



# BETTER, FASTER, MORE SUSTAINABLE PRINTING

Why Propack turned to Canon to support delivery of more sustainable printing options

## CHALLENGES

- Meeting the fast turnaround required to support the rollout of a new print contract.
- Providing proactive support to keep uptime high, and costs low.
- Integrating with existing processes to ensure a seamless transition from toner to inkjet printing.

### ORGANISATION:

Propack

### LOCATION:

Huddersfield

### INDUSTRY:

Commercial print & direct mail

### WEBSITE:

[wearepropack.co.uk](http://wearepropack.co.uk)

### FOUNDED:

1999

### RELATIONSHIP WITH CANON:

Began 2022

## APPROACH

Propack is a direct mail marketing and print company, specialising in end-to-end print and finishing for a range of industries. When the business won the tender to deliver a personalised printing contract for travel agent Tui, Propack turned to Canon to supply a device which could handle increased printer volumes and enable them to transition to a more environmentally friendly solution. Since partnering with Canon, Propack has been able to win new contracts, with a more competitive pricing model and an improved profit margin above and beyond that available from their previous toner devices.

## RESULTS

- Delivered and installed a new varioPRINT iX3200 device within 12 weeks, ensuring the customer was ready to deliver on a new contract.
- Made it easier for staff to set-up jobs and reduced the need for round-the-clock job monitoring.
- Increased the number of contracts the business was able to accept thanks to higher rates of production and more profitable margins on smaller print runs.
- Offered a more sustainable solution, with more environmentally friendly inks and devices with less carbon emissions.
- Provided reliable support, with regular preventative maintenance and dedicated salespeople to advise on business-building events and opportunities.

## THE STORY



Propack's core business proposition is heavily-targeted direct mail, modelled around a marketing solution. By combining expertise in software with on-demand printing solutions, the business is able to be responsive and provide strategic, bespoke solutions.

A key tenet of the organisation is their sustainable accreditations. When the business won a new tender with Tui, Managing Director Jason Clough was clear that any transition had to support their sustainable agenda.

"It's our edge in the market," Jason said. "Every decision we make has to take the environmental aspect into consideration."

With previous toner machines at end of life, Propack approached Canon for a replacement. The inkjet varioPRINT iX3200 was chosen, and installed in a period of 12 weeks - and, as Jason pointed out, "will produce the same amount as the four previous machines combined."

The increased efficiency and environmental benefits of the new machine assured that Propack were able to deliver on their new contract, improve the overall sustainability of their business, and even increase profitability across a wide range of jobs.

## MORE OPPORTUNITIES

Propack made the decision to move on from toner devices not only for the environmental benefits, but also because the Canon varioPRINT iX3200 allowed them to price jobs more competitively in the market and consequently win new contracts which were previously unavailable.

“It's allowed us to be more competitive with elements of new business that we couldn't win before, so we have won some new contracts. We can produce things more economically for customers and still maintain a really good profit margin, so we've transitioned some work from the toner devices.”

JASON CLOUGH, MANAGING DIRECTOR AT PROPACK

The new, cost-effective device was also more reliable - with better uptime, and better production efficiency.

Jason explained how, because the device is able to detect and rectify its own problems during the production run, there's no need for an Operator to monitor the jobs at all times. This means they can focus on a higher number of jobs during the day and produce more overall.

“From a production point of view, it's brilliant,” Jason said. “We can even have a mix of printing stock, with various weights and colours, all in one run.”

# GREEN WINS

Propack defines their primary focus as decarbonisation, reducing their impact on the environment, and so they work with partners to create sustainable and responsible supply chains.

Their previous toner machinery was not supportive of this aim. Inkjet technology, however, minimises the amount of heat and energy consumed during the printing process - therefore leading to a more environmentally friendly solution which aligned with Propack's business strategy.

The Canon varioPRINT iX3200 uses water-based inks and creates no hazardous disposables. Sheetfed inkjet technology means the varioPRINT iX-series does not emit ozone, even after millions of uses.

**“ THE DECISION TO MOVE TO INKJET TECHNOLOGY WAS DRIVEN BY OUR ENVIRONMENTAL ACCREDITATIONS.**

**EVERY CUSTOMER ASKS US ABOUT IT. IT'S AN AREA THAT PEOPLE WANT TO HEAR ABOUT AND THEY WANT TO KNOW THAT WE'RE DOING ALL THE RIGHT THINGS. HAVING OUR CANON MACHINE REALLY DOES SET US APART.”**

NICOLA CUMMINS, BUSINESS DEVELOPMENT DIRECTOR, PROPACK

In fact, the sustainable strategy championed by Propack was crucial in the business' win of the Tui contract. They created an on-demand brochure printing service which would cut down on wastage, and by printing the brochures with the Canon inkjet device, the environmental impact of the printing process was kept low.

Soon, Propack will be responsible for around 2000 bespoke brochures each day – to be printed, bound and delivered within a day of the customer's order. **“It's about getting relevant information to people at speed while minimising wastage. That's what we're now able to offer.”** Jason explained.



# PROACTIVE SUPPORT

“Propack is very reactive in the market. This is our key point-of-difference. It’s vital to us to have good uptime,” Nicola explained.

Since installation, Propack has maintained an active relationship with Canon, and the team speaks very highly of the service engineers, who feel, according to Jason, “like part of the team.”

He continued, “We can’t fault them. They’re very, very proactive. You feel that you could absolutely ring any of them and just ask a question and they’d all be really helpful.”

Since there was only a short lead-in time between purchase and installation, the work of the project manager was key to a successful installation. Canon’s representative was on site throughout the install, with a roadmap to ensure that not only was the process smooth, with no delays, but Propack was able to understand each stage, and what was happening next.

**“ WHEN IT COMES TO CONSISTENCY, CANON WINS EVERY TIME. EVERYTHING THEY EVER PROMISED HAS BEEN DELIVERED.”**

NICOLA CUMMINS, BUSINESS DEVELOPMENT DIRECTOR, PROPACK

As well as installation and service support, Canon engineers also provided training to the staff – although the team at Propack noted that this was almost unnecessary. “The usability of the device is very good. It’s really user-friendly and easy to use,” Jason explained. “With no training I was able to walk up for the first time and get a job running. That’s almost unheard of.”

The ongoing relationship between Propack and Canon has been the catalyst for further business opportunities. Carl Nolan, Account Manager at Canon, maintains regular contact with Jason and Nicola at Propack to share ideas, invite them to events, and support where necessary.

Nicola explained how this relationship has been a point of difference from their previous suppliers. “Previous manufacturers will complete a deal and then move on, but with Canon we speak every single week. Carol Nolan is always trying to educate and see where he can support us further.”

“For us, that’s the really strong selling point of Canon,” Jason agreed. “Forget about the technology. The technology is the best out there. But it’s the people who make the real difference.”



**THE CANON SOLUTION**

• varioPRINT iX3200

**Canon**