

**Commercial Printer**  
Exakta



# EXAKTA PRINT IMPROVES PROFITS WITH SHORT-RUN PRINTING

**Company Name:** Exakta Print  
**Industry:** Commercial print  
**Founded:** 1979 in Hässleholm  
**Location:** Malmö  
**Services:** Books; photobooks; school photographs; magazines; manuals; catalogues; marketing materials  
**Relationship with Canon:** Since 2014

## Objective

To find a more flexible, cost-effective solution in response to an increase in short-run and on-demand print.

## Challenges

- Manage the increase in demand for shorter print runs (between 300 – 1,000 copies) more effectively.
- Finding a digital solution that would run offset coated media
- Time to market and lack of flexibility
- Existing set-up could not fully support expected growth

## Approach

Exakta Print invested in two high-performance inkjet solutions, for maximum flexibility for varying run lengths.

## Benefits

- Increased production capacity, streamlined workflows and significant reduction of turnaround time
- Greater flexibility and agility enabling decreased operating costs
- Offset quality printed on inkjet
- Ongoing support from Canon

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Exakta Print is one of the leading commercial print service providers in Sweden. It is the print division of the Exakta Group, the largest privately owned marketing services company employing 250 people. Both the Group's HQ and print operation are located in Malmö and supported by a network of sales offices across the country.

Founded in 1979, the company fuelled its growth through a series of strategic acquisitions and merged with another leading Malmö-based print company in 2010 to become Exakta Print. To consolidate the management of the print operation, industry expert and owner of a leading print service operation, Patrick Andersson joined as partner of the Exakta Group in 2014 and is now CEO of Exakta Print.

The company has a foothold in a number of B2B verticals as well as in the consumer market but is probably best known as the country's leading supplier of school yearbooks, cornering 80% of the market. It is also a top provider of instruction manuals, books, test papers, school curriculum documentation and school photography. On the B2C side, the company is one of the market leaders in the production of personalised photobooks and photo calendars, which has been known to bring in orders of over 10,000 calendars a day.

Since his appointment, Patrick Andersson had been keen to streamline Exakta Print's work processes. He knew he needed to find a better solution to meet the challenge of shorter, but more frequent print runs. This was caused partly by customers wanting the ability to update their printed materials, while being under pressure to reduce their order levels. As a result of ordering only what they require, customers would be able to reduce storage costs and avoid holding out-of-date, unusable stock.

Keeping up with demand was not the problem but making the right decision on which press to use for runs of between 300 and 1,000 copies was. Any order of up to 300 copies went onto the company's digital liquid toner machines and any order of over 1,000



“Quality has always been an essential driver for us – we can't afford for it not to be. We knew we needed a more agile digital print solution, but we weren't convinced we would be able to match the quality of offset print. But once we'd seen the Canon ProStream in action, we knew we could have the best of all worlds: flexibility, agility, performance and quality.”

**Patrick Andersson**  
Managing Director

copies automatically went onto an offset press. But for run lengths in between, it was a question of calculating which process would deliver the best margin. For Exakta Print to remain profitable, competitive and be agile enough to handle this demand pattern, investment in a new print solution was required.

Andersson was on a quest for a digital solution that was robust enough to operate 24/7 and could deliver offset quality and accommodate offset-scale print runs, but that could also cost-effectively handle the increase in demand for shorter print runs. And with an eye on the future, a digital system would also enable Exakta Print to explore additional revenue streams and particularly the market for personalised print.

On a trip to Canon's Customer Experience Centre in Poing, Andersson had his head turned when he witnessed the high-quality output from the Canon ProStream 1000. With its ability to print on both coated and uncoated stock, this highly productive digital inkjet model

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incorporates the vibrant colours of offset and also ensures efficient and fast production with its ability to print duplex at up to 80 metres per minute. In addition, the highly versatile solution would enable the company to print on a range of paper weights (from 40 up to 300gsm) which meant it could be used to produce a wide variety of applications.

There was no doubt in Patrick Andersson's mind that this high-performance solution would be able to handle the volumes that went through the company's offset presses as well as the short-run and customised print jobs otherwise destined for the liquid toner machines. By investing in web-fed technology, Exakta Print would be able to explore the production of longer sheet applications including calendars up to 1.5 meters in length. In short, this investment would give Exakta Print the print quality of offset combined with the versatility and production efficiency of digital.

In addition to purchasing the Canon ProStream 1000 – the first installation in Sweden – Andersson saw the potential for a second Canon inkjet press, the ColorStream 6700 Chroma. This highly versatile inkjet solution combines high quality and flexibility for the efficient and reliable production of publishing and commercial applications. With its ability to print cost efficient offset-like quality on uncoated stock, this would prove to be the perfect solution, enabling Exakta Print to deliver high print quality at a competitive price, which is of particular importance to the educational market.

With the addition of these two web-fed inkjet presses, Exakta Print is now looking long term to migrate the majority of its work from offset to the inkjet printers. Commenting on the impact of the new print solutions and the confidence in his decision, Andersson said: "In recent months, we saw more income generated from digital than from offset. This is good news for Exakta Print as we make higher margins from digital than from offset print."



"Canon's ColorStream enables us to transition a great deal of work from our offset presses, which have historically been used to print books and other educational material. Our investment has meant that turnaround times have been significantly cut as we can now print books in a matter of hours, whereas before, this would have taken days. It also gives Exakta Print the potential to explore wider applications."

**Patrick Andersson**  
Managing Director

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Besides the increase in capacity and productivity, one of the most significant benefits has been the ease of use of the Canon solutions and the way that the new hardware has integrated with the existing workflows. The Exakta Print staff have had nothing but positive things to say about the Canon solutions: “Thanks to the training and integration support we received, we’ve experienced no teething problems in using the new equipment. As the confidence in operating the solutions has grown, we now only require one operator per shift to supervise both printers.”

By investing in both the Canon ProStream and ColorStream models, Andersson and his production team have now managed to overcome their profitability and productivity challenges. Not only will the Canon inkjet printers give them the confidence to migrate print jobs across from their offset and liquid toner machines, but it will also give them the capability to extend their product offering and explore new revenue streams for the company.



“From the very outset, Canon has been extremely professional and provided us with all the information we needed to feel confident in our new investment. As we work together, we are given the support we need to get the maximum out of our investment and to learn how the ProStream and the ColorStream models can enhance our offering. I have no doubt that we have made the right decision by investing in both solutions.”

**Patrick Andersson**  
Managing Director

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