



# AGRAFA PRINT AND CANON imagePRESS V1350

A Partnership for Speed, Quality,  
and Innovation in Digital Printing

With over two decades of experience in the printing and promotional products industry, Agrafa Print continually reinvents itself, adapting to the ever-changing demands of the market. From traditional production, the Romanian company has evolved toward integrated personalization and digital printing services, catering to a diverse client portfolio, ranging from large corporations and retailers to creative organizations and entrepreneurs seeking fast and flexible solutions.

## COMPANY NAME:

Agrafa Print Services SRL

## LOCATION:

Bucharest

## INDUSTRY:

Printing, advertising  
production, and  
personalized  
promotional items

## ESTABLISHED:

2004



## OBJECTIVES

- Modernization of production through advanced digital printing technologies.
- Improving efficiency and quality to meet growing and diverse client demands.
- Expanding service offerings to include personalized packaging and commercial printing.
- Investing in automation to support scalability and e-commerce growth.



## CHALLENGES

- Increased demand for fast, high-volume, and customized printing.
- Limitations of previous equipment in handling thick materials, color accuracy, and urgent delivery timelines.
- Need for standardization and reliability in production to reduce reprints and manual checks.

Over time, Agrafa Print has expanded its activities from advertising and corporate events to industries such as education, FMCG, retail, and even the arts. The growing demand for large print runs, executed with precision and delivered in the shortest possible time, prompted the team to seek technologies that would uphold their commitment to efficiency and quality.



## APPROACH

- Upgraded its equipment from Canon imagePRESS C10000VP and C6011 to the Canon imagePRESS V1350, a high-performance digital press.
- Adopted PRISMAsync, Canon's intelligent scheduling and color control system, to streamline workflows.
- Launched new product lines targeting corporate clients, especially in packaging and thick cardstock printing.



## BENEFITS AND RESULTS

- 30% increase in productivity and significant reduction in delivery times.
- Improved quality control, allowing the team to focus more on creativity.
- Enhanced client satisfaction, with the ability to deliver same-day large-volume, high-quality jobs.
- New business opportunities in packaging and premium printing segments.
- Operational flexibility through automation and real-time job management.

## TRANSITION TO CANON imagePRESS V1350 – A STRATEGIC MOVE

We have customers who asked for prints on thick cardboard, mixed prints with personalization and very good accuracy of colors. We felt that we had to take a step towards an equipment that offers us stability, speed and a plus of trust in emergency books. Faced with challenges such as execution speed, quality standardization, and urgent deliveries, the company's previous equipment was struggling to keep up with increasingly diverse client needs. "We had orders requiring thick cardstock, multiple customizations, and excellent color control. We knew it was time for an upgrade that would provide stability and reliability in delivery", explains Laura Baciú, Sales Manager at Agrafa Print.

The previous equipment was the Canon imagePRESS C10000VP and imagePRESS C6011. The challenges were related to speed and production times. An equipment upgrade was needed.

The choice was clear: the Canon imagePRESS V1350, a high-performance solution that met all essential criteria—speed, precision, ease of use, and long-term reliability. After rigorous testing, the equipment proved not only efficient but also a true game-changer in production.



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The Canon ImagePRESS V1350 was the natural choice for upgrade. We tested the equipment and were very impressed with its speed, precision, and ease of use. Its reliability convinced us. For us, it's important that technology doesn't slow us down but helps us deliver, regardless of workload volume.

**Manuel Haidar**, DTP Specialist Agrafa Print

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**We can now focus more on creativity and less on checks or reprints. Quality control has improved, and the team has greater confidence in the production process.**

**Laura Baci,**  
Sales Manager Agrafa Print



## VISIBLE RESULTS AND IMMEDIATE IMPACT

The upgrade to the new Canon equipment brought a productivity increase of over 30% and a significant reduction in delivery times.

A compelling example? A key client requested custom labels on special cardstock (500g/m<sup>2</sup>) for a large print run, with same-day delivery. Thanks to the Canon imagePRESS V1350, Agrafa Print delivered not only quickly but also with impeccable quality—turning the client into a long-term partner.

## AUTOMATION, VERSATILITY, AND NEW BUSINESS OPPORTUNITIES

Another significant advantage is PRISMAsync, the intelligent scheduling and control system. It enables real-time job prioritization, batch scheduling, and highly precise color control—a critical feature for clients in demanding industries like cosmetics or luxury.

Additionally, thanks to the new technical capabilities, Agrafa Print launched a product line for corporate clients—packaging and commercial printing on thick cardstock (500g/m<sup>2</sup>), a new segment with high growth potential.



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**PRISMAsync is easy to use, reliable, and highly configurable. All settings can be managed directly from the printer's server, saving valuable time and helping us create unique applications, which clients increasingly demand**

**Manuel Haidar,**  
DTP Specialist Agrafo Print



## THE FUTURE: AUTOMATION AND DEVELOPMENT

Agrafo Print is already active in e-commerce through its online platform, [www.agrafo.ro](http://www.agrafo.ro), dedicated to custom orders, but its ambitions go further. The company aims to automate more processes, strengthen its line of personalized creative products, and become a comprehensive, modern, fast, and efficient printing hub in Romania. Plans to expand its fleet of Canon equipment are already in motion.

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**We can deliver in 24 hours jobs that typically take 2-3 days, without compromising quality.**

**Laura Baci,**  
Sales Manager Agrafo Print



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