



**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. 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 in the graphics industry**

De Bink wants to help its customers by offering them a one-stop shop for all their printed materials. The market is changing and the Colorado is helping them to keep up, while at the same time expanding their services, especially in the area of personalised graphics. De Bink used to outsource Large Format print work. With the Colorado, this is no longer needed. "We have a great in-house solution that enables us to react faster, and deliver cheaper" says Marco van der Krogt, managing director.

**Canon**

## Easy choice

Searching for a Large Format printer for the rapidly growing graphics sector, they visited the FESPA exhibition. Marco: "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."

## Quality first

When talking about quality, de Bink 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."

Marco van der Krogt

## 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 flexibility, De Bink tries to make sure that all staff can be deployed at three different locations in the production process. The Colorado is easy to operate and very user friendly, according to their operators. They enjoy demonstrating their creativity and added value with the Colorado. When customers visit de Bink, they can see the each employee's passion for the business.

## Productivity

"Everything has to be ready 'now'", says Marco. "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

Also in a large organisation like De Bink, space can be limited. The robust roll solution is therefore ideal for De Bink. "I also think the Colorado has a really compact and neat appearance", says Marco.

## 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

At de Bink, sustainability is a top priority. Corporate Social Responsibility, therefore, also plays an important role in the company's choices. De Bink's operation is CO<sub>2</sub> neutral. Not all customers find this important, but the government, for example, looks at the entire supply chain as part of its tender processes. Also the Colorado is innovative in its calls in terms of sustainability. Not only are the UVgel inks much better for people and the environment, fewer misprints also means less waste."

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

Marco van der Krogt



## Growth perspective

At the moment de Bink is using the Colorado mainly to print fabulous banners and posters. But they are also trying out new possibilities, such as design wallpaper. Marco: "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 de Bink's traditional markets are shrinking, signage and interior design are clearly growing. That is why de Bink is preparing the next phase as a company. They are convinced that the Colorado will help them to take next steps in further improving the service to their 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."

**Marco van der Krogt**

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