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DISCOVER HOW YOUR PEERS SUCCEED WITH CONTINUOUS FEED INKJET

THE FOLLOWING STORIES take an in-depth look at how print businesses have expanded their capabilities and increased efficiencies with the support of Canon Solutions America.

From faster turnaround times to consecutive business growth, read how ColorStream production inkjet presses have helped these print providers flourish.

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ALLIANCE PRINTING AND GRAPHICS SPOTLIGHT

TURNING UP THE VOLUME

Like any savvy business professional, Jeff Birmingham understands that to be successful, your company has to keep evolving. As president of Houston, Texas-based Alliance Printing and Graphics: Print Evolved (Alliance), Birmingham continually enhances his shop's offerings. Throughout the company's 30-year history, Birmingham has expanded on the shop's original offset capabilities to become a full-service shop: adding digital flexography for label production, digital storefront technology for online ordering, digital printing for short-run and on-demand work, and, most recently — with the installation of the ColorStream 3700 continuous feed inkjet press — fast turnaround, high-volume, high-quality output.

Alliance has not only expanded its offerings, it has also grown in size, opening a second Houston location following the July 2017 purchase of the new equipment.

While committed to technology and the innovation it fosters, every piece of hardware and software purchased has to benefit both Alliance's customers and add value to the business. For example, 15 years ago Alliance added online ordering to its cadre of services. The thinking, Birmingham says, was "how

easy can I make it for customers to order?"

Creating an online portal entry for Alliance's customers has "helped shore up consistent long-term customers," he says.

"[Over the last 15 years] we only lost one customer we set up a portal for," Birmingham adds.

Alliance's client base spans mom-and-pop shops to leading manufacturers, insurance companies, and some oil and gas businesses.

Earlier this year, Alliance signed a five-year contract with one of the world's largest manufacturers of heating, ventilation, and air conditioning products to produce its manuals and warranty parts booklets.

The multi-billion enterprise, which is headquartered in Japan, is consolidating its U.S. operations into a 4 million-square-foot facility just outside of Houston, with a projected growth rate of 70 percent.

While the company was already a customer of Alliance, the five-year contract "was a game-changer for us," Birmingham says. "[It allows] us to move forward in a way that fits our customer's needs and also ours."

Birmingham knew that to be able to produce the volume the new contract dictates — the manufacturer turns out 15,000 air conditioning units daily, all of which need warranty and instruction manuals — his company would need a digital printing production workhorse that could deliver high-quality output, fast turnaround, and be cost effective. While Alliance already had digital presses in-house, including a cutsheet Canon imagePRESS C10000VP color digital press (the company purchased a second one when it bought the ColorStream 3700), they are used for short-run, on-demand high-quality multicolor jobs.

"Once I started learning about inkjet," Birmingham says, "it was the obvious solution. If we hadn't moved to inkjet, we would be running our other equipment 24 hours a day, seven days a week. With the ColorStream [inkjet press] and our roll-to-roll, we are taking care of it in eight hours a shift, five days a week, with one operator."

Birmingham says that while there are a lot of good presses on the market, the ColorStream inkjet press' unique capability to economically output both color and monochrome was the deal maker.

The decision to purchase the ColorStream inkjet press, along with a PRISMA production server print workflow and output management system and a second imagePRESS C10000VP, followed the same journey as all of Alliance's recent technology and equipment purchases.

"We find out what our customer needs, and have them buy into the solution, and become a partner of theirs," Birmingham explains.

Which is why Birmingham found Canon Solutions America to be the perfect ally. "They bought into what we were trying to do and helped us find a solution," Birmingham says. "They are in it with you 100 percent. They have your back. I knew they weren't going to let me fail!"



Flanking Alliance's ColorStream 3700 inkjet press, Mike Hogeboom (left), Production Manager, and Paul Releford, Inkjet Operator. Releford began his career on offset, but took over the monochrome roll equipment in the 1990s. Lately, he has been running the company's sheetfed digital press. "The ColorStream [inkjet press] is by far the easiest piece of equipment he's ever had to run," Birmingham affirms.

He specifically points to his relationship with Canon Solutions America printing sales consultant Frank P. Tummino, who "still calls me with new business ideas for the inkjet. In today's world, we think we've gotten away from relationship selling, but you have to believe in the person and in the company. That's always how I've done business."

Although Birmingham anticipated many of the benefits the ColorStream inkjet press delivers ("There are no plates, no setup — so turn time is so much faster," he says), he was surprised at just how much uptime it gave the shop, as well as how easy it is to run. "It is unbelievable how well it runs and runs and runs without any interruptions," he says. "It makes my life very easy."

Another unexpected benefit: Alliance is able to add color to some of its clients' monochrome newsletters and booklets. "We are coming out competitive with [monochrome], even when adding color," Birmingham says.

"That was a bonus we didn't know we were going to have," he adds. "When we were buying the press, and saw how cost effective it was, we realized this was a possibility. We ended up doing some preselling to our customers on the idea. True to form, Canon [Solutions America] came up with pricing structures for us."

The benefits that the ColorStream 3700 inkjet press provides naturally extend to Alliance's entire

customer base. "Being able to produce collateral on inkjet, [...] our customers don't have to keep a lot of inventory tied up," he explains. "More and more, our customers want just-in-time inventory."

Alliance uses the ColorStream inkjet press and the imagePRESS series in tandem to produce booklets for many of its products, running the cover on the imagePRESS series and the inside pages on the ColorStream inkjet press. The imagePRESS series is outfitted with booklet making capabilities and a range of inline feeding and finishing accessories, letting the print further expand applications it offers to the market.

"The PRISMA production server ties it all together," Birmingham says. "It's a great platform to use to share files. Plus, its scheduling capabilities allows us to prioritize our work and run all our devices from it. We probably only use one-twentieth of its capabilities right now, but plan to add more functionality as needed. The goal is to have it manage our whole print shop."

Birmingham says that inkjet is the wave of the future. "Inkjet is where printing is evolving toward," he says. "I'm just glad we got into it fairly early."

"We added the tagline 'Print Evolved' around three years ago," he adds. "We are trying to live it now." ■

AT A GLANCE:

Alliance Printing and Graphics, Houston, TX

MARKETS SERVED:

Health care, financial services, retail, pharmaceutical, insurance, education, and banking

CAPABILITIES:

Offset, digital flexography, digital printing, and continuous feed inkjet printing

ANCILLARY SERVICES:

Online ordering



CONTENT CRITICAL SOLUTIONS SPOTLIGHT

SEARCHING FOR EFFICIENCY GAINS

As the offset printing arena became more and more difficult to compete in, Content Critical Solutions of Moonachie, New Jersey, began to search for solutions to help it streamline, gain efficiencies, and reduce waste.

Only a few years earlier, the print-and-mail specialist had trimmed back drastically—closing a plant in California and relocating its New York facility in order to become more focused and efficient. Now it was time to direct its energies toward efficiency savings on the shop floor.

It was around this time that Content Critical Solutions began to investigate production inkjet digital printing. The company had been using monochrome cutsheet and continuous feed machines to produce its customer mastheads, preprinted on either rolls or sheets. And when there are 150 to 200 client mastheads, the inventory piles can build up in a hurry.

Content Critical Solutions had been tracking production inkjet technology for some time before opting for a ColorStream 3500 digital color printing system from Canon Solutions America. The press enabled Content Critical Solutions to eliminate the need for its cutsheet machines. Now, instead of having preprinted hard copy shelf stealers, the mastheads are digitally stored and can be output perfectly to the exacting standards required by the printer's customer base.

“Customers now no longer have to put half a million mastheads on our shelves; they can pay for what they use in the running rates of the job,” says John Slaney, chief technology officer for Content Critical Solutions. “That was a major ROI



Fred Van Alstyne, chief operating officer
for Content Critical Solutions

factor. Phase two of this acquisition has been enhancing the document itself with the addition of color. We're reaching out for new applications that utilize color and expanding the boundaries of the services we can provide."

The masthead integration reduced the average production and printing time of jobs by about 80 percent. Printing projects that used to take five days for completion can now be hammered out in less than eight hours.

Another vital component in Content Critical Solutions' tool belt has been the addition of a PRISMA print workflow and output management system for the TransPromo environment. "We're leveraging PRISMA and integrating it with our front end to our customers and integrating some of the functionality into the back end, creating a component solution that utilizes best-of-breed programs or processes supporting the efforts from behind the scenes," Slaney says.

Adding the new press was a watershed moment for Content Critical Solutions, which serves the financial, insurance, retail, government, and utility verticals with transactional printing and processing services. On the transactional end, Content Critical Solutions converts back end mainframe systems into viewable documents. In addition to its content management, compliance messaging, and reporting solutions, Content Critical Solutions offers ancillary services ranging from customer retention programs, web marketing portals, inventory management, and digital document archiving.



Content Critical Solutions took a pragmatic approach to its inkjet ramping up process, printing black-only at first. This gave the company time to become more comfortable with the ColorStream 3500 inkjet press—how to fine-tune color and learn more about what paper stocks could be used.

“We met with a number of vendors to learn more about the different papers and systems that could help us leverage this technology and ease some of our pain,” Slaney explains. “Within seven months, we had converted 90 percent of our mastheads and we were operating fully.”

One of the unintended consequences of the efficiency gains was the need to make related gear as fruitful on the production front. Fred Van Alstyne, chief operating officer, notes the company made

upgrades in inserting, quality control, and camera systems—moves intended to match the efficiency of the ColorStream 3500 inkjet press.

One of the biggest workflow changes was the switch to roll-to-roll production, with offline/nearline finishing. “It has made a dramatic change in the way we handle paper within our organization,” Van Alstyne says. “It has dramatically increased uptime on the printer and has given us many channels in which we can take our output and feed it directly into the inserter or other offline systems.”

Paper compatibility proved to be an eye-opening experience for Content Critical Solutions. Van Alstyne points out that certain stocks were not conducive to the ColorStream inkjet press, and credits paper vendors with providing a wealth

of information in this regard. Since the initial ramping-up period, several new inkjet-friendly stocks have been introduced in the marketplace.

As sciences go, Slaney adds, it can be a bit inexact. “We’ve had situations where we were buying a stock from one mill that had a certain treatment to it, and that treatment wouldn’t be in place with the same stock from another mill,” he says. “It affected our scanning equipment all the way down the line. So [paper] does require a lot of testing and validation.

“Today, you can see the increase in the quality of images coming off our inkjet press. Plus, the color gamut has expanded.”

Van Alstyne sees opportunities for his firm with prospects in the in-plant space, as he anticipates most of these shops shedding their own internal printing operations. He would like to see Content Critical Solutions become a major supplier under the guise of customer communication management services.

“We will drive the white paper factory to the next level,” Van Alstyne concludes. “We will be looking to start to capture the envelope side as well, driving toward that in the near future.” ■

AT A GLANCE:

Content Critical Solutions, Moonachie, NJ

MARKETS SERVED:

Financial services, insurance, retail, government, and utilities

CAPABILITIES:

Web and sheetfed offset, digital printing, wide-format printing, binding and finishing, mailing, and fulfillment

ANCILLARY SERVICES:

Content management, compliance messaging, customer retention programs, web marketing portals, inventory management, and digital document archiving



GASCH PRINTING SPOTLIGHT

INKJET INVESTMENT PAVES PATH TO GROWTH

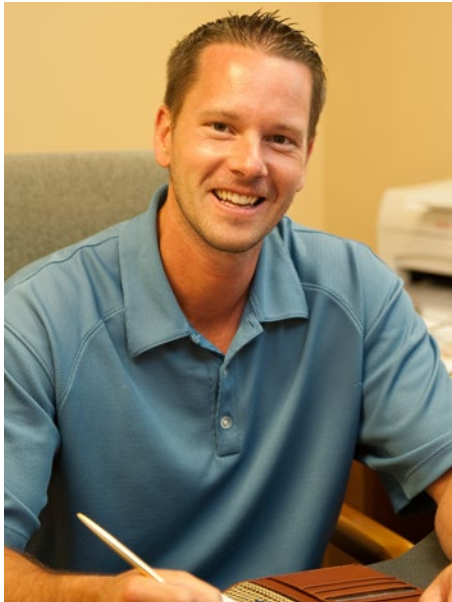
Founded more than 30 years ago, Odenton, Maryland-based Gasch Printing — along with seemingly every major print provider — has undergone major transitions as the industry evolved.

Early in 1982, Doug and Linda Gasch started the company in their 100-square-foot basement. For two decades, the shop operated with a handful of employees, a one-color duplicator, and a homemade lamp to expose printing plates.

Understanding the need to adapt to the ever-evolving industry, the company's forward-thinking leadership team — now under the guidance of Doug Gasch Jr. — moved from an offset environment to a fully digital toner operation in 2002. Four years later, the shop teamed up with BrightKey, a large warehouse and distribution company that wanted to partner with a print provider to cater to its publishing and association customers. That move

has led to more than 10 years of sustained growth and has ushered in a new era for the company and its industry-leading book printing services.

Today, digitally printed books represent more than 95 percent of all the jobs produced at Gasch Printing. Its offerings include perfect bound books, case bound books, saddle-stitched booklets, catalogs, and an array of other specialized digital book printing projects. With its dedication to becoming an all-encompassing book printing provider, the company recognized the need to take its technology even further and adapt to the emergence of inkjet.



Doug Gasch Jr., owner and president of Gasch Printing

“We never want to take a step back in terms of quality,” says Jeremy Hess, director, sales and marketing, Gasch Printing. “We had been looking at inkjet technology for a long time. But [in 2017], the quality improved to a point that made us take a closer look.”

With the installation of the ColorStream 3900Z monochrome inkjet press in the summer of 2016, Gasch Printing paved the way for another 10 years of consecutive growth. Since installing the inkjet press, the company has experienced success in a number of different areas.

Production speeds have doubled: a 50 percent capacity and volume increase were experienced almost immediately and, perhaps most importantly, Gasch Printing noted unprecedented levels of high print quality.

“We replaced one toner device with monochrome inkjet,” Hess says. “The vast majority of our work is still monochrome only, with halftones for photos. But still, our clients demand a high level of quality and the ColorStream 3900Z inkjet press maintains and exceeds their quality expectations.”

For Gasch Printing, the transition to inkjet was an easy one internally, since it was already using the PRISMA system for its workflow. And on the finishing side, Gasch has been using Hunkeler equipment inline with their previous Canon Solutions America toner press for several years. The roll-to-stack system currently inline with the ColorStream 3900Z inkjet press combines a Hunkeler UW6 unwinder, a CS6 rotary cutter, an SE6 offset stacker, and an LS6 non-stop stacker. The solution is capable of producing up to 1,650 book blocks per hour. That speed is essential. It needed to keep pace with the press, and it does.

In 2015, Gasch Printing invested in an entirely new bindery in anticipation of its move into production inkjet. “We looked at our systems holistically and decided to start with our finishing department. We didn’t want it to be the bottleneck,” Hess says. Gasch Printing also purchased a Standard Horizon BQ-470 Perfect Binder with PUR adhesive at GRAPH EXPO 15. The machine was a complement to the Standard Horizon BQ-470 EVA



solution it already had in-house. The new BQ-470 is configured inline with the HT-1000V Three-knife Trimmer, and it manages the finished book blocks coming off the combined Canon Standard Hunkeler line.

But it was the consumables side of the business that was impacted the most with the installation of the new press. “We changed all of our paper,” Hess says. “We moved to all inkjet-treated papers. There were substantial quality improvements in the inkjet-treated sheets compared with non-inkjet-treated papers.”

From the very beginning, Gasch Printing got its customers involved. “Quality is very subjective,” Hess says. “So it was critical that our customers were satisfied with the quality of the new inkjet press, and paper choice was a key component in the process. We print a lot of halftones and photos, so we made sure to get feedback from our customers to ensure the press and paper met their expectations.”

For Gasch Printing, technology continues to drive its success in the market. “We try to build our print models around our clients’ needs,” Hess says.

The company's printing—and even variable data and personalization offerings—have all been hugely enhanced with the new inkjet press. "Inkjet is far more reliable than even our toner press. There are far less moving parts, which means it's more reliable and we have better uptime," Hess says.

The quality and reliability Gasch Printing gets from the ColorStream 3900Z inkjet press allows the company to offer updated solutions to existing customers while tapping into new markets and customers. At the same time, Canon Solutions America aids Gasch Printing in recognizing new business opportunities now possible with inkjet technologies.

"Our clients demand a high level of quality and the ColorStream 3900Z inkjet press maintains and exceeds their quality expectations." ■

AT A GLANCE:

Gasch Printing, Odenton, MD

MARKETS SERVED:

Book publishers and self-publishers

CAPABILITIES:

Monochrome roll-fed digital web printing and finishing and mailing to support book printers

ANCILLARY SERVICES:

Full-color children's books, custom POD models, and variable data

With the installation of the ColorStream monochrome 3900Z inkjet press in summer 2016, Gasch Printing paved the way for another 10 years of growth.



IMPACT SPOTLIGHT

THE INKJET PRINTING JOURNEY

When it came time to make a decision on the digital printing path it needed to take — toner or inkjet — the executives at direct mail and transactional specialist Impact of Minneapolis, Minnesota, followed a simple business axiom: If you don't take care of your customers, someone else will.

The Twin Cities stalwart had been experiencing growing pains for the past 10 years, acquiring five competitors within that time frame. It carved out a niche as a marketing and mailing provider with pick-and-pack capabilities and transactional documents for a rich cast of verticals, including franchises, nonprofits, and financial services. During its 33-year history, Impact has developed a well-diversified set of service offerings — however, offset lithography was not among them.

The acquisitions brought in a wide assortment of gear to the 190-employee operation, which has a sister facility in nearby Winsted, Minnesota.

Impact mostly relied on cutsheet toner boxes along with some continuous feed solutions.

“We really weren't a printer going into this,” admits Pete Studer, chief operating officer at Impact.

The “this” Studer speaks of was a major transformation in the way that Impact does business. That transformation came in the form of two press acquisitions: a VarioPrint i300 sheetfed inkjet press and a ColorStream 3900Z L Twin full-color, continuous feed inkjet press. Helping to tie the workflows together is the PRISMAproduction workflow and output management software.

If Impact didn't consider itself a printer before, that distinction has since gone by the wayside. CEO Tim Johnson notes that the company had been monitoring the world of production inkjet closely for the past five to six years. Roughly 18 months ago, the firm decided it would "take the plunge" and make an investment in the technology. Frankly, while the final decision was easy, it was also necessary.

"The technology was moving fast enough and getting to the point where we could shift quite a few of our existing clients over to inkjet," Johnson reveals.

"We wanted to be the first ones to bring this technology to our customers."



Tim Johnson, CEO of Impact

After auditioning all of the major competitive offerings in the inkjet space, the executive team at Impact had a bit of a conundrum: Did it make sense for the company to go with a cutsheet device or a continuous feed press? After all, its direct marketing mail tended to consist of longer runs, while the transactional statement jobs were short run.

"We felt that the quality that we saw on Canon Solutions America's platform was going to be able to serve direct mail as well as transactional mail," Johnson relates. "The fact that Canon Solutions America offered a roll-to-roll and a cutsheet solution was attractive in that we could drive both of those devices from the PRISMA software."

While the presses have only been in action since last December, the results have been highly encouraging. The ColorStream 3900Z inkjet press has been the go-to device for the longer runs, ably constructed to handle the "white paper in, full-color variable paper out" needs for Impact. The ColorStream 3900Z inkjet press has increased per-hour productivity and can do it at a lower cost per page. One of the other benefits provided by the ColorStream 3900Z inkjet press is the use of dynamic perfing inline (post-press dynamic perfing is done with the VarioPrint i300 inkjet press).



One of the biggest benefits the company has reaped from the inkjet press installations was the opportunity to decommission five digital toner printers. Several more are slated to be taken out of service by the end of the calendar year.

Jon Downing, chief technology officer, is especially impressed with the ColorStream 3900Z inkjet press and how it enables Impact to provide more added value. With the full-color inkjet capability, clients no longer need to provide offset-printed shells for black monochrome laser overprinting.

“Now, we’re capturing that revenue opportunity with respect to the color on the page,” he says.

The first six months were difficult for Impact, Downing admits. Because his company wasn’t a typical commercial printer, the new inkjet presses

did require some fundamental changes, particularly in regard to color management and overall workflow. Impact did not formerly have a color prepress or premedia department — but that has all changed. And while Impact hasn’t reached the mountaintop, per se, the training and support provided by Canon Solutions America and the addition of staff experienced in color management have moved the company along the learning curve quickly.

“Some of the biggest challenges involve explaining the benefits of inkjet output to our customers, some who have become used to using preprinted shells for the last 20-plus years,” Studer adds. “We were talking to them even before the equipment was installed to start building an understanding of a ‘white paper in, full-color document out’ process. There have been some challenges and hiccups.

“Color management is a big issue. Some customers don’t have a really good target — they just want it to look the same as the last time it was printed.”

As Impact becomes more proficient with the inkjet presses from an Xs and Os standpoint, one of the greater challenges will involve lead generation and adjusting the way the company currently sells to its customers.

Johnson notes that as many as five more toner boxes could be put out to pasture, and once the conversion is complete, Impact will have no more than a couple such units in its operation. He estimates that about 50 percent of the firm’s volume has been moved over to the presses.

Currently, Impact is pushing 3.4 million feet through the ColorStream 3900Z inkjet press per month and another 600,000 through the VarioPrint i300 inkjet press. Those figures are certain to climb significantly in the near future.

“We are converting our big volumes as we go through the customer lists,” Johnson says. “As the preprinted shell supplies run out, we convert them. Our aspirations are a lot higher.” ■

AT A GLANCE:

Impact, Minneapolis, MN

MARKETS SERVED:

Franchises, financial services, and nonprofits

CAPABILITIES:

Color and monochrome cutsheet and continuous digital printing, finishing, dynamic perfing, and mailing to support direct marketing and critical document services

ANCILLARY SERVICES:

Order fulfillment services



NORTH AMERICAN COMMUNICATIONS SPOTLIGHT

INKJET INNOVATORS

For a company focused on providing high-quality direct mail quickly and cost effectively, North American Communications (NAC) faced a challenge when its customers began to request more variable color on high volume direct mail.

As the market evolved to include more targeted mail, NAC realized that it needed a solution that would meet its customers' needs and expectations for the high-quality product they had grown to expect from the nearly 90-year-old company. In December 2016, NAC made a solution reality when it installed a ColorStream 3900 inkjet press at its Duncanville, Pennsylvania, facility.

Although it began in 1929 as a greeting card and envelope manufacturer, NAC has expanded far beyond its humble roots. As direct mail began to grow in the 1970s and 1980s, NAC discovered a gap in the industry. There were envelope manufacturers, printers, binderies, and letter shops, but there

weren't any companies manufacturing complete direct mail all under one roof. That's when NAC transitioned to become a one-stop solution for direct mail needs.

Now, NAC prints approximately 100 million linear feet of lithographic forms, but it needed to be able to accommodate high volume, variable work for its customers.

"Our customers started to come to us with higher volumes for variable color that we were producing for them in the sheetfed space, but we were bumping up against the edge of our capacity and capabilities in that environment," explains Nick Robinson, CEO of NAC.



Nick Robinson, CEO
of North American Communications

At first, the company looked at a variety of technologies to try and meet its customers' growing demands, but it was ultimately NAC's trust in Canon Solutions America and confidence in its abilities as an organization that led to NAC's decision to proceed with the ColorStream 3900... well, that and the ColorStream 3900 inkjet press' superior performance.

"We found that the Canon [Solutions America] product was more developed," says Robert Herman, president of NAC. "It has a superior interface and from the people we've spoken with, it is more reliable and much more highly developed. It was based on our confidence, as well as the integrity and quality of the product."



Robert Herman, president
of North American Communications

And above all else, Robinson says that NAC's commitment to its reputation was integral in its final decision to install the ColorStream 3900 inkjet press. NAC was built on a reputation that it gets the job done, never misses mail dates, and that it will only take on jobs that it knows it can complete with success. The company just needed a piece of equipment that would complement its mission.

"It was all about coming to market with a product that we felt that we could stand behind and that we knew the manufacturer could stand behind," Robinson says.

Even though the technology was installed at the end of 2016, Robinson says that the ColorStream 3900 inkjet press has already impacted the company's bottom line. It produces a lot of high color work that traditionally results in paper waste and a significant amount of time dedicated to perfecting the final print run. However, as NAC transitions its customers to inkjet, less waste will be generated, and it will give customers more time to make final decisions — including more up-to-date data analysis — while still providing speed to market.



In addition to transitioning its higher versioning work to the ColorStream 3900 inkjet press, NAC is also transitioning some of its high volume, traditionally sheetfed work to the new technology, resulting in lower costs.

Robinson points to one example in particular involving a nonprofit customer who needed to send out a quarterly newsletter. NAC was able to produce a dynamic and affordable newsletter with a highly personalized message for the customer's audience.

Along with its installation of the ColorStream 3900 inkjet press, NAC required a workflow solution that would support its high production and mailing volume, so it opted to add the PRISMA production output management system as well as TrueProof software for prepress proofing. Robinson explains that TrueProof has enabled NAC to sell appropriately

to its customers by providing more accurate cost estimates.

"It allows us to educate our customers who are developing the pieces: to give them parameters as to what's driving the particular cost of their piece, and to help them work within a target budget," Herman says. "We help guide them in terms of what graphic components should look like and how the decisions that they make at the creative stage have significant impacts on costs."

Robinson agrees with Herman and continues, "In a lot of cases, we could very easily have misquoted a job and not made any revenue on it. In the inkjet world, the perception of coverage and the reality can be very different."

In all, Herman and Robinson agree that the new technology has opened doors and given them access to customers and business that they may not have had otherwise.

“Everything is moving at a faster pace, and mail is no exception,” Robinson says. “Customers who are mailing want to mail with fresher data closer to their drop date. They want to accelerate the production process so they can be more responsive and reactive to market conditions.”

And something that sets NAC apart from its competitors is its clear commitment to technology and its customers by meeting their demands on a variety of levels.

“We’re not just manufacturers,” Herman says. “We’re innovators.” ■

AT A GLANCE:

North American Communications, Duncansville, PA

MARKETS SERVED:

Financial, consumer lending, health care, nonprofit, and internet services

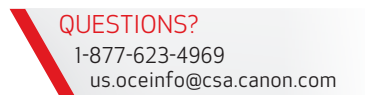
CAPABILITIES:

Web with graphic printing, digital sheetfed, inkjet web, flexography, finishing, and mailing

ANCILLARY SERVICES:

Envelope converting, postal optimization, job tracking, and customized reports

NAC needed a solution for the growing demands of its customers. A ColorStream 3900 inkjet press turned out to be the perfect fit.



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