



Company name: DPN Rikken Print
Industry: Print service provider
Founded: Regional printing company originating from various mergers
Location: Nijmegen, the Netherlands
Service: Printing
Website: <https://dpnriikkenprint.nl/>

CASE STUDY

DPN RIKKEN PRINT

DPN Rikken Print: Acquisition and targeted investments have helped the company grow into an all-round graphics printing company

DPN Rikken Print has grown through acquisition

The current owner has merged seven printing companies from different market segments to enable DPN Rikken Print to supply its customers with every type of printed material they need. As a result of one of the acquisitions, the company acquired an Arizona Large Format flatbed printer, which expanded the company's offering considerably. The purchase of the roll-to-roll Colorado 1640 printer has given the business even more creative opportunities to produce special creations and carry out jobs for unique marketing materials in-house, which previously had to be outsourced.

From stencil duplication to graphic creations

Director Antoine Haggenburg celebrated his 25th anniversary as an independent printer in 2019. But his passion for his profession goes back much further to when, as a child, he would help with old-fashioned stencil duplication at his father's school. "My father was school principal and did a lot of printing himself. Later, he started his own small print shop at home. I switched my degree course to graphic design and started working in a bindery. I now have my own printing company that has grown into a business with 24 employees. As a result of acquisitions, we gained more and more machines at our disposal, including an Arizona. We also bought a Colorado. This was a deliberate choice of mine."

Canon

The Colorado has a lot of competition

“The Colorado has a lot of competition, but there are several reasons why the choice was clear for me. We compared several machines: quality and ink consumption are very important, but I was especially impressed by the process with the Colorado, the UV drying and the automatic roller change. This is unique and great to work with. Our print runs are short and we work with about 30 different types of media. We now have one roll as standard for tests and the second roll is the one we always change. It doesn't matter if we're printing flags or stickers, the new rolls are easy to insert and the setup is automatic.”

Easy calculation

“And then it was a question of the figures. I was able to save €13,000 based on our production meters. We had an alternative printer, but that one consumed a lot more ink. With the Colorado it soon became clear that the Return on Investment was better than expected. So, it was a good buy. In fact, the Colorado has generated better-than-expected results in other areas too. For example, the ink consumption is lower than I had calculated. We can also keep a lot more orders in-house, which is cheaper than buying in externally.”

“It soon became clear the Colorado was generating even more turnover than I thought.”

Antoine Haggenburg, Director

Known for our quality

“At DPN Rikken Print everything revolves around the quality of the end product and our service as a whole. We're the top in the market in terms of quality and that's what we're famous for. Everything has to be right: the colour, appearance, delivery time. And I know I can rely on Canon's technology.”

GREENGUARD Gold certified

“Another advantage of the Colorado is the UVgel printing technology. Even though latex is a little better now than it used to be, you can still smell it. The GREENGUARD Gold certification on the UVgel inks means that we can hang wallpaper produced on the Colorado in hotels, schools and healthcare facilities. The hospital in Nijmegen is also an important customer of ours.”





Little waste

“With the Colorado, we have very little waste. In fact, most jobs don’t have any waste at all. We’re constantly calculating and can always choose the most efficient and cheapest approach.”

Easy to use

“As an organisation, we need to be flexible and able to react quickly. An easy-to-use printer is important for this. This is certainly the case with the Colorado. Our employees have had absolutely no problem learning how to use it. We already knew the Arizona software and one day of training was enough for the Colorado. We also use the Canon database with standard profiles. This works perfectly. The Colorado doesn’t need a lot of people, either. The work is more in the cutting process, where another advantage of the Colorado is that the prints are dry immediately, so you can finish them off straight away.”

Fast

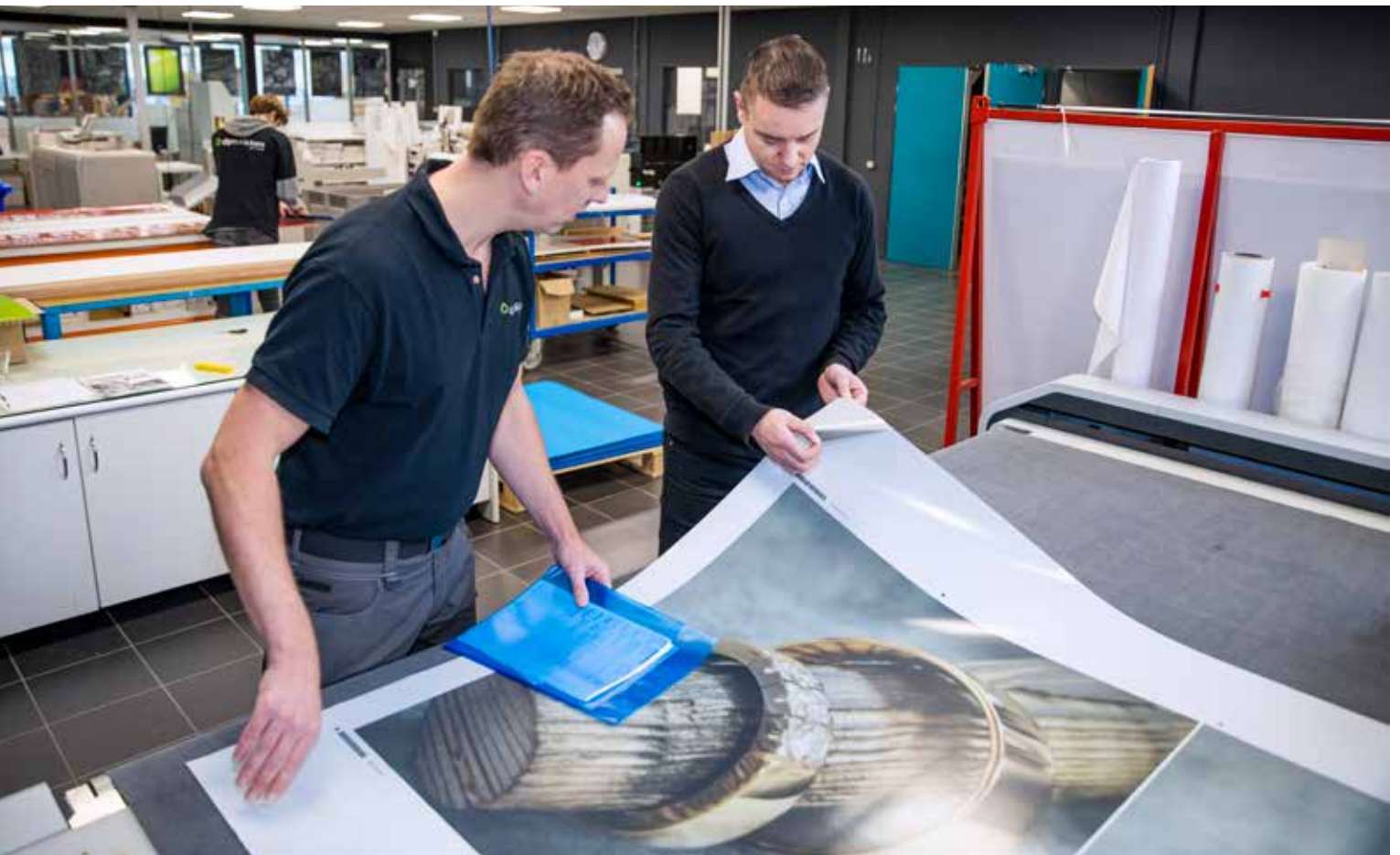
“The Colorado prints quickly and that’s important for us: 42m² per hour with high quality. And higher speeds are possible with a lower resolution, often used for mass production. We don’t often deliver this, but we can offer it. Although generally, our customers appreciate the added value of our approach: advice, support, fast service and a fantastic end product.”

We can do almost anything

Antoine is proud of the wide range of products DPN Rikken Print can supply. “We can do so many different things: from different types of photo prints, to flags and all kinds of stickers. You can print a door on the Arizona, or print a door-sized sticker on the Colorado. We also produce hundreds of banners a month on the Colorado. It’s great to have so many possibilities in addition to the traditional printing methods.”

“I know
I can
rely on
Canon’s technology.”

Antoine Haggenburg



The future

Antoine foresees a bright future for his company by creating even more applications for the interior design market. “This is a growing segment, but with more and more providers. This is why we’re expanding our services to include measuring and assembly. By being able to serve multiple market segments, you can spread your risk. The customer also prefers a one-stop-shop. That’s why I want a company that’s really flexible and customer-oriented. With our webshop and personalised web portals I expect to use the Colorado even more. Together with the Arizona, we have the perfect combination in the field of signage, to provide our customers in the future with beautiful Large Format products for all kinds of stunning graphics applications.”

“With our webshop and personalised web portals, I expect that we will rely on the Colorado even more in the future.”

Antoine Haggenburg

Canon Inc.
Global.canon

Canon Nederland
Canon.nl

© 2020 Canon Production Printing

Canon is a registered trademark of Canon Inc. Colorado is a trademark of Canon Production Printing Netherlands B.V. All other trademarks are the property of their respective owners and hereby acknowledged.

No part of this publication may be copied, modified, reproduced or transmitted in any form or by any means, electronic, manual, or otherwise, without the prior written permission of Canon Production Printing. Illustrations and printer output images are simulated and do not necessarily apply to products and services offered in each local market. The content of this publication should neither be construed as any guarantee or warranty with regard to specific properties or specifications nor of technical performance or suitability for particular applications. The content of this publication may be subject to changes from time to time without notice.

Canon Production Printing shall not be liable for any direct, indirect or consequential damages of any nature, or losses or expenses resulting from the use of the contents of this publication.

Canon