

Inkjet/Innovation

CANON

INKJET CUSTOMER SPOTLIGHTS

Canon

| thINK.

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

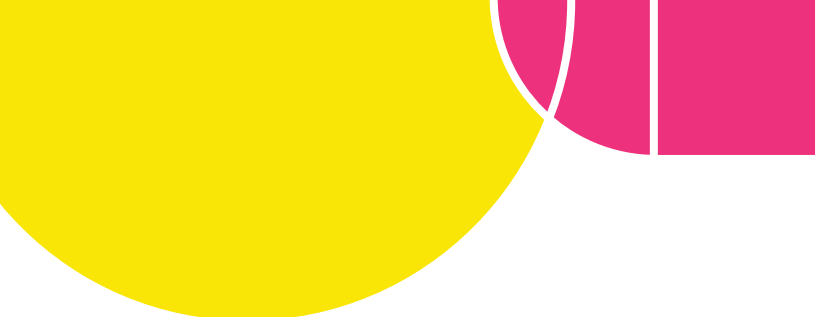


TABLE OF CONTENTS

| | |
|----------------------------------|----|
| Arna Marketing Group | 2 |
| Broadridge..... | 4 |
| Burdiss..... | 6 |
| Compu-Mail | 8 |
| DNI | 10 |
| HF Group | 12 |
| Image Direct | 14 |
| Iowa State University | 16 |
| JPS Books + Logistics | 18 |
| Liberty Creative Solutions | 20 |
| Mele Printing..... | 22 |
| OneTouchPoint..... | 24 |
| Pel Hughes..... | 26 |
| PIP | 28 |
| ProDocumentSolutions | 30 |
| Rex 3..... | 32 |
| Royal Printing..... | 34 |
| Sterling Digital Print..... | 36 |
| The Dot..... | 38 |
| Three Z Printing..... | 40 |
| United Direct Solutions | 42 |
| Vya | 44 |

Paper: Cover - 100 lb. Moorim ProDigital Silk Cover
Body - 100 lb. Moorim ProDigital Silk Text

Press: Canon varioPRINT iX sheetfed inkjet press

INTRODUCTION

INTRODUCING OUR CANON INKJET CUSTOMER SPOTLIGHT BOOKLET —
a collection of spotlight articles featuring some of our most successful Canon production inkjet customers.

In this booklet, you will have the opportunity to learn how other Canon 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’s production inkjet technology.

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

ABOUT thINK

thINK IS AN INDEPENDENT COMMUNITY OF CANON PRODUCTION INKJET CUSTOMERS, SOLUTION PARTNERS, AND PRINT INDUSTRY EXPERTS, AND CANON 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

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.

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; Tecna perforator; Heidelberg Stahlfolder TH 82 folders with continuous feed; Standard Finishing perfect binding, punch, folding, die-cut, slit, crease, cut, trim, and collating; and 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 up 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 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, Former Executive Vice President, Production Print Solutions, Canon U.S.A., 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

INNOVATIVE INKJET PRINT TECHNOLOGY LEADER SHARES THEIR JOURNEY

Broadridge, a prominent Fintech leader generating over \$6 billion in revenue, operates across 21 countries with a team of over 14,000 associates.

Broadridge, a prominent Fintech leader generating over \$6 billion in revenue, operates across 21 countries with a team of over 14,000 associates. Renowned as one of North America's major transactional printers, Broadridge maintains seven facilities in the U.S. and Canada and produces a staggering 275 million statements each month – totaling 1.3 billion sheets. This impressive output is achieved through high-speed production inkjet technology, including Canon ColorStream and Canon JetStream web-fed inkjet presses.

Naveed Choudhry, Sr. Operations Manager, shared with us their journey to the highly efficient inkjet printing operation Broadridge runs today. "At Broadridge, we specialize in creating personalized, engaging customer experiences, spanning industries like Consumer Finance, Healthcare, Insurance, Retail Banking, Telecom, and Utilities. Almost all the work we do here at our California facility is transactional work, accomplished through Canon continuous feed inkjet technology. Transactional work contains private and confidential information that requires high security and compliance, so accuracy and confidentiality are non-negotiable. In addition to accuracy and compliance, our clients have a sensitivity to timely delivery and demand superior color quality, personalized variable data, consolidated marketing and transaction documents, interactivity, and seamless integration with digital channels. It's my job to figure out how to best use our technology to deliver all of that cost-effectively and efficiently."

Naveed boasts an extensive 32-year tenure in the print

industry and played a pivotal role in transitioning Broadridge from toner and offset technology to inkjet print technology. "Our voyage into the realm of inkjet started well before it became mainstream. Back in 2002, operating under the name DST at the time, we started our transition to inkjet in our Bristol, UK facility, with the goal of replacing preprinted forms to reduce costs and gain operational efficiencies. So, starting with that facility, we left toner devices, which were tapped out at 290 feet a minute, behind and moved into inkjet. Shortly thereafter we brought in the same inkjet technology along with Versamark to our facilities in the U.S. to replace four of our offset presses to help us eliminate pre-printed forms, which effectively cut our costs in half."

From 2003 to 2007, Naveed and his team of 20 engineers continually refined and optimized their print technology by taking a modular approach and building their own presses using print heads and chassis to get to the technology solution they needed to have a competitive advantage. "At that time we primarily engaged in monochrome printing with spot colors, totaling 600 million images monthly. To facilitate that we built six 36" presses to handle work with spot color."

In 2007, Broadridge won an RFP that required MICR to print multiple forms. "That is where Canon came into play," said Naveed. "The Canon JetStream seamlessly integrated with our fleet and offered us the inline MICR printing technology that we needed, so it quickly became our press of choice for high-speed, high-quality variable data MICR jobs. We regarded Canon as our preferred choice due to the ability of the press to perform all required tasks inline on blank stock, so this marked the inception of our partnership with Canon." Over the next few years, the dedicated engineering team at Broadridge meticulously constructed and maintained their press fleet, with the Canon JetStream bridging



Broadridge®



any gaps. Soon thereafter, Broadridge added the Canon ColorStream web-fed inkjet press for increased operational efficiencies and to enhance their competitive advantage.

"Today, as print and maintenance costs have come down so dramatically, we have approached a point where the time and effort of having a dedicated engineering team building presses doesn't pay off as much as it did in the past, and we rely more and more on Canon's inkjet press technology to run our business," said Naveed.

"As the print industry continues to transform, Naveed remains at the forefront, driving progress and pushing the boundaries of what print technology can achieve," said Francis McMahon, Former Executive Vice President, Production Print Solutions, Canon U.S.A., Inc. "I am pleased to know Naveed personally and to serve with him on the think board."

ABOUT BROADRIDGE

Broadridge, a global Fintech leader with more than \$6 billion in revenues, provides the critical infrastructure that powers investing, corporate governance, and communications to enable better financial lives. We deliver technology-driven solutions that drive digital transformation for our clients and help them get ahead of today's challenges to capitalize on what's next. For more information, visit broadridge.com.

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

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.

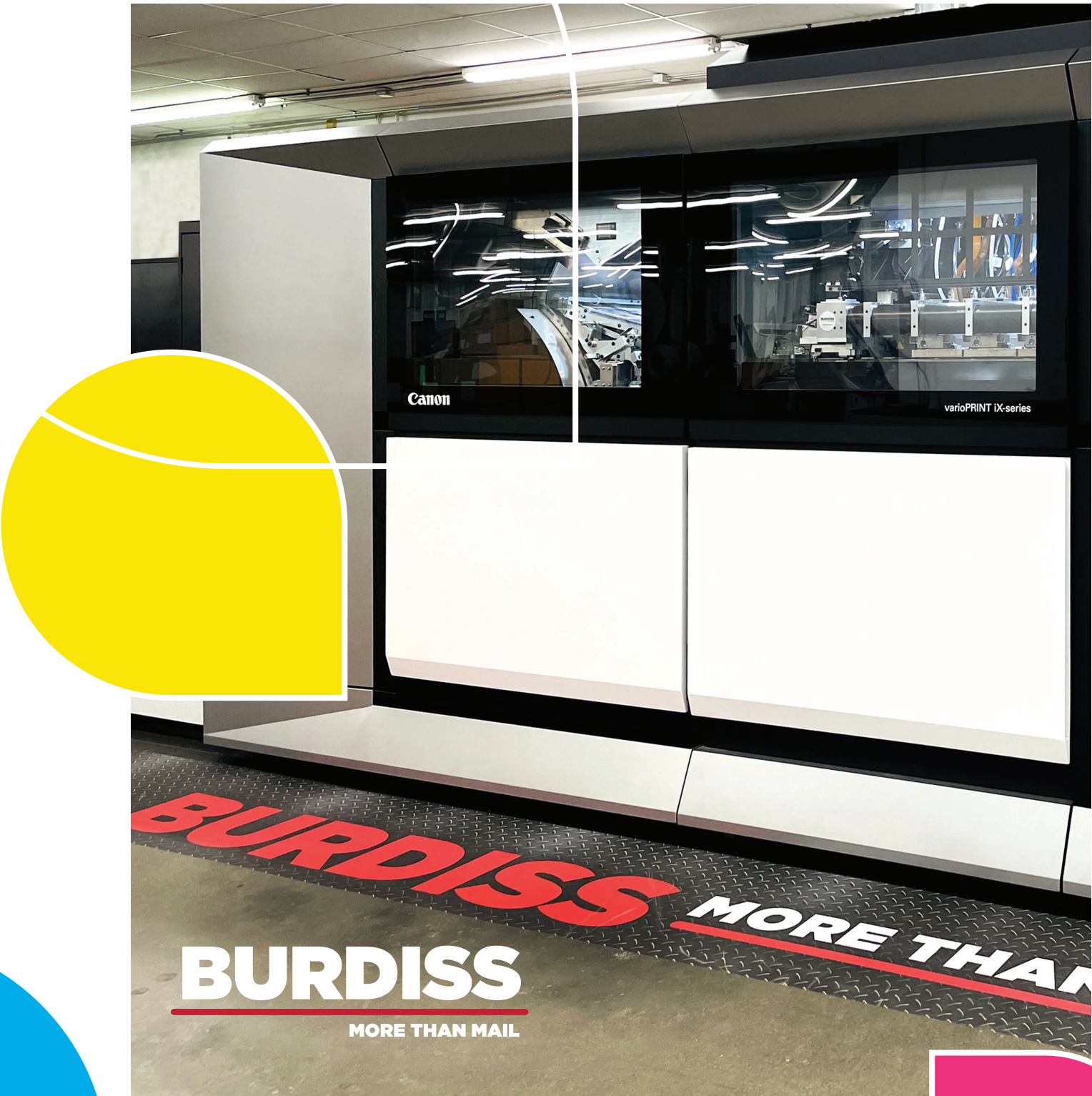
“Second,” Robert continues, “it’s critical that you think ahead. You may only see 100 feet in front of you but you have to think about what’s down the road. Before we bought the Canon varioPRINT iX we benefited from going to the annual thINK Ahead conference. We learned that, because of the high volume of the iX, we would need to add and change a lot of things on the back end to maximize efficiency. Then, the Canon team took us deeper into laying out the best path forward with the Project 360° evaluation. It was eye-opening. Thinking ahead positioned us well for success. Our install went smoothly; Canon is great about informing you about what is going on, they hit the timeline they were supposed to, and we were up and running when they said we would be. Most importantly, we knew we were ready.

“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. 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 in 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, Former Executive Vice President, Production Print Solutions, Canon U.S.A. 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.



“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 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 recently achieved HITRUST certification. 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 leadership in high-speed production inkjet print. Canon 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.”

“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 production inkjet customer. Canon truly exceeds expectations in that regard as well,” Anthony stated.

When you become a Canon 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 production 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 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 customers take advantage of this free program.”

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 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 U.S. 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 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 are leaders today,” said Francis McMahon, Former Executive Vice President, Production Print Solutions, Canon U.S.A., Inc.



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 Engage360 program. Engage360 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; 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 wants their customers to be

successful with inkjet and that is very clear from the programs they offer. The Canon 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.”

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 to 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 Engage360 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, Former Executive Vice President, Production Print Solutions, Canon U.S.A., Inc.



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

Robert Cook
President/COO

HF GROUP ADDS THE CANON varioPRINT iX SHEETFED INKJET PRESS TO HELP REVOLUTIONIZE THE NEXT CHAPTER IN BOOK PRINTING

Time-honored customer service paired with cutting-edge, state-of-the-art Canon inkjet technology positions HF Group as a preferred print partner.

Established in 1931, HF Group began its journey by specializing in manufacturing books for traditional library spaces, primarily catering to colleges and universities with library binding services.

Over the years, HF Group has become one of the nation's largest university library binders and has evolved into a comprehensive book manufacturing service provider, offering a wide range of solutions including short-run, hard cover, and soft cover book printing, as well as prebinding, library binding, digitization, textbook rebinding, enclosures, conservation, and more.

"There's a reason we've been in business for over four generations; we know how to evolve with the ever-changing market," said Jim Heckman, Partner, HF Group. "We have always been known for delivering excellent products with outstanding customer service. That is the cornerstone of our success, and something we never plan to change. At the end of the day, it is all about relationships with people and the quality of work delivered. When you choose us, you can be confident that you are not just getting a printer; you are getting a partner who cares deeply about your project and will go above and beyond to ensure its success.

"That said," Jim continued, "it is obvious that you cannot remain in business this long without adapting and embracing innovative technologies that help you uplevel the depth and breadth of your service offerings and the quality of your products. When we saw the Canon varioPRINT iX sheetfed inkjet press, we knew it would help us gain a competitive advantage and be at the forefront of the evolving needs of the book market."

With the varioPRINT iX, HF Group expanded their print capabilities. "We are now equipped to manage a wider range of printing requirements, from short runs to larger, more

complex projects. Whether it is printing covers, book blocks, or entire books, we have the technology and expertise to deliver exceptional results every time," said Tim Malott, Business Development Manager. "The color accuracy and sharpness of the varioPRINT iX is pretty amazing, and when you combine that with the sheer speed and reduced operating costs, it results in extremely high-quality print with fast turnaround times, all at a competitive price point for our customers.

"We are excited about the possibilities that lie ahead. We are committed to pushing the boundaries of what is possible in book printing, delivering innovative solutions that exceed our customers' expectations," concluded Tim.

"HF Group's transformation from a traditional book manufacturer to a cutting-edge digital printer is a testament to their unwavering commitment to innovation and excellence," said Francis McMahon, Former Executive Vice President, Production Print Solutions, Canon U.S.A., Inc. "I'm confident that they will continue to redefine the standards of book printing for years to come."



ABOUT HF GROUP

With its roots in the library binding business, HF Group has evolved into a recognized leader in the information industry, providing expert services in the care, delivery, and preservation of information. Clients include many of the nation's most prestigious research libraries, as well as small to mid-size publishers. A key differentiator of HF Group is their innovation through the application of modern technologies, enabling them to achieve the highest level of quality while maintaining extremely competitive pricing.

For more information about HF Group, visit [HFGroup.com](https://www.HFGroup.com).

IMAGE DIRECT

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.

Dilip credits his father for his success today, sharing that his father led him by example. "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 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 with 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 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 leads, not only in their inkjet technology but in 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."

**"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

"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, Former Executive Vice President, Production Print Solutions, Canon U.S.A., 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 production inkjet customers to join this dynamic inkjet user community," said Lori Messina, thINK Board president and president at Access Direct.

IOWA STATE UNIVERSITY

IOWA STATE UNIVERSITY'S TRANSITION TO PRODUCTION INKJET CATAPULTED THEM INTO A NEW ERA OF EFFICIENCY, QUALITY, AND VERSATILITY

Nathan Thole, Director of Printing Services, shares how their utilization of the Canon varioPRINT iX helps them to meet their goals.

Nathan grew up on a farm in Eastern Iowa and went to Iowa State University, initially to pursue a career in architecture due to his love for drawing and aptitude for math, though he soon changed his course to Art & Design. It was during his last two semesters that, through a friend, he got a job at one of Iowa State University's satellite quick print centers. (He reflects on printing 12 color pages a minute with their Xerox DocuColor DC12 as a student intern!) After graduation he had to move on and the print center hired only Iowa State University students for their internship positions, so his manager connected him with a local printing company in Ames, Iowa. Using his farm boy work ethic he spent the next 13-1/2 years doing, well, everything — including hand bindery, design, pre-press, and customer service, ultimately working his way into management positions.

It was then, almost 14 years later, that Nathan received a call from his former Iowa State University supervisor recommending he apply for the Director of Printing Services position. Nathan was awarded that role and came full circle, student to Director of Printing Services, for Iowa State University. That was in 2016, and he still recalls his first initiative when he assumed his new role: tackle the dated technology. "One of the first things I noticed was that the technology we were using was dated and needed to be replaced, so that was one of my first strategic initiatives, to get our equipment updated," Nathan said.

Nathan's interest in inkjet technology was piqued after witnessing an inkjet press demo. The remarkable quality and speed of the machine left a lasting impression on him. Recognizing the potential of inkjet, Nathan knew then

that it wasn't a matter of 'if' but 'when'... and the 'when' soon came. Nathan reflected, "When I saw the Canon varioPRINT iX inkjet sheetfed press, I was like BINGO! This is it! I put together a very extensive ROI and hands down the Canon varioPRINT iX was the clear choice for us."

Once the decision was made, he credits the Canon team with a thoughtful and hands-on approach in ensuring the install and start-up was successful. The press was up and running within a week, and his team was astounded by its capabilities. Nathan chuckles, admitting that when the Canon varioPRINT iX hit the floor, lined up right next to it were their 4 offset presses and a toner device for "back-up." However, he reports, they never again used the offset presses. "When we first started putting our jobs on the Canon iX, I thought there would be a few jobs that we would still have to run on offset, but we just never looked back, we never did turn back to our offset presses. I was particularly impressed with how the Canon varioPRINT iX handled a diverse range of coated and uncoated papers and delivered results that rivaled offset printing. The iX just has exceptional print quality and that combined with the production speed makes it an unbeatable force," Nathan shared.

The transition from offset to inkjet was, well, almost too seamless. "August is one of our busiest times of the year, but, two weeks into August, I just didn't feel like we were that busy. Jobs were being printed and shipped and there was absolutely no backlog. I checked and rechecked our books. While it felt like we had a reduced amount of work from years prior, we actually had more work, and our revenue was increasing. It was just amazing how fast we could suddenly get work done. The varioPRINT iX handles workloads so efficiently that it feels seamless," Nathan explained. "We have an amazing staff, so equipping them with the varioPRINT iX was definitely a powerful play!"

Iowa State Printing Services' mission is to contribute to the success of Iowa State University by providing high-quality printing services at a competitive price, with a prompt turnaround time, integrated into the emerging digital communications flow, all while being proactive in the sustainability movement.

"The Canon varioPRINT iX helps us deliver on our mission. With the PRISMAsync controller we were able to consolidate our workflow and boost overall operational efficiency for maximum productivity, which helps us deliver on our mission to provide high-quality print at a competitive price, and with a quick turnaround time. We can also easily take on a wide variety of larger and more complex variable data projects, so we are now the go-to source for all of Iowa State University's printing needs. In addition, moving from offset to inkjet has significantly reduced our environmental impact. Digital printing offers many sustainability benefits, including less waste, chemical-free production, reduced make-ready and set-up time, and cost-efficient production of shorter runs," Nathan shared.

Nathan's strategic adoption of inkjet technology and his relentless pursuit of excellence have reshaped Iowa State University Printing Services, catapulting them into a new era of efficiency, quality, and versatility, all while achieving their sustainability goals.

Reflecting on his journey, Nathan offers valuable advice to fellow print professionals considering the transition to inkjet technology: "Not all inkjet presses are created equal. My advice to those looking to get into inkjet is to do your research, evaluate what is right for you, and once you've done that, take the leap of faith. I haven't talked to any inkjet press owners that regret their decision — if you do the homework, I expect you won't either. While I can't officially endorse Canon, I want to share our positive experience and successful path to production inkjet in the hopes it will help others on their journey."



IOWA STATE UNIVERSITY Printing Services

ABOUT IOWA STATE UNIVERSITY PRINTING

Established over 100 years ago, in 1922, Iowa State University Printing Services operates and maintains facilities to fulfill the printing needs of the university.

Throughout more than a century of continuous support to the university community, Printing Services has evolved to provide the knowledge, the experience, and the equipment necessary for Iowa State University to communicate to the world.

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.

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,

**“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

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 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 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, Former Executive Vice President, Production Print Solutions, Canon U.S.A. Inc. “I am proud that Canon has supplied the production inkjet technology that enables JPS Books + Logistics to deliver their value-based offerings with excellence.”

The logo for JPS Books + Logistics features a stylized blue graphic of three overlapping shapes to the left of the text "JPS" in a large, bold, black sans-serif font. Below "JPS" is the text "BOOKS+LOGISTICS" in a smaller, bold, black sans-serif font.



LIBERTY CREATIVE SOLUTIONS

60 YEARS STRONG: LIBERTY CREATIVE SOLUTIONS CONTINUES LEGACY OF INNOVATION WITH ADDITION OF THE CANON varioPRINT iX INKJET SHEETFED PRESS

Meet Canon inkjet customer and think member Angela Hipelius, CEO, Liberty Creative Solutions (LCS).

Liberty Creative Solutions was recently named one of Printing Impressions' Top 300 Largest Printers. Angela Hipelius, CEO, shares how the family-owned print business went from what began as a small print shop established in 1964 to the nationally acclaimed, WBENC-Certified Women's Business Enterprise business it is today.

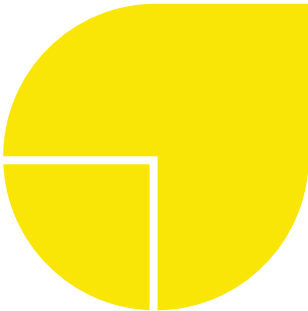
Based in Tinley Park, IL with over 65 employees, Liberty Creative Solutions (LCS) is best known for "embracing tradition, innovation, and a willingness to adapt to an ever-changing industry," and it is this, Angela says, that sets them apart as an authority in the dynamic world of print.

LCS prides themselves on being at the forefront of industry innovation, an early inkjet adopter, and one of the first to add a Canon ProStream web-fed inkjet press to their floor. "We recognized the ability of the ProStream to blend the speed of continuous feed with the adaptability of variable data, all while delivering the superior quality that rivaled offset printing," said Angela. "We knew the ProStream would set us apart from our competitors and enable us to deliver value-added variable data-driven marketing to our customers to help them achieve better returns."

In addition to its press investments, Liberty recently unveiled a 19,000 sq. ft. warehousing facility for kitting and fulfillment. "We saw an increasing need for our clients to utilize the 'unboxing experience' to better engage with their audiences. To capitalize on the importance of this experience, we utilize Canon inkjet technology to offer personalized marketing inserts to pair with our vast selection of promotional products and fully custom packaging to create unique and truly creative solutions."

"AS WE PREPARE FOR THE NEXT CHAPTER IN OUR STORY, LIBERTY'S THIRD GENERATION OF LEADERS IS LEARNING HOW TO LEVERAGE INNOVATION AND THE SPIRIT OF ADAPTABILITY TO FOSTER COMPANY GROWTH."

Angela Hipelius
CEO



As LCS moves into their 60th year in business and welcomes in the family's third generation, they continue to invest in the latest technological innovations to maximize customer success, recently purchasing the Canon varioPRINT iX sheetfed inkjet press with the goal of replacing their toner devices and replacing one of their offset presses. "Pairing the Canon varioPRINT iX with the Canon ProStream is a powerful combination, giving us the flexibility we need to offer a wide variety of high-quality applications to our customers quickly and efficiently. It is another way that we continue to stay at the forefront of innovation and ahead of our competition," said Angela. "As we prepare for the next chapter in our story, Liberty's third generation of leaders is learning how to leverage innovation and the spirit of adaptability to foster company growth, while maintaining the close-knit bond we share with our team, treating them as part of our extended family."

"Congratulations to Liberty Creative Solutions on reaching their impressive 60th anniversary in business and welcoming the dynamic third generation of leaders into the family legacy," said Francis McMahon, Former Executive Vice President of Production Print Solutions at Canon U.S.A., Inc. "I commend their commitment to guiding the younger generation in growing a company through innovation and adaptability, all while maintaining unwavering core values, and am pleased Canon inkjet technology is a driving force in empowering our next generation of leaders."

ABOUT LCS GROUP

LCS provides a comprehensive range of services, encompassing creative and data services, promotional products, kitting and fulfillment, and wide format graphic production.

Learn more by visiting
libertycreativesolutions.com.

MELE PRINTING

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.

"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 Tecnav inline finishing, perfering, 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 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.

"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."

Mallery Mele
Owner/President/CEO



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 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, Former Executive Vice President, Production Print Solutions, Canon U.S.A., 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."

ONETOUCHPOINT

ONETOUCHPOINT BOOSTS EFFICIENCY AND CUSTOMER SATISFACTION WITH CANON PRESSES

OneTouchPoint embarked on a transformative journey by acquiring seven Canon varioPRINT 6000 TITAN production presses.

Vice President of Operations Rob Tynan Discusses the Impact of the Canon TITAN Series on Business Operations

OneTouchPoint acquired seven Canon varioPRINT 6000 TITAN production presses, each equipped with the Plockmatic PowerSquare™ BLM550+ inline booklet maker. This strategic move signified a monumental shift for the company, moving away from the conventional and embracing Canon's cutting-edge technology. We sat down with Rob Tynan, Vice President of Operations at OneTouchPoint, to understand the pivotal role these TITANS have played in reshaping their operations and enhancing customer satisfaction.

A Game-Changing Transition: Replacing the Old with the New

OneTouchPoint's decision to adopt the varioPRINT 6000 TITAN series was motivated by their continual efforts to increase efficiencies. "We've had a great leap forward in efficiency — after replacing twelve competitive devices with just seven Canon TITANS, we continue to successfully support over 425 orders a day with an average of 8,500 orders per month, varying in quantities of one to thousands, while decreasing our turn times with fewer machines," shares Rob.

Intriguingly, the transition wasn't just about quantity but also a shift in the nature of print jobs to address the evolving needs of their customers. The varioPRINT 6000 TITAN presses enabled OneTouchPoint to move to a more agile print-on-demand approach, reducing inventory and catering to shorter print runs. As Rob explained, "The flexibility to handle shorter print runs with faster turnaround times and competitive pricing has resonated well with our customers, bringing a significant change to their cost-saving and eco-friendly strategies."

The Customer Perspective: A Paradigm Shift in Printing

With both a shift to increased sustainability and cost savings driving customers, OneTouchPoint has seen a large shift away from high-volume runs and extensive inventory to more cost-effective and demand-driven models. This change reduces waste due to obsolescence and minimizes inventory, all while helping customers realize increased savings and faster turnaround times and has been widely popular with OneTouchPoint's customer base. "OneTouchPoint's ability to facilitate reduced waste and offer more targeted printing approaches has been pivotal in strengthening our customer relationships and loyalty, reinforcing our reputation as both a reliable and forward-thinking partner," Rob said.

The Competitive Edge: varioPRINT 6000 TITAN Outshines the Competition

OneTouchPoint's choice to adopt the Canon TITAN series wasn't arbitrary, but rather based on an extensive evaluation of the market. Canon's offerings not only met but exceeded their expectations, putting them ahead of the competition. Furthermore, the seamless transition to Canon's workflow software, PRISMAprepare, streamlined their operations. The software's enhanced capabilities simplified file management, reducing the complexity of repeat jobs, and improving efficiency. The Canon service and technical support have been top-notch, ensuring consistent uptime and minimizing disruptions in their operations. "Many people say it, but I'll say it again, the relationship with Canon is simply unique; I truly feel that they are a partner, not a supplier, they care about our business and provide the support we need to be successful," Rob said.



The OneTouchPoint Difference: A Commitment to End-to-End Excellence

What sets OneTouchPoint apart is their commitment to delivering purpose-built technology solutions combined with local marketing, brand management, state-of-the-art print capabilities and complete production and fulfillment solutions. Their single-vendor approach reduces vendor management by encompassing the needs of marketing and procurement teams under one roof. The focus on service, coupled with their advanced technology, has created a compelling package that delivers customer satisfaction.

With their investment of seven Canon TITANS, OneTouchPoint caters to a wider range of clients with increased agility and precision. The Canon TITANS, combined with their dedicated team, have strengthened their position as an industry leader, making them the go-to choice for businesses looking for a printing partner that truly understands their needs.

With over 500 employees across six locations, OneTouchPoint specializes in delivering purpose-built technology solutions and managed services from marketing to print production across various industries including Alcohol & Beverage, Financial Services, Franchise & Retail, Healthcare, Healthcare Insurance, and Manufacturing. Their ISO 9001, FSC, SOC 2, HIPPA/PHI, HITRUST, and G7 certifications underline their commitment to quality and excellence.

OneTouchPoint's Commitment to Sustainability

Specifically, the varioPRINT 6000 TITAN series digital presses are designed to meet OneTouchPoint's sustainability goals, with low energy consumption, virtually no toner waste, and

minimal ozone emissions and heat output. "Moving print from offset complements our commitment to sustainability. Digital printing offers many sustainability benefits, including less waste, chemical-free production, and reduced make-ready and set-up time. You also can add cost-efficient production of shorter runs matched to actual demand, even down to a run length of one, among its green attributes," Rob shared. "Canon's technology enables us to offer more sustainable business models to our customers, including on-demand printing, dynamic publishing, and programmatic print."

"We are pleased that the varioPRINT 6000 TITAN presses are enabling OneTouchPoint to offer their customers a more cost-effective, demand-driven print model that meets their sustainability commitment and, in turn, helps them increase customer satisfaction and loyalty," said Francis McMahon, Former Executive Vice President, Production Print Solutions U.S.A., Inc.

ABOUT ONETOUCHPOINT

OneTouchPoint offers purpose-built technology solutions and managed services. They power more than 3,000 brands, including Fortune 500 companies in the manufacturing, healthcare, healthcare insurance, financial services, alcohol and beverage, franchise, and retail industries. OneTouchPoint seamlessly brings together local marketing capabilities, brand management, state-of-the-art commercial printing capabilities, and complete production and fulfillment capabilities to create elevated brand experiences across customer touchpoints — online, offline, or in-store.

To learn more, visit 1touchpoint.com.

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.

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

Brian Hughes
President

“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 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.

“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.

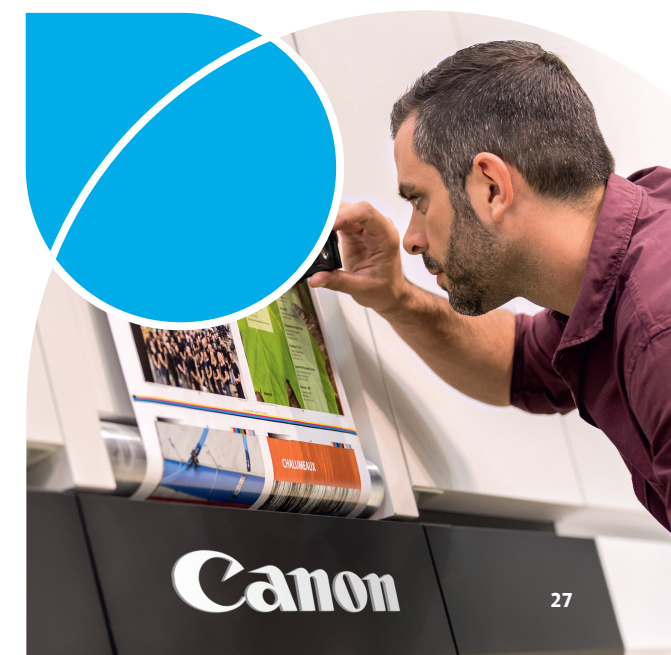
“So, in other words, we can print from the lightest weight magazine and book pages to magazine covers, enabling us to use the ProStream for direct mail, books, catalogs, and magazines. The ability to print on 10-12 pt. postcard stock was big for us, as our clients’ demand has been trending to heavier 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 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, Former Executive Vice President, Production Print Solutions, Canon U.S.A., 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.

“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.

“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 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.

“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



“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 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 645s 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, Former Executive Vice President, Production Print Solutions, Canon U.S.A., Inc.



PRODOCUMENT SOLUTIONS

Paul joined ProDocumentSolutions as President in 2021 and, at that time, a significant portion of the company's revenue came from election ballot printing, specializing in vote-by-mail packets and supporting materials for counties primarily in the Western United States, including 28 out of 58 counties in California, as well as counties in Colorado and Nevada. "ProDocumentSolutions (or 'PRO' as we call it) was founded almost 45 years ago as a business forms printer. In our early years, we also became experts in security printing, so election ballot printing was a natural evolution," shared Paul.

In addition to ballot printing for elections they produce vital records, vehicle registrations, and even some forms of foreign currency, as well as secure certifications, university and college transcripts, coupons, and negotiable documents, sensitive official, and prescription forms. They hold SOC 2 certification and have extensive security measures in place at all levels of their operation, from physical premises to data encryption.

Adhering to NASPO security standards and protocols, ProDocumentSolutions boasts two dozen patents related to security printing, earning its reputation as a trusted provider in this specialized field.

However, Paul recognized a critical challenge: the cyclical nature of their business. "We needed to solve the 'odd-year' problem. Election ballot printing, while lucrative in even-numbered years, experiences significant slowdowns during odd-numbered years," Paul explained. His goal was to find a way to leverage the company's capabilities to expand beyond election ballot printing.

To do that, he took stock of the company's strengths. "Because we specialize in work that requires high-level security, encrypted data at rest and in transit, redundancy and contingency plans, and data expertise, we were already doing some of the most complex parts of the print business. We purchased the Canon ProStream web-fed inkjet press in a strategic pivot to diversify our offerings. With the headroom, versatility, and high-quality output our ProStream gives us, the sky is the limit now — we can easily take on casino projects, direct mail campaigns, and other marketing work without missing a beat. Since organic growth in a new market can take years to develop, and since we have the only ProStream on the West Coast, initially we plan to support overflow work from other printers, primarily in the Midwest and East Coast," Paul shared.

Along with their Canon ProStream, ProDocumentSolutions has a Canon VarioStream and two Canon imagePRESSes and utilizes PRISMAproduction to streamline workflows and accelerate production efficiency. "We have nearline finishing with MBO lines with digital perf and score, sheeting, folding, single delivery, stacking, booklet making, and many other finishing options, all barcode driven — in addition to our fleet of traditional finishing options for short runs. The ProStream was an easy choice for us. Not only did it give us significant additional capacity and redundancy for our election work, it opens vertical markets for us that we never could have pursued before."

ProDocumentSolutions continues to innovate in security printing, having recently developed a security feature called GHOSTmark™. This invisible watermark is being used in elections to enhance ballot security, showcasing the role of inkjet

technology in safeguarding critical processes. "The ProStream is what made this security feature possible for us; other inkjet presses revealed the invisible watermark, but the ProStream's ColorGrip technology protected the invisibility of the watermark feature — just one more reason why the Canon ProStream was the right choice for us."

"One of the biggest benefits of inkjet that is often overlooked is that inkjet appeals to a younger generation because of the technology — something our industry has desperately needed. Our employees have been given the tools and exciting technology they need to do the job and they love it — their eyes light up and they've really embraced it. Inkjet has created a buzz and excitement among our younger generation," Paul said.

Paul shares his valuable insights with his peers regarding inkjet technology: "Inkjet is an undeniable game-changer; it is clearly the direction in which the industry is heading. If you're involved in printing, there's an inkjet solution that fits you. Having recently explored the market, I can tell you the technology is exciting, and there are a lot of players in inkjet. I encourage you to look at not only the inkjet technology available, but also the support the manufacturer provides your company. Hands down, Canon Solutions America leads in inkjet technology — but, more than that, their commitment to customer service and the strength of the thINK user community sets them apart. I've yet to encounter another company with a user group quite like thINK. Moreover, I will tell you the conversations I've had with Canon's sales staff reflect a unique dedication. While other salespeople view their role as ending after the sale, Canon believes it's just the beginning of a relationship. We're likely to encounter challenges along the way, but we are confident Canon is committed to being there to help us navigate them."



Paul Mantey
President ProDocumentSolutions

"We are pleased that the Canon ProStream is the perfect fit for ProDocumentSolutions, enabling them to have the redundancy they require for high-security print customers as well as the high-quality output customers demand for other high-end print offerings, along with the full support of Canon and the thINK community," said Francis McMahon, Former, Executive Vice President, Production Print Solutions, Canon U.S.A., Inc.

"THE PROSTREAM IS WHAT MADE THIS SECURITY FEATURE POSSIBLE FOR US; OTHER INKJET PRESSES REVEALED THE INVISIBLE WATERMARK, BUT THE PROSTREAM'S COLORGRIP TECHNOLOGY PROTECTED THE INVISIBILITY OF THE WATERMARK FEATURE — JUST ONE MORE REASON WHY THE CANON PROSTREAM WAS THE RIGHT CHOICE FOR US."

Paul Mantey
President ProDocumentSolutions

REX 3 ADDS A CANON varioPRINT iX SHEETFED 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, Rex 3 has 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 speeds, 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 that make 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, Former Executive Vice President, Production Print Solutions, Canon U.S.A., Inc.



“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.”

Jay Kahn
Vice President of Operations

ROYAL PRINTING

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

Print was in the Morello brother's 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.

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 runs 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. 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 didn't disappoint. The Service team was fantastic, very helpful and friendly. We chose Canon 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 delivers that," Mike stated.

"We are excited about the Canon production 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 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, Former Executive Vice President, Production Print Solutions, Canon U.S.A., Inc. "Our customers' success is success for Canon. Together we all win."

STERLING DIGITAL PRINT

STERLING DIGITAL PRINT ADDS SECOND CANON varioPRINT IX SHEETFED INKJET PRESS JUST MONTHS AFTER FIRST INSTALL

Canon production inkjet customer and thINK member Ed McAllister, Founder and President, Sterling Digital Print, shares insights into his success and highlights the three critical factors that shaped his journey.

“What is that saying? There’s no substitute for hard work,” laughed Ed McAllister, Founder & President of Sterling Digital Print, when asked the secret to his success.

No doubt Ed did work hard; married with two young children at the time, he recalls many nights sleeping in between his two Canon 6250s. Those days are long gone now, as Sterling celebrates over 16 years in business, with more than 200 employees across three Long Island locations and 60+ million in print volume.

“What made my business successful?” Ed ticks off on his fingers: “One, work ethic; two, treating people right; and three, strategic evolution.”

Ed’s journey into the printing industry started at a young age, working in a printing company in a role that his father, a salesman in the field, helped him secure. Starting from the ground up, Ed worked the night shifts, then moved into sales, working with companies like Lehman and Bear Stearns. However, his dissatisfaction with the work environment and a desire to “do things better” led him to take a leap of faith to start his own business and deploy his own principles for success.

Success Formula #1: Work Ethic

The early days of Sterling were marked by Ed’s relentless work ethic. He started as a broker, collaborating with two others in a small office. The company grew steadily, securing accounts, acquiring machines, and expanding its capabilities.

Success Formula #2: Cultivate Relationships

Ed’s commitment to quality and dedication to his customers’ satisfaction set Sterling apart, and the company grew exponentially. The company’s initial focus on financial services evolved into a diversified portfolio that included commercial printing for colleges, manufacturers, and international clients. With more customers came more employees, and Ed began building a team at Sterling and cultivating the work environment he had envisioned.

Success Formula #3: Strategic Evolution

As Sterling continued its growth trajectory, incorporating offset equipment, sheet-fed presses, web printing, and a flourishing digital department, the need for high-speed inkjet capabilities became evident. “Offset works great for quality and low costs, so long as the print runs are high and variable data is not needed. Toner has the quality, versatility, and variable data printing, but limitations with high production quantities. Inkjet ‘has it all,’ enabling high-quality, high-speed production with variable data



capabilities and favorable cost economics — high-speed inkjet is strategic evolution,” said Ed. Sterling invested first in one and, quickly thereafter, two Canon varioPRINT iX sheetfed inkjet presses.

“There are lots of reasons we chose the Canon varioPRINT iX — its versatility in handling a diverse and broad range of media, inline finishing capabilities, and its sheer speed and productivity are three that immediately come to mind,” Ed said. “Not to mention, they are extremely easy to operate and that is critically important with today’s reduced workforce.” Sterling prints a wide variety of print materials including transactional documents, direct mail, books, catalogs, manuals, brochures, and magazines. At 294 letter impressions per minute, more than 8,820 duplex letter sheets per hour, Sterling is able to produce up to 20 million pages every month on their two Canon varioPRINT iX sheetfed inkjet presses.

“The Canon varioPRINT iX quite simply has surpassed our expectations; the exceptional uptime, the quality, and the service are all five stars,” Ed concluded.

The Future of Sterling Digital Print

As Sterling looks to the future, innovation remains at the forefront. Ed McAllister’s philosophy of outworking the competition and staying ahead of industry trends continues to drive the company’s success. With a focus on providing comprehensive printing services and a dedication to customer satisfaction, Sterling Print is poised for continued growth and excellence in the dynamic world of printing.

“Sterling’s journey from a small startup to a printing powerhouse serves as a powerful reminder that success, driven by principled processes, is not merely achievable — it’s inevitable,” said Francis McMahon, Former Executive Vice President, Production Print Solutions, Canon U.S.A., Inc.

ABOUT STERLING DIGITAL PRINT

As a full-service print provider, Sterling excels in short-run, quick-turnaround assignments, offering comprehensive services such as digital and offset printing, UV coating, binding, and mailing. Its advanced digital capabilities, including variable data printing, redefine communication dynamics.

Founded in 2007, Sterling seamlessly blends digital technologies with traditional offset printing, delivering top-tier products swiftly and cost-effectively. Operating 24/7 from a state-of-the-art facility in Hauppauge, New York, Sterling’s strategic location ensures efficient, overnight delivery to Manhattan without added costs.

For more information about Sterling Digital Print, visit SterlingDigitalPrint.com.

THE DOT

THE DOT CORP INVESTS IN CANON varioPRINT iX SHEETFED INKJET PRESS TO CONTINUE LONGSTANDING TRADITION OF INNOVATION AND OUTSTANDING CUSTOMER SERVICE

A lot has changed since The Dot opened their doors over 40 years ago, but one thing has not: their commitment to innovation and outstanding customer service.

"Innovation and outstanding customer service are at the heart of our success. The Dot is committed to continuously offering new and innovative services while maintaining the timeless core values our clients appreciate most," said Bruce Carson, CEO.

The Dot prides themselves on problem solving and collaborating directly with their clients to create new products and work processes that grow their businesses. From multi-faceted marketing clients who need print, wide format, and custom packaging solutions supported by inventory tracking and robotic fulfillment to healthcare supply chain clients that require the highest level of security when printing, kitting, and mailing, The Dot serves clients with integrity, quality, and innovation.

With three facilities in Southern California and over 200 employees, The Dot Corp offers comprehensive services including printing, fulfillment and distribution, kitting, direct

mail, large format displays, digital apps, and creative services. These services are all supported by an in-house IT team as well as security certifications including HITRUST. Recently they were one of the seven "Fast Track" companies profiled by Printing Impressions, based on revenue growth.

In a recent interview, CEO/Owner Bruce Carson shared the secret to The Dot's long-term success: "It's our innovation and outstanding customer service that are at the heart of our success. The Dot is always evolving; we listen to our clients' needs and invest in new technology to bring better solutions to them."

Outstanding Customer Service

According to Bruce, The Dot's "most valuable asset extends beyond our products — it's our people." The Dot takes pride in nurturing careers that span decades, fostering an environment where dedication is recognized and talent flourishes. Their impressive retention statistics (almost 12 years for staff and over 20 years for managers) underscore the enduring commitment of their workforce, symbolizing the foundation of a stable and thriving team steeped in expertise. Bruce emphasizes, "The longevity of our employees is a testament to the wealth of experience within our walls. While I may lead the company, it's the employees who delight our customers daily."



Innovation

The Dot recently invested in the Canon varioPRINT iX inkjet sheetfed press to bring the advantage of inkjet to their customers. "Canon's inkjet technology has achieved the high quality requirements our customers expect from us, while bringing additional advantages including reduced operating costs and increased speed, all culminating into boosted profit margins and delighted customers," Bruce said. "We replaced our toner devices with the Canon varioPRINT iX sheetfed inkjet press and were able to transfer more work from our litho presses than we even anticipated. The uptime, ability to seamlessly run a variety of coated and uncoated stocks and simplified automated workflow of the iX is impressive. In addition, we have found Canon to be a valuable partner and are very happy with the support they've provided, from sales to install to the thINK resources. We are pleased to partner with a company that is as committed as we are to innovation and outstanding customer service," said Bruce.

"Canon inkjet technology has allowed us to produce a higher quality product faster with the value-add customization our customers want and need," said Bruce. "In embracing Canon inkjet technology, we not only adapt to the changing landscape but also position ourselves at the forefront of innovation, ensuring our ability to meet and exceed the evolving demands of our customers in this dynamic digital era. Choosing inkjet is a step into the future, aligning with our investments in digital print, fulfillment, direct mail, kitting, healthcare supply chain, and secure data management," Bruce concluded.

"I agree with Bruce: innovation and outstanding customer service are key. I'll go a step further, though, and say that it is his strategic leadership in bringing those two together that have made The Dot the successful company that it is today. We are pleased to have a company like The Dot as part of the Canon production inkjet family, and I look forward to seeing the company continue to thrive," said Francis McMahon, Former Executive Vice President, Production Print Solutions, Canon U.S.A, Inc.

The Dot's commitment to innovation and outstanding customer service have made them a leader in the industry. Visit thedotcorp.com to learn more.

THREE Z PRINTING

THREE Z PRINTING OFFERS THEIR CUSTOMERS A COMPETITIVE EDGE WITH CANON PROSTREAM WEB-FED INKJET PRESS TECHNOLOGY

Three Z Printing announces the addition of two Canon ProStream web-fed inkjet presses, enabling them to gain business efficiencies while bringing their customers a competitive advantage.

Three Z Printing's President, Bill Zerrusen, and Chief Operating Officer, Neil Zerrusen, share how Three Z's third generation leadership team is strengthening their position as one of the largest family-owned commercial web printers with innovative Canon inkjet print technology that helps give their customers a competitive advantage.

Established in 1978 and located in Teutopolis, IL, Three Z Printing is one of the largest family-owned commercial web printers in the United States. Recognizing their responsibility as a print leader to provide their customers with access to the advantages of new, innovative print technologies, Chief Operating Officer Neil Zerrusen said, "We are embracing new technologies that enable us to offer new capabilities to our customers. We don't make these types of investments lightly, but when we saw Canon's inkjet technology, we knew right away it was the right decision for us — and for our customers. Not only does the Canon ProStream have stunning high quality, but the speed is phenomenal and the advantages to us and to our customers are very clear."

Those advantages, Neil shared, include fulfilling their customers' print needs regardless of the requirements. "The Canon ProStream enables us to print a wide variety of applications, so Three Z is a one-stop shop for premium and high-volume direct mail, books, catalogs, magazines, bind-ins, blow ins, buckslips, lift notes, chits, onserts, inserts, ride alongs, terms and conditions — you name it, we can print it!"

In addition, the Canon ProStream enables Three Z customers to take advantage of new, innovative print techniques that bring them a competitive advantage. "For example, we can help our customers take advantage of USPS discounts for cost savings while upleveling their direct mail campaigns for increased engagement and response rates," Neil said.

Innovative print techniques Three Z Printing can provide include:

- Tactile, Sensory, and Interactive Print: Enhance customer engagement with mail using advanced print innovations in paper and stock, substrates, inks, interactive elements, and finishing techniques.
- Personalized Color TransPromo: Incorporate color marketing messaging to foster a better connection and response rate.
- Emerging Technology: Create interactive direct mail by incorporating emerging technologies like augmented reality (AR), virtual reality (VR), mixed reality (MR), near-field communication (NFC), video in print, and multi-channel mail integration with digital assistants/smart speakers.
- Reply Mail IMbA: Reduce processing times and ensure mail availability is consistent and timely with intelligent mail barcode accounting.
- Retargeting: Capture lost sales by retargeting a website visitor that doesn't convert with a timely and personalized direct mail piece.



"There's no question: print is more powerful today than it ever has been, and it is no surprise to me that Three Z's third generation of leaders, our younger generation, hasn't hesitated to embrace it and utilize it to bring our customers a competitive advantage. I'm excited to see Three Z lead our customers into the future of print," said Bill Zerrusen, President.

Three Z Printing was established in 1978 by James and Lorraine Zerrusen and named after their three sons, Dan, Bill, and Kurt. "My brothers and I grew up in a small Illinois town and were raised in a family that prioritized work ethic and faith; it's these core values that we took forward into the second generation of Three Z leadership, and that propelled Three Z Printing to its position as a leading printer in the United States," Bill shared.

In 2015, upon his brothers' retirement, Bill assumed sole ownership of Three Z Printing and brought in his sons, Matt, Neil, and Chad, and his sons-in-law, Derek Meinhart and Sam Niebrugge, to lead the family legacy into the third generation.

"We will continue building upon the great foundation our father has built, and work ethic and faith will continue to be at the heart of everything we do," Neil said.

"Three Z is leveraging the innovative print capabilities of ProStream inkjet technology to bring their customers a competitive advantage and that, combined with their family values as their core foundation, will continue to strengthen their position as one of the largest family-owned commercial web printers in the United States," said Francis McMahon, Former Executive Vice President, Production Print Solutions, Canon U.S.A., Inc. "I look forward to seeing their continued success."

ABOUT THREE Z PRINTING

Three Z Printing offers a wide variety of innovative, high-quality print, personal service, and affordable pricing with fast turnaround times.

Three Z Printing is one of the largest family-owned commercial web printers in the U.S. Since 1978, they've been a leading print provider to the publishing industry, specializing in inserts, direct mail, and ads. Their customers rely on them to provide high-quality printing, personal service, affordable pricing, and fast, efficient delivery. Three Z is located in Teutopolis, Illinois, a small town of about 1,500 people. Currently, it employs over 300 people from Teutopolis and the surrounding area, making Three Z one of the largest employers in the community. Their talented, experienced people and central location enable them to offer low shipping rates and quick turn times to their clients.

For more information about Three Z Printing, visit their website at threez.com.

UNITED DIRECT SOLUTIONS

CONTINUOUS IMPROVEMENT STRATEGY CHANGES THE GAME (AND THE NAME!) FOR UNITED DIRECT SOLUTIONS

United Direct Solutions recently rebranded, changing their name (from United Mail) to reflect the company’s evolution into a technology-driven entity that offers a wide array of services beyond traditional direct mail.

Founded in 1980, United Direct Solutions’ directive has remained unchanged: to enrich connections between companies and their audiences. With locations in Louisville, KY and Cincinnati, OH, United Direct Solutions serves small-to-medium businesses and Fortune 500 companies nationwide. With more than 150,000 square feet of office and warehouse space, 250 employees, an expansive logistics network, and an array of traditional and digital services, United Direct Solutions delivers on the promise of relevant and meaningful communications at any scale.

Recently, United Direct Solutions was honored with the prestigious Printing Impressions “Innovator of the Year” award for their outstanding leadership in harnessing cutting-edge inkjet technology and their unwavering commitment to fostering a thriving company culture.

Casey Hendrick, Chief Operating Officer of United Direct Solutions, shared the secrets to their success and details of their journey. “Initially we were known for our printing, direct mail, and production of physical marketing materials, but we have continuously evolved over the years and expanded to offer a wider array of services to provide

our customers with the ability to create a personalized relationship through a direct marketing experience, which includes digital, email, and online solutions, in addition to, of course, billing, data, and document security.” United Direct Solutions is an ISO 9001:2015 certified direct mail and marketing company with SOC 2 Type 2 and HITRUST CSF certifications, which is critical for serving the print needs of their customers in the healthcare, health insurance, and financial services industries. “Our name is just catching up with our full-service offering. The rebranding publicly states our commitment to industry-leading innovation and service, as well as the industry’s highest focus on data and document management, privacy, and security.”

Casey, a print industry veteran for more than 20 years, shared his insights on the successful evolution of United Mail to United Direct Solutions. “Success is all about continuous improvement. You strive to get a little better every day. To do that, you have to consistently evaluate what you can do better, and then do it.” As an example, when Casey found they couldn’t offer competitive pricing on self-mailers and postcards using toner devices, he knew there was an opportunity for significant improvement — not only to support their customers with better pricing and gain a competitive advantage, but to improve operational efficiencies as well.

“Our decision was easy once we ran the numbers. We did our homework, and the answer was obvious: the Canon varioPRINT iX inkjet sheetfed press. We are pleased with how it handles coated stocks and the inline finishing, and it has enabled us to bring in outsourced shell work to run a white paper solution. The varioPRINT iX has been sold out since we installed it — we’ve been working 6 days a week, 24 hours a day,” Casey said.

Casey applies the same ‘continuous improvement’ philosophy to the company culture at United Direct Solutions. “By nature, I’m very competitive; I like to win, and I like to build the teams that win.” To achieve this, he places a strong emphasis on creating a work culture that fosters ongoing growth. The culture is based on core values including optimism, determination, teamwork, integrity, respect, trust, excellence, and the commitment to continuous improvement. According to Casey, cultivating the right culture is key. Such a culture is built upon trust, and it allows for vulnerability, which in turn stimulates both personal and professional growth. “Take care of people, stay focused on and live and die by your core values — that is my recipe for success.” In addition to his professional career, Casey and his wife have instilled the same passion for mental and physical excellence into their three daughters, ages 15, 16, and 18, all of whom play competitive soccer.

“I cannot agree more with the high priority Casey puts on cultivating the culture at United Direct Solutions. Company culture is the foundation for success, and, with a strong company culture, everyone wins,” said Francis McMahon,

Former Executive Vice President, Production Print Solutions, Canon U.S.A., Inc. “With this type of leadership, it is evident why United Direct Solutions was named one of the best places to work by Printing Industries of America.”

When asked what recommendation he has for others who wish to gain a competitive edge with inkjet, Casey replied, “Start by documenting your business needs and the needs of your customers, then take inventory of the investments you already have. Once you fully understand your needs and where the gaps are, start talking to a lot of your peers in the industry and take a hands-on approach to explore the different solutions available to determine what fits you and your company best. Be sure to evaluate all factors, including the market share they have, the culture they have, the service they offer, and of course the price — it’s a research-driven decision.”

ABOUT UNITED DIRECT SOLUTIONS

United Direct Solutions provides clients with the most effective methods to connect, engage, and communicate with their audiences. Since 1980, their marketing solutions have grown from direct mail service to digital marketing, billing, data, and document security, embracing and engaging the latest platforms and technologies. At the forefront of innovation, automation, and expertise, United Direct Solutions develops and implements communications strategies that demonstrates the value of connection and the power of personalized communications.

For more information, visit udsolutions.com.



“OUR NAME IS JUST CATCHING UP WITH OUR FULL-SERVICE OFFERING. THE REBRANDING PUBLICLY STATES OUR COMMITMENT TO INDUSTRY-LEADING INNOVATION AND SERVICE...”

Casey Hendrick
Chief Operating Officer

VYA INCREASES SPEED TO DELIVERY FOR HIGH-IMPACT, HIGH-QUALITY TARGETED DIRECT MAIL CAMPAIGNS WITH THE CANON varioPRINT iX SHEETFEED 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. Leveraging 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, Former Executive Vice President, Production Print Solutions, Canon U.S.A., 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 production 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

Inkjet/Innovation

Canon | thINK.

canonproductionprint.com | thINKForum.com

©2025 Canon U.S.A., Inc. All rights reserved.

Canon is a registered trademark of Canon Inc. in the United States and elsewhere. ColorStream, varioPRINT, and ProStream are trademarks or registered trademarks of Canon Production Printing Netherlands B.V. All other referenced product names and marks are trademarks of their respective owners and are hereby acknowledged. Neither Canon Inc. nor Canon U.S.A., Inc. represents or warrants any third-party product or feature referenced hereunder.

thINK is an independent community of Canon production inkjet customers, thINK Ahead partners, and print industry experts, and Canon 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.