FOR REVIEW AND APPROVAL

Pagemaker Malaysia

Case Study Draft

The QRStuff State of QR Codes Report 2026

June 2026

PAGEMAKER
MALAYSIA

QR codes in use: Pagemaker Malaysia

Pagemaker (Malaysia) — The Print Studio That Went Digital

A Kuala Lumpur print house incorporated in 1989 has generated nearly half a million QR codes over a decade — not for its own marketing, but as a standing production capability sold inside every client job that needs one.

AT A GLANCE

Industry	Commercial printing & design
Country	Malaysia
Platform since	2014
QR codes created	~457,000 (all-time)
Monthly scans	Not applicable — codes are static; any scanning happens in clients' contexts
Primary use case	Print-ready static codes embedded in client print jobs
Content type mix	Static plain-text and batch-generated static codes

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The context

Pagemaker (Malaysia) Sdn Bhd is a Kuala Lumpur printer and design house, incorporated in January 1989 — a 35-year-old firm in a trade where survival itself is the credential. Companies like Pagemaker are the connective layer of the marketing economy: the businesses that turn other businesses' campaigns, events, packaging, and stationery into physical objects, job by job, deadline by deadline.

The commercial print industry's last two decades have been a forced march through digitisation — shorter runs, faster turnarounds, variable-data work, and clients who expect every printed piece to connect to something digital. Somewhere in the early 2010s, "put a QR code on it" became a standard line item in print briefs across every category a jobbing printer touches: event collateral, stickers and labels, bill books, signage, restaurant materials. For the printer, that created a quiet operational question: where do the codes come from, reliably, at the pace of a production schedule?

Malaysia is a heavyweight scanning market: fourth in QRStuff's 30-day global scan census with 4.0% of all geolocated scans, ahead of India, Germany, and France. Malaysian clients ask for QR codes because Malaysian consumers actually scan them.

The QR strategy

The platform data shows the production-tool pattern in close to pure form. The account — registered in 2014, making it one of QRStuff's longer-standing customers — has created roughly 457,000 codes, almost entirely static plain-text and batch-generated types, with effectively zero tracked dynamic scans. Static codes carry their payload directly and report nothing back; batch generation produces them by the hundreds or thousands per run.

QRStuff operates here as a piece of the studio's production toolkit: when a client job calls for codes — unique or repeated, on stickers, tickets, bill books, or event passes — the studio generates them, places them in artwork, and prints. The scanning, if and when it happens, belongs to the client's audience and the client's destinations; the printer's involvement ends at the loading dock. QRStuff sees only the steady decade-long pulse of production: codes created at job-lot volumes, year in, year out, since 2014.

That ten-year continuity is the strategically interesting part. Tools that live inside production workflows are retained as long as the workflow exists — this account has outlasted entire generations of marketing technology while remaining, in essence, a single dependable step in a print pipeline.

The numbers

> **~457,000 codes over ten years — roughly 45,000 a year, job after job, making this single print studio the platform's #4 all-time creator.**

- **Creation concentration:** QRStuff's creation data is dominated by a small set of production-tool accounts. Pagemaker's estate places it fourth all-time — behind a US ticket manufacturer (~1.08M), a US restaurant enterprise (approaching 4M by 2025), and a multinational's trade division (~530K) — ahead of every conventional marketing account on the platform.
- **Cohort longevity:** registered in 2014, few accounts from that era remain active at all; almost none remain active at production volume. The relationship has run through eleven years of continuous use.
- **The measurement boundary, honestly:** because the estate is static, QRStuff does not observe downstream scans. Per-code engagement benchmarks (platform median: 5 first-year scans for ever-scanned dynamic codes) do not apply, and no scan figures should be quoted for this account. The story is production scale and workflow embedment.
- **Market context:** Malaysia's 4.0% share of global scans (rank #4) against its 0.4% share of global population indicates one of the world's most scan-dense consumer cultures — the demand environment in which a jobbing printer plausibly fields constant QR requests.

What this tells the industry

Between the brand and the consumer sits a supplier layer the QR conversation always skips: the printers, agencies, and production houses that actually put codes into the physical world. Pagemaker's decade of data makes that layer visible. The studio is not running campaigns; it's selling a capability — and the capability has been requested so consistently, for so long, that it has generated almost half a million codes.

For print and production businesses, the lesson is that QR generation is now table stakes in the service catalogue — as standard as die-cutting. For brands, the lesson is subtler: a meaningful share of the world's QR codes are specified by clients, produced by suppliers, and tracked by no one. Every one of those is a measurement opportunity left on the table — the gap between static production and dynamic, instrumented codes is where the next decade of print-industry value sits.

PLACEHOLDER QUOTE — NOT FOR PUBLICATION. REQUIRES APPROVAL BEFORE USE.

"Clients stopped asking 'can you do QR codes?' years ago — now it's simply part of the job spec, like a fold or a finish. We've been generating them for over a decade; it's just how print works now."
— [Title], Pagemaker (Malaysia) Sdn Bhd

Looking ahead

The print industry's QR future is consolidation into the workflow itself: codes generated programmatically from job-management systems, variable-data presses imprinting unique codes per piece, and — increasingly — clients asking for dynamic codes so campaigns can be measured and repointed after printing. For studios like Pagemaker, that last shift is an upsell waiting to happen: the same production competency, plus analytics the client can see. As GS1's 2D-barcode transition reaches packaging and labels worldwide by 2027, the suppliers who have spent a decade quietly mastering code production will be the ones brands turn to first.

Platform figures are QRStuff internal measurements (code count: all-time from qrcode table; content-type mix from code samples). Identity is name-based and requires confirmation before outreach. Company background is from public registry records (CTOS/SSM). Downstream scan activity is not measured by QRStuff; no scan figures should be published for this account.

Permission and Approval

What you are being asked to review

QRStuff (qrstuff.com), operated by QR Code Generator Inc., has prepared this case study as part of **The QRStuff State of QR Codes Report 2026** — a free market-facing industry report built from QRStuff's first-party platform data.

This document contains a draft profile of **Pagemaker Malaysia** drawn from:

- **QRStuff platform measurements** — aggregate code creation and scan data at domain/category level only. No raw URLs, personal data, or account credentials are included or will be published.
- **Publicly available sources** — company website, press releases, and industry coverage, cited in the case study footer.

The draft quote marked [QUOTE PLACEHOLDER — DRAFT ONLY] is **entirely fictional** and has not been said by anyone at your organisation. It will be removed or replaced with an approved quote from your team before publication.

What publication means

If you grant permission, this case study will appear in:

1. **The QRStuff State of QR Codes Report 2026 PDF** — a free downloadable report at qrstuff.com/scan-report/
2. **The QRStuff scan-report hub page** (qrstuff.com/scan-report/case-studies/)
3. **Your individual case study page** (qrstuff.com/scan-report/case-studies/pagemaker-malaysia/)
4. **Associated marketing and social content** — LinkedIn, Twitter/X, and social cards, all referencing this case study and linking back to the report

We will share the final version with you before publication and remove or amend any detail you flag.

Permission and approval process

Approved permissions are logged in QRStuff's internal permission register. The process:

1. **Review this draft** — read the case study carefully. Flag any factual errors, figures you cannot confirm, or wording you object to by replying to the outreach email.
2. **Request changes if needed** — we will revise and resend within 5 business days.
3. **Grant approval** — sign below (or reply by email to declan@qrstuff.com) to confirm approval.

There is no payment involved. QRStuff will provide a link to the published report once live, and you are welcome to share it.

Approval block

Approval for publication

Organisation: Pagemaker Malaysia

[ ] We approve this case study for publication in the QRStuff State of QR Codes Report 2026 and associated marketing materials.

Approved by (name): ______________________________

Title: ______________________________

Date: ______________________________

Signature: ______________________________

Any amendments required? (circle) YES / NO

If YES, please describe: ______________________________

Return to: declan@qrstuff.com — or reply to the email that accompanied this document.

Questions? Contact Declan at declan@qrstuff.com. We are happy to arrange a call to walk through the draft, discuss any concerns, or discuss how QRStuff can support your team's story.