



CASE STUDY

## PrintMailPro finds success with Project 360

from Canon Solutions America

SMART CHANGE STARTS HERE.





Originally named National Presort, PrintMailPro, based in Dallas, Texas, was established in 1977 and is currently one of the oldest and largest mail service providers in the country. Between its two facilities — the other facility is in Austin, Texas — PrintMailPro occupies more than 80,000 square feet and includes a collection of state-of-the art equipment for printing and mailing.

In 2018, one of the significant upgrades the shop made was the installation of the ColorStream 3700 from Canon Solutions America. This investment in production inkjet transitioned some of the work from the previous process, which involved laser printing variable data over offset shells, as well as migrated work from toner devices to the new inkjet equipment.

**“The biggest factor for us to get into production inkjet was the need for variable color at high speeds, in a cost-effective way,”** said co-owner Shelley Hyde. **“We had solutions, but they weren’t the most efficient, and the market trend was moving towards inkjet. We started researching, and we are very pleased to have implemented inkjet when we did.”**

However, even after the initial success of the transition, there were still several applications being produced on a continuous form laser printer. The shop initially had two laser machines, one of which was retired when the ColorStream was installed. The second machine was maintained to support several persistent jobs that had not yet been transitioned to inkjet.

**“It was driving me crazy that we hadn’t been able to convert both laser printers to inkjet,”** Hyde said. **“But we were finally able to decommission the remaining machine recently, and I attribute that to the Project 360 program. The Project 360 Professional Services Advisor from Canon Solutions America was able to get those last few jobs moved over.”**

When first learning about the program from her Canon Solutions America sales representative, Hyde remarked the program was a new concept for her. **“The sales representative explained it to me, and it was not something I had ever heard from a vendor before,”** she continued. **“I decided to try the program. As a print manufacturer, Canon has access to knowledgeable resources. Typically, we reach out to vendors**

with questions. But in this case, Canon Solutions America reached out to us, indicating they wanted to help us get more work on the printer and more volume.”

For the first few days, the Project 360 Professional Services Advisor observed PrintMailPro’s process, built a rapport with the operators, observed the various jobs being completed, and gained an understanding of the current procedures in place. “He touched and felt the projects being processed, and started asking questions and making suggestions,” Hyde explained.

The Advisor’s first trip to the shop lasted four days. Subsequently, he returned several times as new issues came to light. Hyde estimated that, to date, the Project 360 Advisor has spent around eight to 10 days at PrintMailPro’s facility, in total, helping to improve processes and transition work to their inkjet press.

“He was very good about leaving his contact information with both the operator and I,” Hyde said. “He followed up on the work he did, as well as the jobs we were unable to convert while he was here in person. And when something new came up that puzzled us or was not working properly, we would reach out and request his support.”

Some of the jobs Project 360 helped PrintMailPro with were color critical applications. For example, one project had a challenging blue for which the customer was seeking a better color match. The Project 360 Advisor was not only able to achieve a better color match, but he also trained operators on processes to help communicate and achieve the expected color while ensuring consistent reproducible color output on future jobs.

As part of Project 360, the Advisor educated operators on ways to minimize manual intervention and gain productivity by queuing multiple jobs to run simultaneously. The results not only saved time, but also reduced waste. This, in turn, helped the shop convert smaller volume jobs that otherwise wouldn’t have made sense to print on inkjet.

Project 360 and the Advisor also helped PrintMailPro with:

- Additional training on the linearization process for new paper stocks.

- The qualification of 7 pt inkjet paper, and subsequent printer linearization to convert several card stock applications, that were previously printed on toner device, over to inkjet.
- The replacement of a Pantone color multi-up postcard shell with an electronic shell that allowed for cost savings by printing on the ColorStream with white paper—all the while ensuring the Pantone match, multi-up imposition, and accurate variable data merged in a single pass with the proper alignment and registration marks for post-process finishing lines.

“The training we received during the initial ColorStream installation was great, but Project 360 bridges the gap between the initial training and the real-world experience that comes after the operators have been running the equipment and encountering different challenges and applications,” Hyde said.

PrintMailPro is already reaping tremendous benefits. After decommissioning its last laser printer, eliminating the need to run maintenance, upkeep, and the ordering of consumables and supplies, the savings have been significant. Hyde anticipates the benefits will continue to grow as the operators become even more proficient and comfortable with inkjet technology and its capabilities.

“The Canon Project 360 Advisors are technical workflow analysts who also have a background in print operations,” Hyde said. “It is just the perfect combination of expertise to take an application and figure out what’s not working, how it could run more efficiently, and if there are benefits to moving the application over to inkjet technology. You get to the point where you’ve converted all the jobs that were easy to transition and have a steady volume going. But the Project 360 program helps to onboard those other applications that aren’t so easy to migrate — those that still pose a challenge and you don’t have the resources to push them all the way through.”

Project 360 is exactly the program PrintMailPro needed to make the final push toward truly embracing the power of inkjet. The future looks bright for this print service provider, which now has the full array of tools to make the most of its investment in inkjet.



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