

Canon



CASE STUDY

MEMORIES WITH MEANING

How Century Direct Solutions Keeps Print Personal with Canon Inkjet

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Jerry Nassau, Executive Vice President, Century Direct Solutions

Jerry Nassau understands the power of engagement when you do it right. Century Direct brings the same level of care, creativity, and capability to every interaction. It's in the company's DNA—always has been. Since Century Direct Solutions was founded in 1932 as the Century Letter Company, making each and every engagement matter has helped transform the traditional lettershop into a full-service, technology-driven marketing services provider.

As executive vice president, Nassau leads a team committed to embracing innovation, nurturing client relationships, and delivering measurable results across print, digital, and integrated communication campaigns. Built for client success, Century Direct is a true marketing partner—adept at handling complex data-driven campaigns to personalized direct mail initiatives.

Century Direct's mission is simple: deliver high-quality, cost-effective, and customized communication strategies for every client. Service offerings include printing, packaging, data management, digital services, mailing with intelligent mail tracking, and comprehensive fulfillment solutions.

“We're smart, hardworking, and easy to talk to,” Nassau said. “Our team is committed to building solutions that work because we believe in being a partner, not just a provider. We're committed to building new technologies that add value for our clients. We remain focused on providing innovative solutions that meet the evolving needs of our clients while staying ahead of the curve in today's rapidly changing digital landscape.”

At the core of Century Direct's success is its willingness to change. Leveraging relationships with partners like Canon U.S.A. has enabled it to not only adapt but to also remain relevant to its clients and the market. That proactive approach has proven essential in a time of ongoing shifts in marketing strategy, rising postage costs, and increasing demand for faster, more targeted outreach. Century Direct's investment in cutting-edge technology is one way the company ensures its clients not only keep up but stand out.

A VALUABLE INVESTMENT

Take Century Direct's pivotal moment in production evolution. To keep pace with growing consumer demand, the Islandia, New York-based company invested in the Canon varioPRINT iX3200 sheetfed inkjet press. Known for its exceptional uptime, high resolution, and ability to produce vibrant, personalized content, the varioPRINT iX3200 has helped redefine what's possible for Century's team and its clients.

“The Canon varioPRINT iX3200 allows us to produce quick turn-around, high-quality print pieces that meet the demands of today's marketing and communications,” Nassau said. “Its ability to handle high-quality personalized pieces in-line—cost-effectively and efficiently—has had a significant impact on meeting our customers' requirements.”

With Canon's advanced workflow tools seamlessly integrated into Century's production environment, the company is equipped to handle a wide range of applications, including complex projects with variable data and personalized messaging. The result is high client satisfaction.

"Canon's technology not only supports our business—it helps us support our clients," Nassau said. "We hear from them regularly about the quality of the product. That feedback reinforces that we've made the right decision."

BUILT ON EXPERIENCE, DRIVEN BY CULTURAL INNOVATION

While its capabilities span industries, Century Direct is especially effective in working with nonprofits, healthcare organizations, political campaigns, fundraising groups, financial institutions, and educational institutions. In fact, the addition of the varioPRINT iX3200 continues to open doors for many clients, especially those who once viewed personalized print as financially out of reach.

"Because Canon's technology has made personalized print more affordable in larger quantities than previous digital solutions, our nonprofit clients are now able to use personalization in ways they couldn't before," Nassau said. "That changes the conversation and the outcomes for their campaigns."

This flexibility is supported by a broad suite of services. From data management and list segmentation to packaging and distribution, Century Direct helps clients turn marketing ideas into tangible, trackable results. Its commitment to data security is equally robust, meeting SSAE 18 and SOC 2 Type II standards while maintaining FDA and HIPAA compliance.

"We take data protection and accuracy seriously," Nassau said. "We've built redundancies into our processes to catch any issues early and maintain consistency from proof to print."

In an industry driven by innovation, Nassau said Century Direct's approach to finding the best and most optimal solution rests in one question: How will this benefit its clients?

"Our culture is centered around client success," he said. "Every technology investment, every process improvement—we evaluate it through that lens. If it doesn't bring value to the client, it's not a fit for us."

A CULTURE OF COLLABORATION

This mindset has created a collaborative workplace where curiosity and adaptability thrive. The company's leadership fosters open dialogue between internal teams and external partners, encouraging a shared understanding of challenges and opportunities.

"We listen closely to what our clients are experiencing and stay proactive in offering new ideas," Nassau said. "That collaboration, internally and externally, helps us develop solutions that work in the real world."

The Century Direct team is committed to guiding each of its clients from initial ideation through final delivery, offering guidance and flexibility at every step.

"There's no cookie-cutter answer in this business," Nassau said. "Every campaign is unique, and we tailor our approach accordingly."



NAVIGATING THE HEADWINDS

Despite its long track record, Century Direct is not immune to the challenges facing the print and digital communication industries—chief among them, escalating postage rates and rising competition from other marketing channels. Nassau said these issues continue to drive marketers to trim budgets and focus on more targeted, accountable communications.

“That’s why it’s more important than ever to offer cost-effective, high-impact solutions,” Nassau said. “We’re constantly looking for better ways to do things and are supported by a talented team and group of partners that are incredibly accessible and willing to collaborate to develop the most effective solution for our clients.”

Nassau points to Century Direct’s decision to install the varioPRINT iX3200 as the type of move that keeps the needle pointing upward.

“Speed, quality, and efficiency while meeting increasingly complex client demands,” he said. “We’re leveraging technology to overcome industry challenges. That gives our clients—and us—a competitive edge.”

As the industry continues to evolve with each technological innovation, Century Direct is setting its sights on steady expansion. The company is aiming for 10 percent year-over-year growth, with Canon positioned as a key supporter of that trajectory.

“Our growth is driven by our clients’ growth,” Nassau said. “When we help them succeed, we succeed too. That’s how we’ve always approached our work.”

With a nearly 100-year history behind it and a bold vision for the future, Century Direct continues to be a trusted, adaptable, and client-focused presence in the marketing world. Whether it’s navigating a complex direct mail campaign, deploying high-end digital print, or managing mission-critical data, Century remains hand-crafted for every client’s success.

BLUEPRINT FOR CENTURY DIRECT’S SUCCESS

From first ideas to final delivery, Century Direct tailors each campaign to meet client goals and maximize ROI. With a full suite of direct mail marketing services, the team delivers flexible, end-to-end solutions built for impact.



DIGITAL PRINTING AND PRODUCTION

Powered by top-tier technology and handled by a skilled New York team that emphasizes detail, precision, and speed.



PACKAGING AND DISTRIBUTION SOLUTION

Solutions that help enhance presentation and ensure timely, accurate delivery—including bulk mail and drop shipping—from an FDA Level 2 package-certified facility.



MAILING SERVICES

With Intelligent Mail Tracking, enabling real-time response adjustments to help improve performance and reduce waste.



DATA MANAGEMENT

That prioritizes security, offering SOC 2 certification and HIPAA compliance to ensure sensitive data is protected.



UNION SHOP BENEFIT

That provide added stability and protection through collective bargaining agreements.



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