



Canon



**TIROSH DIGITAL AND
CANON varioPRINT
SYSTEMS**

**A Partnership for Speed, Reliability,
and High-Volume Production**

In the fast-paced and highly competitive world of digital printing, there is no room for compromise—whether on quality, efficiency, or operational continuity. At Tirosh Digital, a leading print house founded in 2011, it quickly became clear that long-term success would depend on the ability to deliver premium print products at scale, with exceptionally fast turnaround times and unwavering consistency.

COMPANY NAME:

Tirosh Digital

LOCATION:

Israel

INDUSTRY:

Digital Printing

ESTABLISHED:

2011



OBJECTIVES

- Ensuring reliable, high-volume digital book printing
- Achieving consistent premium quality
- Minimizing downtime and delays
- Scaling production to hundreds of new titles annually



CHALLENGES

- Frequent malfunctions of old equipment
- Slow production speeds
- Inability to meet tight deadlines
- Increased market demand for rapid turnaround

**TIROSH DIGITAL: A QUALITY, SPEED & RELIABILITY REVOLUTION,
POWERED BY CANON'S ADVANCED PRINTING SOLUTIONS**

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During our early years, we relied on older and less dependable digital presses, which limited our ability to provide the professional, high-quality and fast service our customers expect. We needed systems capable of ensuring full operational continuity, eliminating unnecessary delays, and maintaining uncompromising print quality—even when producing hundreds of new titles every year. The solution we found with Canon was nothing short of transformative.

Roey Mor,
Owner and CEO of Tirosh Digital Ltd.



TRANSFORMATIVE TECHNOLOGY THAT REDEFINED THE COMPANY'S OPERATIONS

Since its establishment, Tirosh Digital has become one of Israel's most prominent digital printing providers, specializing in the production of books, booklets, brochures, folders, catalogs, magazines, and more. With a team of roughly 20 employees, the company partners with Israel's leading publishing houses—including Am Oved, Modan, Keter, and Kinneret-Zmora-Dvir.

The scale is impressive: for 13 consecutive years, Tirosh Digital has printed more than 200 new titles annually, totaling thousands of titles since its founding. Among these success stories is the bestseller *Investing for Lazy People* by Tamir Mandovski—the best-selling book in Israel in 2023–2024—printed entirely by Tirosh Digital.

A TECHNOLOGICAL LEAP THAT CHANGED EVERYTHING

As demand surged, it became evident that legacy printing systems simply couldn't keep up.

“Our old machines suffered from recurring malfunctions and technological limitations,” Mor explains. “They were slow, unreliable, and caused repeated delays. It affected profitability, customer satisfaction, and even our reputation.”

The search for a dependable high-performance solution ultimately led the company to Canon–OCE systems—combining cutting-edge technology with exceptional speed and reliability.

“Only a few months after opening the business, we realized we needed to upgrade,” Mor recalls. “We replaced all our previous presses with Canon–OCE systems. It was a strategic move that allowed us to synchronize with market demands, significantly improve quality, and meet the rising volume of orders.”

Over the years—2012, 2017, and 2023—the company continued to expand its Canon footprint, adding more systems to support its rapid growth and operational ambitions.



A POWERFUL PRODUCTION ECOSYSTEM BUILT ON FOUR CANON HIGH-VOLUME TONER SYSTEMS

“Today, our production line is built on four high-capacity toner systems: two **varioPRINT 6320**, one **varioPRINT 6270**, and one **varioPRINT 6250**,” says Mor.

“This setup enables us to operate at massive volumes, at incredible speeds, and with a level of reliability we simply hadn’t experienced before.”

PRISMAsync software is the central management platform for all our presses in our pressroom.

Our proven and reliable print server provides an enhanced, intuitive user interface that helps increase productivity and create more efficient end-to-end workflows.

From job submission to scheduling, PRISMAsync uses real-time information from the printer to support optimal management, with the option to add additional powerful functionality from the PRISMA suite according to our needs, on-premises or hosted in the cloud.

PRISMAsync also gives us the ability to automate complex finishing tasks to save time and streamline costs at scale.

SPEED, RELIABILITY & SERVICE – A FORMULA THAT DRIVES SUCCESS

The transition to Canon technology fundamentally elevated the company’s capabilities:

- Exceptional printing speeds—far beyond previous systems
- Significant improvement in print quality
- Near-continuous operational uptime
- Substantial reduction in downtime and malfunctions
- Improved ability to meet tight delivery deadlines

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Canon's systems allow us to produce around 300 pages—or four complete books—every single minute. This level of performance was simply unattainable with our older systems.

Roey Mor,
Owner and CEO of Tirosh Digital Ltd.



Canon professionals, as well as their representatives in Israel, Getter-Tech experts, have been supporting us for more than a decade,” says Mor. “The combination of incredibly reliable equipment with professional, responsive, and personal service is what enables us to achieve remarkable results. Our productivity has surged, print quality is at its highest level ever, and our ability to deliver on time has improved dramatically.”

LOOKING AHEAD: CONTINUED EXPANSION

Tirosh Digital has no intention of slowing down.

“We plan to further expand our production line by adding additional Canon systems,” Mor concludes. “This is part of our long-term strategy—to maintain our technological leadership and continue growing. Improvements in productivity, shorter delivery times, and high reliability have all helped position us at the forefront of Israel's digital printing industry.”

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