

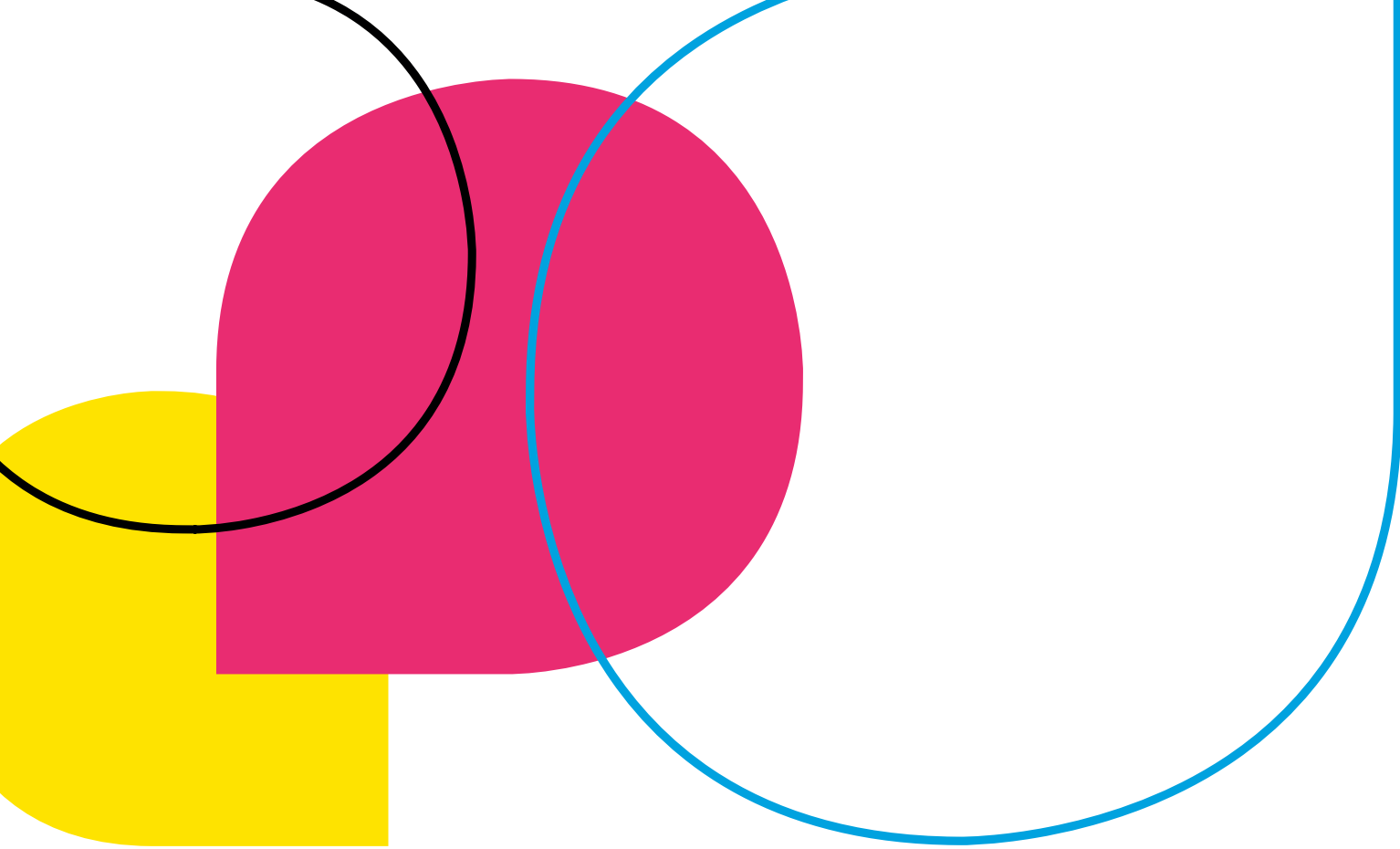


Canon
CANON SOLUTIONS AMERICA

think.

CANON SOLUTIONS AMERICA INKJET CUSTOMER SPOTLIGHTS

A collection of spotlight articles featuring some of our most successful Canon Solutions America production inkjet customers.



INTRODUCTION

INTRODUCING OUR CANON SOLUTIONS AMERICA INKJET CUSTOMER SPOTLIGHT BOOKLET – a collection of spotlight articles featuring some of our most successful Canon Solutions America production inkjet customers.

In this booklet, you will have the opportunity to learn how other Canon Solutions America production inkjet customers are leveraging Canon inkjet technology to overcome challenges, drive growth and deliver exceptional results. From direct mail and commercial printing to book publishing and transactional printing, these customers are using Canon inkjet technology to gain market advantage.

Our customers are at the heart of everything we do, and we are proud to spotlight them in this series sharing their journey to success. This booklet is a celebration of their achievements and a testament to the power of Canon Solutions America’s production inkjet technology.

Want to share your inkjet journey with us?
EMAIL US AT INFO@thINKFORUM.COM!

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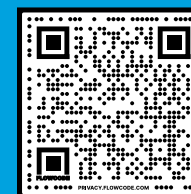
ABOUT

thINK IS AN INDEPENDENT COMMUNITY OF CANON SOLUTIONS AMERICA PRODUCTION INKJET CUSTOMERS, SOLUTION PARTNERS, AND PRINT INDUSTRY EXPERTS, AND CANON SOLUTIONS AMERICA IS A PROUD EXECUTIVE SPONSOR.

Led by some of the most successful inkjet service providers in the country, it provides a forum for members to network, gain knowledge, discuss common challenges, and share best practices.

In addition to tools, training, and educational resources designed to accelerate success with inkjet, thINK also hosts the annual thINK Ahead event.

All Canon inkjet customers receive complimentary membership to thINK. Request your membership by visiting thINKForum.com.



VIEW THE VIDEO TO LEARN ABOUT THINK MEMBER BENEFITS!



ARNA MARKETING GROUP CONTINUES INVESTING IN STATE-OF-THE-ART CANON INKJET TECHNOLOGY TO DELIVER “THE ARNA ADVANTAGE”

Walk into Arna Marketing Group’s plant in Branchburg Township, New Jersey and you will find an impressive fleet of industry-leading Canon production inkjet technology busy at work.

ARNA MARKETING GROUP



While four Canon ProStream 1800 web-fed inkjet presses and four Canon varioPRINT iX sheetfed inkjet presses are the crown jewels of the shop floor, Arna’s investment in state-of-the-art technology doesn’t stop there. From PRISMAproduction Advanced JDF Processor workflow automation software to robust finishing solutions including Hunkeler inline and offline finishing solutions with Müller Martini Presto II booklet maker, CP Bourg saddle-stitchers, Tecnauf perforator, Heidelberg Stahlfolder TH 82 folders with continuous feed, Standard Finishing perfect binding, punch, folding, die-cut, slit, crease, cut, trim, and collating to JETVision inspection technology, Arna has it all.

The wall-to-wall showcase of the latest and greatest print technology solutions is what Steven Hegna, president of Arna Marketing Group, refers to as “The Arna Advantage.”

“The Arna Advantage is about providing our customers with the best end-to-end solutions along with world class customer service. To do that, we invest in state-of-the-art print technology to maximize productivity and accelerate time to market to deliver stunning high-quality output in order to provide our customers with the competitive advantage they need in today’s marketplace,” Steven said. “Technology moves at a rapid pace; you keep up or you get left behind. It is a continuous improvement cycle, adopt and go. Those that do are the survivors of the pandemic, the supply chain issues, the looming recession and all the other obstacles that have yet to come. Those that are keeping up with the advances in technology are the ones leading the future of print.”

Arna Marketing Group provides stunning print products, strategy, creative execution, and data analytics services to Fortune 500 companies in the healthcare, financial services, banking, retail, pharmaceutical, insurance, and education sectors. Established in 2005 as a woman-owned business, Steven and his wife Mette Hegna teamed to create and execute on their vision of The Arna Advantage, designed to ensure success for their customers. Delivering on their vision has resulted in the trifecta of success for Arna: loyal customers, loyal employees, and loyal partners.

To Steven, the reasons for choosing Canon inkjet are obvious. For instance, Arna’s days of preprinted shells are long behind them. Today, with the ProStream, they

use White Paper Factory processes. White Paper Factory is considered best in class for customer communication as it delivers substantial cost savings by eliminating pre-printing and inventory costs and reduces labor while enabling dynamic printing of high-quality, full-color, personalized documents known to garner higher response rates and overall ROI.

“The high speed and high quality of the ProStream is phenomenal,” Steven states. “At full speed, the ProStream delivers a stunning 1,200 dpi and that’s the type of quality we want to give to our customers.” The ProStream 1800 has a print speed of over 1,900 letter impressions per minute and sets a new benchmark for inkjet quality with a color gamut beyond offset standards on most papers. In addition, the ProStream allows for a wide range of media including offset coated, uncoated, and inkjet optimized papers from 40 gsm to 300 gsm, making it the powerhouse for a wide range of high-quality applications, including premium and high-volume direct mail, books, catalogs, and magazines.

“Teaming ProStream with the varioPRINT iX enables Arna to do it all, say yes to all jobs, no matter what they are, no matter how big or small, or how high the quality requirements are, or how fast the turn. The answer is ‘Yes, we can’ — in fact, our answer is ‘Yes AND’ — ‘Yes, we can do that AND we can show you how to do what you are asking even better,’” Steven

said. “Look, simply put, customers don’t want to have to tell their printer how to do the job. We need to be leaders and innovators, and that means we must have the technology to lead and show them what is possible.”

When asked why he chose Canon inkjet, Steven replied, “Canon Solutions America is the clear inkjet leader and is driving the evolution of print; they recognize the importance of evolving the technology and are committed to leading. The Arna Advantage is based on being a leader, and teaming with leaders, so Canon is the obvious choice.”

“Our customers recognize Canon’s commitment and significant investment in the evolution of inkjet technology to help them drive better business outcomes for their customers. Arna’s business strategy to upgrade to the most current technology as soon as it is available enables them to give their customers a clear market advantage. We look forward to seeing Arna’s continued success in the marketplace,” said Francis McMahon, executive vice president, Production Print Solutions, Canon Solutions America, Inc.

“THE ARNA ADVANTAGE IS ABOUT PROVIDING OUR CUSTOMERS WITH THE BEST END-TO-END SOLUTIONS ALONG WITH WORLD CLASS CUSTOMER SERVICE.”

Steven Hegna
President



BURDISS

BURDISS TRIPLES THEIR GROSS ANNUAL SALES WITH THE CANON varioPRINT iX SHEETFED INKJET PRESS

Robert Burdiss is co-owner of BURDISS and a National Auto Sports Association (NASA) race car instructor and driver. His greatest joy is his family; a close second is building, fixing, working on, and racing his '73 Z28 Red Camaro.

An entrepreneur and serial learner with multiple degrees in aviation and business, Robert applies the same philosophies in his print business that he teaches as a NASA driving instructor. "First, you must have the right equipment. You don't go to a race with a regular car. The same holds true in business, it simply starts with the right equipment." Robert proudly points to the Canon varioPRINT iX sheetfed inkjet press they recently added to their floor as an example of having the right equipment for the job. "The quality of the Canon varioPRINT iX is, quite frankly, stunning, and the substrate versatility opened a lot of doors for us; we tripled our gross annual sales with the iX."

"Finally," Robert smiles, "it's all about speed!" When the Canon varioPRINT iX hit the floor, they went from producing 30,000 pieces a day to 200,000 a day — enabling them to replace toner devices and take in more work ... LOTS more work. "Our business changed after the iX was installed. We are now getting larger volume jobs — from 60,000 to 600,000, all the way up to over a million pieces."

Robert's final piece of advice? "Relax and enjoy yourself," Robert said. "When you've done the hard work to get the right equipment, plan your path for success, and deliver your highest performance, you are in the zone, firing on all cylinders, and you should remind yourself to relax and enjoy the ride."

BURDISS, founded 1999 and based in Lenexa, Kansas, is a one stop direct marketing solution for companies nationwide. With roots in mail and fulfillment, BURDISS has become much more than mail, setting a high bar in the print industry with variable print capabilities, SmartMail integration, an experienced creative staff, and the expertise to pull it all together. Send them your idea today, and they will have it printed tonight! Learn more at burdiss.com

Francis McMahon, executive vice president, Production Print Solutions, Canon Solutions America, Inc. shared, "High Performance Equipment. Knowing Your Path. Speed. I can't think of a better recipe for success in the printing industry than what Robert has shared. BURDISS certainly has all the ingredients for success, and I look forward to seeing them thrive!"



COMPU-MAIL TRANSITIONED TO 100% CANON PRODUCTION PRINT TECHNOLOGY TO OPTIMIZE CUSTOMER OFFERINGS AND GAIN BUSINESS EFFICIENCIES

Compu-Mail is a transactional and direct marketing services company located in Grand Island, NY that specializes in highly personalized data-driven marketing for the healthcare, retail, casino/gaming, non-profit, higher ed, and finance industries.

COMPU-MAIL



Compu-Mail

COMPU-MAIL CREDENTIALS INCLUDE:



Compu-Mail recently transitioned their print shop to 100% Canon production technology to optimize customer offerings and gain business efficiencies.

“We transitioned to a 100% Canon technology print shop, and there’s a reason for that — in fact, there are many reasons for that,” said Anthony Marchioni, Compu-Mail president, in a recent interview with the Compu-Mail leadership team.

First on the list of reasons, Anthony Marchioni cites the ability to efficiently meet service level agreements. “Compu-Mail is fully HIPAA compliant with SSAE, and Service Organization Control (SOC) 2 Type 2 and SOC 3 certifications, and we are expecting to achieve HITRUST certification within the next few months. What does that mean? It means customers know they can trust us with their most sensitive data. Critical communications, like medical correspondence, are time stamped and must be in the patient’s hands in a certain time frame. The Canon varioPRINT iX enables us to do that and efficiently meet SLAs.”

Another reason? Canon Solutions America’s leadership in high-speed production inkjet print. Canon Solutions America has led the evolution of print for nearly a decade, with industry-leading web-fed, sheetfed, and total high-volume inkjet market share in the U.S. reported in 2021. “Canon is clearly the leader in high-speed production inkjet. We have a Canon VarioPRINT i300 and love the platform; that is what led us to the Canon varioPRINT iX. Choosing Canon from a technology perspective was the obvious

choice,” stated Richard Baker, chief operating officer.

“Then, there is the powerful productivity of the Canon varioPRINT iX,” Richard adds. “Essentially, we took an eleven-press shop and turned it into six (three Canon varioPRINT iX, one Canon VarioPRINT i300, and two Canon varioPRINT 6000 TITANS) and are now able to produce more than double the pages per hour with almost half the presses. That’s powerful.”

“The business efficiencies, flexibility, and print quality we’ve gained are outstanding,” Rich continues. “Before we streamlined exclusively to Canon print technology, we had one of every press from various manufacturers, and from a production point of view it was very challenging, with different workflows, sheet sizes, and maintenance requirements. We had flexibility but the wrong kind of flexibility. We had issues when we tried to move things around or control costs. Now, with all Canon technology, we have easy flexibility that is seamless to our customers, ensuring we meet SLAs, produce a wide range of applications, and deliver consistent, top-quality print — and that’s important to us.”

Exceeding expectations. “We knew Canon had great print technology and a great team of people, but we weren’t aware of all of the additional support you receive as a Canon Solutions America customer. Canon truly exceeds expectations in that regard as well,” Anthony stated.

When you become a Canon Solutions America customer, every one of your employees receives complimentary

membership to thINK, an independent user group of Canon inkjet customers. As part of that membership you receive free tools, training, and resources — from the annual thINK Ahead event to training on thINK Academy, to simply downloading media profiles and the newest evaluated paper or connecting with other Canon Solutions America inkjet customers to collaborate on a project — thINK is designed to provide tools, training, and resources to help you accelerate your success with inkjet.

“What we didn’t realize until our Canon Solutions America sales representative brought it to our attention is that thINK also offers complimentary professional services like the Project 360° program. He recommended that we take advantage of that and I’m so glad we did. Project 360° was phenomenal; it removed some blinders we had being so close to our day-to-day operations, and led us to gain even more efficiencies than we anticipated. I highly recommend that Canon Solutions America customers take advantage of this free program.”

Friendly financing. From a financial perspective, Shanin Haskell, vice president of accounting advises, “Half the print devices with more than double the output — what company’s bottom line wouldn’t like that improvement? In addition, the Canon Solutions America financing team made it extremely easy for us.”

Diane Wasieczko, general manager, adds, “With my focus on human resources and ‘everything else’,

the strategy to streamline our print shop to Canon creates a more Zen type of environment, certainly for me but for all Compu-Mail employees.”

When asked what recommendations the Compu-Mail leadership team has for others entering the inkjet market, Dr. Charles DeWald, CEO replied, “Two words: outperform yourself.” That’s the philosophy behind Compu-Mail’s growth from a small service bureau to the \$20 million print business it is today. Established in 1996, Compu-Mail sprung from the roots of a data processing service bureau founded in 1968 that laid the foundation in leveraging data for highly personalized marketing. With this philosophy, Compu-Mail became an early adopter of variable data printing. Fast-forward 55 years, and they are now one of the largest and most trusted high-security print service providers in the country, servicing clientele across the US and Canada. “Always seek to outperform yourself. First you must imagine where you can go, then identify what is holding you back, and do that continuously; it is not a one-time process,” Dr. DeWald adds.

“Compu-Mail and Canon Solutions America share the business philosophy of outperforming yourself. We believe in striving for excellence in your field and I believe that is why Compu-Mail and Canon Solutions America are leaders today,” said Francis McMahon, executive vice president, Production Print Solutions, Canon Solutions America, Inc.

DNI

DNI ADDS CANON varioPRINT iX SHEETFED INKJET PRESS TO COMPLETE FULL OMNI-CHANNEL OFFERING

“The math is easy,” said Robert Cook, president and COO of DNI, when asked about his recent purchase of the Canon varioPRINT iX sheetfed production inkjet press.

“After we calculated the ROI on adding the Canon varioPRINT iX to our floor and considered the advantages it brings to our customers, it was an easy purchase decision.”

DNI, headquartered in an 80,000 sq. ft. facility in Nashville, TN, opened its doors in 1984 and provides omni-channel critical customer communications, transactional, trans promo mail, targeted direct mail, and fulfillment solutions to over 2,000 customers across a wide array of industries including insurance, healthcare, utilities, transportation, and the public sector.

DNI assists their customers in the full buying lifecycle, from customer acquisition to electronic presentment for online bill pay and everything in between. In addition, they offer full omni-channel marketing to enhance campaign results through their unique DNI360 Engage program. DNI360 triggers complementary social media and email marketing to high-impact targeted print for a full omni-channel campaign experience. “The target audience sees the same message in multiple channels before, during, and after the printed piece is received, and remarketing ads are triggered to those that engage. We then track the mail and confirm delivery down to the individual and provide a dashboard so our customer can see the results,” Robert explained.

When calculating ROI for the Canon varioPRINT iX, Robert advised, “First and foremost, start with the end in mind. You have to consider who you are getting into business with

before you buy anything. How are they going to support you now and in the future? This is what I know and appreciate about Canon Solutions America; they are future forward. I’ve been in a few of their product briefings; their product roadmap is well ahead of the industry, and their plan is for upgrades that aren’t disruptive to business, not forklift upgrades. In addition, Canon Solutions America wants their customers to be successful with inkjet and that is very clear from the programs they offer. The Canon Solutions America inkjet user group, thINK, has tools, training, and resource programs including Project 360°, which we are participating in soon and are very excited about,” Robert said.

“The ROI starts to build pretty rapidly,” Robert explains. “The first thing we did after installation was move offset work that we were outsourcing to the varioPRINT iX. With addressing as part of the print workflow and an inline Tecna cutter, we reduced our turnaround time from 15 days to two days. This delighted our customers, and it certainly delighted us.”

“WE REDUCED OUR TURNAROUND TIME FROM 15 DAYS TO TWO DAYS. THIS DELIGHTED OUR CUSTOMERS, AND IT CERTAINLY DELIGHTED US.”

Robert Cook
President/COO

In addition to eliminating outsourcing and accelerating turnaround time, DNI reduced costs by taking post coating out of the process. Previously a requirement with offset print, Robert advised, “The way the varioPRINT iX prints and cures the piece makes post coating no longer necessary. It goes through the mail stream without a problem.”

The momentum started building with the shorter turn times. “In the past, when our customers had last minute ideas, we just didn’t have the time to execute. Now they know we can, and that has increased our business with them,” said Robert. In addition, the new capabilities of the varioPRINT iX have enabled DNI to pick up additional business within existing accounts, increasing ROI and further strengthening customer loyalty.

“Faster turnaround times, taking cost out of the process, business efficiencies with reduced labor and storage, less logistics and time management, new business opportunities — if you do the math, it all adds up,” Robert said. “We just recently installed the press, and these are just the first steps we’ve taken. We know we haven’t even scratched the surface on using the varioPRINT iX to its fullest capabilities, and we look forward to bringing those benefits to our customers.”

Robert attributed the three decades of DNI’s success with the company’s underlying core values of Ingenuity, Influence, and Integration; demonstrated by unrelenting problem solving, positive impact on industry, community, and employees, and going above and beyond to support every client. DNI is active in supporting Safe Haven, Best Buddies, and the Nashville Humane Association.

“DNI has had great success with their DNI360 Engage omni-channel offering and teaming that with the Canon varioPRINT iX creates a powerful play. I look forward to seeing the results of the dynamic combination,” said Francis McMahon, executive vice president, Production Print Solutions, Canon Solutions America, Inc.



IMAGE DIRECT DOUBLES DIRECT MAIL VOLUMES WITH THE CANON COLORSTREAM 3900

Dilip Parthasarathy, owner and president of Image Direct Group, LLC, a minority owned business (MBE) with 70+ employees, proudly represents his family's third generation in the print industry. He reminisces of fond childhood memories growing up in India working in the print shop his grandfather established in 1945.

IMAGE DIRECT

Dilip credits his father for his success today, sharing that his father led him by example. He explained, "My father is an extremely intelligent, savvy businessman, and placed a high importance on the art of continued learning and staying current in your industry, and that philosophy has been a big part of my success."

At the young age of 23, Dilip came to America to get his master's degree in Print Management and an MBA in Strategic Management, after which he began working as a solution architect focusing on supply chain strategies for the manufacturing industry. Dilip also worked for several years in IT before the print world called him back, and in March 2018 he purchased Image Direct, a 26-year-old print and mail company based in Frederick, Maryland. The business had a great customer base but outdated legacy equipment.

"When buying a business, you acquire all the good and bad parts and it takes time to stabilize, but with my extensive experience both in and out of printing I had acquired a well-rounded mix of skills and I knew that would serve me well in leading the company to higher growth and increased profitability," Dilip said. "In the early days, with rising labor costs and expensive maintenance on legacy machines, I hardly made any money. I knew I had to take swift action to replace the legacy equipment and grow the company. I devoured

the learning in an inkjet book that a Canon Solutions America sales rep gave me ("The Inkjet Edge"), began researching the future of the print industry, and visited several successful print and mail shops to learn how I could best modernize and streamline our technology and processes. Then, I called in my father."

Armed with research and knowledge on the direction of the print industry and technology advancements, Dilip and his father attended the PRINTING United Expo and met with many equipment manufacturers, solidifying what they knew already from their research — Canon inkjet was the right decision. "We invested in a Canon ColorStream and MBO folding machine and inserters that insert 13-14k an hour," Dilip shared. Shortly after install they experienced a rapid increase in mail volume, going from 6-7 million to 10-12 million direct mail pieces a month. "Today we mail out over 100 million pieces of direct mail each year, and we are seeing continued growth."

"The Canon ColorStream was the right choice for us. The quality and speed in which it can print anything from monochrome to full-color applications enables us to meet customer requirements for a wide variety of applications including transpromo, direct mail, or books and manuals," Dilip said. Currently Image Direct primarily prints and mails political and nonprofit fundraising campaign materials,

transactional mail (financial and medical statements), and commercial advertisements (postcards, self-mailers) in the Baltimore and DC area markets.

"Canon Solutions America was the clear leader throughout our learning and buying process. From arming us with the information we needed to do our research, to laying out a solid finance package that would enable us to be successful in our transition, to providing complimentary membership to the thINK inkjet user group and all the tools, training, and resources that comes along with that. Across the board, Canon Solutions America leads, not only in their inkjet technology but in

"I BELIEVE IN KNOWLEDGE. IT'S A POWERFUL TOOL. EMPOWER YOURSELF WITH THE ART OF LEARNING AND STAY CURRENT IN THE INDUSTRY SO THAT YOU CAN EXCEL IN WHAT YOU OFFER TO YOUR CUSTOMERS — THERE'S NO SURER WAY OF SUCCEEDING."

Dilip Parthasarathy
Owner & President

the way that they engage with their customers to help accelerate our success," Dilip stated.

When asked what recommendations he has for others entering the inkjet market, Dilip replied, "I believe in knowledge. It's a powerful tool. Empower yourself with the art of learning and stay current in the industry so that you can excel in what you offer to your customers — there's no surer way of succeeding."

"Image Direct's success is a direct result of Dilip's dedication to understanding where the print industry is headed and how to best serve his customers. Inkjet is the future of print and Image Direct is well positioned for continued success, and we look forward to supporting them every step of the way," said Francis McMahon, executive vice president, Production Print Solutions, Canon Solutions America, Inc.

"I wholeheartedly agree and subscribe to Dilip's philosophy of continued learning, and the thINK community is designed for exactly that, with inkjet tools, training, and resources available on thINKForum.com to all members and networking and learning opportunities at our annual thINK Ahead conference. I encourage all Canon Solutions America inkjet customers to join this dynamic inkjet user community," said Lori Messina, thINK Board president and president at Access Direct.

JPS BOOKS + LOGISTICS

JPS BOOKS + LOGISTICS LEVERAGES CANON INKJET FLEET FOR CONSECUTIVE YEARS OF 30% YEAR-OVER-YEAR GROWTH

“It started with a conversation with my dad over Christmas break about the family print business, centering around how to regroup and move forward post-COVID and plan for strategic growth,” said Hunter Johnson, CEO, JPS Books + Logistics.

No stranger to the print world, Hunter Johnson grew up working his teen years shipping books out of his dad’s unairconditioned warehouse, and later took on various roles intermittently during college breaks. However, after college, Hunter began his 15-year career in business consulting, working at companies including IBM, Deloitte Consulting, and Sabre. It was in his role as a business consultant that the conversation took place.

Shortly thereafter, Hunter conducted a six-week consultation for his family’s print business and mapped out a vision and strategic path forward for the company to regroup from COVID and continue building on an already successful business. The consultation quickly morphed into his current role as CEO at JPS Books + Logistics. “I am pleased to represent my family’s third generation in the family print business and continue executing on the strategic vision to evolve and grow the company,” Hunter said.

“I’ve always loved finding ways to help companies thrive, but this, this was personal. This was my family’s print business, started by my dad and grandparents in 1978, and at that time, operated by my dad and three of his five siblings,” Hunter said. “I was passionate about finding opportunities for optimization and growth.”

When asked about his strategic approach to finding those areas of opportunity, Hunter replied,

“First, determine what one thing you can best deliver to the world and then figure out how you can deliver it with excellence, better than anyone else, and better than you ever have before.”

It quickly became obvious to Hunter that the “one thing” the company did better than anyone else was helping education publishers and corporate training departments produce printed books and kits, deliver them fast and on time, and remove the burden of inventory management.

Hunter commented, “It was no surprise to me to find this was the company’s sweet spot. Before establishing what was then called JPS Graphics, my grandpa was originally a public school teacher and lifelong learning has always been one of our core family values. Naturally, that value manifested to be at the center of the business for the past four decades. I’m quite proud to have that value be at the heart of what our company delivers today.”

A recent example of how this core value of the importance of education and Hunter’s vision of book printing came together was illustrated by their printing of the inspirational children’s book *Sprinkles the Fire Dog*, which garnered great local media coverage following its distribution to a Long Island middle school last year.

With a clear vision identified, Hunter then turned to the next task at hand — how to deliver with excellence, better than anyone else, and better than they ever had before. He knew just where to look first—the press room floor. Hunter commented, “Technology can be a game changer. If your company is using outdated technology, you are at an immediate disadvantage, and it inhibits you from delivering to the standard of excellence that you could be.”

They replaced their toner devices that printed 110 pages per minute at 600 dpi with a Canon varioPRINT iX sheetfed inkjet press that prints almost triple the number of pages per minute at a much higher quality of 1200 dpi. “We went from the ability to produce 2-3 million impressions a month to being able to produce up to 10 million high-quality impressions a month. That was a significant change for us. The speed and uptime of the varioPRINT iX is impeccable, and the consistency of the prints is superior,” Hunter said. “In addition, we cut our processes nearly in half, allowing us to have more time for more jobs, and the operating costs are considerably lower as well, allowing us to get more pages per productive hour from our employees.”

JPS Books + Logistics also added a Canon ColorStream 3900Z web-fed inkjet press to their fleet. “The culmination of the advantages of the varioPRINT iX confirmed that we were moving in the right direction, and that our strategy was sound. We saw clear advantages that resulted from bringing in the Canon varioPRINT iX, so it was an easy decision to take the next step in our growth strategy and purchase the Canon ColorStream,” Hunter said. The Canon ColorStream prints up to 417 feet per minute, at over 109k letter impressions per hour and runs a wide range of uncoated and inkjet-optimized media — 40 to 160 gsm.



“DETERMINE WHAT ONE THING YOU CAN BEST DELIVER TO THE WORLD AND THEN FIGURE OUT HOW YOU CAN DELIVER IT WITH EXCELLENCE.”

Hunter Johnson
CEO

The Canon varioPRINT iX sheetfed inkjet press teamed with the Canon ColorStream 3900 web-fed inkjet press and two varioPRINT 6000 TITAN monochrome presses, and complemented by a wide range of binding options — including saddle stitch, coil binding, wire-O binding, PUR perfect binding, and hardcover case binding — all delivered through fulfillment services and fast nationwide shipping from their Dallas, Texas hub, has culminated in creating a powerful competitive differentiator for JPS Books + Logistics.

“Updating our press room floor with Canon inkjet has enabled us to offer high-speed black-and-white pages all the way to high-quality, full-color printed materials including schoolbooks and reading materials for K-12 learning organizations, training materials for corporations, and personalized books and gifts for e-commerce companies,” Hunter said. “We have achieved 30% year-over-year revenue growth for two consecutive years, and I credit our Canon inkjet fleet for a large part of that. We simply could not have grown in the way we did without the powerful inkjet technology we have on our floor.”

“Canon Solutions America has been a great partner for us. They are hands-on and invested in their customer’s success, and that, coupled with think, the Canon Solutions America production inkjet user group, has provided us with the training, tools, and resources we need to be successful in executing on our vision.”

“Finding out what you can best deliver to the world and delivering that based on your core values is not only an admirable goal, but one which is certainly a sure path to success,” said Francis McMahon, executive vice president, Production Print Solutions, Canon Solutions America, Inc. “I am proud that Canon Solutions America has supplied the production inkjet technology that enables JPS Books + Logistics to deliver their value-based offerings with excellence.”

MELE PRINTING ADDS A SECOND CANON varioPRINT iX JUST MONTHS AFTER THEIR FIRST iX INSTALL

Mallery Mele, owner/president/CEO of Mele Printing (right), with daughter, Morgan, taken at Mele Printing's annual king cake class, designed to build customer relationships while educating them on the capabilities of inkjet print.

MELE PRINTING



“We are known for our gourmet fudge chocolate chip cookies, king cakes, and delighting our customers,” laughs Mallery Mele, owner/president/CEO of Mele Printing in Covington, Louisiana. Mele Printing bakes over 70,000 cookies a year in a kitchen built into their 90,000 sq. ft. print facility, to box up and give out to their customers. Mallery explains, “It’s extremely important to us that our clients know whom they’re doing business with. Once they take the time to find out what we’re all about, we’re confident they’ll like what they see. Our people, culture, and state-of-the-art technology win our customers over every time — the cookies just get them here.”

If the cookies don’t, the king cakes certainly will! Each year during Mardi Gras season, Mele Printing invites their customers in for king cake classes — so popular now that they schedule more than 10 classes! Mallery comments, “It’s a great way to build relationships with our customers but also educate them on the print process. After we make our king cakes, we go out on the print floor and I show them what is possible with today’s inkjet print technology. Once they understand the process and what is possible, they leave excited and full of new ideas.”

“We are truly committed to our customers’ success. We are all in. We want to build relationships with them and truly collaborate for their success, and I

believe that comes through loud and clear,” Mallery said. “Of course, building customer relationships and developing trust requires delivering on our promises, and to truly delight our customers we rely on state-of-the-art inkjet technology that can take their ideas and bring them to reality. That’s where our Canon inkjet presses come in.”

While it’s true Mele Printing makes over 70,000 cookies a year, this pales in comparison to the almost 50 million direct mail and transactional print pieces they produce annually. Mele Printing installed two Canon varioPRINT iX inkjet presses with Tecna inline finishing, perfining, and scoring and increased their revenue by more than 40% this year, much of which they attribute to the addition of Canon inkjet technology. “We grew as much as we could with competitive print devices, but we

“WE WANT TO BUILD RELATIONSHIPS WITH THEM (CUSTOMERS) AND TRULY COLLABORATE FOR THEIR SUCCESS, AND I BELIEVE THAT COMES THROUGH LOUD AND CLEAR.”

Mallery Mele
Owner/President/CEO

knew we needed something that could do the work of all our presses combined. The Canon VarioPrint i300 intrigued us and captured our attention, but when the Canon varioPRINT iX came out with the versatility to print high-speed, high-resolution files all the way to the lower resolution transactional printing, it captured our hearts. It has been the only press on the market where we have seen this type of flexibility. It is a very versatile machine and is so fast when it’s printing, it’s just amazing — and the quality is stunning; that is key for us,” Mallery said.

Mele Printing is SOC 2 Type 2 compliant and provides high-quality statement printing for a wide variety of customers including credit unions, taxing authorities, utility companies, hospitals and diagnostic imaging centers, universities, and medical offices. In addition, Mele Printing assists customers in achieving increased response rates with omni-channel direct mail campaigns utilizing their MailSmart program. The MailSmart program matches direct mail addresses to social media accounts so that mail recipients see ads in their social media feeds before, during, and after they receive the direct mail piece. Next the MailSmart program tracks the mail and predicts and confirms delivery down to the individual piece, as well as displays colorful ads on recipients’ Informed Delivery portals. When a recipient visits the promoted website, they then begin receiving remarketing ads in their social media channels. If they call into the promoted

800#, the MailSmart program records the call and documents the name, address, and demographics of the caller. Finally, all the reporting down to the individual piece is pulled into an electronic dashboard that Mele Printing’s customers can access. This omni-channel approach increases frequency of the marketing message and helps drive increased touchpoints and responses, and ultimately ROI.

Mele Printing is proud to have strong roots in the community, and donates over \$100,000 annually to more than 20 nonprofits and community projects. Sustainability is also important to Mele Printing. They use paper made from 10% post-consumer waste byproducts, recycle all excess paper from print jobs, and partner only with paper warehouses that have established an initiative to plant more trees per year than they harvest. In addition, their Canon inkjet presses enable less waste, reduced energy consumption, chemical-free production, and utilize the most environmentally friendly, stringently manufactured aqueous pigment inks. The water-based iX inks deliver odorless prints and no hazardous disposables, and because they have an excellent de-inkability score, the varioPRINT iX-series contributes to better paper recycling. In addition, waste through obsolescence is eliminated with on-demand inkjet printing.

Mallery Mele started Mele Printing over 38 years ago as a one-man operation, waiting on customers during the day, then locking the doors and printing all night on a Hamanda printer. Today, they are now one of the largest printers in Louisiana with over 100 employees.

When asked what recommendation he has for others entering the inkjet market, Mallery replied, “Your company’s culture is your most important asset. Company culture is the shared values, goals, attitudes, and practices that characterize an organization. At Mele Printing our culture is well-defined and we attract like-minded employees and partners that share our passion for becoming our best, and helping others do the same.”

Francis McMahon, executive vice president, Production Print Solutions, Canon Solutions America, Inc. shared, “Mele Printing’s business growth and customer loyalty are great examples of what happens when a company prioritizes company culture and customer success; these are two very important values that I personally believe are critical, and a key foundation for success.”

PEL HUGHES

PEL HUGHES ADDS THE CANON PROSTREAM WEB FED INKJET PRESS TO EFFICIENTLY DELIVER HIGHLY TARGETED DIRECT MAIL, BOOKS, & MAGAZINES WITH STUNNING GRAPHIC QUALITY

“Don’t screw it up,” Brian Hughes, Pel Hughes president, replied with a laugh when asked about the words of wisdom his father Vic left him regarding their family’s print business.

“The family business began in 1954 with my grandparents Pel and Alice (pronounced ‘Elise’) Hughes,” Brian explained. “When my parents took over the business in 1969, they grew it from a small commercial print and mail shop with only three employees to one of the largest Gulf South full-service direct mail marketing providers with more than 65 employees today.”

This growth came despite many challenges, including the floods from Hurricane Katrina. Brian continued, “My dad didn’t tell me how to run the business; he showed me. I worked alongside him for over 20 years and saw him use obstacles as springboards to grow the company. We’re taking his knowledge passed on to us, and growing the business by evolving it to meet changing market conditions.”

“Many people will tell you print is dead, but we know print is not dead — it is evolving. Print is a very powerful component of the multi-channel marketing mix, and

if you aren’t using it for highly targeted direct mail campaigns, you are missing the mark,” Brian said.

“Our customers don’t come to us because they want print or direct mail campaigns. They come to us because they want their communications to be timely, relevant, personalized, and effective to meet their customer acquisition and retention goals — and we know how to help them do that.”

Clients rely on Pel Hughes’ extensive data expertise to help them achieve ROI (return on investment) with highly targeted cross-media marketing campaigns. To do this, Pel Hughes relies on a mix of print technology and software as well as data and marketing analysts. However, they found their print technology was holding them back, creating waste and inefficiencies with pre-printed shells, downtime, and labor-intensive processes. As part of their evolution strategy, Brian and his uncle Tim Levy, Pel Hughes vice president, made the decision to purchase a Canon ProStream 1800 web-fed inkjet press.

“As we evolved our business over the years, we moved forward but our press technology did not,” Tim said. “We knew we had to find a better, more efficient way to do what our customers have come to expect from us. Simply put, the ProStream checked all the boxes.”

“MY DAD DIDN’T TELL ME HOW TO RUN THE BUSINESS; HE SHOWED ME.”

Brian Hughes
President

“First, there’s the sheer efficiency factor,” Tim shared. “The ProStream can run 400,000 stunning high-quality postcards in the time it takes two of our toner devices to run just 10,000 postcards. There’s no question the night and day difference when it comes to speed and quality, not to mention the uptime, which has been only 70 percent on our digital toner devices vs. the 90+ percent on ProStream. When you layer on top of that the variable data capabilities that can handle our complex data matrices, the ProStream is a game changer for our business. After our install in May 2022, we immediately began moving offset jobs that demanded pre-printed shells, high-quality graphics, and run lengths too short to run profitably on offset over to the ProStream; and, of course, digital toner jobs as well. We didn’t really have a learning curve. Our work was already there; we just needed a quality, high-speed press like the ProStream that could catch up with us and help us move into the future.”

“Because of our experience and expertise with data-driven direct mail, adding the ProStream was just plug and play for us,” Brian added. “We could keep doing what we were already doing, but do it better, more efficiently, and with better results.”

Media versatility is also important to Pel Hughes for meeting their customers’ requirements. The ProStream allows for a wide range of media, including standard offset coated (gloss, matte, silk, dull), uncoated, and inkjet optimized papers from 40 gsm to 300 gsm.

“So, in other words, we can print from the lightest weight magazine and book pages to magazine covers, enabling us to use the ProStream for direct mail, books, catalogs, and magazines. The ability to print on 10-12 pt. postcard stock was big for us, as our clients’ demand has been trending to heavier stocks for years. We invested in a nearline MBO roll-fed finishing line with dynamic perf/score, slitting, trimming, sheeting, folding, and gluing for the most efficient finishing workflow in our industry,” Tim shared.

“Because the MBO line is modular, we can reconfigure finishing components into a different sequence, producing a different product as needed. Postcards in run 1, letters in run 2, self-mailers in run 3. This allows us to finish the web into a product that is best for the customer and the campaign, rather than force them to fit a standard box. Customized campaigns get better conversion rates, which is the ultimate goal.”

With run lengths too short to run profitably on offset, overall volumes beyond the throughput levels of their toner devices, and the requirement for highly variable print jobs, the ProStream helped Pel Hughes bridge the gap between offset and toner devices, enabling them to be more efficient in delivering stunning quality, highly-targeted campaigns in record time, cost-effectively and without the waste. Pel Hughes operates out of a 65,000 sq. ft. facility and has 65 employees, many of whom are family members stepping into their family legacy.

Jackie Hughes, owner of Pel Hughes, commented, “I am thrilled to see my son [Brian] and brother [Tim] leading the company. I know Vic would be proud. I am still actively involved in the business and spend my days in back-to-back meetings, but with the leadership I see [in them], I know I can look forward to picking up more tennis games and spending more time with my grandchildren.”

When asked what recommendations they have for others entering the inkjet market, Brian replied, “Choose a like-minded manufacturer. When we started investigating what inkjet could do for us, we knew we needed print technology that could not only meet us where we are, but also one that could scale with us as we grow. That was a critical decision point for us, and that’s why Canon Solutions America quickly became the clear choice.”

“Pel Hughes is a great example of the success a company achieves when they are focused on the success of their customers. I’m pleased they recognize we are like-minded in our commitment to customers. We welcome the Pel Hughes family to ours and look forward to seeing their continued growth,” said Francis McMahon, executive vice president, Production Print Solutions, Canon Solutions America, Inc.



PIP TRANSITIONS FROM TONER DEVICES TO THE CANON varioPRINT iX SHEETFED INKJET PRESS TO EXTEND SERVICE OFFERINGS AND ACHIEVE GOALS FOR REVENUE GROWTH

The PIP franchise was established in 1978 in Peoria, IL, and quickly grew to nine brick and mortar locations.

PIP



“We aren’t your average franchise printer — we generate \$5M in revenue and have a 30,000 sq. ft. facility with over 30 employees, and we are the fourth-highest revenue producer in the PIP network,” said Shane Parker, PIP president.

The PIP franchise was established in 1978 in Peoria, IL, and quickly grew to nine brick and mortar locations with one central print facility and several delivery trucks. While it was very much “just” a copy center, it was certainly a successful one.

“WHEN WE SAW THE QUALITY OF THE CANON varioPRINT iX, WE KNEW IT WAS TIME FOR US TO TRANSITION FROM OUR TONER DEVICES. THE CANON varioPRINT OFFERS US THE HIGH QUALITY WE NEED PACKAGED ALONG WITH MANY OTHER ADVANTAGES — THERE’S JUST NO DOWNSIDE.”

Shane Parker
President

“PIP has been enjoying almost 50 years of success since my dad and grandfather bought the first franchise in 1978,” said Chris Cochrane, CEO. But with time came change, and brick and mortar locations were no longer required to capture business, so Shane and Chris streamlined to one central print facility and a satellite office. In addition, they found their customer base was also changing, becoming much more diverse and more sophisticated in their print requirements, requiring them to outsource much of the work.

“Our customer base changed from walk-in clients requesting letterhead to publishers printing books and magazines, corporate clients needing direct mail campaigns, and healthcare facilities requiring HIPAA certification for medical documents,” Chris said. “We knew if we wanted to grow and become more profitable, we had to step up to inkjet press technology; and of course, Canon Solutions America leads there, so purchasing a Canon inkjet press was a foregone conclusion.” They replaced their toner devices with a Canon varioPRINT iX sheetfed inkjet press.

“When we saw the quality of the Canon varioPRINT iX, we knew it was time for us to transition from our toner devices. The Canon varioPRINT offers us the high quality we need packaged along with many other advantages — there’s just no downside,” said Shane.

Those other advantages, according to Chris and Shane, include high-quality work at “phenomenal speed,” increased uptime, and ease of use.

“Not only is the quality spot on, now we can print at 3.5 times the speed, and longer runs are now much more profitable for us. On our toner device, we were competitive for runs up to about 20,000; now, with the Canon varioPRINT iX, the sky’s the limit,” Shane said.

To their delight, they also found the Canon varioPRINT iX much easier to operate than toner devices. “We call the Canon varioPRINT iX our big green button machine. It’s just easy; you can load it and go. Our press operators are thrilled. They are even able to quickly train temps to run the press — we could have never done that with our toner device, which required highly skilled operators,” said Chris. Shane added, “We average about 800 jobs a month; our operators can load in the stock they are going to use and print job after job after job without stopping. Our ability to just run a tremendous amount of work 3.5 times faster than we did before is phenomenal.”

“The reliability of the Canon varioPRINT iX and the uptime is tremendous — it is night and day compared

to our previous toner devices. We also have peace of mind knowing that the service network Canon Solutions America has in place and their service guarantee is better than anyone else out there,” Chris said.

PIP teams the Canon varioPRINT iX with a Tec Lighting UV Coater, Standard perfect binder, Duplo booklet maker, and two Duplo creaser 645 as well as mailing equipment. In addition, they automate customer orders and workflow. “PRISMA workflow integrated seamlessly with our current environment. Our Canon varioPRINT iX with automated workflow and full finishing line enables us to offer all things to all customers at the quality and speed we need to be profitable. We are very happy with our decision to purchase the Canon varioPRINT iX,” concluded Chris.

“Being the fourth-highest PIP franchise revenue producer is impressive, and I’m confident we have yet to see just what PIP can do. Especially now, with Chris and Shane’s strategic decision to utilize inkjet to bring profitable jobs back in house and offer an extensive array of print applications to their diverse customer base,” said Francis McMahon, executive vice president, Production Print Solutions, Canon Solutions America, Inc.



REX 3

REX 3 ADDS A CANON varioPRINT iX SHEETFEED INKJET PRESS TO INCREASE EFFICIENCY, QUALITY, AND ON-TIME DELIVERY FOR OUTSTANDING CUSTOMER SERVICE

Rex 3 is a privately held, family-owned business that is recognized as one of America's top 100 commercial printers.

Located in Sunrise, FL, they have a bustling business with multiple locations, including a plant and an offsite local facility, and a partner entity in the UK that mirrors many of their operations to meet their global demand. They employ more than 260 full-time staff and up to 150 temps on any given day, working six days a week around the clock, with small crews on Sundays.

Now in business for nearly 65 years, Rex 3 was founded by Julius Miller in 1959 and is currently led by the

second generation, Steve Miller. Rex 3 is known for their passion for custom printing, and they've grown significantly over the years, expanding into many different areas of print. One key area of Rex 3 expertise is production of custom-made trading cards that require intricate manufacturing and printing techniques for various sports leagues, including Major League Baseball, Formula One racing, European soccer, NHL, Star Wars, Wacky Packs for Garbage Pail Kids, Arnold Schwarzenegger, UFC fighting, and many others. Moreover, they specialize in die-cutting and gluing for display boxes and packaging for various industries, from perfume and vitamins to cannabis, candy, and ice cream. In addition they offer a wide variety of wide-format print products.

Apart from sports memorabilia, packaging, and wide-format products, Rex 3 also offers commercial printing services, including brochures, pocket folders, pamphlets, transactional mail, postcards, and more. They have a dedicated mail shop where they handle millions of pieces of mail each month. At the heart of that operation is their beloved Canon varioPRINT iX sheetfed inkjet press. The decision to go with the Canon varioPRINT iX was based on several factors, including the ability to handle significant volumes of work at high speed, the sheet size, and the stunning print quality. According to Jay Kahn, vice president of operations, "The Canon varioPRINT iX was easy to cost justify, the ROI proves out faster than some of the

other alternative choices we looked at, and the sheer speed of the iX and stunning quality enable us to live up to our commitment to outstanding customer service."

Rex 3 prides themselves on their commitment to customer service. Jay explains, "We really take the time to understand our customers' needs and work with them to find the best solutions. Our attention to detail and quality control is also something that we take very seriously. We make sure that every project that goes out the door meets our high standards. Our ability to handle a wide range of projects and customize solutions for each individual customer is a strong competitive advantage."

Todd Jones, director of IT, readily agrees, "Rex 3 has a strong competitive edge in the printing industry and much of that can be attributed to our experienced and passionate team — it's our staff, enabled with our state-of-the-art technology like the Canon varioPRINT iX, that makes Rex 3 a go-to for customers who need high-quality custom printing services delivered on time."

In fact, Jay and Todd both credit the entire Rex 3 team for the success of the company, sharing that despite the unprecedented challenges posed by the COVID pandemic, the Rex 3 team was able to not only survive but thrive during this period. They came together to navigate through the tough times and support one another, with all levels of management working around the clock, and increased their top-line revenue substantially, at a time when other companies were going out of business. Their vendors were impressed, and their customers were thrilled with the level of service they received, all a testament to the commitment and passion of the team, who worked tirelessly to ensure the success of the business.

"At the end of the day, to build the customer loyalty we have today, you have to have a great team, and you have to give the team the technology they need to do their job with excellence. We are proud of our team and are pleased with the Canon inkjet technology that enables them to quickly and efficiently produce the high-quality, stunning custom printed products that our customers have come to expect of us," Jay concluded.

"As Jay said, it is the people not the technology that makes the difference at the end of the day. To see the Rex 3 team utilize the speed and quality of the Canon varioPRINT iX to delight their customers delights me," said Francis McMahon executive vice president, Production Print Solutions, Canon Solutions America.

REX³



ROYAL PRINTING ADDS CANON varioPRINT iX SHEETFED COLOR INKJET PRESS TO DRIVE EFFICIENCIES & EXTEND RELIABLE, HIGH-QUALITY PRINT OFFERINGS

Print was in their blood — not only did they have many fond memories of working after school at their dad's print shop, but when their dad sold the business, both went on to work at different print companies through their high school years.

ROYAL PRINTING

think members and Royal Printing owners (and brothers) Mike and John Morello opened their print business in 1989 in Las Vegas, Nevada. Already astute businessmen with a hard work ethic, starting their own print business together after they graduated was a foregone conclusion. Mike and John purchased a 1-color AB Dick 360 and added a Heidelberg offset press and several toner devices over the next several years and went on to enjoy success in the print business for over 30 years.

"I ATTRIBUTE OUR SUCCESS TO BEING A PRINT PARTNER THAT OUR CUSTOMERS KNOW THEY CAN COUNT ON. RELIABILITY IS OUR GOLD STANDARD. THAT MAY SOUND SIMPLE BUT IF YOU'RE IN THE PRINT BUSINESS, YOU KNOW IT ISN'T."

Mike Morello,
Co-Owner

"I attribute our success to our focus on being a consistent, reliable print partner," Mike said. "Being a print partner that our customers know they can count on is important to us. Reliability is our gold standard. That may sound simple ... but if you're in the print business, you know it isn't."

"It's much easier to maintain our gold standard of reliability now," Mike added. "We attribute that peace of mind to our new Canon varioPRINT iX. Since its install about five months ago, we haven't experienced one down day to speak of, and the quality and color consistency is outstanding; it never misses a beat." Royal Printing prints perfect bound books, high-impact direct mail, and packaging for a customer base that spans the gamut from political to casino, print brokers to ad agencies.

"We've been looking at inkjet for years, and it became the obvious choice for us with the dramatic improvements in color consistency and quality," Mike commented. "We knew inkjet was a significant growth opportunity for us, and we knew the right partner was Canon Solutions America. We are happy with our choice and with the results we are already seeing."

Mike and John had the goal of phasing out their toner devices and, to date, much of the toner

work has been moved to the varioPRINT iX as part of that replacement strategy. "Imagine our delight going from 30,000 impressions over 30 hours at a lesser quality to 30,000 high-quality impressions on the iX in just one eight-hour shift," said Mike.

In addition to phasing out toner devices to increase efficiencies and thereby profitability, their second strategy was to transition some offset work over to the iX press as well. This helped them to not only create efficiencies but, more importantly, to increase the value of the printed product. Mike commented, "With variable data capabilities, direct mail is an obvious choice to transition from offset to inkjet, not only to gain efficiencies but also as a way to add more value by printing the mailing address in one pass and creating highly targeted direct mail."

The varioPRINT iX press also presented new business opportunities, including perfect bound books. Mike commented, "We increased our print service offerings and thereby our revenue with new print offerings like perfect bound books. The sheet size we can run on the iX enables us to trim, finish, and collate sheets and send them right to the perfect binder. We love that."

"Our install wasn't flawless; we had some hiccups. That is when we got to test who we chose to partner with, and Canon Solutions America didn't disappoint.

The Service team was fantastic, very helpful and friendly. We chose Canon Solutions America because of their reputation to partner for success and we wanted to be part of that family. Reliability is important to us to offer our own customers and it is something we expect from those we partner with. Canon Solutions America delivers that," Mike stated.

"We are excited about the Canon Solutions America inkjet user group, think; we have heard a lot about the annual conference, think Ahead, as well as the inkjet sales training, lead gen tools, and other educational resources available to us. We look forward to attending the conference next year and leveraging the resources and appreciate the support we are seeing come from Canon Solutions America and the think community," Mike stated.

"There are many benefits to inkjet, and we are happy to see Royal Printing accelerate their success by transitioning their toner work, moving offset work over to the Canon varioPRINT iX to add more value to the page, and increasing revenue with additional print offerings like perfect bound books," said Francis McMahon, executive vice president, Production Print Solutions, Canon Solutions America, Inc. "Our customers' success is success for Canon Solutions America. Together we all win."

VYA

VYA INCREASES SPEED TO DELIVERY FOR HIGH-IMPACT, HIGH-QUALITY TARGETED DIRECT MAIL CAMPAIGNS WITH THE CANON varioPRINT iX SHEETFED INKJET PRESS

Vya, based in Cincinnati, OH, is a leading provider of marketing execution technology and services for distributed organizations with customers that span the franchise, financial services, insurance, utilities, and manufacturing industries.

“In today’s fast-moving world, our clients look to us to help them execute highly personalized and impactful direct mail campaigns in days — not weeks. With our Canon varioPRINT iX sheetfed inkjet press, we can handle large print runs and quick turnarounds without sacrificing print quality, and that helps us meet our quality of excellence requirements while delighting our customers with turn time,” said Terry Brokamp, SVP, Vya.

Their mission is to deliver ‘simplicity’ to their customers with turnkey print production services and Vya’s proprietary end-to-end marketing resource management platform that enables companies to effortlessly manage, customize, and deliver marketing materials to the frontlines of their businesses. The success of Vya’s marketing resource management system is driving increased client demand for high-quality direct mail campaigns, delivered to the field faster with more relevance.

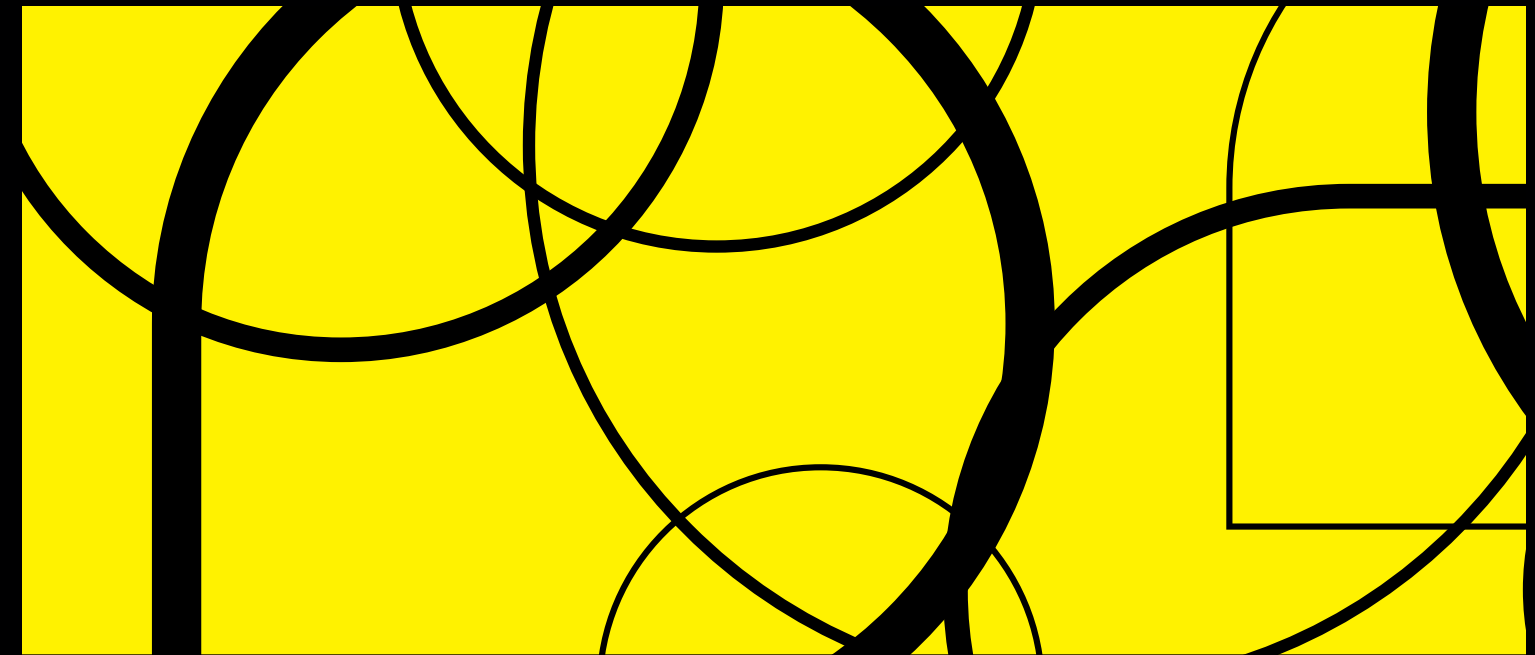
The Canon varioPRINT iX plays a critical role in this end-to-end solution. Teamed with Vya’s web-based custom marketing portals, Vya’s clients can provide approved, high-quality, customizable marketing materials to field operations — franchisees, bank branches and MLOs, agents, dealers, retailers, and distributors — printed faster and in the quantities required for local markets.

“The Canon varioPRINT iX has more than doubled our digital color print capacity, and that in addition to our robust finishing capabilities (including folding, scoring, gluing, and inserting) has enabled us to achieve fast, flexible print and fulfillment services that help our customers get high-quality tailored print campaigns into the field faster,” Terry said. “Making it simple for our customers to quickly deliver complex, high-impact, high-quality direct mail is what sets Vya apart, and why we have a loyal customer base.”

Francis McMahon, executive vice president, Production Print Solutions, Canon Solutions America, Inc. shared, “I commend Vya’s leadership team for their vision of simplicity, and teaming Canon’s industry-leading inkjet technology with their proprietary marketing technology to execute on that vision. I welcome them to the Canon Solutions America inkjet family and look forward to seeing Vya continue to thrive!”

“CUSTOMERS KNOW WE CAN HANDLE LARGE PRINT RUNS AND QUICK TURNAROUNDS WITHOUT SACRIFICING PRINT QUALITY.”

Terry Brokamp
Senior Vice President





Canon
CANON SOLUTIONS AMERICA

think.

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