



**Company name:** De Bink  
**Industry:** Print service provider  
**Founded:** 1882  
**Location:** Leiden, the Netherlands  
**Service:** Printing  
**Website:** <https://bink.nl>

# CASE STUDY

## DE BINK

### De Bink:

**a one-stop printing company, where quality and reliability are paramount**

### Founded by Cornelis de Bink in Leiden in 1882

De Bink has carried the predicate 'By Appointment to the Court of the Netherlands' since 2007. Despite space constraints in this originally traditional offset printing company, De Bink is still growing, especially in the graphics sector. Since the purchase of their first ColorWave 600 in 2011, De Bink has been a loyal and enthusiastic Canon customer. Managing Director Carl Smit explains why the addition of the Colorado 1640 roll-to-roll Large Format printer is making an important contribution to the continuity and success of his company.

### From offset printer to one-stop-shop - also in the graphics industry

Carl: "We want to help our customers by offering them a one-stop shop for all their printed materials. The market is changing and the Colorado is helping us keep up with this change, while at the same time expanding our services, especially in the area of personalised graphics. We used to outsource Large Format print work. With the Colorado, we have a great in-house solution that enables us to react faster, and deliver cheaper."

**Canon**



## Easy choice

In his search for a Large Format printer for the rapidly growing graphics sector, Carl and his colleague went to FESPA. Carl: "With so many possibilities to choose from, I discovered that the hybrid Colorado was the perfect solution. At FESPA, we had already been impressed by the Colorado and after the demo day in Venlo, our mind was made up. The Colorado offers exactly what we need." Carl explains some of the determining factors behind his choice.

## Quality first

When Carl talks about quality, he means more than just the quality of the final product: "Our customers have known that they can rely on us for almost 140 years. In order to build up and maintain such a relationship with your customers, you not only need to make great products, but you also need to keep your promises and be able to deliver quickly. Our customers can't take any risks if they have an important trade show or event. They want a consistent look. Whether it's a poster, a banner or a leaflet, the brand colours need to be just right. And everything has to be done quickly. This requires reliable printers. We score 99.2% with our customers when it comes to the reliability of our printing and signage. So, we're more than satisfied with our purchase of the Colorado."

"We score 99.2% with our customers when it comes to the reliability of our printing and signage."

**Carl Smit, Manager**

## Certainty and trust

"Our customers know that they can rely on us. Of course, price plays a role, but this is certainly not the most important factor. We have to be able to deliver quickly, and the customer has to be able to trust that everything is right. The Colorado is a perfect match for these customer requirements."

## Flexibility

"The addition of the Colorado to our operation reinforces our customers' perception that De Bink can help them with all their printing. Customers can see that we're more than keeping up with the times and can advise them on the very latest possibilities. With the Colorado, we've become even more flexible and creative. We love trying out and showing off new ideas."







### **User-friendliness increases creativity**

"To ensure our flexibility, we try to make sure that all our staff can be deployed at three different locations in the production process. The Colorado is easy to learn and also very user friendly. Our employees enjoy demonstrating their creativity and added value. Of course, this results in greater job satisfaction, which I believe is also important. And our customers see this passion whenever they visit us."

"The colours just have to match, regardless of the medium. With the Colorado, you can trust that this will be the case."

**Carl Smit**

### **Productivity**

"Everything has to be ready 'now'. With the Colorado, you know that the final product will be right. That's why tight deadlines aren't an issue. In addition, the high printing speed also enables us to work more efficiently."

### **Compact**

"Due our limited space, the robust roll solution is ideal for De Bink. I also think the Colorado has a really compact and neat appearance."

### **Even better than offset**

"Not only does the customer not see any difference, I think the result from the Colorado is even better than offset. The detailing is just crisper."

### **The environment**

Ever since Carl was a child, sustainability has been a top priority for him. "As a teenager, I collected paper. I was always against waste. Corporate Social Responsibility, therefore, also plays an important role in my choices. Not all customers ask for this, but the government, for example, looks at the entire supply chain as part of its tender processes. We're CO<sub>2</sub> neutral," says Carl with due pride. "And, in terms of sustainability, I think the Colorado is also innovative in its class. Not only are the UVgel inks much better for people and the environment, fewer misprints also means less waste."



## Growth perspective

Carl: “At the moment we’re using the Colorado mainly to print fabulous banners and posters. But we’re also trying out new possibilities, such as designer wallpaper. By being able to serve our existing customers even better, we can grow the business autonomously. Thanks to the Colorado, we’re able to deliver more and more impressive products, and generate new business, including in new markets such as personalised wrapping paper and wallpaper. While our traditional markets are shrinking, signage and interior design are clearly growing. We’re ready for the next phase as a company, and the Colorado will help us to take new steps in our further improving service to our customers. After all, the graphics sector is very diverse and the possibilities are tremendous.”

“The graphics sector is very diverse and the possibilities with the Colorado are tremendous.”

**Carl Smit**

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