



FLEXIBILITY AND HIGH QUALITY FOR THE CORPORATE REPROGRAPHIC DEPARTMENT AT HURKS

Company name: Hurks
Sector: Construction
Founded: 1916
City: Eindhoven
Activities: Real estate development, construction and maintenance of residential buildings, commercial and industrial buildings and retail locations
Website: www.hurks.nl
Canon customer since: 1991

Objective

The goal of the corporate reprographic department was to improve quality, flexibility and productivity as much as possible to be able to meet ever shorter deadlines and adapt to frequent last minute changes.

Challenges

- Time constraints from internal clients
- Increasingly detailed plans and drawings
- Always being able to deliver, maximize uptime
- Independence from external parties
- Versatility and flexibility in production

Solution

Canon supplied the ColorWave 3700 large format printer with Scanner Express and Folder Express 3011 folding unit, allowing the corporate reprographic department to produce around 2,000 A0/A1 drawings, project plans and posters per month.

Results

- **Flexibility** to respond to diverse and urgent jobs thanks to a high print speed, 40 possible media types and the ability to scan and fold drawings.
- **High productivity** with a print speed of 225 A1 p/h in monochrome, automatic folding and automatic selection from a range of 9 print modes and 6 media rolls.
- Thanks to the **high quality** of the CrystalPoint technology, the corporate reprographic department can now also produce posters, banners and presentations for real estate projects.
- **Intuitive operation**, automatic roll switching, straightforward paper input and Media Sense technology that ensures automatic Imaging Device height adjustments for different media thicknesses — all of this enables the staff to work quickly and effectively.

The Customer

Hurks is a fourth-generation family business that uses its over 100 years of experience and expertise to ensure its success as a modern construction company. Hurks has offices in Eindhoven and Utrecht, where it employs 320 employees who work on projects in locations ranging from Amsterdam to Maastricht.

The three central pillars of the company are real estate development, construction and maintenance. Hurks specializes in residential and commercial buildings. In order to respond to the dynamic developments in the construction sector, collaboration is at the heart of what Hurks does, both internally and when working with the relevant authorities, clients, suppliers and subcontractors.

Working together effectively on construction projects requires the timely sharing of required information in the various stages of each project. Although a lot of information is shared digitally via Building Information Modeling (BIM), the corporate reprographic department remains a crucial factor as large format prints are still the easiest way to view complex plans and detailed drawings. Construction projects must deal with tight schedules, short improvement cycles, and require the ability to improvise and manage processes. The corporate reprographic department must therefore always be ready to meet short deadlines while maintaining excellent quality.



"We chose the ColorWave 3700 for a number of reasons, including its 6 roll capacity and the superb print quality. Everyone is really enthusiastic about it."

Piet van der Heijden, corporate reprographic department employee at Hurks

Developments in Large Format Printing Technology

Corporate reprographic department employee Piet van der Heijden tells us about the progress he has seen over the years: "We have been working with large format equipment since 1991, so for 28 years. We worked with Océ initially and then for the past few years we have been working with Canon. In the very beginning only monochrome technology was available. Even when large format color printing became available, we still did a very limited amount of work in color. Nowadays, color is standard for everything we produce — CrystalPoint technology means that there is no difference in cost between printing in monochrome and in color. When the contract for our ColorWave 650 expired at the beginning of this year, we wanted to make sure that we had the latest technology in-house so that we were prepared for future growth."

The Initial Situation

To produce large format documents, the corporate reprographic department at Hurks in Eindhoven used the ColorWave 650 with a folder to produce CAD drawings, planning documents and presentations. Together with his colleague Roxy Jonkers, Piet van der Heijden is in charge of the production and coordination of tasks:

"Planning for projects is always very tight. This is because a lot depends on interconnected parties in the construction sector. If a change is made, all information must be immediately adjusted accordingly. It is very common that someone approaches us at the last moment with a job that needs to be done straight away, such as a presentation for a real estate plan or a custom plan."



The Benefits at a Glance

- High quality graphic output
- Excellent productivity for short deadlines
- Flexibility in planning and portfolio
- Autonomy and control over production
- Bridge between digital and paper

Quick Installation

"Together with our Canon account manager, we looked at all the available options and chose the ColorWave 3700. Then the rest of the process was a breeze. The new equipment was delivered on the agreed upon delivery date and installed on the same day. Everything arrived in the morning and then the printer was assembled and installed by a Canon technician. This was done in conjunction with the IT department so that the printer could be linked to the network. Roxy and I were then given training and instructions on the settings and on replacing toner and media rolls. All required steps in the process are also shown on the printer screen. Everything is very easy to use," says Piet van der Heijden.

Good Support

"The advantage of using one supplier for technical support, equipment and media is that everything is dealt with much faster than when using three different parties. I can resolve a lot of issues myself because of my experience, but if needed, the service team will quickly call me back and they can analyze everything remotely," explains Piet van der Heijden.

"Independence is very important to us. We do not want to have to wait for external print providers. We now have the speed and quality in-house to do it ourselves."

Piet van der Heijden,
corporate reprographic department
employee at Hurks



CrystalPoint Technology

The ColorWave 3700 is a fourth generation large format printer with CrystalPoint technology. This print technology combines the benefits of toner and inkjet printing in an entirely sustainable process thanks to TonerPearls: small colored 'marbles' of toner in a gel. This gel can be sprayed on any type of media, dries immediately, is water-resistant and creates razor-sharp images. As the large format prints dry straight away, they can immediately be handled.

The CrystalPoint technology produces zero ozone emissions, zero fine dust emissions, and no odor. In addition, as the ColorWave can be used to print on normal, uncoated, and recycled paper, this technology also reduces the use of the more environmentally damaging and expensive coated paper. The CrystalPoint technology forms the basis of Canon's market leadership in large format color printing.

Posters, Roll-up Banners and Interior Designs

The work that the corporate reprographic department at Hurks carries out is increasingly shifting more in the direction of graphics. Posters and roll-up banners were previously outsourced to external print providers, but can now be produced in-house. Piet explains: "You can set different quality levels, meaning that you can incorporate your production time and desired quality into the planning. The ColorWave 3700 provides a better quality than we already had. I can increase the size of a photo and still print a razor-sharp image. It goes without saying that the image must have a sufficiently high resolution, but it is possible. Approximately 70% of our work is now for the construction industry, mainly CAD drawings, presentations and plans, and 30% is for real estate. This includes posters, photos, floor plans, impressions and interior designs, which we attach to foam boards."

25% Smaller Foot Print

Another benefit for the corporate reprographic department is that the new equipment combines various functions in a smaller footprint. In combination with the folder, the new equipment offers a 25% smaller foot print. For maintenance and replacing large format media rolls, the printer is easily accessible from all sides. Stacks of documents folded into the desired fold package are placed in the document output tray and can be collected straight away by clients. The printer also makes it easy to scan large format drawings, for example, drawings that have been annotated with modifications. The annotated versions can then be distributed digitally and adjusted as appropriate.

Cooperation with Canon

"I know I can rely on Canon. We understand each other, which means that I am always certain that everything will work out great. The quality is very good and, just like Hurks, Canon is constantly making improvements and opening up new possibilities."



Piet van der Heijden and Roxy Jonkers

"The quality is astonishing. Posters and banners that we would have previously had to send to an external print provider can now be produced in-house, at a much lower cost."

Piet van der Heijden, corporate reprographic department employee at Hurks

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