



DIRECT MAIL 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 share<sup>1</sup> and once again top the Leader Category in the latest IDC MarketScape assessment of global inkjet vendors.<sup>2</sup> 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

## BURDISS TRIPLES GROSS ANNUAL SALES



**“IT’S ALL ABOUT SPEED!”**

Meet Robert Burdiss, co-owner of direct marketing company BURDISS and a National Auto Sports Association (NASA) race car instructor and driver.

BURDISS, based in Lenexa, Kansas, is a one-stop direct marketing solution for companies nationwide. With roots in mail and fulfillment, the company has continued to evolve, setting a high bar in the print industry with variable print capabilities, SmartMail integration, an experienced creative staff of more than 70, and the expertise to pull it all together.

An entrepreneur and serial learner with 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,” says Robert.

### Winning with Canon inkjet

He proudly points to the Canon varioPRINT iX sheetfed inkjet press BURDISS added to the print 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. It was eye-opening. Thinking ahead positioned us well for success.”

“Finally,” Robert concludes, “it’s all about speed!”

When the Canon varioPRINT iX hit the floor, BURDISS went from producing 30,000 pieces a day to 200,000 a day—enabling them to replace toner devices and take in considerably 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.” says Robert.

***“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.”***

—Robert Burdiss, co-owner, BURDISS

## 02

# SQUARE ONE STAYS A STEP AHEAD

Meet Drew Townsend and Jill Townsend, siblings and partners in Square One, a premier provider of direct mail and multichannel services nationwide.

From its facilities in New Jersey, Square One serves some of the nation's largest financial, insurance, and nonprofit institutions. Committed to improving operational efficiency while also keeping pace with technology and meeting emerging customer demands, Square One's most recent leap forward was driven by data on production inkjet.

"We analyzed our entire production process and found that it consistently took seven to eight steps. After solid analysis, we realized production inkjet could cut three or four of those steps outright, and the Canon varioPRINT iX-series sheetfed inkjet press was the clear winner," says Jill. "It streamlined our ability to meet growing client demand and offered a tremendous increase in speed-to-market."

### Progress right from the start

Square One purchased its first varioPRINT iX press near the end of fiscal year 2021, and a second at the beginning of 2022. This pair of presses fueled a 34 percent jump in total mail pieces produced by year-end and anchored the ability to create and deliver more than 200 million pieces of mail.



"We were able to decommission six toner devices," explains Drew. "We increased uptime and decreased labor requirements and costs to a degree that allowed us to expand our services with larger direct mail customers, where the expectations of accommodating tight schedules and ensuring error-free production are critical."

"We're running 700,000 to 800,000 postcards a week, and we get SLAs approved and ready to be in the mail within 24 hours," Drew adds. "All with less labor, less manual intervention, and we still have the capacity for more work and larger jobs."

### Keeping pace with expectations

Canon production inkjet satisfies not only the company's own criteria for improved performance, reliable quality, and optimal efficiency, but also its constant effort to adapt to emerging industry trends and meet customer needs.

"We are in an era of integrated, multichannel, hyper-personalized outreach," says Jill. "New technologies—production inkjet chief among them—are on pace to meet new marketing industry objectives and expectations."



But today's younger print customers are much less fixated on how we do what we do."

Instead, she notes, they're driven by price, straightforward delivery, meeting brand standards, precise audience targeting, and contact management capabilities that allow direct mail to become a more nimble, adaptable component of multichannel campaigns – all things that are "really only attainable with production inkjet technology."

### Data-driven results

With the ability to competitively offer a complete suite of integrated marketing – print, email, SMS, personalized web pages, unique QR codes, etc. – Square One can also track, analyze, and report on performance to customers.

"It doesn't matter how our clients want to connect with their customers," she continues. "Our technology allows for detailed evaluation of total campaign effectiveness. Even if we are dealing with what looks like a traditional print campaign, we are creating mailers that have unique, scannable identifiers that

we can track on our servers. It allows us to report results at the individual level, revealing who has actually had an interaction with their direct mail piece."

According to Jill, this all represents a new level of direct marketing performance that can micro-target down to the individual recipient. And this is proving to be a powerful performance driver.

"We see when we're doing multitouch campaigns that there's a 30 to 40 percent increase in response rates compared to one-channel communications," she says.

And those are exactly the kind of results their print customers are seeking. Both Jill and Drew give the credit to Canon inkjet.

***"Our robust production technologies equip us with the ability to effectively compete and win in a highly demanding market."***

*–Drew Townsend, partner, Square One*



03

## UNITED DIRECT SOLUTIONS CHANGES THE GAME (AND THE NAME)



Meet Casey Hendrick, chief operating officer at United Direct Solutions, a full-service, technology-driven direct mail and marketing company with 250 employees.

Recently rebranded (from United Mail) to reflect the company's evolution and expansion, United Direct Solutions serves small-to-medium businesses and Fortune 500 companies in the healthcare, health insurance, and financial services industries from its locations in Louisville, Kentucky, and Cincinnati, Ohio.

"Initially we were known for our printing, direct mail, and production of physical marketing materials," said Casey. "But we have continuously evolved and expanded over the years to offer a wider array of services, providing our customers with the ability to create a personalized relationship through a direct marketing experience that includes digital, email, and online solutions in addition to, of course, billing, data, and document security. "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 explained.

### Seizing opportunities for improvement

As an example, when the company couldn't offer competitive pricing on toner devices for self-mailers and postcards, Casey knew there was an opportunity for significant improvement—not only to support their customers with better pricing and to gain competitive advantage, but also to improve operational efficiencies.

"Our decision was easy once we ran the numbers," said Casey. "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 six days a week, 24 hours a day," Casey said.

### Staying competitive

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.

***"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."***

***—Casey Hendrick, chief operating officer,  
United Direct Solutions***



## 04

## IMAGE DIRECT DOUBLES DIRECT MAIL VOLUME

Meet Dilip Parthasarathy, owner and president of Image Direct Group LLC, a minority-owned business (MBE) with 70+ employees.

After earning a master's degree in print management and an MBA in strategic management, Dilip worked as a solution architect focusing on supply chain strategies for the manufacturing industry. Then, in March 2018, he purchased Image Direct, a 26-year-old print and mail company based in Frederick, Maryland.

"In the early days, with rising labor costs and expensive maintenance on legacy machines, I hardly made any money," Dilip says. "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."

### Moving toward modernization

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."

Shortly after install, Image Direct experienced a rapid increase in mail volume, going from 6–7 million to 10–12 million direct mail pieces a month—primarily political and nonprofit fundraising campaign materials, transactional mail (financial and medical statements), and commercial advertisements (postcards and self-mailers).

### Enabling continued growth

"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 explains.

"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 states.

***"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 and president,  
Image Direct Group LLC*

05

## VYA DOUBLES CAPACITY AND INCREASES SPEED TO DELIVERY

Meet Terry Brokamp, senior vice president of Vya, a leading provider of marketing execution technology and services.

From its base in Cincinnati, Ohio, Vya's turnkey print production services and proprietary marketing resource management system are driving increased demand for high-quality direct mail campaigns, delivered faster with more relevance, for customers in the franchise, financial services, insurance, utilities, and manufacturing industries. Their mission is to deliver "simplicity" to their clients.

The Canon varioPRINT iX-series sheetfed inkjet press plays a critical role in this mission, helping Vya customers effortlessly manage, customize, and deliver marketing materials to the front lines of their businesses — franchisees, bank branches and MLOs, agents, dealers, retailers, and distributors.

### Delivering results and delighting customers

"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, we can handle large print runs and quick turnaround without sacrificing print quality, and that helps us meet our quality of excellence requirements while delighting our customers with turn time," says Terry.

"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 concludes.

***"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."***

*—Terry Brokamp,  
senior vice president, Vya*



### Century Direct Inkjet Innovation 2024 [▶](#) [Watch the Video >](#)

For direct mail printer Century Direct, installing a Canon varioPRINT inkjet press was nothing short of transformative. Learn how the press’s cutting-edge technology allows them to consistently say “no problem” to more than 300 automotive dealerships — even if they ask for 50,000 personalized pieces in the mail in 48 hours!

### Impact Inkjet Innovation 2024 [▶](#) [Watch the Video >](#)

See how Canon ColorStream inkjet technology supports Minneapolis-based Impact in its efforts to both boost response rates and significantly reduce direct mail costs for its customers. Follow the creation of one project that integrates variable data, leverages digital media, and takes advantage of the USPS Informed Delivery® Promotion.

### ProDocument Solutions Inkjet Innovation 2024 [▶](#) [Watch the Video >](#)

The Canon ProStream web-fed inkjet press helps bring the quality and accuracy of the election space to data-driven direct mail for ProDocument Solutions. Watch this video to see how transforming preprinted, predictable, non-personalized mailers into exciting, versioned, sophisticated player’s club campaigns for a casino customer has raised response rates.

## 06 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.







## VARIOPRINT iX-SERIES



### 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.

### 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 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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