



PRINT POWER UNLEASHED

How smart tech investment unlocked speed, quality, and sustainable growth

CHALLENGES

- The existing devices were slow and inefficient, affecting production timelines and creating bottlenecks during high-demand periods.
- Print jobs sometimes weren't properly taken up on the roller, causing consumable mess and wasted materials.
- Leaving the machine running overnight was risky, with uncertainty about job completion.
- Malfunctions often meant days of waiting for expensive parts, delaying repairs.
- Support came from a third-party company, not the manufacturer, leading to ineffective troubleshooting and longer downtimes.

APPROACH

IPW1 have never been afraid of innovation and pride themselves on a culture of continuous improvement. Realising their existing print devices were holding them back, they began searching for a large-format printer with the speed and quality that could grow with the business. After discovering the Canon Colorado M5W, the solution became clear.

ORGANISATION:

IPW1

LOCATION:

London

INDUSTRY:

Graphic Arts

WEBSITE:

<https://www.ipw1.co.uk/>

FOUNDED:

1974

RELATIONSHIP WITH CANON:

May 2024

THE CANON SOLUTION:

Colorado M5W printer

RESULTS

- One Canon device operates 4x faster than two previous machines.
- IPW1 can promise quicker lead times and take on larger, more complex projects.
- More efficient job layout reduces material waste and enables multiple jobs to be processed simultaneously.
- Finished jobs are higher quality and visually stunning.
- IPW1's large format department is noticeably more productive.
- The new device supports IPW1's sustainability goals, a core business value.

THE STORY



IPW1 is a London print institution. Founded in 1974, it has a long history of print and finishing excellence, serving countless local, national and international businesses. Over the decades, they've retained a loyal hospitality clientele, often referred by existing customers

or drawn to IPW1 for its reputation. Peter Wallace, Owner and Managing Director, has been with the company since his teens and has grown the business through continuous investment in innovation.

“ We just don’t let people down, that’s our mantra. It’s critical that we deliver accurately and on time, and there’s no margin for error. It’s as simple as that.

PETER WALLACE, OWNER AND MANAGING DIRECTOR, IPW1

MEETING GROWING DEMAND

Delivering high-quality jobs in the promised time frame is key to keeping a happy client base. But this can be challenging in high-demand periods, such as the weeks leading up to Christmas.

In the past, due to the speed of their existing print devices, IPW1 needed to leave print jobs running overnight. This led to anxiety about whether jobs would complete successfully, and sometimes returning in the morning to find print quality errors, consumable mess, and wasted materials. On one occasion this led IPW1 to outsourcing a critical job to ensure the timelines were met.

“With our previous machine, we’d be factoring into the print times that it would have to run overnight, 24 hours. And there was a fear factor coming in the following morning. Had it run as it should have done? Did it encounter any problems when it wasn’t being supervised? That risk has pretty much disappeared now with the Canon Colorado M5W.”

— Caroline Holden, Business Development Consultant.

“ I’m pretty comfortable that if we get anything thrown at us that we weren’t sure we could replicate on the Canon Colorado, I’m sure we could get in touch with someone from Canon support who could talk us through it.

PETER WALLACE,
OWNER AND MANAGING DIRECTOR, IPW1



FINDING THE PERFECT FIT

Operating within a predefined existing space, IPW1 needed a reliable compact device that didn't compromise on speed and quality. After making contact with Canon, their representative put them in touch with a local company, where they could see a demo of the Colorado M5W before purchasing. When IPW1 saw the roll-to-roll print power, they knew they had found the perfect solution in the Colorado M5W printer. Not only did the Canon printer have the requisite speed and quality, Canon themselves had shown both a strong and genuine interest in IPW1's business, as well as a "can-do" attitude. These attributes were key to IPW1 selecting Canon as their new technology partner.

IPW1's product and partnership investment decision has been validated post-implementation too, as Canon have continuously checked in and remained available and engaged for continuous support.

IMPACT ACROSS THE BUSINESS

Since installing the Colorado M5W, IPW1 has seen dramatic improvements in their large-format department. Print jobs are laid out more efficiently, resulting in better material usage and reduced waste. Team members can set the device to run on the double roll, freeing up time to support other areas of the business. Although IPW1 haven't run it overnight yet, the speed has been so impressive that they're confident it will perform without issues.

"The Canon Colorado is about 4 times quicker, so we're getting another 4 hours of production time every day."

— Peter Wallace, Owner and Managing Director, IPW1.

SUSTAINABILITY AT THE FOREFRONT

Sustainability has long been a cornerstone of IPW1's values — championed consistently over decades. Their efforts span everything from rubbish collection and recycled paper to the use of cargo bikes, ethical chemical disposal, and renewable electricity.

For the team, minimising environmental impact is a non-negotiable factor in any new investment. That's why the Colorado M5W's reduced electricity consumption and ability to minimise waste through more efficient job layout gives IPW1 confidence that their values are reflected in the technology they choose.



Get in touch to find out how Canon
can support your business needs
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