



Revenue generation for production print

Smart technology that facilitates sales growth

Printing money

All successful printers have a formula. For some, that formula is as clear as day, while for others, it is just a subconscious, instinctive direction they follow. What they all have in common is the ability to play the advantages they have and make money as best they can.

There are many ways printers across Australia are actively seeking to improve their finances and the health of their businesses. By this we mean getting on the front foot and proactively gearing their operations for maximum revenue growth and profitability.

One of the best ways to do this is through investment in smart technology, which facilitates sales growth and improved customer service. Canon's imagePRESS digital technology is probably the industry's best example of this 'smart technology' and has been helping Australian printers in the following ways.

New markets

Having flexibility in their market offering allows them to go after new types of work and win new customers. Short and medium run jobs are picked up and delivered quickly and easily, with no compromise in quality. Because of that, customers come back for more.

Variable data printing also improves a printer's service offering, with opportunities for high margin products that give customers better targeted, personalised collateral. This has become increasingly important today with marketers seeking to target ever more niche customer groups with communications that have a high impact and return on investment.

Growing existing business

As most printers will agree, in today's competitive market static customer retention is not an ideal state, they need to be adding value to customers by exploring new opportunities with them and growing the business relationship. This is a two-way street in that it brings in the dollars, but also gives customers fresh new print items and in some cases reduces their need for different print suppliers.

imagePRESS users can run a wide variety of digital and offset stocks through their presses, allowing them to offer new types of output, both corporate and creative. Additional services such as web-to-print also provide printers with simple, quick re-ordering options for their customers.

Cost efficiency

Quicker and easier-to-use technology frees up labour time to focus on money making, while reliability and prompt maintenance ensures that workflow is not affected. This type of flexible technology also allows online finishing options that boost productivity, and just-in-time inventory management, which lowers carrying costs and reduces waste caused by obsolescence.

Hybrid workflows that bring the best out of a printer's offset and digital technology also bring significant cost and time efficiencies.

Ultimately, printers determine their own formulas for growing revenue and Canon is proud to support them.



Testimonials

The following printers are just some of those using Canon's imagePRESS technology to grow their businesses.

“Clearly we're on the look out for new customers, but not at the expense of existing ones. Luckily, the imagePRESS has helped us with both, opening up new opportunities and revenue channels.”

- Brian Ambrosius, ACS Swan Print, WA

“In eighteen months we've gone from no digital print capacity to 1 million digital prints, thanks to imagePRESS technology. For me there's no argument about its natural place in a growing business.”

- Joe Clouston, The Printing Office, Qld.

“By broadening our offerings, the imagePRESS C7000VP has effectively doubled our work capacity with its intelligent capabilities. Prior to owning the device, we were limited to large format poster printing and general photocopying. With the C7000VP we are now generating entirely new business opportunities.”

- Jonathan Hawkins, Inky's Print, Qld.

“Purchasing the imagePRESS C7000VP has enabled us to combine the benefits of working with both digital and offset printing to extend our offerings to clients. It gives us flexibility to produce short runs with different finishing choices. The output from the machine is laminating friendly so that more of our customers can enjoy the convenience of our in-house laminating service.”

- Bernard Poff, Ferntree Print, Vic.

“The C7000VP has more than quadrupled our work load per month. We can now take on eight times more work load with this press than our two previous machines could handle.”

- John Drake, Colour Copy Centre, NSW

“We have moved from doing lots of one-off proofs to volume jobs and we now compete very successfully with traditional non-digital businesses. Having invested in imagePRESS, we reached the 1½ million impression mark sooner than we expected.”

- Geoff Lovell, Total Digital Solutions, WA

For more information on Canon's imagePRESS products visit www.canon.com.au/pps

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