



**Canon**

# COQUAND IMPRIMEUR

## CASE STUDY FROM CANON

Specialised in the production of technical instruction leaflets, Coquand is gradually shifting from offset to digital with a Canon varioPRINT 6000 TITAN.



Based in Grenoble, in South-East France, one of the country's main industrial areas, Coquand started almost 80 years ago as a small downtown print shop.

Today, the company's 35 employees focus on producing mostly monochrome and two-colour instruction leaflets for consumer products, a shift implemented from 2000 onward when CEO Sylvain Bouteiller acquired the business.

Rock climbing equipment maker Petzl, electrical equipment suppliers Hager and Schneider Electric, home automation specialist Delta Dore: all

these industrial companies have one feature in common, they rely on Coquand to produce their instruction leaflets.

Today, leaflets represent 75% of Coquand's business. The company relies on both offset and digital printing systems, with digital steadily gaining momentum. Digital printing responds well to customers' increasing demand for short print runs on a tight schedule.

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Commercial printing is highly dependent on economic ebb and flow. In challenging market conditions, companies typically cut down their communications spend. This means less work or increased price pressure for print shops. Leaflets are a steady business with a predictable income stream as our industrial customers need a leaflet for every product shipped, regardless of market conditions.

**Sylvain Bouteiller, CEO of Coquand Imprimeur**

# RESPONDING TO CUSTOMER DEMAND FOR SHORT PRINT RUNS

## OBJECTIVES



### **Produce short print runs reliably and cost effectively**

Customers no longer accept ordering large quantities and maintaining inventory. Especially when leaflets often become obsolete before they run out of stock. Print runs are now half of what they used to be, with frequent requests for resupply. A high capacity digital workflow is required to address these customers' needs, both in terms of volumes and turnaround times.



### **Offer consistent print quality across all printing processes**

Customers often need their leaflets as soon as a new product is released, so it's early enough to fulfil the first deliveries. This is why Coquand often starts with a short digital run delivered urgently, while the bulk of the order is printed using offset. So digital and offset must provide the same print quality.



### **Meet increasing environmental targets**

With electricity prices in France rising threefold over the past two years and customers increasingly requiring their print suppliers to contribute to their own CSR ratings, using energy efficient printing systems has become a necessity.

# CHALLENGES

**Offset productivity falls short on a series of short print runs**

Printing short runs profitably requires digital systems that can tackle a queue of jobs with no interruption. Coquand needed printing systems that allow for an exceptional printing speed without the costs and production down time associated with offset plate production and makeready time on the press.

**Coquand's digital printing systems need to run unattended**

Several times a week, the company's digital systems need to run two daily shifts (morning and afternoon). They start production early in the morning. They must also keep printing up to four hours after operators finish their day. This is why systems need to offer a paper capacity to run unattended for several hours. They must also have a high level of reliability, as no operators are around to handle paper jams or other interruptions.

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We weren't just looking for a price tag. Over the years, we have very much appreciated the robustness of Canon's equipment, as well as the skill level of Canon's technical support staff and their responsiveness. We stayed with Canon for the productivity and reliability of the equipment as well as the performance of their customer support.

**Sylvain Bouteiller, CEO of Coquand Imprimeur**

# INTRODUCING: THE VARIOPRINT 6000 TITAN HIGH VOLUME MONOCHROME DIGITAL PRESS

The varioPRINT 6000 TITAN is now Coquand's flagship digital printing system, allowing the company to take on more digital jobs.

A Canon customer for over 10 years, Coquand recently replaced a DigiMaster monochrome press which was reaching the end of its duty cycle, with a varioPRINT 6000 TITAN, that complements an existing imagePRESS C10010VP and imagePRESS V700 already in production in the print room.

The varioPRINT 6000 TITAN, a sheetfed digital press with toner technology, is now Coquand's main digital system for monochrome double-sided printing, allowing for longer and faster print runs, with no down time between jobs.





# BENEFITS

Printing at speeds of up to 328 A4 ipm, the varioPRINT 6000 TITAN combines high speed printing, high quality output and ease of use, allowing Coquand to move more volumes to digital.



## Offset level output quality

The level of print quality and front-to-back registration obtained with the varioPRINT 6000 TITAN is fully on par with offset. This means Coquand can decide on a job-by-job basis whether to use offset or digital, without any noticeable difference in print quality on successive reprints.



## Same paper stock for offset and digital

Coquand uses the same paper stock with their offset presses and their Canon digital systems. This simplifies paper inventory management and allows for consistent results between initial volumes printed in offset and short run reorders printed digitally.



## Addressing the shortage of qualified operators

Recruiting offset operators has become a major challenge for French printing companies. The varioPRINT 6000 TITAN's ease of use makes it possible to bring the workforce up to standards within a short timespan.



## A consistent print workflow

With Canon's PRISMAprepare workflow software, operators drive all digital printing systems from one interface. This allowed Coquand's print room operators familiar with PRISMAprepare to be up and running with the varioPRINT 6000 TITAN in record time.



## Key specs

- 350 × 500 mm max page dimensions
- 300,000 to 10 million A4 images per month
- 45 g/m<sup>2</sup> to 300 g/m<sup>2</sup> paper stock
- 24,000 A4 sheet capacity

A close-up portrait of Sylvain Bouteiller, a middle-aged man with short, light-colored hair, smiling warmly. He is wearing a light-colored polo shirt. The background is slightly blurred, showing what appears to be an office or industrial setting with framed documents on a wall.

## LOOKING FORWARD A STEADY SHIFT AWAY FROM OFFSET

What does the future hold for Coquand?  
One thing is sure: digital will take over  
an increasing share of the business

“ I have decided to delay my next investment in offset presses, says Sylvain Bouteiller. When my current offset operators retire in the coming years, which will correspond to the end of my current offset equipment's life cycle, I may well move high volume jobs from offset to inkjet. An inkjet press will offer the same level of investment and print quality as an offset system, but will also allow for inline finishing and won't require operators with offset skills.”

This is a strategic decision Coquand plans to make sometime in 2025 or 2026.



### Current technology portfolio at Coquand:

- varioPRINT 6000 TITAN
- imagePRESS V700
- imagePRESS C10010VP
- PRISMAprepare

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**Canon inc.**  
canon.com

**Canon Europe**  
canon-europe.com

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**Canon Europe Ltd**  
4 Roundwood Avenue  
Stockley Park  
Uxbridge  
UB11 1AF