**Polestar invests in fleet of Canon technology to drive growth in transactional and business critical mail markets**

* *Polestar enhances both inkjet and toner-based production lines with Océ ColorStream 3500 and Océ VarioStream* 8650 *continuous feed technologies*
* *Investment provides increased production capacity required to cope with Polestar’s growing volumes from new business wins within the transactional and business critical mail markets*
* *PRISMAproduction workflow solution meets company’s PCI DSS compliance needs*
* *Canon services and training programmme supports business development and maximises potential of investments*

**LONDON, 21 August 2014** – Polestar Applied Solutions, a division of [Polestar](http://www.polestar-group.com/) UK Print Ltd, has invested in an Océ ColorStream 3500 and four Canon Océ VarioStream 8650 continuous feed printers from [Canon](http://www.canon.co.uk) to join its Nottingham site. The investments – the latest chapter in a six-year partnership between Polestar and Canon – will provide the UK’s leading independent print company with the production capacity and print quality to win new contracts in the transactional, business critical mail and growth markets such as financial and retail.

Geoff Mordt, Managing Director, Polestar Applied Solutions, comments: “Following a comprehensive review of the available technologies, we believe that Canon’s continuous feed systems are the best in the market. The print quality, reliability and seamless workflow are integral ingredients to create accurate, impactful and secure applications in the business critical mail and transactional markets and will help drive business growth across the board.”

The Océ ColorStream 3500 will enable Polestar to offer its customers increased capacity in its end-to-end white paper solution, allowing for higher volumes of targeted business critical mail colour applications that can be tailored to each individual recipient. The ColorStream 3500 has been installed with pigment ink to complement the existing dye-based Océ JetStream 2200 – which has also been upgraded to Canon’s latest colour management software – providing Polestar with the broadest colour gamut across the two platforms.

The ColorStream 3500 will join an Océ JetStream 2200 – used for longer run applications – in a purpose built, temperature controlled production room for optimum printing performance.

The four Océ VarioStream 8650 devices – which are set to replace some of the existing Océ VarioStream 9000 systems – will refresh the company’s toner-based production lines and demonstrate Polestar’s continued requirement for toner technology. The superior image quality and non-stop production capability of the VarioStream machines strengthen Polestar’s service offering in the transactional and transpromotional print markets while increasing overall capacity.

“While we feel that inkjet is the future for our business, it’s important to have both toner-based and inkjet technologies, assigning the right production line for the right application,” continues Mordt. “With Océ ColorStream and Océ VarioStream technology alongside our JetStream 2200, we now have an arsenal of flexible technology that, supported by Canon, allows us to cement our position as a leader in the transactional, and business critical mail fields. Meanwhile the capability for a white paper solution lays the foundations for substantial growth in the future.”

“Also integral to the deal was Canon’s PRISMAproduction software,” adds Mordt. “It is the only workflow tool that is adaptable to meet our full PCI DSS compliance needs. With this secure solution, we are able to handle AFP or PDF data streams natively without having to go through lengthy RIP or conversion processes. The capability to pre-flight incoming files automatically and enrich print ready files is a key feature in driving production efficiencies.”

Polestar is also benefitting from Canon’s post-installation support services. Mordt concludes: “Canon is providing invaluable training across the business in the data processing, commercial and sales departments, and is on hand to help us maximise the potential of these technologies, which adds a real gloss to the investments.”

Craig Nethercott, Commercial Print Group Director, Canon UK, adds: “We have been supporting Polestar’s transformation into full colour from the outset, beginning with the installation of the UK’s first JetStream 2200 at its facility in 2009. We then began to help the company identify appropriate applications to migrate to white paper.

“Polestar has always realised the many benefits of the Océ continuous feed range and harnessed its qualities to rapidly develop that side of its business. It’s a forward-thinking, ambitious company and we look forward to helping them reap the benefits of these new investments,” added Nethercott.

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About Canon (UK) Limited

Canon (UK) Ltd is the UK & Ireland marketing and sales operation for the global company, Canon Inc., based in Tokyo, Japan and it employs 2,150 people.

Founded in 1937, with the specific goal of making the best quality cameras available to customers, Canon’s tireless passion for the Power of Image has since extended its technology into many other markets and has established it as a world leader in both consumer and business imaging solutions. Its solutions comprise products ranging from digital compact and SLR cameras, through broadcast lenses and portable X-ray machines, to multi-function and production printers, all supported by a range of value added services.

Canon invests heavily in R&D to deliver the richest and most innovative products and services to satisfy customers’ creative needs. From amateur photographers to professional print companies, Canon enables each customer to realise their own passion for image.

Canon believes that considering the interests of society and the environment is an integral part of good business practice and this is embodied in its corporate philosophy Kyosei - ‘living and working together for the common good’.

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