

Canon

advanced simplicity®

Inky's Print 'n' Copy in Queensland is a leading provider of large and print-on demand printing, laminating, scanning and other services for a number of professionals seeking high-quality image solutions. Proudly stating, "from prints and plans to signs and scans" demonstrates the breadth of Inky's services, and boasting a range of offerings, including cards, flyers, photography and wedding albums.

Inky's is a small operation, employing a staff of seven employees, including manager Jonathan Hawkins. According to Hawkins, this further enhances the need for reliable, quick printing equipment to maintain productivity and increase business.

One of the challenges that Inky's has faced in recent years is the speed of its printing machines to keep up with incoming business. Although they promoted a Canon imagePROGRAF W8400 large-format device, Inky's has traditionally outsourced much of their client work to offset providers. The desire to move more jobs in-house prompted them to purchase a Canon imagePRESS C1.

While the C1 provided fantastic quality, Inky's found an ever-increasing workload meant that the machine was running at full capacity. "We began looking at other options because we physically could not print anything more on the C1. It was basically working all hours of the day, five or six days a week...

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Case Study

Canon meets the need for speed with imagePRESS C7000VP

Early adopter sees immediate results.

Company

Inky's Print 'n' Copy

Canon Products Used

imagePRESS C7000VP

imagePRESS C1

imagePROGRAF W8400

“

We've more than tripled the business that we had prior to putting the Canon imagePRESS C7000VP machine in.

We have quite a vast array of different products that we offer, and this machine has addressed all our needs at once.

Jonathan Hawkins, Manager



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Canon solutions on top – again

In a case of good timing, Inky's outgrew the imagePRESS C1 soon after the release of Canon's ImagePRESS C7000VP, a state-of-the-art production-ready digital device that offers lightning-quick speed and high-quality print results.

Armed with the experience of the imagePRESS C1 and W8400 large-format device, Inky's is an established Canon customer and comfortable with the levels of service offered by the company. Therefore, the imagePRESS C7000VP upgrade was a natural choice based on the

success of previous models and existing confidence. Hawkins found the Canon imagePRESS C7000VP's quality was far superior to other devices they researched and exceeded the necessary speed requirements.

"The Canon C1 had great quality, but was surpassing capabilities in terms of volume," said Hawkins. "So we looked at the C7000VP and it fit exactly what we were looking for. We were going to take a hit on quality, going from the C1 to anything else. We were looking for a machine that was rated to 300gsm

and the fact that this machine was basically doing two-sided printing on 300gsm without having to manually flip it, there wasn't another machine that we saw on the market that had all of that in one package at that same quality level," said Hawkins.

“ We looked at the imagePRESS C7000VP and it fit exactly what we were looking for...

...the ability to use conventional gloss offset stocks as well as textured paper and carded stocks also was a big plus.

We've also taken on a lot of other work, producing what we used to outsource at offset-quality.

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Unforeseen growth

According to Hawkins, after installing the imagePRESS C7000VP, Inky's output has grown tremendously, allowing the company to easily manage their current accounts, acquire new business and bring projects back in-house.

"Instead of taking a week on certain projects with the old machine, the C7000VP was completing these in a couple of hours, so we've replaced that," said Hawkins. "We've also taken on a lot of other work, producing what we used to outsource at offset-quality, so we haven't really outsourced much since putting it in."

The machine has also exceeded expectations in terms of raw output, with Inky's tripling output from 30,000 pages per month to more than 100,000. The transition has been so successful that the company has even hired more staff to keep up with increased business.

"We could see the growth in the business prior to looking at this machine and we were looking at ways to take our market and evolve with it, while also capturing more of that same market," said Hawkins.



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At a glance...

Company

Inky's Print 'n' Copy

Industry

Printing Solutions

Location

Queensland

Website

www.inkys.com.au

Canon Products Used

imagePRESS C7000VP

imagePRESS C1

imagePROGRAF W8400

Early adoption a win for customers

As one of the first companies in Australia to install an imagePRESS C7000VP, Hawkins credits this early adoption for generating positive word-of-mouth interest from potential customers, including professional photographers seeking high-quality output for projects such as wedding albums. The highly-anticipated imagePRESS device has been a great hook for winning new business.

“We’ve had instances where photographers have seen the write-ups of this machine on the web, and have actually contacted Canon directly, trying to find this machine,” said Hawkins. “As an early adopter, I think we got the added benefit of that, initially. But you also do a good job for one person, they tell everybody else and you end up with a lot of customers.”

Through developing and converting leads to create new business opportunities, and boosting their peak output capacity and maximum monthly duty cycle, Inky’s is looking for a three-year return on investment from purchasing the imagePRESS device.”

About Canon

Canon Australia is an industry leader in professional and consumer imaging solutions, with an extensive product line that includes networked multifunction devices, document solutions software, printers, scanners, facsimiles, digital video cameras, film and digital cameras, and lenses. The company also operates its own finance service, Canon Finance Australia, which provides a one-stop shop for customers wanting to lease or finance their equipment. Canon Information Systems Research Australia (CISRA), located beside Canon Australia in Sydney, contributes local R&D to Canon Inc., which has ranked among the top-three US patent recipients for the past 13 years.

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1800 444 199

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