

Building on-demand printing base in Asia by collaborating with Japanese companies and expanding the Japanese market

Company overview



Company name	CGX Yamagata Japan GK
Parent company	R.R. Donnelley & Sons Company (United States) Yamagata Corporation (Yokohama, Japan)
Timing and location of entry	2012, Gero, Gifu Prefecture
Manner of entry	Manufacturing (printing) and sales base
Other facilities in Japan	Tokyo
Primary business activities	Provision of operational systems based on on-demand printing Leveraging its strengths as a foreign-affiliated company, the company maintains extensive business relationships with other global companies.
Company strengths	Through collaboration with the Japanese parent company and domestic partner companies, the company provides total support, including translation, sorting and consolidation, and delivery.



Background and objectives for market entry

- To expand into the Asian market, U.S.-based CGX established a joint venture with Yamagata Corporation in Gero, where the latter operates a printing business.
- In 2014, the company became part of the R.R. Donnelley & Sons Company (RRD) group when RRD, now its U.S.-based parent company, acquired CGX shares.

2012

Results after entry

- For CGX and RRD, which have extensive business experience with major global companies, collaboration with Yamagata made possible the establishment of a regional base in Asia. The company has also earned trust among Japanese companies in areas such as the production and printing of product manuals.
- For Yamagata, whose core business was offset printing, collaboration with RRD enabled entry into the POD (print-on-demand) business using large inkjet and laser printers, expanding the range of domestic orders.
- By leveraging its strengths in serving companies from various countries, the company is able to provide multilingual printing services, differentiating itself from competitors.

2014

Contributions to Greater Nagoya region

- Collaboration between Japanese and U.S. companies supports local employment. The company currently employs 35 people. While many employees are from the Gero area, there are also foreign employees who relocated from other parts of Japan after being drawn to Gero's natural surroundings.
- In 2024, the company participated in the regional arts event "Minami Hida Art Discovery" together with businesses from Gifu Prefecture. By planning and implementing initiatives utilizing its printing technologies, the company has contributed to local vibrancy. It's also a member of the local chamber of commerce and Industry and works to actively integrate itself into the community.

2025

Future outlook

- While the company has many business relationships with foreign companies, it recognizes limited awareness among Japanese companies as a challenge and plans to exhibit at a trade show in Tokyo for the first time in FY2026. It will also strengthen other sales activities within Japan.
- Leveraging the strengths of its printing business, the company will also focus on developing new initiatives that highlight regional appeal, such as producing message cards promoting the Gero area.

Future