

Case Study

ONWARDS AND UPWARDS WITH CANON



ORGANISATION

Print Post / Cloudsto.re

INDUSTRY

Fulfilment house

LOCATION

Essex

WEBSITE

www.printpost.co.uk

RELATIONSHIP WITH CANON

Since 2015

The Canon Solution

- imagePROGRAF PRO-2100
- imagePROGRAF PRO-4100
- imagePROGRAF PRO-6100
- imagePROGRAF PRO-2000
- imagePROGRAF PRO-4000
- imagePROGRAF PRO-6000
- imagePROGRAF TX-4000
- imagePRESS C810
- imageRUNNER ADVANCE C7280i



We work in an environment where any downtime wrecks havoc with our schedules. We totally rely on the dependability of our Canon equipment.

Gary Crossland,
Operations Manager, Print Post



Key Features

Canon's imagePROGRAF devices provide Print Post with the following features:

- ✓ New artificial intelligence (AI) paper detection and media estimation, with automatic roll loading and feeding, which dramatically speeds up the printing process
- ✓ Ink reservoir that can be changed during a print run, ensuring maximum uptime
- ✓ Uniquely, mix-and-match ink sizes enable optimum ink management
- ✓ Monitoring of consumable costs for each job and easy reporting keep you up to speed with your expenditure
- ✓ Dual roll and take-up roll flexibility enable you to leave your printer running without the need to be present all the time
- ✓ Ability to control multiple devices on the network - including allocating similar jobs across multiple devices with accurate and uniform colour reproduction - enables supreme fleet management
- ✓ AMIX custom paper types and Baryta media profiles come as default with the printer
- ✓ Packed with free software to streamline workflows
- ✓ Easy self-maintenance.

Print Post

The team at Print Post knows a thing or two about wide format printers. Established in 2015, the company is a fulfilment house, providing its clients e-commerce print-on-demand services - specialising in high-end wall art and gifting products - from its imposing site in Essex.

Clearly such an operation requires equipment that not only produces high-quality prints, whatever the size, but that is also **reliable, consistent, fast and economical to run.**

"In this line of work the reliability and quality of our printers are, of course, non-negotiable," says Gary Crossland, Operations Manager, Print Post. "This is why we look to Canon's broad portfolio for all our print needs, from large format to cut sheet."

“Ever since day one, our Canon equipment - with its impressive state-of-the-art technology - has ensured that the service we offer our diverse range of clients is dependable at all times. Even when we are running the machines 24/7 during peak times.

Gary Crossland, Operations Manager, Print Post

"We work in an environment where any downtime wreaks havoc with our schedules. If we keep an eye on the devices - by checking the ink and paper levels that the machines automatically update at all times - then we know that there will be no hitches."

Technology takes the strain

"In an ideal world a printer gives you not only the perfect end product, but the device's technology also ensures that the journey from start to finish is seamless, economical and stress free," continues Gary. **"Thank you Canon for enabling us to operate in an ideal world!**

"While we have always been impressed with the Canon offering, the increased intelligence of the new generation of imagePROGRAF devices has brought even more to an already excellent print solution.

"It's not only the devices themselves that are so impressive. Canon provides the whole package.

"For example, the 60m roll-to-roll paper means that we can print through the night, which is incredibly important for us as it significantly increases capacity.

"In addition, the customisable AM1X files used in the free Canon media configuration tool enable us to print to the same high standards on specialty media such as canvas and baryta photographic paper. As a fulfilment house this is also crucial as it means we can go the extra mile by enhancing the quality and improving ink laydown when required."

Diversification relies on Canon

Since the launch of Cloudsto.re in 2019, the company's Director - Ramin Shahbazi - has been focusing on developing a cloud-based concept that works harmoniously alongside the Canon devices.

"We firmly believe that this service will revolutionise the market and enable companies to pursue new opportunities," explains Ramin Shahbazi. **"Working with Canon's sophisticated and reliable print technology, coupled with their excellent customer care, adds tremendous value to the solution."**

So what is Cloudsto.re and why are the speed, reliability and intelligence of Canon devices so crucial to this start-up's offer?

The new company is a cloud-based solution that provides a fully automated end-to-end web-to-print solution with secure encrypted print streaming for the fast-growing online art and home decor markets. Crucially, the software provides not only a secure environment for all contents, but also enables users to monitor and report back information regarding royalties to artists and publishers.

Print Post is one of the fulfilment houses for Cloudsto.re in the UK. In December 2020 alone, a mighty 50,000 prints were streamed to the company's Canon PRO range of printers.

“With the high volume of orders coming through on a daily basis via Cloudsto.re, we totally rely on the dependability of our Canon equipment.

Ramin Shahbazi, Business Development Director, Cloudsto.re

"Indeed, one of the many benefits of this new generation of Canon imagePROGRAF devices is that the inherent intelligence makes it easy for our cloud-based solution to monitor, confirm and control the print streaming process. Moreover, the hardware gives us the peace of mind that, once we have pressed print, we can turn our attention to another job safe in the knowledge that the end result will, once again, be spot on."

Behind the scenes with Canon

When asked about their relationship with Canon as a company, Gary and Ramin are equally effusive.

"From day one we have enjoyed a very good relationship with our Canon Account Manager," says Gary. "Not only do we have quarterly discussions with her, but whenever there are any new products or technology available, we are told about them and invited to visit the showroom where we can see them for ourselves. We invested in the PRO-2100, 4100 and 6100 printers as a result of witnessing them in action."

And looking ahead. What does the future hold?

"Without a doubt we are looking to Canon to facilitate our expansion of our companies," says Ramin. "We are already planning to launch Cloudsto.re facilities in both the EU and US." With products printed on Canon devices worldwide? "Of course," confirms Ramin.

We look forward to discussing your requirements

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Canon