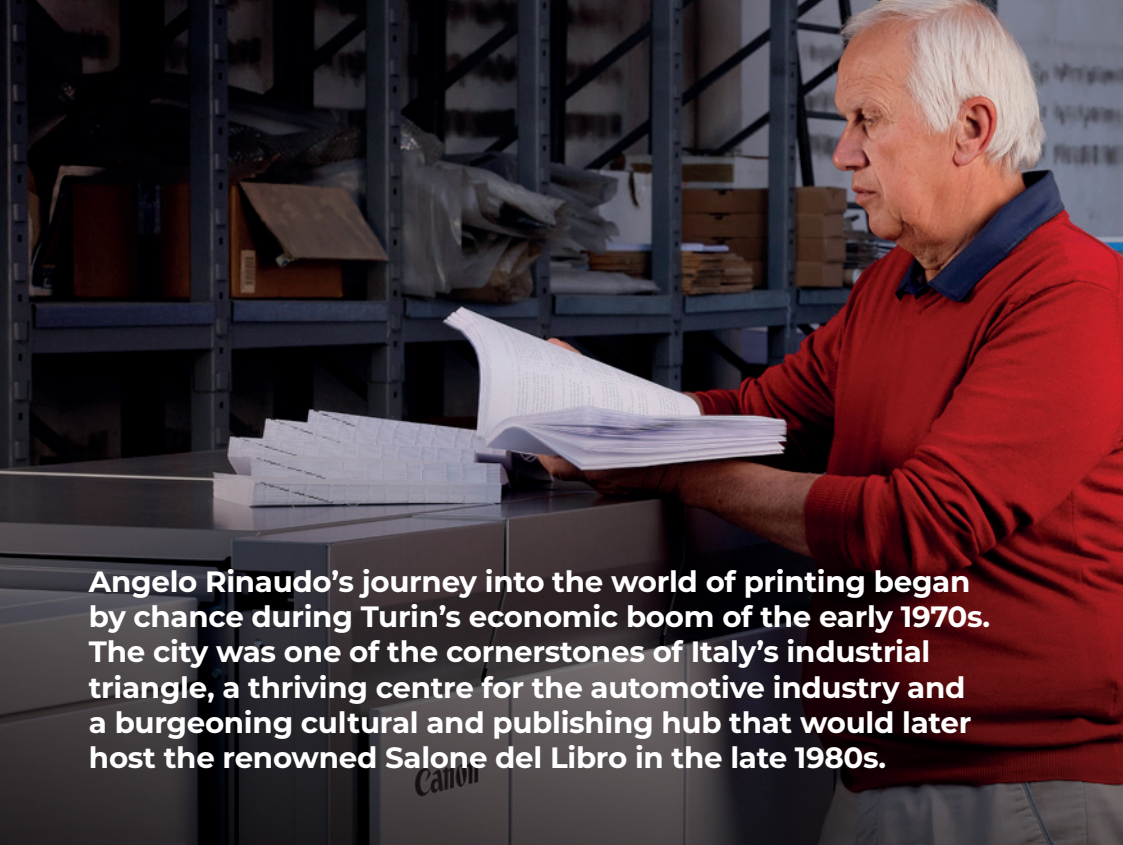


Canon

STAMPATRE

ACCELERATING THE ANALOGUE-TO-DIGITAL TRANSITION IN BOOK PRINTING – A CANON CASE STUDY

Discover how Italy-based print shop Stampatre has leveraged Canon's varioPRINT 6000 TITAN series monochrome technology to remain at the forefront of book production in Turin.



Angelo Rinaudo's journey into the world of printing began by chance during Turin's economic boom of the early 1970s. The city was one of the cornerstones of Italy's industrial triangle, a thriving centre for the automotive industry and a burgeoning cultural and publishing hub that would later host the renowned Salone del Libro in the late 1980s.

Rinaudo started his career as an apprentice in a printing shop that specialised in producing university books. Within eighteen months, he was managing customers and orders independently. Weary of working as an employee and bolstered by his experience, he co-founded Stampatre with two partners in 1984. The company had neither an established client list nor a sales network, but Rinaudo was confident in the rapidly evolving publishing market. Today, Stampatre can now rely on a loyal customer base, built on decades of trust. Over the last ten years, the company has consistently achieved double-digit growth year-on-year, with digital printing now accounting for 25% of its revenue.

One of the key elements that sets Stampatre apart is its comprehensive turnkey service, which includes expert advice on selecting substrates and

finishes, prototype creation, meticulous layout and pagination review, and in-house prepress. As a result, the company has built a strong reputation in Turin and the surrounding areas for consistently delivering on time or even ahead of schedule.

Approximately 40% of the books it prints are university titles, with the rest consisting of works from small independent publishers and popular tourist guides. Stampatre produces up to 1,500 titles annually, with print runs ranging from 200 copies for niche publications to 15,000 copies for books in high demand. The company's core business remains university publishing, with average print runs of 1,000 to 1,500 copies. For those shorter runs, Stampatre relies on the Canon varioPRINT 6000 TITAN, while longer runs, exceeding 4,000 to 5,000 copies, are printed on offset.



TACKLING RISING DEMANDS

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We needed a digital technology that could replicate the quality of offset printing while allowing us to produce the first copy instantly, without the need for plates or start-up costs. The varioPRINT 6000 TITAN system delivers sharp, readable text with opacity comparable to offset, even on very lightweight uncoated and coated papers. This capability has enabled us to reduce our inventory and purchase paper directly from the mill.

Angelo Rinaudo, Founder, Stampatre

ACHIEVING OBJECTIVES AND OVERCOMING CHALLENGES



To continue to offer customers the ideal balance of quality, price and speed

Stampatre had earned a reputation for its ability to consistently deliver on or ahead of schedule and believed that reliable, robust technology with minimal downtime was essential for staying on schedule. In setting up the digital printing department, managers were therefore wary, having heard unsettling stories about digital printing from many colleagues and competitors. However, Canon's digital technology has allowed it to continue to offer customers the perfect balance of quality, speed of delivery and price, as well as helping the company to attract new clients.



To have the optimal mix of printing technologies to satisfy every customer requirement

In 2004, facing a general decline in print run lengths, Stampatre made the strategic decision to introduce its first digital presses, a move that was reaffirmed in the following years and ultimately transformed the company's production model. While offset printing remains ideal for long runs due to its quality and cost-effectiveness, it is impractical and expensive for smaller quantities. For Stampatre, balancing the efficiency, quality and costs of offset versus digital printing is a constant challenge. The company must produce books that match the quality of traditional methods but in smaller quantities, with fast turnaround times and at a competitive cost per copy. Since 2012 when Stampatre first partnered with Canon as its primary technology provider, Canon's digital presses have enabled Stampatre to achieve that.



To increase the efficiency of pre-existing production workflows by integrating new digital printing systems

A key challenge when choosing a digital technology provider was to find one that offered a digital press that could be integrated into Stampatre's existing production flows and make them more efficient. This challenge was made more urgent by the gradual disappearance of bookbinding companies capable of handling small quantities with signatures of 32 pages on B1 sheets, and 8 pages on B3 sheets. The 350x500mm sheet format of the varioPRINT 6000 TITAN series, which can reproduce 8-page offset signatures, was a key factor in Stampatre's selection of the Canon monochrome digital press, along with its ability to print on a wide range of ultrathin, uncoated and coated papers.



After the initial hype surrounding e-books, printed books are experiencing a resurgence, with a growing demand for high-quality products. The quantities are significant, but there is also a trend towards shorter page counts, more fragmented orders, frequent reprints, and last-minute requests.

**Angelo Rinaudo, Founder,
Stampatre**



INTRODUCING: THE varioPRINT 6000 series TITAN

Stampatre has found a solution to its printing challenges in the varioPRINT 6000 series TITAN digital presses, which are capable of delivering offset-like quality, reliability and cost efficiency in the B3 format.

Stampatre operates a Canon varioPRINT 6180 and two varioPRINT 6330 presses, all integrated in-line with Smyth folding and stitching devices, creating an end-to-end workflow from digital file to finished book.

A standout feature of the varioPRINT is its dual-belt Gemini print engine, which uses twin print heads to print simultaneously on both sides of the media, with near-perfect front-to-back registration, avoiding the need to stop and turn the sheet. Additionally, the single-component toner, along with Canon's unique ScreenPoint and SuperCell technologies, enhances colour image conversion and halftone management, allowing for the accurate reproduction of both text and photographic images. Thanks to the varioPRINT's user-friendly design, all of Stampatre's employees quickly mastered its operation, significantly reducing the need for specialised print operators.



BENEFITS



Outstanding reliability

For Stampatre, reliability was a crucial consideration in selecting Canon and, over a decade later, that choice has proved to be the right one. Despite intensive use of its three varioPRINT presses, the company has never needed to use the full hours stipulated in the service contract.



Professional finishing

With the decline of small bookbinders capable of handling short runs, the combination of the varioPRINT 6000 TITAN series and a third-party inline finisher has been vital for Stampatre, enabling the company to accept jobs that might otherwise have been lost, safeguarding both revenue and customer relationships.



Less waste, more sustainable

Stampatre has built a strong reputation for producing high-quality books, using FSC and PEFC certified paper strictly bound with wire stitching. Canon's technology has not only enhanced Stampatre's efficiency but has also reduced waste and scrap, bolstering the company's sustainability efforts.



MIGRATING MORE VOLUMES FROM OFFSET TO DIGITAL

Faced with the challenge of producing hundreds of thousands of books in various formats and substrates, often under tight deadlines and at competitive prices, Canon's digital technology has become an essential part of Stampatre's highly efficient and standardised production process.

Rinaudo likens it to “working in a narrow corridor between two concrete walls, with a mandatory direction to follow. While any disruption could halt production, Canon's technology and support ensure complete peace of mind.”

Looking ahead, Stampatre plans to shift more volume to Canon varioPRINT and is exploring the introduction of Canon continuous feed print engines to further accelerate the transition from offset to digital printing. The company also intends to incorporate Canon's colour technology to produce book covers and other high-margin publishing products in-house.



Current technology portfolio at Stampatre:

- varioPRINT 6180 TITAN
- 2x varioPRINT 6330 TITAN

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English edition
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