



Canon

PROPOINT: DRIVING GROWTH THROUGH INNOVATION, QUALITY AND EFFICIENCY

Learn how Propoint increased print volumes by 20%, reduced production costs by 10%, and expanded premium applications with Canon production printing technology.

FROM A SMALL GARAGE TO A MODERN PRINT PRODUCTION LEADER

Founded in 1996 in a small garage, Propoint has grown into one of the region's leading printing companies. Today, the company serves more than 1,000 clients, employs 68 professionals, and operates from a modern 5,200 m² production facility offering a complete range of graphic services—from design and prepress to digital and offset printing, roll label production, finishing, and logistics.

“OUR GROWTH HAS ALWAYS BEEN DRIVEN BY A COMMITMENT TO QUALITY, CONTINUOUS INVESTMENT, AND THE ABILITY TO ADAPT TO OUR CUSTOMERS' CHANGING NEEDS.

Ana Hristova, Marketing manager

As demand increased, Propoint faced a new challenge: how to handle growing volumes more efficiently while expanding into higher-value print applications. The company wanted to increase capacity, improve cost efficiency, and broaden its service offering without compromising the quality its customers expected.

INVESTING IN TECHNOLOGY FOR THE NEXT STAGE OF GROWTH

To support its growth strategy, Propoint evaluated several production printing platforms before selecting Canon. Key decision factors included: reliability, consistent output quality, productivity, and the ability to support a broad range of applications.

The company invested in two complementary systems:

- **Canon varioPRINT TITAN 6220** monochrome press
- **Canon imagePRESS V1350** digital colour press

Together, these investments addressed two strategic priorities: improving efficiency in high-volume production and expanding into new application areas.



INCREASING EFFICIENCY WITH THE VARIOPRINT TITAN 6220

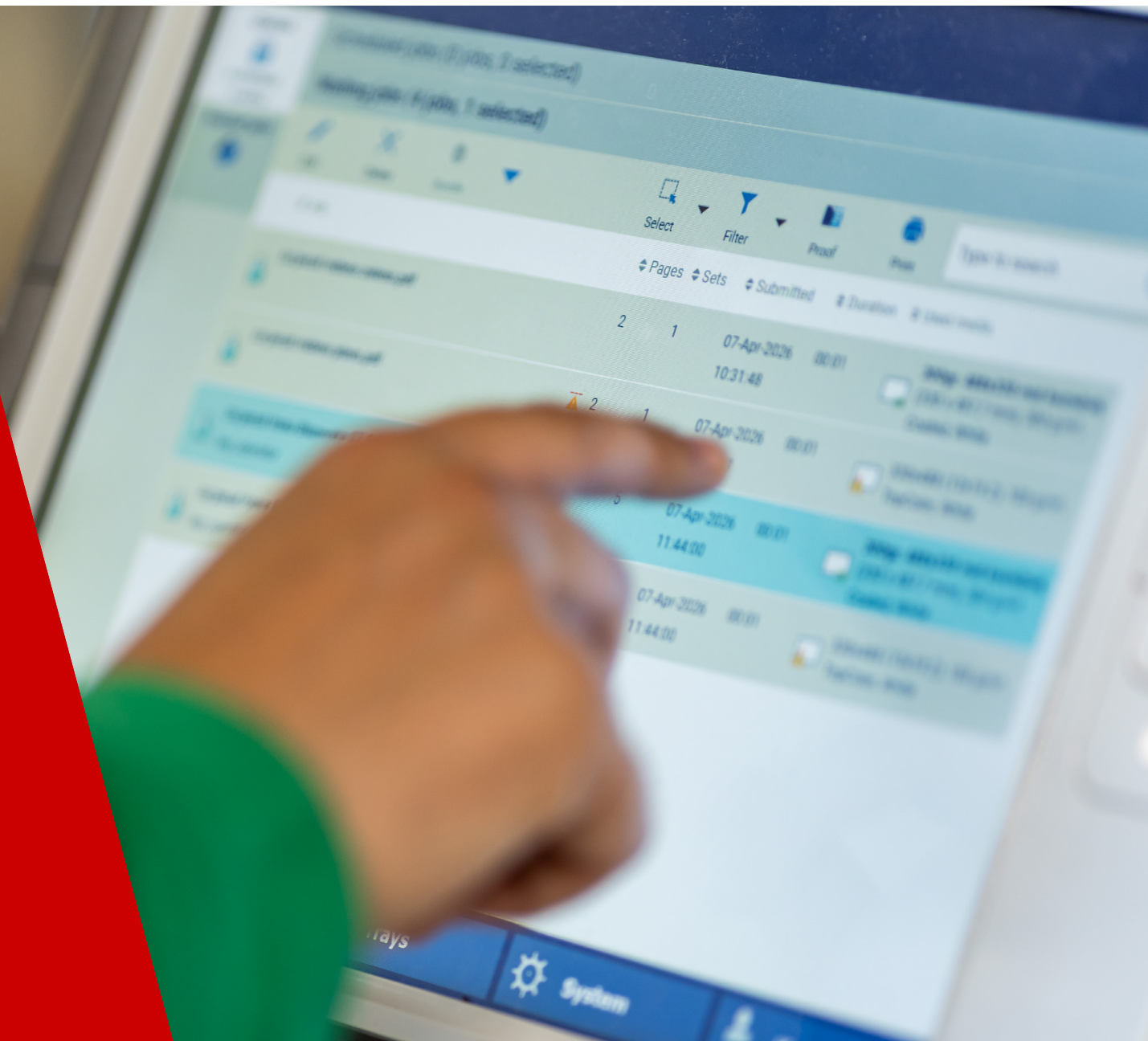
One of the first steps in Propoint's transformation was the implementation of the **Canon varioPRINT TITAN 6220**.

Designed for high-volume environments, the press helped Propoint streamline workflows, improve productivity, and maintain consistent output quality. Its low-temperature fusing technology reduces paper deformation and supports excellent sheet flatness, enabling results that closely match offset standards while helping control operating costs.

For Propoint, the impact extended beyond technical performance. The system provided the stability and efficiency needed to support growing customer demand.

“ WE NEEDED A SOLUTION THAT COULD DELIVER BOTH PRODUCTIVITY AND CONSISTENCY. THE VARIOPRINT TITAN HELPED US INCREASE EFFICIENCY WITHOUT COMPROMISING QUALITY.

Ana Hristova, Marketing manager



EXPANDING INTO PREMIUM APPLICATIONS WITH THE IMAGEPRESS V1350

As customer demand continued to evolve, Propoint identified growing opportunities in premium print applications that required thicker substrates and shorter production runs. To address this opportunity, the company added the **Canon imagePRESS V1350**.

The imagePRESS V1350 enabled Propoint to expand into applications requiring heavier media, consistent colour reproduction, and shorter production runs. With support for materials up to 500 gsm, the company can produce presentation folders, book covers, packaging prototypes, and other premium products.

Together, the varioPRINT TITAN 6220 and imagePRESS V1350 give Propoint the flexibility to manage high-volume commercial work efficiently while expanding into higher-value applications that require heavier media and shorter production runs.

PRODUCTION OVERVIEW

Today, Propoint produces a wide range of commercial print applications at high volumes, with Canon technology helping the business maintain productivity, media flexibility, and consistently high print quality while meeting demanding customer expectations.

- Annual print volume: **12 million A4 impressions**
- Monthly digital output: **250,000 impressions**
- Average jobs processed daily: **15**
- VarioPRINT TITAN monthly volume: **150,000 impressions**
- imagePRESS V1350 monthly volume: **100,000 impressions**

DELIVERING MEASURABLE RESULTS

Since implementing Canon solutions, Propoint has achieved measurable improvements across its business:

- **20% increase in print volume**
- **10% reduction in production costs**
- **Up to 20% faster turnaround times**
 - Greater flexibility for short-run and premium applications
 - Improved operational efficiency and profitability

These improvements have enabled Propoint to respond faster to customer requirements, increase capacity, and continue delivering the high standards of quality that have defined the business for nearly three decades.

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CANON TECHNOLOGY HAS HELPED US STRENGTHEN OUR COMPETITIVE POSITION, EXPAND INTO HIGHER-VALUE APPLICATIONS, AND CONTINUE GROWING WHILE MAINTAINING THE QUALITY OUR CUSTOMERS EXPECT.

Ana Hristova, Marketing manager

RELIABLE SERVICE AND A TRUSTED PARTNERSHIP

Technology performance was only part of the decision. Equally important was the confidence Propoint had in the support provided by **Abix**, Canon's local partner.

Through proactive service, fast issue resolution, and ongoing technical support, Propoint benefits from maximum uptime and stable day-to-day operations.

This helps the company maintain productivity and meet demanding customer deadlines with confidence.





SUPPORTING LONG-TERM SUSTAINABILITY GOALS

Sustainability is an important part of Propoint's long-term strategy. The company has invested in photovoltaic panels and electric delivery vehicles as part of its commitment to reducing environmental impact.

Canon technologies support these objectives through more efficient production processes. The low-temperature fusing technology used in the varioPRINT TITAN helps reduce energy consumption, while digital workflows minimize waste by reducing make-ready requirements and enabling more accurate short-run production.

LOOKING AHEAD

With a clear focus on quality, efficiency, and innovation, Propoint continues to strengthen its position in a competitive print market.

By combining Canon technology, operational expertise, and trusted support from Abix, Propoint has built a platform for continued growth—enabling the company to increase efficiency, expand into higher-value applications, and respond to evolving customer needs.

Canon

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