

# MOVING MOUNTAINS TOGETHER

## DECTEK REACHES NEW LEVELS WITH CANON



<b>Organisation</b>	DecTek Ltd
<b>Industry</b>	Print and Packaging Solutions
<b>Founded</b>	2002
<b>Location</b>	South Wales
<b>Website</b>	<a href="http://www.dectek.co.uk/">www.dectek.co.uk/</a>
<b>Relationship with Canon</b>	First machine (Canon Colorado C1650) installed in 2019

### OBJECTIVES

- Provide over 7,000 customers with the latest cutting-edge technologies and applications
- Use Canon's class-leading products to help drive the business forward
- Continue to grow to £5 million in turnover by 2024

### CHALLENGES

- Understanding which potential opportunities will prove most beneficial for the business
- Providing clients with best in class printed products
- Continuously offering the best possible service to all customers

### APPROACH

DecTek invested nearly £1million in the business, including the purchase of multiple market-leading Canon machines. Alongside Canon's expertise and market-knowledge, these investments have helped support the rapid growth of this ambitious company.

### RESULTS

- Rapid increase of services offered and revenues resulting in expansion of premises and workforce
- Five new job roles created at DecTek
- 30 new clients onboarded since the installation of Canon Arizona 2380 XTF in June 2021
- The Arizona has generated new and repeat business to the value of £200,000 PA
- Generated £160,000 per year from just two new fulfilment contracts on the Colorado printers
- Anticipated cost savings of over £100,000 over 5-years due to the Colorado printers
- Taken on board at least 30 new clients since the installation of Canon imagePRESS C810 in March 2021



**“I have one main regret, and that’s not interacting with Canon sooner than I did.”**

Mike Beese, Business Owner of DecTek Ltd.

## THE STORY

Affectionately known by acquaintances as the Willy Wonka of Printing, Mike has a dynamic and infectious personality. After spending just a few minutes in his company, DecTek’s ongoing success since being established in Mike’s kitchen in 2002 comes as no surprise at all.

During the early years, DecTek grew steadily and eventually established itself as a leading European supplier in the manufacture of resin labels and domed badges.

## CHANGING DIRECTION

### IN 2015

Fast forward to 2015 when Mike first engaged with Canon, a brand he had long admired for its constant innovation, **exceptional build quality**, and leading service and support infrastructure. Following pressure from customers to offer increased quality and reduce service times, Mike decided it was time to take a fresh look at the business and explore new printing technologies.

DecTek needed a device that could better manage large workloads, while maintaining high-quality. The Canon Colorado 1650 UVgel roll-fed printer met these needs exactly and was perfect choice.

Mike tells the story better than we could: “I first saw the Colorado at a Birmingham Showroom event. I was walking past and asked just one question, took a quick look at the machine’s capabilities and **my mind was made up on the spot**. That short conversation ended up changing the whole direction of our business and, within three months, I was raising finance for our second Colorado.”

The UVgel print technology on the Colorado 1650 provides high quality durable prints at three times the speed of previous UV roll-2-roll printers whilst also reducing printer running costs, excluding labour, by 40%. This makes it clear why it was the right choice for Mike and DecTek.

## INCREASING OUTPUT,

## DECREASING COSTS

The company saw a **massive increase in productivity levels**, with the business having the confidence to run the machines around the clock. Output increased five times and the machines also allowed the company to migrate from traditional, solvent print applications to UVgel technology.

The Colorado devices not only enabled DecTek to grow the business into new areas but also delivered massive financial benefits. To date, the new devices have **generated £100,000 per year in new business** thanks to a reduction in ink and print costs.

**“The advances being made by the latest Canon machines are incredible - sometimes even I find it hard to keep up. A couple of weeks ago, I came home and saw my son, Harri, who also works for DecTek, sitting at the dining room table with a very high-end shampoo box with stunning embellishment. ‘What’s this?’ I said and he answered: ‘This is the level we need to get to.’ I studied the box more closely and said ‘Yep, but this kind of thing takes time, Harri.’ ‘No, it doesn’t Dad. We made this ourselves today.’”**

Mike Beese, Business Owner of DecTek Ltd.

These days, the company’s principle aim is to provide its 7,000 global customers, including high profile clients such as the BBC, Google, and the NHS, with the latest cutting-edge technologies that produce both off-the-peg and custom-manufactured products.

But in Mike’s world, the goalposts are always moving, and targets are constantly being reviewed and extended. Just one example is how he was inspired by Canon’s UVgel Wallpaper Factory, to explore personalised wallpaper printing as a catalyst for further growth, based on a volume-based model.

## CASE STUDY

### MOVING MOUNTAINS

#### SINCE APRIL 2020

Not even the pandemic has been able to slow DecTek down. Mike used the quieter weeks of lockdown to reflect on the business and refocus objectives. He realised that, to capitalise on growth opportunities, the company needed to react quickly and keep on building. The 18 months since April 2020 have been the busiest in Mike's working life.

In autumn 2020, Mike entered discussions with a large online printing business to offer product packaging. He saw the device through a live remote demonstration, and such was his trust for Canon that he immediately ordered a Canon imagePRESS C810 colour production printing press. This has opened up a lucrative new opportunity in cartons and stickers, working together with print finishing provider, Duplo.

**"The Canon imagePRESS C810 has produced products that have blown away our clients. Working in combination with our finishing options, the C810 can print an almost unlimited range of products, helping clients to open their portfolios. It's a machine our customers have to see in person to understand the full scope of what it can create."**

Matthew Samuel, Packaging Specialist, DecTek Ltd

Then, when DecTek won the sizeable Landmark contract, the company literally ran out of room to grow. Without breaking stride, Mike acquired another 1,000 m<sup>2</sup> in a building across the road from his existing premises and he's already eyeing up yet more space in an adjacent building to cope with further expansion.

### CONTINUING TO GROW

In March 2021, Mike and his Packaging Specialist, Matthew Samuel, visited the Canon showroom in Birmingham for a demonstration of the Canon Arizona 2380 XTF flatbed printer. They were **hugely impressed with the system's productivity, quality and running costs.**

The Arizona 2380 XTF table is ideally suited to corrugated packaging board. The flow table enables the substrate to be placed on the bed without taping or masking, which helps hugely with workflow efficiency. Ping Pong printing enables preparation of the next job, on one of the independent tables, while the system is printing on the other. The Arizona was installed at DecTek in June 2021.

Mike makes no secret of his admiration for all things Canon. The trusted partnership is based on class-



leading technology, as Mike said **"Canon provide truly exceptional service.** I love the way the Canon team take things gently and purposefully. They're not after a quick sale, they're always looking to do everything they can to support our long-term growth strategy."

Consultants from across the Canon organisation currently actively advise DecTek, and Mike keeps reminding himself that these helpful and dedicated individuals are not actually part of his internal team!

### CAN CANON HELP DOUBLE DECTEK'S

#### TURNOVER IN JUST THREE YEARS?

Mike is now on a mission to double DecTek's turnover to £5 million within three years and, one year in, he and his team are well on target to achieving that extraordinary goal.

We're genuinely flattered that Mike sees Canon's involvement as integral to DecTek's continued success. Mike remains extraordinarily enthusiastic about Canon technology and the "nothing is ever too much trouble" levels of customer service. Mike continues, "During our whole relationship with Canon, there hasn't been one negative. I've always felt they are a very big part of our growth strategy and long may that continue."

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

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