



A CANON CASE STUDY

Learn how Canon supported UWV, a Dutch government institution that manages employee insurance and implements employee regulations, to transform their customer communications by transitioning from black and white to full-colour printing, enhancing engagement while reducing costs and environmental impact.



ENHANCING CUSTOMER COMMUNICATIONS THROUGH DIGITAL COLOUR PRINTING

UWV (Uitvoeringsinstituut Werknemersverzekeringen) is the public organisation in the Netherlands responsible for implementing employee insurance schemes and providing social security services.

Its primary focus is on supporting individuals in the labour market, whether by helping them find work, offering reintegration services, or providing benefits when employment is not possible. UWV also collaborates with employers and shares knowledge about labour and health to promote participation in society. Operating a dedicated, in-house print centre to manage all its outgoing customer communications, UWV prints an average of 2.5 million A4 pages each month, which are inserted into around 8.5 million envelopes a year. Despite the growing importance of digital communication, printed materials remain essential to UWV's operations as many customers still prefer printed communications or may have limited access to digital technologies or face language barriers.

The relationship between UWV and Canon dates back to 2008 when UWV first selected Canon through a European tender. Canon's winning proposition

included three monochrome varioPRINT 6250 printers and Quadient Inspire software for the management of document templates. This software became fundamental to UWV's document creation process, enabling the efficient processing of the numerous templates used for customer communications. Based on the exceptional reliability and performance of the varioPRINT systems, which remained operational for an impressive ten-year period, UWV continued to strengthen its partnership with Canon. When the time came to update its printing technology in 2022, UWV took the decision to move from black and white printing on pre-printed stationery to full-colour printing on standard paper, incorporating more visual elements to improve communication effectiveness. To implement that change, the organisation invested in five Canon imagePRESS V1000 colour toner presses with PRISMAsync controllers, as well as a ColorWave T65 for large format printing.

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We find Canon to be a supportive partner in a constructive way. I can easily get access to Canon people, whether that is on the sales side or on the service side. We also have good agreements for preventative maintenance, so we benefit from maintenance at a regular time of our choosing rather than unexpected service interventions. This arrangement perfectly suits us and our production needs. And by arranging preventative maintenance, we can rely on the compact Canon imagePRESS V1000 machines with their advanced technology to deliver high productivity.

Hans Kop, Team Manager, Print Centre, UWV

ACHIEVING OBJECTIVES AND OVERCOMING CHALLENGES



Improving engagement through better customer communications

UWV faced the challenge of communicating more effectively with a diverse customer audience, including many non-native Dutch speakers and citizens with varying literacy levels. The organisation needed to improve the clarity and accessibility of its communications through more visual elements and colour, particularly for recipients with limited Dutch language skills. The inclusion of additional features, such as QR codes, would also enable recipients to access information in their native languages, significantly improving understanding. This was the key driver for UWV's investment in Canon imagePRESS colour production printers.



Transitioning to a dynamic full-colour workflow

A significant challenge was the transition from black and white printing on pre-printed stationery to a full-colour workflow on plain white paper. This transition required redesigning numerous templates that had originally been formatted for border-to-border printing, which had dictated the use of oversized SRA4 paper that would later be trimmed. The initial estimate suggested that this redesign process would take two to three years, creating a substantial transitional challenge. Working closely with Canon, UWV managed to complete the redesign of the templates in around five months.



Reducing costs and environmental impact

UWV sought to reduce its environmental footprint by eliminating the waste generated from trimming the SRA4 paper required for the pre-printed stationery produced with the original templates. By transitioning to a standard A4 paper workflow and redesigning the templates, UWV aimed to decrease both costs and environmental impact. UWV also wanted a solution that would be both space- and energy-efficient.



To improve our customer communications capabilities, we made an investment in five imagePRESS V1000 colour printers. The process flow that the print centre manages is actually from document creation with Inspire to PRISMAproduction for output on our five imagePRESS V1000 colour printers. From there, the prints pass to the inserting machines. And at the end of that process, we manage mailings with PostNL every day. In addition, we have production tracking using PRISMAremote Manager. That is also good, because we have five machines that we want to keep an eye on every day and want to monitor both from a distance and also in the workplace.

**Hans Kop, Team Manager,
Print Centre, UWV**



CLOSE CO-OPERATION DELIVERS THE OPTIMAL OUTCOME

After a careful assessment of both the toner and inkjet options available on the market, including a thorough evaluation conducted jointly by UWV and Canon at Canon's Customer Experience Center in Venlo, UWV decided that the toner-based imagePRESS V1000 was the best match for its requirements in terms of print volume, footprint and energy consumption.

The compact imagePRESS V1000 also offers exceptional media flexibility and delivers great image quality and reliable performance, making it ideal for UWV's production environment.

The workflow begins with document creation in Canon PRISMAprepare and Quadient Inspire, Canon's preferred communication management software that imports the transactional data into the multiple templates used for customer communications. Output management is controlled through PRISMAproduction, Canon's high-performance print factory workflow and output management application that automates data conversion, pre-press tasks and print production processes. Used by UWV for its transactional printing, PRISMAproduction provides

complete control over all applications and directs the print jobs to each of the five imagePRESS V1000 colour printers with their PRISMAsync controllers, as appropriate.

Initially, some of pre-printed forms based on the original templates had to be printed with a bleed, which required printing on larger SRA4 sized paper and subsequent trimming. However, driven by economic and environmental goals, UWV accelerated the redesign of these templates, so that they can now be printed in colour on standard white A4 paper, significantly reducing paper waste and costs.

BENEFITS UWV's transition to Canon colour toner technology has delivered substantial benefits across multiple areas:



Enhanced communication effectiveness

The transition to full-colour printing has dramatically improved the engagement and comprehension of UWV's communications. Colour usage has increased from 30% when first implemented to 75% of total production volume today, with only 25% remaining in black and white. Visual elements and QR codes now enable non-Dutch speakers to access information in their native languages, making communications more accessible to all citizens, particularly those with limited proficiency in the Dutch language.



Streamlined workflow integration

The entire solution – from PRISMAprepare file creation to Inspire template management to PRISMAproduction output management to PRISMAremote Manager monitoring – provides a seamless end-to-end workflow. This integration allows UWV to efficiently manage the entire production process, ensuring consistency and quality across all communications. The strong relationship with Canon that began in 2008 has continued to grow, with Canon adapting its offering to meet UWV's evolving needs.



Reliable operational efficiency

UWV's five identical imagePRESS V1000 configurations provide a combined production capacity of approximately 500 pages per minute, enabling them to handle their daily volume of 144,000 impressions within a 5-6 hour production window. Canon's preventative maintenance programme, with service engineers performing weekly scheduled maintenance on Mondays, has significantly reduced unexpected downtime. This proactive approach to maintenance ensures consistent, reliable performance throughout the week, allowing UWV to maintain their production schedules without interruption.



Reduced environmental impact

The elimination of pre-printed stationery and the transition to standard A4 paper has generated significant cost savings, as A4 paper is less expensive than specialised SRA4 stock. Additionally, by eliminating the trimming process previously required for oversized paper, UWV has reduced paper waste by over 15%, supporting its sustainability goals and much faster than originally anticipated.



Future-ready partnership

The collaboration with Canon positions UWV for continued innovation in their customer communications strategy. As they complete the transition from pre-printed stationery to fully digital colour printing, UWV can continue to enhance their communications with even more personalised and visually engaging content.



Comprehensive service and support

Throughout the installation of the solution and since, UWV has been impressed by the support provided by Canon. The four-hour on-site service agreement ensures rapid response to any issues, while weekly preventative maintenance sessions minimise unexpected interruptions. This service model has proved particularly valuable for UWV's high-volume production environment, contributing significantly to their operational stability.



CONTINUING TO ADAPT CUSTOMER COMMUNICATIONS FOR MAXIMUM IMPACT

UWV's partnership with Canon exemplifies how government institutions can enhance customer communications while simultaneously improving operational efficiency and environmental sustainability. By transitioning from black and white printing on pre-printed stationery to full-colour printing on standard paper, UWV has not only improved the effectiveness of their communications but also significantly reduced waste and costs.

Looking to the future, UWV continues to focus on optimising its customer communications, supported by Canon's ongoing commitment to technological innovation and customer success. As government services continue to evolve, the ability to provide clear, accessible and engaging printed communications remains essential, and UWV is well-positioned to meet these needs through its partnership with Canon. Hans Kop sums up the relationship as follows: "UWV and Canon, partners in colour communication."



Key Specs:

- 5 x imagePRESS V1000
with PRISMAsync
controllers

- 1 x ColorWave T65
- PRISMAprepare

- PRISMAproduction
- Quadient Inspire

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