



## MSP optimises complete supply chain with digital inkjet and secures future competitiveness.

### Company Name

MSP Druck and Medien GmbH

### Industry

Publishing

### Founded

1993

### Location

Mudersbach, Germany

### Services

Print and media service provider, specialised in sales promotion and direct marketing

### Website

[www.msp-druck.de](http://www.msp-druck.de)

### Products

Océ ColorStream 3500 twin  
Océ VarioPrint 6250 TP  
PRISMAproduction

### Overview

MSP Druck and Medien GmbH is an internationally operational service provider specialising in consumer promotion and direct marketing solutions. Their main business areas include personalising and individualising print products, as well as finishing, order intake and fulfilment services. Located in Mudersbach, the company has 120 employees and more than 800 customers worldwide. MSP was founded in 1993 as a traditional printer and bindery company.

### Challenge

MSP served their direct marketing clients in a defined three-step process. All mailing documents were pre-printed using their sheet-fed offset equipment. These, in turn, were imprinted by laser printers for personalisation and individualisation. Thereafter, they were inserted into envelopes ready for posting. This constituted an annual print volume of approximately 100 million dispatched mailings, produced in a three-shift operation.

Markus Stricker, Managing Director, explains: "We were facing a big challenge in the market to remain competitive. We felt the pressure from the lower volume digital cut-sheet products as well as the digital colour inkjet offerings available in the market. In addition, although our conventional production process had been optimised to the limit, we still struggled to be competitive. We knew we had to make changes to secure future growth".

### Solution Delivery Process

After initial discussions, the Canon team worked with MSP applying the Solution Delivery Process (SDP). Using this methodology, it was possible to identify a solution concept exactly tailored to the customer's requirements. An important starting point was to optimise the process by eliminating particular production steps, as well as enhancing their competitiveness and generating growth. One solution was to combine the two-stepped process of forms production and printing into one. In using a less costly production method, MSP increased their competitiveness and could grow their business. However, MSP were not only using conventional offset technology for printing. Their machine park also contained two Nexpress and three Digimaster printers.

### The Solution

In 2013, MSP became a Canon customer! The first step in March 2014 was the installation of two Océ VarioPrint 6250 TP cut-sheet machines, including the media enhancement module, which print personalised direct marketing products, books and other applications in a three-shift operation around the clock. This was followed in July 2014 by the Océ ColorStream 3500 twin solution, which completely replaced the full color cutsheet printers. This inkjet solution comes with an online cutter, merger and delivery table from Hunkeler, all of which running inline up to 100 mpm. The complete machine park is powered by the Océ PRISMAproduction workflow platform in a single-point-of-operation. In the end, according to Markus Stricker, "this was actually one key factor for our decision to invest with Canon, being able to combine both their toner and inkjet workflows in a fully integrated solution for utmost efficiency and performance."

Now MSP are a very strong market player offering a broad range of products on their digital equipment. One main application is direct mail. Here, they are a leading service provider for credit card companies, producing statements, mailing and marketing material for customers all over Europe. Another main application is printing yearbooks for the German market. Producing envelopes is also one of MSP's specialties. For this, they utilise the Océ ColorStream 3500 in a roll-to-roll configuration and complete the process offline.

Our main goal at MSP is the best possible fulfillment of the requirements of our customers. We are willing to give everything to satisfy our customers. We believe that the transition to digital inkjet printing enables us to deliver the innovation that await our markets today and in the future. Canon was us here from the very beginning been a great partner in the decision-making for our future strategy and in implementing the right solution. With Canon as a partner, we feel well equipped for the future!

Markus Stricker , General Manager , MSP



The Océ ColorStream 3500 has been in production at MSP since the end of July 2014, at their main headquarters in Mudersbach. The engines have been placed in the newly renovated print centre, which was once the home of the offset printers. At this site, all traditional offset technology has been completely replaced by digital equipment.

#### Benefits for the customer

1. The introduction of a white-paper solution (thus replacing pre-printed forms) to produce direct marketing products enables MSP to significantly decrease costs both production and process costs. These savings are a result of eliminating certain process steps.
2. By switching to a full colour variable data printing workflow with inkjet technology, they could define a new production process and extend their services portfolio.
3. Today, MSP saves two shifts of production.
4. The overall production process, compared with the previous set-up, is much more cost-effective.
5. Opportunity to create new business pockets in the future.

Apart from the synergies that were achieved between the Commercial and Production Printing business areas, a further synergy emerged with Imaging Supplies. The first truckloads of paper have already been delivered to Mudersbach, while the frame contract is now under construction.

#### From idea to completion in one year!

A project of this complexity with a customer active in the graphic arts environment can only be executed in so short a time with a highly professional team and efficient project management. The team at Canon Germany consisted of dedicated experts from sales, consultancy, project management and service. Cooperating closely, this team was able to offer MSP a fully-fledged digital inkjet solution to replace their traditional printing process in less than a year. This is even more impressive, when one considers that Canon contacted this customer for the very first time in a cold-call activity just twelve months before! Top management from Canon Germany also played a very important role in reinforcing commitment towards the customer and defining the level of support and cooperation that Canon guarantees to MSP for the future.

“Our main objective at MSP is to meet the requirements of our clients in the best possible way. We are prepared to leave no stone unturned to satisfy our customers. We believe that our step into digital inkjet enables us to deliver the innovation required in our markets today and in the future. From the beginning, Canon has been a tremendous partner for us in deciding our future strategy and implementing the correct solution. We feel very confident with Canon as a partner for the future!”

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