

Case Study

PRISMA JOINS WORKFORCE



ORGANISATION

B&H Digital Ltd

INDUSTRY

Design and Print

LOCATION

Huntingdon, Cambridgeshire

SERVICES

B&H Digital is a specialist provider of document solutions whose offer includes design, print (from digital to litho, wide format, brochures and manuals), graphics, banners and managed services such as mailouts

WEBSITE

www.bh-digital.com

RELATIONSHIP WITH CANON

With Océ then Canon since 2011

Objective

To maintain and enhance B&H Digital's excellent service reputation with a technology refresh that improved reliability, quality, throughput and ease of use.

Challenges

- Increasing workload
- Expiration of service contract
- Dedicated resource required for planning up files

Approach

Extensive product testing and supplier research culminating in hands-on, in-depth demonstration at Canon UK's Industrial & Production Solutions showroom in Birmingham.

The Canon Solution

- Océ varioPRINT 6220 TITAN with online Watkiss PowerSquare
- Océ PRISMAprepare
- Océ PRISMAsync digital front-end
- Canon imagePRESS C10000VP
- Canon imagePRESS C750

“

We have been blown away by what PRISMAprepare and PRISMAsync can do. Having them on all our machines is like having a Production Manager that has all the answers. At any stage I can walk up to any machine, see how many jobs are pending and how long they'll take to print. I can then choose either to Pause, Promote or even Print Now for urgent jobs.

Andy Davis, Production Director

”

Results



35% productivity increase through automated workflows



Speed and reliability enabling B&H Digital to grow



Outstanding monochrome and colour **print quality**



Enhanced abilities broadening B&H Digital's offer to clients



Smarter way of working **optimising operational costs**

Service Rules

B&H Digital has been offering print services since 1998. From the outset, B&H Digital offered a one-stop-shop service to its clients, who were primarily in the health and fitness sector.

"In spite of B&H Digital being comparatively small – today we have 13 employees – we have won many major national clients over the years and I put this down largely to the service we offer," explains Simon Mitchell, Managing Director. "Of course the equipment we use is crucial, but the fact that we go above and beyond what is expected is paramount to our success. We are always at the end of the phone and respond immediately to any issues that may arise."

In 2011, B&H Digital decided it was time to upgrade its non-Canon equipment and, after extensive research, awarded the new contract to Océ. "Following Canon's acquisition of Océ, we received outstanding attention both from our new account manager and, in particular, Graham our engineer whose levels of dedication and expertise were outstanding. Unfortunately, since we invested in our latest kit, we need to see him less frequently. But he still pops in to say hello, which is lovely."

"Every month we run about 2500 A5 booklets with colour covers and mono internals. Before we upgraded, the job took about a day and a half. Now, using the VP6220 with our Watkiss PSQ, it takes just four hours."

Informed Choices

In 2017, B&H Digital's service contract expired, which led to the company undertaking extensive due diligence research in the marketplace to upgrade. "Following our six-month intense fact-finding mission of all manufacturers – during which time we visited showrooms, tested equipment and established good relationships with potential providers – Canon was still there when we whittled our choice down to two," says Simon.



TITAN by name, TITAN by nature. I am sure that if you were to blind test it with anything else on the market, it would win hands down every time. It has totally changed our perspective on how we manage our mono workflow.

Simon Mitchell, Managing Director



During the due diligence phase, B&H Digital intentionally kept costs out of the buying criteria so that decisions were made on the merit of the equipment alone. "Without doubt, our decision was helped by our visit to the Canon showroom in Birmingham," says Simon. "It's all very well to hear about how ground-breaking kit is, but without thoroughly putting it through its paces, you never really know what you are going to get."

"When we saw the varioPRINT 6220 TITAN and imagePRESS C10000VP, we knew that the reliability and quality of print was second to none. And despite more cost-effective solutions on the table, we chose Canon as the partner of choice because it best fit our requirements."

"However the real jewel in the crown was the PRISMAprepare software. At the showroom we saw just how easy it is to use and how we definitely needed it as we moved forward into the next phase of the business."

With the all-in-one, easy-to-use Océ PRISMAprepare, print professionals can prepare perfect documents more productively and profitably. Benefits include:

- End-to-end document preparation
- Compatible with any cutsheet printer
- Open interface maximises flexibility

Expectations Exceeded

"Having invested in our new kit, we were expecting great things," says Simon. "I can honestly say that, even though we had thoroughly tested it in the showroom, we didn't really know just how remarkable our new equipment was and how it was going to transform the way we work. **The kit is incredible, it's running like a dream.**"

"In addition, print quality has improved dramatically. Our clients have noticed this and commented on it. In fact, one of our clients is a photographer and even he is looking to print his files digitally now, which he would never have even considered before."

Andy Davis, Production Director, agrees: "While we may have looked elsewhere during the tender process, we have never regretted our decision to stay with Canon. **The new kit has massively exceeded our expectations and dramatically changed our workflow across all jobs – it has saved us so much time.**

"By having PRISMAsync on all the machines, it is like having an extra member of staff on the team with the expertise of a production manager. This allows our studio to concentrate on more demanding tasks as any member of the production team can schedule jobs."

"PRISMAprepare really is a stunning piece of software and so easy to use, requiring minimal training. It basically turns a machine worker into an art worker."

We look forward to discussing your requirements

E: unleashprint@cuk.canon.co.uk

T: 0844 892 0810

Canon