

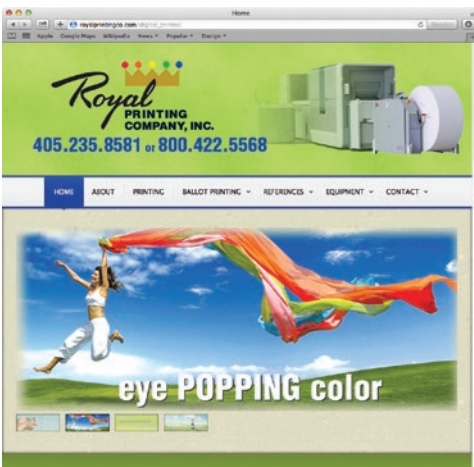


DIGITAL PRINTING INSIDER | FEBRUARY 2014 | FOR COMMERCIAL PRINTERS

ROYAL PRINTING EXPANDS INTO EXTREME PRODUCTIVITY AND DIVERSIFICATION

Backed by Canon Solutions America, Royal Printing (Oklahoma City, OK) entered the world of digital printing less than three years ago. A third-generation family-owned business, the company was primarily involved in the careful and precise offset printing and finishing of election ballots for about 50 years. In 2011 the company moved to digital print when the State of Oklahoma changed its ballot requirements to accommodate new voting devices and to comply with the Help America Vote Act (HAVA). Under HAVA, ballot printers must be able to accommodate the exacting requirements of electronic voting machines and produce variable-size, variable-color, and variable data (sequentially numbered and barcoded) ballots.

Kelley Thomas, President of Royal Printing, recognized that her company's existing offset equipment was not up to the task of accommodating the market's changing standards. Fearing that the new requirements would spell the demise of the family business and unwilling to sacrifice her father's legacy, Thomas began searching for a solution. She found it in the form of digital printing services and a partnership with Canon Solutions America. Thomas spent months researching the digital press offerings before she decided on the Océ ColorStream® 10000 Flex Press, a toner-based, color digital web press that offers fully automated and variable perforating, cutting, and stacking.



Royal Printing replaced three offset presses with one Océ ColorStream 10000 Flex. Almost immediately, the company found itself operating at increased levels of productivity. Thomas elaborates, "When we were working with offset, we had to pre-cut the

paper, print one side of the paper at a time and let it dry overnight, then post-cut it, break it down into stacks, stitch it, shrink-wrap it, and box it. The Océ ColorStream 10000 Flex eliminates most of these steps, so now all we have to do is print it and ship it on the same day."

These new production capabilities also enabled Royal Printing to offer additional commercial printing services beyond its core ballot printing. Armed with a refreshed website featuring online job

LEARN MORE. VISIT:
POWERFULPRODUCTIONPRINT.COM



FIRST EDGE SOLUTIONS
Traditional high-volume, quick-turn offset printer transitions to digital and prospers in the new multi-channel, on-demand world of print.

WATCH THE **FIRST EDGE SOLUTIONS CUSTOMER VIDEO**



AIM FOR ONLINE AND SCORE WEBINAR
To remain competitive, printing firms must find new ways to harness the power of the web to grow business and deliver results. Learn about three key opportunities that could help you bolster your company's online business.

WATCH THE WEBINAR **AIM FOR ONLINE AND SCORE**

QUESTIONS?

CALL US:
1-877-623-4969

EMAIL US:
US.OCEINFO@CSA.CANON.COM



ROYAL PRINTING EXPANDS INTO EXTREME PRODUCTIVITY AND DIVERSIFICATION

(CONTINUED)

submission and a social media presence, the company began promoting new digital printing offerings such as forms, books, direct mail, and marketing collateral. Customers responded enthusiastically, resulting in an ever-increasing demand for short-run print jobs.

“The Océ ColorStream 10000 Flex eliminates [many] steps, so now all we have to do is print it and ship it on the same day.”

KELLEY THOMAS
PRESIDENT OF ROYAL PRINTING

Royal Printing increased its investment in digital printing with the addition of a Canon imagePRESS® C6010VP press to accommodate its growing commercial print business. Thomas states, “We’ve also purchased several finishing solutions for our digital press,

including a spiral binder, a booklet maker, and a perfect binder. Each investment makes us more diversified and increasingly comfortable with the variety of printing jobs we are able to handle.”

The move to digital has enabled Royal Printing to become a true full-service print shop, encompassing a wide array of printing solutions. While election ballots remain the company’s bread and butter, Royal Printing is now able to respond to customers’ needs for direct mail, brochures, calendars, books, greeting cards, transpromotional pieces, menus, magazines, and everything in between. Thomas concludes, “We used to be limited to election ballot printing and mostly black ink forms printing. With our digital solutions, we have many more opportunities to print exactly what our customers want and need. We are excited to see how Royal Printing grows in the future as we gain new customers and further diversify our product line.”

VISIT POWERFULPRODUCTIONPRINT.COM

Traditional high-volume, quick-turn offset printer transitions to digital and prospers in the new multi-channel, on-demand world of print.

WATCH THE FIRST EDGE SOLUTIONS CUSTOMER VIDEO.



WE KNOW PRODUCTION PRINT.

Canon Solutions America helps you stay on the leading edge of our quickly-changing industry with valuable resources. Easy to access, easy to use, and FREE!

NOT YET A CUSTOMER?

Access our robust Digital Printing Resource Center for a wide array of educational and informational resources such as:

- Customer videos
- Press demos
- Webinars
- White papers

VISIT CSA.CANON.COM/GA

ALREADY A CUSTOMER?

Tap into even more robust business development resources by logging into your PressGo! account to access:

- Valuable development resources
- Training invitations
- Free marketing templates
- Peer engagement opportunities

REGISTER OR LOGIN AT MYPRESSGO.COM

READY FOR THE FUTURE, HERE TODAY.

The Océ brand has a reputation for high-speed production print solutions that are built to last. From cutsheet to continuous feed, monochrome to full-color, and toner to inkjet, these scalable printing and workflow solutions are customized for your business and backed by award-winning service. As part of Canon Solutions America, we have the brightest R&D minds advancing tomorrow’s innovations to help you grow your business, control costs and practice environmental stewardship. Whether it’s improving productivity or opening new markets and applications, we’re ready for the future.

CSA.CANON.COM/PRODUCTIONPRINT
1-877-623-4969



QUESTIONS?

CALL US: 1-877-623-4969 OR
EMAIL US: US.OCEINFO@CSA.CANON.COM

Download a QR code reader app and scan with your smart phone to learn more about Canon Solutions America Production Print Solutions!

Canon

CANON SOLUTIONS AMERICA