



TRANSACTIONAL PRINTING
AND SERVICE BUREAU EDITION

DISCOVER HOW YOUR PEERS DO MORE WITH CANON INKJET

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DISCOVER HOW YOUR TRANSACTIONAL PRINTING AND SERVICE BUREAU PEERS DO MORE WITH CANON INKJET

01

FINTECH LEADER BROADRIDGE CUTS COSTS IN HALF

PAGE 4

02

COMPU-MAIL USES HALF THE DEVICES TO DOUBLE OUTPUT

PAGE 5

03

PRODOCUMENTSOLUTIONS DIVERSIFIES BEYOND THE BALLOT

PAGE 7

04

MELE PRINTING INCREASES REVENUE MORE THAN 40 PERCENT

PAGE 9

05

RECOMMENDED VIEWING

PAGE 11



**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

FINTECH LEADER BROADRIDGE CUTS COSTS IN HALF



Meet Naveed Choudhry, recently retired senior operations manager at Broadridge, a global transactional print provider.

One of North America's major transactional printers, Broadridge maintains seven facilities in the U.S. and Canada, operates across 21 countries with a team of more than 14,000 associates, and produces a staggering 275 million statements (totaling 1.3 billion sheets) each month. This impressive output is achieved through high-speed production inkjet technology, including the Canon ColorStream web-fed inkjet press.

"At Broadridge, we specialize in creating personalized, engaging customer experiences, spanning industries like consumer finance, health care, insurance, retail banking, telecom, and utilities," says Naveed. "Almost all the work we do here at our California facility is transactional work, accomplished through Canon continuous feed inkjet technology."

Quality and cost efficiency are non-negotiable

Broadridge's transactional work contains private and confidential information that requires high security and compliance, so accuracy and confidentiality are non-negotiable. Its clients also have a sensitivity to timely delivery and demand superior color quality, personalized variable data, consolidated marketing and transaction documents, interactivity, and seamless integration with digital channels.

"It's my job to figure out how to best use our technology to deliver all of that cost-effectively and efficiently," explains Naveed, a 33-year print industry veteran who played a pioneering role in transitioning Broadridge from toner and offset to early inkjet print technology way back in 2002 — well before it became mainstream.

"Under the name DST at the time, we started our transition to inkjet with the goal of replacing preprinted forms to reduce costs and gain operational efficiencies," explains Naveed. "Starting with our facility in Bristol, UK, we left toner devices behind and moved into inkjet. Shortly thereafter, we brought the same inkjet technology to our facilities in the U.S., replacing four offset presses and effectively cutting our costs in half."

Canon solutions change the equation

From 2003 to 2007, Naveed and his team of 20 engineers continually refined and optimized their print technology, taking a modular approach and building their own presses to get the technology solution they needed for competitive advantage.

When Broadridge won an RFP that required MICR to print multiple forms, "That is where Canon came into play," says Naveed. "A Canon JetStream seamlessly integrated with our fleet and offered us the inline MICR printing technology that we needed, so it quickly became our press of choice for high-speed, high-quality, variable data, MICR jobs and for its ability to perform all required tasks inline on blank stock."

Soon thereafter, Broadridge added the Canon ColorStream web-fed inkjet press for increased operational efficiencies and to enhance its competitive advantage, and the company has never looked back.

"Today, we rely more and more on Canon's inkjet press technology to run our business."

— Naveed Choudhry, recently retired senior operations manager, Broadridge

02

COMPU-MAIL USES HALF THE DEVICES TO DOUBLE OUTPUT



Meet Anthony Marchioni, president, and Rich Baker, chief operating officer, of Compu-Mail, LLC, a transactional and direct marketing services company.

Established in 1996, Compu-Mail traces its roots to a data processing service bureau founded in 1968. Based on this foundation, Compu-Mail became an early adopter of variable data printing, leveraging it for highly personalized marketing. Today it is one of the largest and most trusted high-security print service providers, earning \$20 million annually servicing clientele across the U.S. and Canada.

Compu-Mail specializes in highly personalized, data-driven marketing for health care, retail, casino/gaming, nonprofit, higher ed, finance, and other industries where

data security is critical. Recently, the company transitioned its print shop to 100% Canon production technology.

“There’s a reason for that,” says Anthony. “In fact, there are many reasons.”

Reasons for choosing Canon inkjet

First on the list is Canon’s proven leadership in the evolution of high-speed production inkjet and its ability to help increase business efficiencies. Compu-Mail’s positive experience with the Canon varioPRINT i300 platform led to the “obvious choice” to install the Canon varioPRINT iX series sheetfed inkjet press. And its powerful productivity provided another strong reason to rely on Canon.

“We were able to convert an 11-press shop into a six-press shop—three Canon varioPRINT iXs, one varioPRINT i300, and two varioPRINT 6000 TITANs—and produce more than double the pages per hour with about half the presses,” says Rich. “Now that’s powerful.”

The list of reasons continues with the outstanding business efficiencies, flexibility, and print quality Compu-Mail has gained.

“Before we streamlined exclusively to Canon print technology, we had one of every press from various manufacturers,” Rich continues. “From a production point of view, it was very challenging, with different workflows, sheet sizes, and maintenance requirements. We had flexibility but the wrong kind of flexibility. We had issues when we tried to move things around or control costs. Now, with all Canon technology, we have easy flexibility that is seamless to our customers, ensuring we produce a wide range of applications and deliver consistent, top-quality print—and that’s important to us.”

Another compelling reason for adopting Canon technology was its ability to help Compu-Mail optimize customer experience and meet demanding service-level agreements.

“Compu-Mail is fully HIPAA compliant with SSAE, and Service Organization Control (SOC) 2 Type 2 and SOC 3 certifications, and we are expecting to achieve



HITRUST certification within the next few months,” Anthony explains. “What does that mean? It means customers know they can trust us with their most sensitive data. Critical communications, like medical correspondence, are time stamped and must be in the patient’s hands in a certain time frame. The Canon varioPRINT iX enables us to do that and meet SLAs efficiently.”

Plus extra advantages

In conclusion, Anthony points to Canon’s customer-first philosophy as a significant advantage. “We knew Canon had great print technology and a great team of people, but we weren’t aware of all of the additional support you receive as a Canon customer,” he explains. “Canon truly exceeds expectations in that regard as well.”

He cites Canon’s sponsorship of think, an independent user group of Canon inkjet customers, as a big part of that commitment to accelerating customers’ success. “When you become a Canon customer, every one of your employees receives complimentary think membership. As part of that membership you receive free tools, training, and resources—from the annual think Ahead event to training on think Academy, downloading media profiles and the newest evaluated paper, and connecting with other Canon inkjet customers to collaborate on a project.

“Half the print devices with more than double the output—what company’s bottom line wouldn’t like that improvement?”

— Shanin Haskell, vice president of accounting, Compu-Mail

03

PRODOCUMENTSOLUTIONS DIVERSIFIES BEYOND THE BALLOT



Meet Paul Mantey, president of ProDocument**Solutions**, trusted experts in security printing.

ProDocument**Solutions** was founded about 45 years ago as a business forms printer. In its early years, the company also became experts in security printing. When Paul joined ProDocument**Solutions** in 2021, a significant portion of its revenue came from election ballot printing, primarily vote-by-mail packets and supporting materials. He quickly recognized a critical challenge: the cyclical nature of their business.

“We needed to solve the ‘odd-year’ problem. Election ballot printing, while lucrative in even-numbered years, experiences significant slowdowns during odd-numbered years,” Paul explains. His goal was to find a way to leverage the company’s capabilities to expand beyond election ballot printing. To do that, he took stock of the company’s strengths.

Solving for application expansion

“Because we specialize in work that requires high-level security, encrypted data at rest and in transit, redundancy and contingency plans, and data expertise,

we were already doing some of the most complex parts of the print business. We purchased the Canon ProStream web-fed inkjet press in a strategic pivot to diversify our offerings. With the headroom, versatility, and high-quality output our ProStream gives us, the sky is the limit now—we can easily take on casino projects, direct mail campaigns, and other marketing work without missing a beat,” Paul says.

Along with the ProStream, ProDocument**Solutions** also has a Canon VarioStream for short runs and two Canon imagePRESS digital toner presses. To streamline workflows and accelerate production efficiency, the company uses PRISMAproduction.

Continuing to innovate

In addition to holding SOC 2 certification, adhering to NASPO security standards and protocols, and having extensive security measures in place at all levels of its operation, ProDocument**Solutions** boasts two dozen patents related to security printing. Recently the company developed a security feature called GHOSTmark™. This invisible watermark not only enhances ballot security but also showcases the role of inkjet technology in safeguarding critical processes.

“The ProStream is what made this security feature possible for us; other inkjet presses revealed the invisible watermark, but the ProStream’s ColorGrip technology protected the invisibility of the watermark feature—just one more reason why it was the right choice for us,” says Paul.

Other insights about inkjet

“One of the biggest benefits of inkjet that is often overlooked is that inkjet appeals to a younger generation because of the technology—something our industry has desperately needed. Our employees have been given the tools and exciting technology they need to do the job, and they love it—their eyes light up and they’ve really embraced it. Inkjet has created a buzz and excitement among our younger generation,”



Paul says. While calling inkjet “an undeniable game changer,” he also encourages print providers to look at not only the technology available but also the support the manufacturer provides.

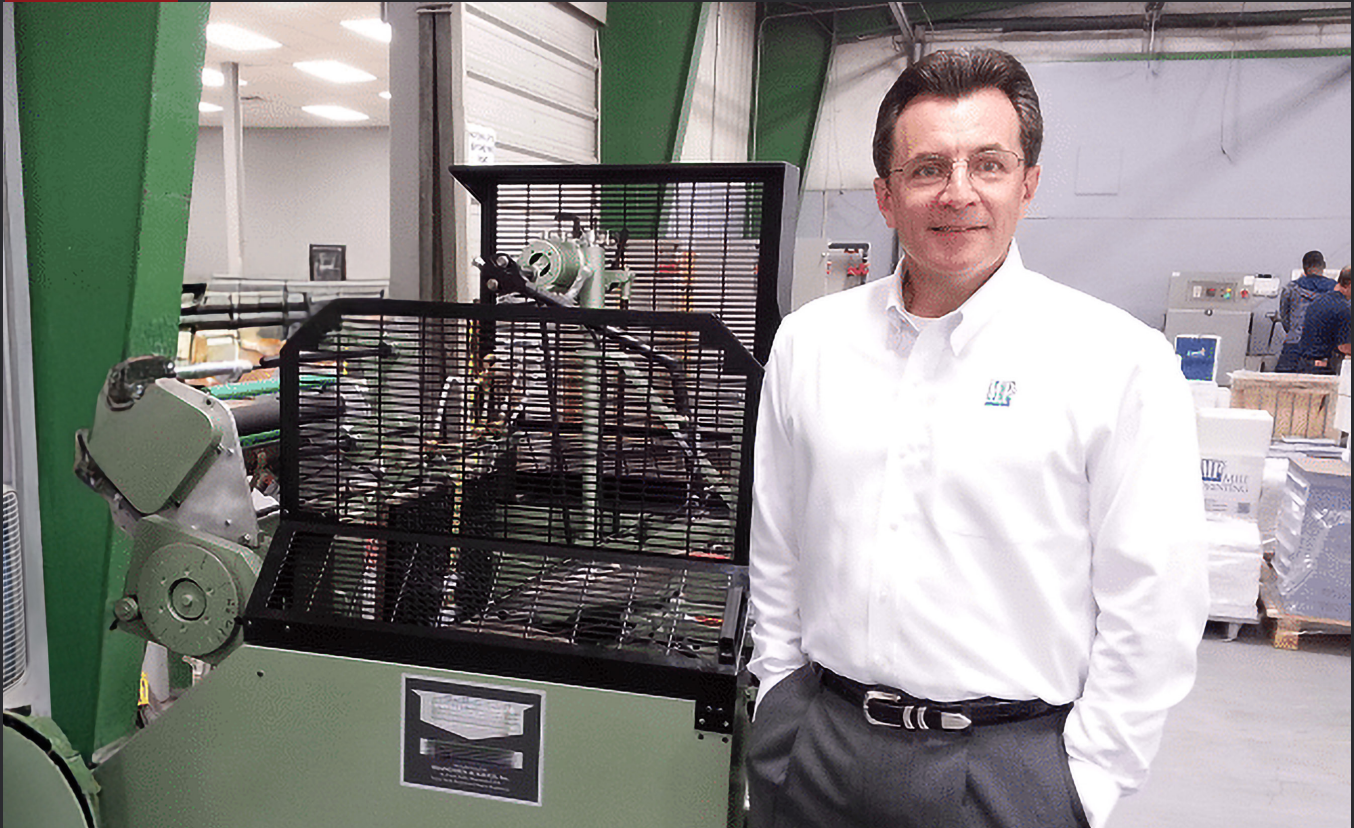
“Hands down, Canon leads in inkjet technology—but, more than that, their commitment to customer service and the strength of the thINK user community sets them apart,” Paul concludes. “I’ve yet to encounter another company with a user group quite like thINK. Moreover, I will tell you the conversations I’ve had with Canon’s sales staff reflect a unique dedication. While other salespeople view their role as ending after the sale, Canon believes it’s just the beginning of a relationship. We’re likely to encounter challenges along the way, but we are confident Canon is committed to being there to help us navigate them.”

“ The ProStream was an easy choice for us. Not only did it give us significant additional capacity and redundancy for our election work, but it opens vertical markets for us that we never could have pursued before.”

**— Paul Mantey, president,
ProDocumentSolutions**

04

MELE PRINTING INCREASES REVENUE MORE THAN 40 PERCENT



Meet Mallery Mele, owner/president/CEO of Mele Printing, one of the largest print providers in Louisiana.

Mallery started Mele Printing about 40 years ago as a one-person operation, waiting on customers during the day, then locking the doors and printing all night on a Hamanda printer. Today, he heads one of the largest printers in Louisiana, with more than 100 employees—a group of whom bake more than 70,000 cookies in a kitchen built into the 90,000 sq. ft. facility and give them out to customers each year!

“It’s extremely important to us that our clients know with whom they’re doing business,” Mallery explains. “Our people, culture, and state-of-the-art technology win our customers over every time—the cookies just get them here. We want to build relationships with them and truly collaborate for their success, and I believe that comes through loud and clear. Of course, building customer relationships and developing trust

requires delivering on our promises.” He adds, “To truly delight our customers we rely on state-of-the-art inkjet technology that can take their ideas and bring them to reality. That’s where our Canon inkjet presses come in.”

Recipe for success and sustainability

Mele Printing is SOC 2 Type 2 compliant and provides high-quality statement printing for a wide variety of customers, including credit unions, taxing authorities, utility companies, hospitals and diagnostic imaging centers, universities, and medical offices. To produce almost 50 million direct mail and transactional print pieces annually, the company installed two Canon varioPRINT iX-series sheetfed inkjet presses with Tecnau inline finishing, perfining, and scoring capabilities. In the process, the company increased revenue by more than 40 percent in one year, much of which Mallery attributes to the addition of Canon inkjet technology.



“We grew as much as we could with competitive print devices, but we knew we needed something that could do the work of all our presses combined. When the Canon varioPRINT iX came out with the versatility to print high-speed, high-resolution files all the way to the lower-resolution transactional printing, it captured our hearts. It has been the only press on the market where we have seen this type of flexibility. It is a very versatile machine and is so fast when it’s printing, it’s just amazing—and the quality is stunning. That is key for us,” Mallery says.

Sustainability is also important to Mele Printing and its customers. The company uses paper made from 10 percent post-consumer waste byproducts, recycles all excess paper from print jobs, and partners only with paper warehouses that have established an initiative to plant more trees per year than they harvest. Playing their own role, the Canon inkjet presses not only help eliminate waste through obsolescence with on-demand inkjet printing, but they also enable reduced energy consumption and facilitate chemical-free production. The water-based

iX inks are among the most environmentally friendly, stringently manufactured aqueous pigment inks, delivering odorless prints and no hazardous disposables. And, because they have an excellent deinkability score, varioPRINT iX presses contribute to better paper recycling.

“Your company’s culture is your most important asset. Company culture is the shared values, goals, attitudes, and practices that characterize an organization. At Mele Printing, our culture is well defined, and we attract like-minded employees and partners that share our passion for becoming our best and helping others do the same.”

***— Mallery Mele, owner/president/CEO,
Mele Printing***



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

Bacompt, a high-security document processing and mail printing company, counted on the consistency, quality, and speed of the Canon varioPRINT iX to produce a special client-appreciation “thank you” piece for a health care customer. In turn, Bacompt’s customers appreciate inkjet’s ability to deliver a fantastic product at a very affordable rate.

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

When a top insurance claim management company needed a certified document outsourcing specialist with same-day delivery capabilities, they turned to FSSI. Find out how adding a Canon ColorStream helped FSSI print, insert, and mail a customer’s checks in a matter of hours—two and a half times faster than before.

ColorStream 8000 Web-fed Inkjet Press [▶](#) [Watch the Video >](#)

See the ColorStream 8000 series in action! This informative demo highlights its innovative readiness for advanced personalization and transactional trends while delivering flexibility, uninterrupted productivity, cost efficiency, and stunning inkjet print quality. The demo shows how to stay ahead of emerging, sophisticated applications with this dynamic publishing solution.

05 RECOMMENDED VIEWING

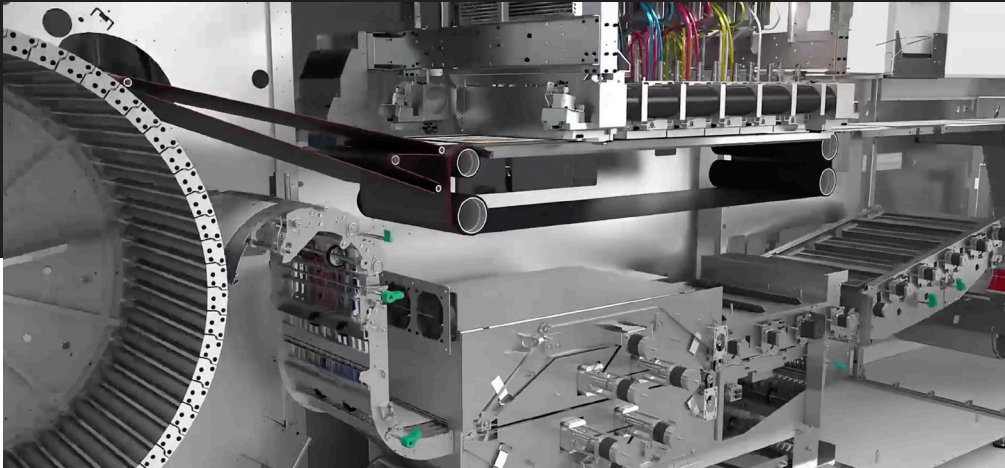
3 Reasons to Try PRINT Marketing [▶](#) [Watch the Video >](#)

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.

PCI Group Grows with Canon Inkjet [▶](#) [Watch the Video >](#)

On the verge of doubling capacity in a new building anchored by Canon ColorStream 8160 and varioPRINT iX presses, leaders at transactional communications provider PCI Group evaluate its decades-long relationship with Canon. See why they consider Canon “the only true service partner” with a sustained commitment to the transactional marketplace.





Heritage of the Canon ColorStream Inkjet Web Press Series ▶

[Watch the Video >](#)

With its groundbreaking technology, the Canon ColorStream series is the most installed inkjet web press worldwide. Now it's putting its stamp on the future. The evolutionary new ColorStream 8000 series expands on ColorStream's legendary speed, quality, and reliability to make print both simple and special.

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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