



IN-PLANT PRINTING AND MAILING ASSOCIATION

INSIDEDGE

A Newsletter for In-House Printing and Mailing Professionals

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Shop Quadruples Color Print Output

Cedarville University in Ohio quadrupled its print volume in 2009 and even more growth is anticipated in 2010.

Not only did the campus copy shop and post office operation merge to orchestrate a seamless workflow, but the in-plant took a giant step forward by installing a Canon ImagePress 6000. "A move to get more bang for the buck on printing and mailing costs has actually driven the changes we are making," explains Tammy Slone, Postal and Print



Services Manager. A lot of digital work was being outsourced and she knew that with the right mix of equipment, many of these jobs could be produced more reasonably in-house.

The Canon ImagePress proved an ideal choice for their needs. "I really liked the tight



registration and the fact that we didn't have to have an offset printer's grasp of color." Other than about 5 minutes of calibration every morning, it doesn't require a lot of fine tuning. The 6000 also can handle a wide variety of stocks including 300 GSM 2-sided coated stock used frequently to print postcards.

Because the unit's imposition software can print up to 13 x 19, they can generate a significant savings by running several pieces on one sheet. In addition, the unit offers a 3 knife trimming system that proves

especially helpful when doing full bleed booklets and programs.

Before purchasing the 6000, Slone also had the foresight to involve the Creative Services team, the in-plant's largest customer, in the selection process. "I took them with me to equipment demos to get their feedback. They live in the graphic design world and understand color," she notes. "They are also responsible for the outsourcing/insourcing of the printing of

their design work. If they liked the equipment, the in-plant would get more of the business.” Once the decision was made, Slone went even a step further by installing a C1 prepress engine in the Creative Services area. As the creative team designs pieces, it can see how the ImagePress will handle the color and get a good representation of the finished piece.



Customers are amazed at the quality. Their first VDP print job was targeted to an audience of 27,000 student prospects. Admissions wanted to develop a campaign that would grab



attention, drive prospects to the website, and generate further interest. Using the new capabilities, Creative Services designed a postcard that changed the imaging based on gender, incorporated the prospect’s name and included a unique ID number for each recipient. “Administration was so impressed that after the job left campus,” explains Slone, “they came back and had us create thank you cards for all of the people involved, as well as other administrators, to show the new direction

Admissions was taking and our cool capabilities of course.”

Even more enhancements are on the way. “We are getting ready to release a campus wide web-to print system, a vital part of the customer communication process,” Slone explains. “Not only will it save us time doing status checks, but if we can communicate where we are in the process to the multiple departments often involved with VDP, they will feel empowered.”



When selecting any new piece of equipment or software, Slone has found it’s vital to talk with customers and get their opinions. “You also need to realize that administrators want to hear what’s good for business as a whole, not just your department. Network with everyone you can; sell your abilities. If you have fostered relationships with others, you can have success.”