year
Beginning of partnership with AGFA

1999-2000

Creation of Printing and Finishing Systems Department
First 2-color Hamada offset press sold
Creation of Broadcast Systems Department
Office in Odessa opened

2001-2002

The first HP Indigo digital offset press in Ukraine sold.
Offices in Donetsk and Kharkiv opened
Creation of Control and Measurement Equipment Department
The first Newsline 30 web offset press sold

2003-2004

Wide format printing equipment and consumables direction separated as the company PaperHouse
Office in Dnipropetrovsk opened
Designing and launch of NTN, the first fully digital news channel in Eastern Europe

2005-2006

The first HiLine press installed
Creation of infrastructural facilities Department
Supplies of the first solutions for optimizing mailing Applications

2007-2008

The first session of Newspaper Club
Designing and launch of the first SNG station in Ukraine based on Ford Explorer SUV for Pershiy Natsionalnyi TV

2009-2010

Launch of renewed Tonis TV channel broadcasting fully in HD
Representative office in Lviv opened
Participation in building of TV infrastructure of Bunedkor, main sports arena of Uzbekistan
We got a status of the UEFA official expert for building TV infrastructure
Beginning of partnership with manroland sheetfed

2011-2012

Delivery of the first PUR-binders
MacHOUSE Broadcast becomes an independent company VisionHOUSE
Installation of the first Labthink Quality Control Laboratory
Installation of the first Domino system

2013-2014

Beginning of partnership with Xeikon
To be continued...

2015

«Yesterday is when you think about tomorrow»
Dmitriy Yashanov, Co-Founder of MacHOUSE
2005-2006
Creation of Flexo Printing Systems Department
Creation of integration projects for sports direction
Apple hardware sales direction Becomes m-HOUSE chain of Stores
Virtual studios for Ukraina TV and Gravis TV channels

2007-2008
The first session of Newspaper Club
Designing and launch of the first SNG station in Ukraine based on Ford Explorer SUV for Pershyi Nacionalnyi TV

2009-2010
The first HiLine press installed
Creation of infrastructural facilities Department
Supplies of the first solutions for optimizing mailing Applications

2011-2012
Launch of renewed Tonis TV channel broadcasting fully in HD
Representative office in Lviv opened
Participation in building of TV infrastructure of Bunedkor, main sports arena of Uzbekistan
We got a status of the UEFA official expert for building TV infrastructure
Beginning of partnership with manroland sheetfed

2013-2014
Delivery of the first PUR-binders
MacHOUSE Broadcast becomes an independent company VisionHOUSE
Installation of the first Labthink Quality Control Laboratory
Installation of the first Domino system

2015
Beginning of partnership with Xeikon
To be continued...

«The Secret of MacHOUSE’s Success Is in Fair Partnership»
Andrey Sokolov, General Director of MacHOUSE
Spectrum of Solutions

### Digital complexes
- Full-color digital printing systems
- Finishing equipment for digital printers
- Solutions for mailing optimization
- Laser engraving, cutting, and marking equipment

### Offset printers
- Equipment for commercial and newspaper printing
- Silk screen printing presses
- Prepress equipment and software
- Broad range of finishing equipment

### Solutions for packaging printing
- Solutions for printing on flexible packaging
- Solutions for printing on cartons
- Latest prepress technologies

### Turnkey used equipment
- Finding used equipment in Europe and Asia for the customer’s needs
- Full checking of equipment condition
- Dismantling, moving, logistic tracking and mounting

### Consumables
- Offset, analogue, and digital plates
- Offset and flexo inks and varnishes
- Chemicals and special agents for printing

### Controlling, measuring and lab equipment
- Equipment and software for complete control of color reproduction
- Equipment for controlling physical properties of materials
- Pantone Color guides
Service Center

- Warranty and post warranty of all types of equipment
- Testing and diagnostics of equipment
- Modernization: equipment re-furnishing and restoration

Sport venues

- Game Presentation
- LED cubes, screens, perimeters
- Game Control & Statistics for Sport
- Security for Sport Venues

Infrastructure facilities

- Media facades
- "Live" LED screens
- Internal TV, Digital Signage
- Monitoring and control systems
- Security

TV/Cinema

- Turnkey TV channels or networks
- Corporate TV/ Municipal TV/ Political party TV
- Nationwide transitions to DVB-T and Digital Radio
- Emergency alert systems (EAS)
- Cinema

Bioenergy

- Turnkey biohumus plants construction
- Sales of organic biofertilizers
- Environmental Initiatives
The Department of Printing and Finishing Equipment creates turnkey graphic arts enterprises of the highest level: from elaboration of a production modernization and development plan and the choice of the most acceptable funding conditions to equipment installations, startup, and maintenance.

MacHOUSE is the undisputed leader in the number of installed newspaper presses at the market of Ukraine.

The Department of Prepress Systems of MacHOUSE performs planning, supplying, and installation of state-of-art automated prepress equipment and software for creation of efficient prepress units of an enterprise.

MacHOUSE realized more than 140 projects for supplies of prepress complexes in Ukraine.

For offset printing
MacHOUSE Digital Systems Department performs sales and servicing of digital printing solutions of different degrees of complexity and various components of those solutions.

The balanced solution portfolio of Digital Systems Department allows organizing efficient operations of a digital print business both in printing and finishing and to occupy promising market niches with the help of unique specialized equipment.

For digital printing
Packaging today helps selling the product so it should have not only high quality but also be the brand driver. Today, this is a quickly developing innovative market segment.

MacHOUSE provides supplies and service support of packaging printing equipment:

• narrow web flexo printing machines
• equipment for printing on cartons
• equipment for variable data printing
• prepress platemaking equipment
• laminators, slitters, and sheet cutters
• paper cup making equipment
• video inspection systems for print quality tracking, coronators etc.

We also offer a broad selection of consumables:

• alcohol-based inks for flexo and gravure;
• additives, varnishes, and master batches;
• double-sided adhesive tapes, doctor blankets;
• anilox rollers.
MacHOUSE offers complex approach to problem solving in color control at different stages of production, including display and printer calibration, profiling print units, prepress process management, prompt printing control, ink formulation, control of physical properties of packaging materials and many other things.

The equipment we offer ensures accurate color matching both in prepress and printing workflow. This helps increase work efficiency and product quality for our customers due to process automation and precision color management.
MacHOUSE Service Center comprises 12 qualified technicians trained at the manufacturers’ plants.

Our staff will mount and tune the equipment, repair and maintain it, and promptly provide consulting to customers in case of troubles.

Broad range of consumables and spare parts is always maintained at the company warehouse to ensure uninterrupted equipment operation for our customers. For delivery of bulky equipment, we keep our own transport base.

Also, MacHOUSE Service Center provides turnkey relocation of printing houses, including:

• full inspection of the equipment,
• dismantling, moving, installation of equipment,
• and logistics support.

MacHOUSE Service Center is the largest service center in Ukraine.
MacHOUSE Consumables Department offers Ukrainian printers a broad range of comprehensively tested and certified consumables that match the technological process. We offer offset plates, inks, chemistry and auxiliary materials for solving the whole range of graphic arts tasks and creation of the most efficient graphic arts production.

MacHOUSE not only supplies consumables but also offers complex customer tracking at all stages of product operation. Introduction of those products is performed under the supervision of technologists trained at manufacturing companies.
Sport venues

We are an expert in systems integration for sports arenas, and we offer cutting edge solutions based on the proven equipment and our profound expertise based on the numerous innovative and successful projects.

When Ukraine was getting ready to welcome EURO 2012 football championship, we got a status of the UEFA special expert.

We design multifunctional complexes to be used for basketball, handball, mini football, hokey and other sports arenas as well as concerts, shows and other events. Besides, we do design and implementation of projects for building broadcast infrastructures in airports, trade and entertainment centers and all kind of constructions needing Digital Signage or internal production facilities.

Bioenergy

The renewable energy sources and bio-fertilizers (biohumus) production to solve the following tasks:

- ecological problems of poultry industry (through recycling of poultry plants’ waste because the proposed technology is based on waste-free production);
- production of high-quality biohumus (biofertilizers);
- possibility of sustainable production of electricity and heat energy using cogeneration unit (renewable energy sources).
TV/Cinema

We offer building and upgrade of any components of your workflow, from material acquisition to delivery, including studio lighting, soundproof wall panels, cameras, sound recording and mixing equipment, grips, automated camera control systems, robotic cameras and pedestals, virtual and augmented reality sets, graphics, and other products necessary for studios and control rooms.

Automated production and news production complexes is our strong brand. Our solutions are based on cutting edge technologies, endorsed by the world leaders. We build next gen newsrooms for multiplatform broadcasting for the most efficient workflow worth of your team’s professionalism.

Infrastructucture facilities

It’s difficult to imagine modern airports, railway stations, or exhibition centers without information panels, indoor TV systems, video and audio announcement systems, intercom, and monitoring and control systems.

Designer media facades and LED panels are "live" screens that act as information channels and decorations of architectural suites.

We plan and implement information ecosystems for infrastructure objects, equip them with state-of-art conference halls, in-house audio and video production studios, and even mini TV channels.
Marketing Activities

Being a leader is a huge responsibility to our customers, partners, and suppliers. Therefore, MacHOUSE pays great attention to marketing activities:

- Studies of Ukraine’s graphic arts market
- Elaboration of brand promotion plans
- Placing advertising and PR materials in profile editions and guidebooks
- Active participation in specialized trade shows; holding seminars and meetings.

MacHOUSE actively uses all tools of marketing promotion for its own trademark, products and services. For that, the company arranges seminars and conferences with various themes: starting from general presentation of technologies, products, materials and equipment up to presentations and open-houses of certain products. Such events are often prepared together with vendors.

MacHOUSE is a regular participant of Ukrainian industry exhibitions both in Kyiv and in the regions, such as: Poligrafiya, T-REX, Upakovka&Etiketka, etc. Leading specialists of the company visit major international graphic arts tradeshows.

Newspaper Club is the joint initiative of MacHOUSE. It is a platform for professional communication, discussing everyday problems of the industry, searching for joint solutions to these problems, and getting qualified expert consulting from the invited participants and specialists.

MacHOUSE co-organizer of the football tournament, which is held annually among Ukrainian graphic arts companies.

MacHOUSE is a Newsmaker! Our corporate newspaper is a powerful tool for communication with customers and for advertising both our suppliers and their products. The newspaper is issued 6 times a year; its 2000 copies are distributed via direct mail to our key customers.

The company’s corporate website is the source of the most up-to-date and requested information. Monthly audience is more than 15000 visitors. Quotation Rating reaches 220!