



CANON SOLUTIONS AMERICA

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# NEWS

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**LawrenceInk Set to Redefine its Future with Acquisition of Two  
Canon imagePRESS C10000VP Color Digital Presses**

**MELVILLE, N.Y., September 29, 2016** – Canon Solutions America, Inc., a wholly owned subsidiary of Canon U.S.A., Inc., today announced that its valued business collaborator, [LawrenceInk](#), has acquired two [Canon imagePRESS C10000VP Color Digital Presses](#), to support its mission to redefine and expand its future in the digital print industry.

Experiencing growth and adapting within the print industry for over four generations, Atlanta-based LawrenceInk prides itself on providing customers with exceptional design, print, and mail services all under one roof. Acting as a genuine business partner with its vast, mostly B2B corporate customer base, LawrenceInk takes responsibility for all elements of a given project, from [inception to completion](#). Above all, the company ensures each job receives vibrant graphics, vivid printing, speedy delivery, and unwavering quality. Over the next six months, the family-owned business will continue its multi-generational print story and turn the page to a new chapter, including forward-thinking, progressive digital print technology.

“A little over two years ago we started our search for a company that could lead us into the rapidly changing digital printing age and expand our offerings,” said George Lawrence, president of LawrenceInk. “We have a long history in this industry and have seen it reinvent itself time and time again. The current print landscape and its new demands are no different – and the changes, once again, led us to exploring updated digital printing technologies. Following extensive market research, we knew the right decision was to work alongside Canon Solutions America, and build a future with state-of-the-art Canon equipment by our side.”

“As we’ve seen our volume drastically increase on our existing Canon equipment, two Canon imagePRESS C800’s and a Canon varioPRINT 135, we knew the time was now to go bigger and better with more robust Canon equipment,” added Lawrence. “The purchase of these two presses is not only a reflection of our growth in volume, but a culmination of our strategy to adapt to industry changes with a company that is at the forefront of toner-based product development.”

Looking to take its business to the next level, LawrenceInk, a valued Canon Solutions America customer, recently turned to the [Canon imagePRESS C10000VP](#) and its ability to provide offset-like quality and unprecedented productivity for its print needs. As variable data printing continues to drive much of its business, LawrenceInk knew it required a press that could support this medium and maintain its higher margins, while providing the opportunity to move a vast majority of its sheetfed-based work to a more

efficient press. With the new imagePRESS and its ability to offer an extensive range of digital front ends and in-line finishing, LawrenceInk is equipped to build on its variable data margins and simultaneously develop innovative applications across a wide range of media. Additionally, as LawrenceInk's output continues to rapidly increase, the company noted it now has a press capable of providing optimum end-to-end productivity and consistent speeds of 100 ppm.

"There's no doubt that without our Canon equipment we would not have seen such a surge in volume," said Gary Lawrence, vice president of LawrenceInk. "Since installing our Canon products, we are producing work that was simply not a part of our portfolio in the past when using other print solutions."

Boasting a sophisticated set of print offerings, LawrenceInk primarily focuses on dynamic corporate business communications, which include brochures, books, magazine, postcards, data-driven mailings, and much more. With keen insight and lengthy experience in the print industry, LawrenceInk produces projects both large and small with an eye for pushing the realm of print possibilities. Engineered for demanding production environments, the imagePRESS C10000VP incorporates innovative technologies and is positioned to help LawrenceInk unleash reliable image quality and productivity with a versatile in-line finishing portfolio for a white-paper-in, finished-product-out workflow.

"LawrenceInk exemplifies what it means to be a successful and adaptive print service provider by today's demanding industry standards," said Tracie Sokol, vice president, Marketing, Enterprise Services and Solutions, Canon Solutions America. "Their acquisition of the two Canon imagePRESS devices not only showcases the company's outstanding success and growth, but its unwillingness to become complacent and not evolve with the many technologies and solutions redefining our industry. They are a true innovator in a complex environment, and a company we respect immensely."

As part of that commitment to not become complacent, which extends throughout the company's Atlanta facility, LawrenceInk also understands that buying new equipment is more than just a mere business transaction; rather, to LawrenceInk and Canon Solutions America, a new purchase is more akin to the development of a valued and respected relationship, and one that is built on yielding sustained success.

"It's no surprise that Canon has done a great job over the last few years with product development," noted Lawrence. "But it's more than that. You want to work with a company that is equally dedicated to providing its customers with great service and support, and that's exactly what Canon Solutions America has done for us."

#### **About Canon Solutions America, Inc.**

Canon Solutions America provides industry leading enterprise, production, and large format printing solutions, supported by exceptional professional service offerings. With the technology offerings of the Canon and Océ brands, Canon Solutions America helps companies of all sizes improve sustainability, increase efficiency, and control costs through high volume, continuous feed, digital and traditional printing, and document management solutions. A wholly owned subsidiary of Canon U.S.A., Inc., Canon Solutions America is headquartered in Melville, N.Y. and has sales and service locations across the U.S. For more information on Canon Solutions America, please visit [csa.canon.com](http://csa.canon.com).

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