



### A green footprint

The Printing Office (TPO) is a Brisbane based commercial printer committed to providing its customers with the highest quality prints with the smallest environmental impact. Established in 1985, TPO specialises in the large volume printing of goods from corporate brochures and annual reports through to flyers, mailers and stationery items.

With a strong heritage in publishing and Masters in Quality Management TPO's managing director, Joe Clouston knows the importance of investing in the right technology to deliver quality results and service excellence cost effectively.

As a result of its ethical and green business practices, TPO was the first privately owned printer in Queensland to achieve ISO4001 Environment, the internationally recognised standard that certifies companies operating with the highest levels of environmental responsibility.

“We are really pleased that the Canon product range has helped us remain committed to our green principles – a major component of our business strength. We are doing more prints, with less time and with less impact on the environment.”

- Joe Clouston.

### At a glance

#### Company

The Printing Office  
[www.theprintingoffice.com.au](http://www.theprintingoffice.com.au)

#### Industry

Commercial Printing

#### Canon products used

imagePRESS C7000VP, IPR1135 x 2, 2 x IR7105.  
Agfa Apogee integration with C7000VP.

#### Benefits

Cost control on short runs.  
20% increase in output without changing staff numbers.  
Consistent high quality colour.

## The Issue

As a family business with a team of 25 employees, TPO relies on a steady customer base while having to remain competitive both in terms of quality and price. As part of its business strategy TPO wanted to provide a complete in house service that catered for all its clients printing needs. This required having the right technological and printing support.

TPO already handled over one million black and white prints a month, with many requiring fast turnarounds. However, increasingly it was receiving a large number of customer orders for short-run, quality colour prints.

Despite the increase in business, TPO was not seeing any benefit as the cost of running small volume print jobs on its colour presses was too high. In order to meet the demand and remain competitive in the market, TPO required a digital press machine to handle small volume quality colour prints while still being able to guarantee excellent print quality and colour consistency.

## The Solution

Joe has been a fan of Canon since he was a teenager, leading him to choose a selection of Canon products in his business too. "My father gave me my first camera, a Canon SLR, in 1971. I had the camera for over 40 years and since then have always admired Canon and chose to implement several of its products in my business."

So when TPO was in the market to upgrade its existing printers Joe looked to Canon's professional printing range. With the need to cost effectively manage the growing demand for fast, good quality colour prints, TPO chose the Canon imagePRESS C7000VP. In addition to delivering exceptional print quality and superior colour consistency, the imagePRESS C7000VP was the most cost effective in the digital print market.

"imagePRESS C7000VP not only delivered exceptional quality that rivals offset printing, but provided us with the productivity and versatility we needed to meet our clients needs. The variety of paper weights, types and sizes gave our clients more options," said Joe.

TPO also needed to expand its range of printers to cope with the volume of black and white printing and as such chose the imagePRESS 1135 device. This 135ppm monochrome device supplies quality black and white prints with unbeatable productivity and exceptional media handling.

“The Canon team was extremely helpful and gave us the right training so that we could get things running immediately. Canon has always been attentive to our needs. Since we are a long term customer, it understands our business and approaches us with the right advice, products, support and materials that are required in a high production business environment.”

- Joe Clouston.

When it came to funding the equipment required to expand and keep up with business demand, TPO decided to consult Canon Finance. After comparing rates, TPO found that Canon Finance offered a competitive deal.

"With an increasing amount of customers requesting short-run colour print jobs, implementing new equipment quickly was a high priority for us. Canon Finance significantly shortened the financing processes with simple easy to understand documents, quick responses to our queries and the flexibility to come to our shop to sign documents. It's fast approval saw us implementing much needed machinery in no time, leaving us to get on with expanding our business and meeting our customer demand."





## The Result

Since the C7000VP was implemented at TPO, the company has already seen a 20 per cent increase in output with the same number of staff. Joe said, "We have seen our investment in the C7000VP as a way to both retain existing customers and increase the customer base. We are now better able to compete across a wider range of print products."

TPO has also been able to unify its current work flow using Agfa Apogee with the Canon devices, as digital information can be sent to the C7000VP or 1135 without manually having to log work tickets for repeat orders or create separate tickets for digital jobs.

“Previously, every time a job order came through we would manually log in the details on a work ticket. This process was time consuming as a lot of checks and entries were required. Since implementing the imagePRESS devices, we found that we can accept customer orders for reprints on small jobs, like business cards, without having to go through too many manual processes. In a way, it is like going to press without human hands touching the job.”

- Joe Clouston.

With the ease of operation, TPO has seen a definite reduction in printing times as small jobs are easily automated on the C7000VP or 1135. It has given the company, which operates on two shifts from 6.00 a.m. to 12.00 midnight- reliability, which Joe sees as critical to running the business.

“We are getting a lot of large and small volume orders done with the same high quality colour consistency and production capability.”

- Joe Clouston.

For more information on Canon's imagePRESS products visit  
[www.canon.com.au/pps](http://www.canon.com.au/pps)

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