

COMMERCIAL PRINTING EDITION

DISCOVER HOW YOUR PEERS DO MORE WITH CANON INKJET

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**MOVE
FORWARD
WITH CANON.**

PRIORITIZING CUSTOMER SUCCESS

It's no secret production inkjet technology is the future of the printing industry, or that Canon is at the forefront of its evolution. According to InfoTrends, we currently hold 35% of U.S. total high-volume inkjet market share¹ and once again top the Leader Category in the latest IDC MarketScape assessment of global inkjet vendors.² We got here by prioritizing customer success. Now, we're taking this philosophy even further.

Through listening to our customers, we've been able to continuously develop inkjet solutions that help advance the industry. As challenges related to everything from productivity to labor, costs, sustainability, AI integration, and selling print in a digital world continue to mount, our goal is to help customers navigate these challenges and Move Forward with Canon. For example:

- **Equipping You for Success**—Canon's legacy of continuous innovation drives not only the improvement of existing products but also the development of technology for the future. Right now, we are positioned to offer a robust product portfolio for years to come.
- **Minimizing Labor Needs**—Canon inkjet presses are easy to use and don't require complex skill sets. With on-site training and onboarding during

installation, one press operator can run multiple presses with minimal intervention or manual processes.

- **Driving Down Costs**—The expert analysts of Canon's Professional Services team help customers drive out operational costs, maximize return on their inkjet investment, and customize strategies to attract new business and prepare for growth.
- **Promoting Print's Value**—The thiNK user group of Canon inkjet customers offers members-only access to helpful resources for accelerating sales, including predesigned print samples and lead gen tools promoting the value of print and inkjet.

But you don't have to take our word for it. This guide features a compilation of select excerpts from Canon customer case studies, thiNK presentations, testimonials, and articles presenting real-life stories and perspectives directly from your print provider peers. Discover how they do more with Canon inkjet.

1. InfoTrends; 2023 Full Year POD Tracker

2. "Worldwide High-Speed Inkjet Press 2023 Vendor Assessment" (IDC MarketScape, April 2023)

01

LIBERTY CREATIVE SOLUTIONS CONTINUES LEGACY OF INNOVATION



Meet Angela Hipelius, CEO of Liberty Creative Solutions, named one of the Top 300 Largest Printers of 2023 by Printing Impressions

Liberty Creative Solutions (LCS) offers a comprehensive range of services, from creative and data services to promotional products, kitting and fulfillment, and large format graphic production. After more than 60 years in business, LCS has grown from a small family-owned print shop to an acclaimed Certified Women's Business Enterprise that partners with prominent companies across the country. It also has become an authority on embracing innovation and adapting to an ever-changing industry.

Angela represents the family's third generation in leadership and is carrying on the legacy by taking advantage of Canon production inkjet technology.

An early inkjet adopter

"We were proud to be an early inkjet adopter and one of the first to add a Canon ProStream web-fed inkjet

press to our floor," she explains. "We recognized the ability of the ProStream to blend the speed of continuous feed with the adaptability of variable data and superior quality that rivaled offset printing. We knew it would set us apart from our competitors and enable us to help our customers achieve better returns."

LCS has continued to invest in the latest technological innovations to maximize customer success, recently purchasing the Canon varioPRINT iX-series sheetfed inkjet press with the goal of replacing its toner devices and one of its offset presses.

Leveraging the technology

"Teaming 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," says Angela.

LCS also recently unveiled a 19,000 sq. ft. warehousing facility for kitting and fulfillment, where the company is leveraging the capabilities of inkjet to help its customers create "unboxing experiences" that increase audience engagement.

"We saw an increasing need for our clients to capitalize on the importance of this experience," Angela continues. "So, we utilize Canon inkjet technology to offer personalized marketing inserts that pair with our vast selection of promotional products and create unique, fully custom packaging."

"As we prepare for the next chapter in our story, we continue to learn how to leverage innovation and the spirit of adaptability to foster company growth."

— Angela Hipelius, CEO, Liberty Creative Solutions

02

REX 3 INCREASES EFFICIENCY, QUALITY, AND ON-TIME DELIVERY

Meet Jay Kahn, vice president of operations, and Todd Jones, Director of IT, at Rex 3, a family-owned enterprise recognized as one of America's top 100 commercial printers

Rex 3, known for its passion for custom printing, demonstrates expertise spanning many different areas of print production, from commercial printing applications—including brochures, pocket folders, pamphlets, transactional mail, and postcards—to custom-made trading cards for various sports leagues and collectibles that require intricate manufacturing and printing techniques. In addition, the company specializes in die-cutting and gluing for display boxes and packaging for various industries, from perfume and vitamins to cannabis, candy, and ice cream. Rex 3 also offers a wide variety of large format print products.

Expanding capabilities

As part of Rex 3's full range of capabilities, a dedicated mail shop handles millions of pieces of mail each month. At the heart of that operation is the company's beloved Canon varioPRINT iX-series sheetfed inkjet press. The decision to go with the varioPRINT iX was based on several factors, including the ability to handle significant volumes of work at high speed, the sheet size, and the stunning print quality.



According to Vice President of Operations Jay Kahn, "The Canon varioPRINT iX was easy to cost justify; the ROI proves out faster than some of the alternative choices we looked at. The sheer speed of the iX and stunning quality enable us to live up to our commitment to outstanding customer service."

Achieving a competitive edge

Director of IT Todd Jones readily agrees. "Rex 3 has a strong competitive edge in the printing industry," Todd says, "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."

"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 our customers have come to expect of us."

— Jay Kahn, vice president of operations, Rex 3

03

PIP TRANSITIONS FROM TONER TO ACHIEVE REVENUE GOALS

Meet Chris Cochran, CEO, and Shane Parker, president, of the fourth-highest revenue producer in the PIP network.

The PIP franchise bought by Chris's father and grandfather opened in 1978 as "just a copy center." But with time came change, with customers bringing more diverse and increasingly sophisticated print requirements.

"Our customer base changed from walk-in clients requesting letterhead to publishers printing books and magazines, corporate clients needing direct mail campaigns, and health care facilities requiring HIPAA certification for medical documents," Chris says.

"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," he adds.

Transitioning from toner

They replaced their toner devices with a Canon varioPRINT iX-series 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," says Shane.

"Not only is the quality spot-on, but 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 varioPRINT iX, the sky's the limit," Shane explains.

To their delight, Chris and Shane 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," says Chris.



Chris Cochran, CEO, PIP

Achieving impressive results

Shane adds, "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 are 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 explains.

The proof of their decision to go with Canon inkjet technology is readily apparent in the franchise's transformation from that "copy center" to a high-performing, full-service print operation.

"We aren't your average franchise printer—we generate \$5 million 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," says Shane.

"Our Canon varioPRINT iX with PRISMA 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."

— Chris Cochran, CEO, PIP

04

STERLING DIGITAL PRINT DOUBLES UP ON CANON SHEETFED INKJET



Meet Ed McAllister, founder and president of Sterling Digital Print, a trusted print service provider to sectors like manufacturing, distribution, retail, and nonprofits.

With more than 16 years in business, 200 employees, and 60+ million in print volume, Sterling Digital Print has transformed from its roots as a small startup into a printing powerhouse. And innovation has always been at the forefront. Ed's philosophy of outworking the competition and staying ahead of industry trends continues to drive the company's success.

Success through strategic evolution

The company's initial focus on financial services has evolved into a diversified portfolio that includes commercial printing for colleges, manufacturers, and international clients. And its strategic location—a state-of-the-art facility in Hauppauge, New York, that operates 24/7—ensures efficient, timely delivery to nearby Manhattan.

A full-service printing resource, 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, have helped redefine communication dynamics for its customers and position the company for continued growth and excellence in the dynamic world of printing.

"What made my business successful?" Ed asks. "One, work ethic; two, treating people right; and three, strategic evolution."

That last success factor is where Ed's relationship with Canon comes into play.

Aligning with Canon inkjet

As Sterling Digital Print 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," Ed explains. "Inkjet 'has it all,' enabling high-quality, high-speed production with variable data capabilities and favorable cost economics. It is strategic evolution."

Acting on this insight, Sterling invested first in one and, quickly thereafter, another Canon varioPRINT iX-series sheetfed inkjet press.

"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 sheer speed and productivity are three that immediately come to mind," Ed says. "Not to mention, the press is extremely easy to operate, and that is critically important with today's reduced workforce."

Currently, Sterling prints a wide variety of print materials, including transactional documents, direct mail, books, catalogs, manuals, brochures, and magazines. And it 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 McAllister, founder and president,
Sterling Digital Print*

05

THE DOT CORPORATION



“WE LISTEN TO OUR CLIENTS’ NEEDS AND INVEST IN NEW TECHNOLOGY TO BRING BETTER SOLUTIONS TO THEM.”

—Bruce Carson, CEO and owner, The Dot Corporation

Meet Bruce Carson, CEO and owner of The Dot Corporation, a multifaceted company offering printing, fulfillment, kitting, marketing services, and more.

A lot has changed since The Dot opened its doors more than 40 years ago. The company now boasts three facilities in Southern California and over 200 employees. But one thing has not changed: a commitment to innovation and outstanding customer service.

“It’s at the heart of our success,” says Bruce. “The Dot is always evolving. We listen to our clients’ needs and invest in new technology to bring better solutions to them.”

The Dot team prides itself on problem-solving and collaborating directly with their clients to create new products and develop work processes that grow their businesses. On any given day, those clients could include marketers who need creative services, printing, large format displays, or custom packaging solutions supported by inventory tracking and robotic fulfillment. Or they could be health care supply chain entities that

require the highest level of security when printing, kitting, and mailing.

Sharing a commitment to innovation

To accomplish all this, The Dot relies on the latest technology, including its recently installed Canon varioPRINT iX-series sheetfed inkjet press.

“Canon’s inkjet technology has achieved the high quality requirements our customers expect from us, as well as reduced operating costs and increased speed—all culminating in boosted profit margins and delighted customers,” Bruce says.

“We replaced our toner devices with the varioPRINT iX and were able to transfer more work from our litho presses than we even anticipated,” he continues. “The uptime, ability to seamlessly run a variety of coated and uncoated stocks, and simplified automated workflow of the iX are impressive.”

In addition, Bruce considers Canon a valuable partner and appreciates the comprehensive support the company provides, from sales to install to connecting the company with THINK resources.

“We are pleased to partner with a company that is as committed as we are to innovation and outstanding customer service,” says Bruce. “Canon inkjet technology has allowed us to produce a higher-quality product faster and with the value-add customization our customers want and need.”

“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 it is a step into the future.”

—Bruce Carson, CEO and owner,
The Dot Corporation

06

THREE Z PRINTING PROVIDES COMPETITIVE EDGE WITH THE CANON PROSTREAM



Meet Neil Zerrusen, COO, and Bill Zerrusen, president, of Three Z Printing, one of the largest family-owned commercial web printers in the U.S.

Established in 1978 by Bill's parents, James and Lorraine Zerrusen, Three Z Printing is a leading print service provider to the publishing industry, specializing in inserts, direct mail, and ads. Current leadership at the company continues the legacy of championing print and using it to bring customers a competitive advantage. They also recognize their responsibility to provide their customers with access to new, innovative technologies that are shaping the future of print. In Three Z Printing's case that means Canon production inkjet.

Making the right decision

Representing the family's third generation, Neil shares the reasons behind the relationship with Canon. "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," he explains.

Those advantages include fulfilling 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."

Offering customers an edge

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

Other innovative print techniques Three Z Printing can provide include:

- Tactile, sensory, and interactive print to enhance customer engagement using unique media, inks, interactive elements, and finishing techniques.
- Personalized color marketing and messaging to foster a better connection and response rate.
- Interactive direct mail incorporating emerging technologies like augmented reality (AR), virtual reality (VR), mixed reality (MR), near-field communication (NFC), video in print, and multichannel mail integration with digital assistants/smart speakers.
- Reply mail IMbA to reduce processing times and ensure mail availability is consistent and timely with intelligent mail barcode accounting.
- Retargeting to capture lost sales by reengaging with website visitors who don't initially convert via timely and personalized direct mail.

"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 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."

— Bill Zerrusen, president, Three Z Printing

Canon



The MPX Group Capitalizes on the Benefits of Canon varioPRINT iX Sheetfed Inkjet [▶](#) [Watch the Video >](#)

Commercial printers increasingly find that switching to inkjet presses helps boost uptime, broaden capabilities, and improve efficiency for a wide range of in-demand printing jobs. See why The MPX Group's president calls his company's investment in the Canon varioPRINT iX3200 sheetfed inkjet press "the best equipment purchase" of his career.

Commercial Printers Excel with Canon Inkjet [▶](#) [Watch the Video >](#)

Right now, commercial printers face a growing need to expand their capabilities and applications to accommodate a more diverse range of market segments. Canon customers share how the Canon ProStream and varioPRINT iX-series inkjet presses help them stay nimble, competitive, and a step ahead of market demands.

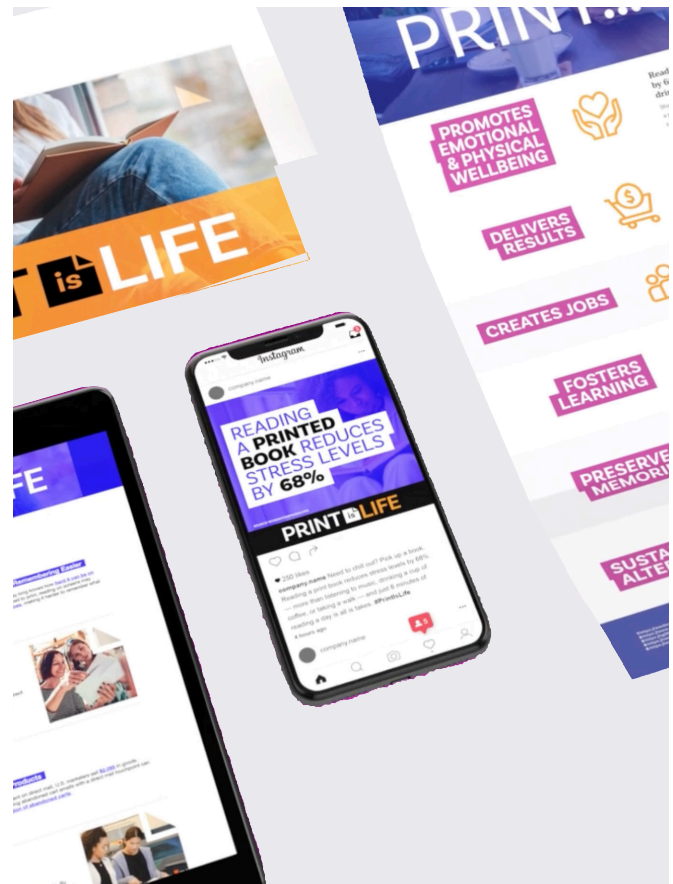
07 RECOMMENDED VIEWING

3 Reasons to Try PRINT Marketing [▶](#) [Watch the Video >](#)

Provide your customers with compelling reasons for making print a key part of their marketing plans. This quick video, part of the PRINT IS LIFE campaign sponsored by Canon, offers impressive statistics on print marketing's ability to attract and convert audiences, as well as its sustainability credentials.

Mirasphere Campaign Video [▶](#) [Watch the Video >](#)

For marketers curious about how print integrates into today's omnichannel campaigns, this video paints a convincing picture of its ability to convert. Engaging animation takes viewers through a targeted, timely, trigger-based, custom print solution from Canon that delivers "real-world" results for a pretend paint company.





Dotting the “i” in Commercial Print with the varioPRINT iX ▶

[Watch the Video >](#)

Based on a classic metaphor for paying precise attention to the details, this engaging video showcases all the ways the Canon varioPRINT iX-series sheetfed inkjet press “dots the i” in quality, productivity, versatility, efficiency, and sustainability—making it one of the best-selling presses in its class.

varioPRINT iX-series Sheetfed Inkjet Press ▶

[Watch the Video >](#)

Are you ready for a revolution in sheetfed inkjet? Our newest technology has a lower cost of ownership for vibrant colors, razor-sharp details, and application versatility to set you up for offset quality at inkjet’s high speed. Get ready to experience more profit and more business.

Canon ProStream 3000 Product Video ▶

[Watch the Video >](#)

Discover how Canon continues to carry out its mission to help customers print beyond limits. The new Canon ProStream 3000 series web-fed inkjet press represents the art of going above and beyond by delivering offset quality with industrial speed and inkjet flexibility, plus a host of innovative processing technologies.



Canon recommends forward-thinking strategies to help achieve the highest levels of information management efficiency for your unique business needs. Using superior technology and innovative services, we then design, implement, and track solutions that help improve information flow throughout your organization while considering the environment, helping to result in greater productivity and reduced costs.

Canon Provides End-to-End Solutions Like These:

- Paper Program
- Media and Solutions Lab
- TrueSupport
- Training and Experience
- Escalation Procedures
- Preventive Maintenance
- Canon PRISMA Workflow Software
- Resource Center Website

As a company that is dedicated to your needs, we support our solutions with highly skilled professionals and advanced diagnostic systems to maintain peak performance. And with ongoing consultation, we can further your document management capabilities to help ensure the highest level of satisfaction and productivity.



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.

Discover more resources from Canon
CANONPRODUCTIONPRINT.COM

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