



# TRADITION MEETS INNOVATION

Regensburg-based Friedrich Pustet GmbH & Co. KG chooses digital printing solutions from Canon.



**Customer:** Friedrich Pustet GmbH & Co. KG

**Industry:** Printing, bookselling and publishing

**Founded:** 1820

**Headquarters:** Regensburg

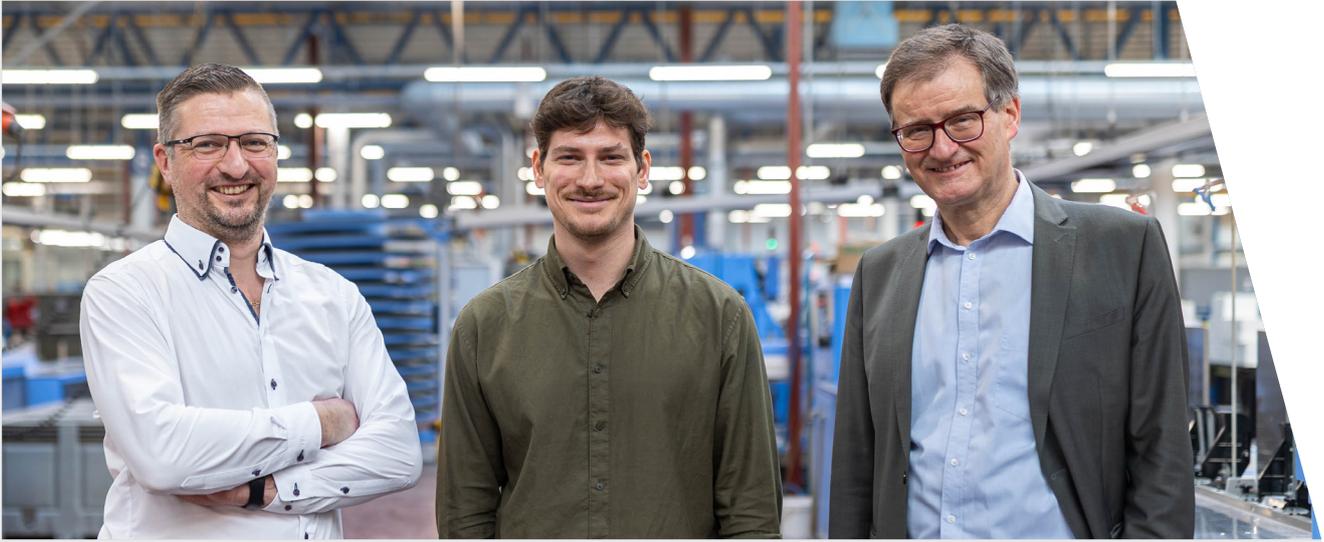
**Website:**  
[www.pustet-druck.de](http://www.pustet-druck.de)

## Challenges

The publishing sector is undergoing a period of transformation: Shorter print runs, increased variety in terms of titles, and a move toward flexible production options are shaping the market. Two areas that have seen a particular increase in requirements over the last few years are shorter print runs and custom book productions. Pustet was aiming to expand its existing offset production to include digital printing technology, which would allow it to unlock new market segments and continue to offer customers print runs of all lengths from a single source. The challenge here was producing these shorter runs economically and without compromising on the quality standards already offered by offset production.

“ Our customers are thrilled that digital printing has not had an adverse effect on quality. ”

**Jakob Pustet**, Management Board, Pustet GmbH



Florian Hetzenecker (Operations Management) and Jakob & Friedrich Pustet (Management Board) (left to right)

## About Friedrich Pustet

Regensburg-based Friedrich Pustet GmbH & Co. KG is a Regensburg-based company that is rich in tradition: It was founded over 200 years ago and is now run by the seventh generation of the Pustet family. The company combines three business sectors: a high-performance printing business with its own bookbinding facilities, a publishing house, and a chain of bookshops with 11 locations in Bavaria. With around 400 employees—around 160 of which work in the printing and bookbinding business — Pustet is one of the leading medium-sized businesses in the German book and printing sector. Its customer base includes around 70 to 80 publishing houses from German-speaking countries. Pustet is synonymous with service, quality, and reliability.

## Solution

With Canon as its technology partner, Pustet decided to expand into digital printing. Two systems were integrated into the production chain: The fastest toner-based black-and-white printing production system on the market, the varioPRINT 6330 TITAN, and the full-color imagePRESS V1000. Intelligent workflow solutions — PRISMAsync for controller management and PRISMAprepare for automating the preliminary stages of printing — ensure the required levels of efficiency and automation are achieved in the workflow process.

### **Black-and-White Printing Quality as a Key Factor:**

The varioPRINT 6330 TITAN is the most productive black-and-white digital print production system in its segment. It reaches speeds of up to 328 DIN A4 pages per minute, offers a high paper input capacity, and can print for several hours without the need for supervision. Using two linked printing units, CopyPress technology enables duplex printing with optimal registration accuracy and a matte printing

quality that is similar to offset printing — ideal for book production. For Pustet, it was extremely important that the press produces signatures that can be thread stitched, as this is required for hardback books with thread stitching and detailing.

### **Color for Book Covers and Customisation:**

The imagePRESS V1000 enhances the production options for color book covers, flyleaves and content. It delivers brilliant image reproduction with 2400 x 2400 dpi and automatic quality controls. The imagePRESS V1000 processes a wide range of printing materials, from classic natural papers and coated papers through special materials and media weights from 52 to 400 g/m<sup>2</sup>.

## Workflow Integration

Integrating the Canon systems into the existing offset workflow was central to the project's success. PRISMAprepare accelerates the preliminary stages of printing thanks to automation and intuitive user interfaces, while PRISMAsync enables comprehensive management and monitoring of production processes. This seamless integration of offset and digital printing guarantees consistent quality and efficient processes — even as the number of small print runs increases.

## An Equal Partnership

The digital systems were implemented in close collaboration with the Canon Business Center Bayern-Mitte (Lederer Printmanagement.) Intensive tests, live production runs and collaborative consultations were a decisive factor in ensuring the company's expansion into digital printing was a success.

## Outcomes

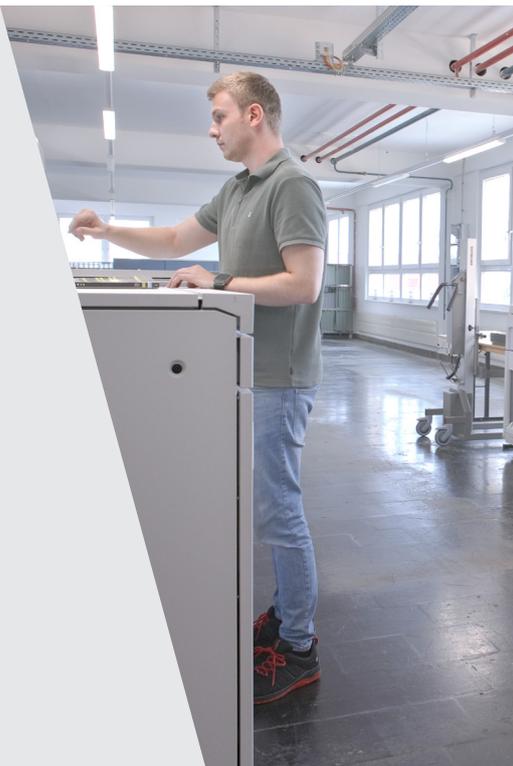
- **Expanded product portfolio:** New opportunities for short print runs, custom production processes, and high-quality hardback books with thread stitching.
- **Guaranteed quality:** Consistently high print quality, irrespective of the printing process used.
- **Increased efficiency:** Automated workflows and seamless integration in existing processes.
- **Customer satisfaction:** Increased flexibility and quicker delivery times without compromising on quality.
- **Futureproofing:** For Pustet, using a hybrid of offset and digital printing acts as a bridge to the digital future. Print-on-demand solutions continue to be expanded.



The fact that our business encompasses both printing and bookbinding is our strength and Canon has helped us to enhance this even further.



Friedrich Pustet, Management Board, Pustet GmbH





Canon was simply the best provider to meet our requirements and guide us through our expansion into digital printing.

Jakob Pustet, Management Board, Pustet GmbH

## Conclusion

With Canon, Pustet has found a strong partner to actively shape the transformation of their book printing business. Using a combination of the varioPRINT 6330 TITAN, the imagePRESS V1000, and the PRISMA workflows allows Pustet to produce even small print runs economically and at its usual high level of quality. The ease of integrating the Canon systems into the existing offset workflow and the collaboration with the Canon Business Center Bayern-Mitte (Lederer Printmanagement) were particularly vital to its success. Canon impressed not only with its innovative technology, but also through

its comprehensive consultation process, custom solutions, and close collaboration as equal partners. As a result, Pustet can now offer its customers an even wider portfolio, maximum flexibility and consistently high quality; what's more, it is optimally equipped to take advantage of the benefits of digital transformation.



varioPRINT 6000 TITAN



**Canon Europe Ltd**  
4 Roundwood Avenue  
Stockley Park  
Uxbridge  
UB11 1AF  
[www.canon-europe.com/business/](http://www.canon-europe.com/business/)