

THE MAILWORKS

Full-service direct mail marketing facility leverages Canon inkjet presses to produce 96 million pieces annually and achieve operational excellence.



The Mailworks has been a trusted direct mail print partner for over 40 years. Founded in 1984, the woman-owned, second-generation company has evolved from a simple letter shop into a full-service direct mail marketing partner through strategic growth and acquisitions. Today, this Canon shop operates from a purpose-built 53,000 sq. ft. facility in Menands, New York, just outside Albany. The Mailworks provides full-service direct mail solutions that blend personalization, efficiency, and scale. Leveraging its proprietary online portal and streamlined production, the company helps clients deliver campaigns nationwide that connect with audiences and drive measurable results.

MOVING FROM OFFSET TO DIGITAL TO INKJET

Offering concept-to-completion services including design, data management, printing, mailing, and results tracking, The Mailworks has built its reputation on operational efficiency, quick turnaround times, quality, and accuracy. It empowers clients in health care, real estate, home services, dental, and retail franchises to focus on their core business while The Mailworks team of experts manages the entire direct mail process—from strategy and creative to production and nationwide delivery.

When Tressa Milotte stepped into the role of vice president of operations at The Mailworks, the company was already advancing its transition from traditional offset printing to state-of-the-art digital production, embracing new technology to enhance efficiency, flexibility, and client results.

“For example, we were carrying a lot of inventory in the way of shells, which was a big problem,” Tressa explains. We were throwing shells away because clients’ needs changed—even something as simple as a branding change meant their logo changed, and now their shells are obsolete. We had to rapidly discount and move outdated shells just to clear inventory.



CEO Brianne Baggetta meets with some of The Mailworks staff at the Menands, NY, facility.



Vice President of Operations Tressa Milotte and the Canon U.S.A. production inkjet representative with members of The Mailworks production team.

It [created] logistical, monetary, and customer frustration.”

In June 2019, the company installed its first Canon ProStream web-fed inkjet press—becoming just the 11th company in the United States to do so—building its digital capabilities and beginning a relationship with Canon that would extend far beyond equipment sales and service. As production demands increased and capacity constraints continued to limit growth, it was clear that further changes would be necessary. The big one: building a new custom facility for its growing operation. “We needed our own house,” Tressa says.

WORKING WITH CANON FOR CONTINUED SUCCESS

After the long planning and construction process, The Mailworks’ new facility was ready for occupancy and fully operational by June 1, 2024. As the

“ CANON REALLY WORKED WITH US THROUGH THAT PROCESS TO HELP US MAKE THE INVESTMENT WITHOUT IT CRIPPLING US.”

— *Brianne Baggetta, CEO, The Mailworks*

company faced the challenge of relocating, Canon’s collaborative and consultative customer-first approach proved invaluable.

Building on its successful experience with the ProStream 1800 and steady growth trajectory, The Mailworks committed to upgrading to a new ProStream 3000 series press as part

of this significant move. Rather than disrupting operations by relocating existing equipment, The Mailworks worked closely with Canon to implement a seamless and fiscally smart transition strategy.

During a “What They Th!nk” interview at th!NK Ahead 2024, The Mailworks CEO Brianne Baggetta explained that taking

“ I KNEW WE NEEDED FLEXIBILITY. NOT JUST THE ABILITY TO PRINT MORE, BUT THE ABILITY TO KEEP PRINTING WHEN THINGS GET TIGHT OR DON'T GO AS PLANNED.”

— Tressa Milotte, Vice President of Operations



The Mailworks 53,000 sq. ft. facility, where the new Canon ProStream inkjet press is installed.

down the existing press and relocating it to the new facility while maintaining a 24-hour, six-day-a-week production schedule just wasn't feasible. Instead, The Mailworks opted to purchase the new ProStream press; install it in the new facility; and, once ready, simply transfer production over seamlessly.

“Canon really worked with us through that process to help us make the investment without it crippling us, helping us with a long-term sustainability plan for our company,” Brianne said.

This collaborative approach—focusing on long-term value rather than just equipment sales—demonstrated Canon's commitment to The Mailworks' success, addressing both immediate production needs and long-term growth objectives. It also laid the foundation for The Mailworks' comprehensive dual-press strategy that would follow.

The timing aligned perfectly with The Mailworks' facility relocation and showcased Canon's expertise in managing complex transitions. Its collaborative approach ensured that the equipment integration supported both immediate production needs and long-term growth objectives of The Mailworks.

LOAD BALANCING FOR OPERATIONAL FLEXIBILITY

“I knew we needed flexibility,” Tressa says. “Not just the ability to print more, but the ability to keep printing when things get tight or don't go as planned.” The Mailworks added a Canon varioPRINT iX3200 sheetfed inkjet press to its fleet to support a more efficient, complementary workflow solution in conjunction with the ProStream 3000 series.



CEO Brianne Baggetta and staff members cut the ribbon, officially opening the facility in June, 2024.

“Right now, the ProStream is producing about 92% of our weekly work,” Tressa notes. “So we depend on the varioPRINT iX3200 for load balancing, reprints, or smaller jobs that I might not want to fire up the ProStream for. We can easily move work between the ProStream and the iX for peak demands or during maintenance that could otherwise disrupt production entirely.” When the ProStream needs servicing, Tressa explains, “I can take a look at the workflow and schedule, flip work to the iX, continue to produce work, and maintain our commitments to clients.”

STANDARDIZING TO ENHANCE PERFORMANCE

Supporting the efficiency of this dual-press strategy is a disciplined approach to product standardization. The Mailworks has developed a “menu” of standardized direct mail products from which its customers can choose.

As Tressa explains, “We have created 73 product designs, each with

predetermined specifications—from size, gutters, and trim zones down to the placement of a barcode—that all run on 13x19 paper. If I have 17 customers ordering the same Letter 10 format, I can put them all together into one production run.”

This standardization enables seamless workflow transitions between presses without significantly affecting deadlines or customer pricing. “We don’t change the cost to our customers when we move work from the ProStream to the iX. Every piece can be produced efficiently on either press,” she says.

As a business model, standardization provides a high level of control and consistency. It not only can help streamline operations, cut costs, simplify inventory, boost productivity, and enable economies of scale; it can also clarify the ideal market.

“If a customer says, ‘I don’t like any of your product types; I want to do this custom thing,’ we say, ‘That’s fine. If you

want to order the required 100,000 pieces, we will create a new product for you. But if not, we’re not the right partner for that project,” Tressa says.

At the end of the day, this is not limiting The Mailworks’ plans to continue its growth trajectory.

EXPANDING INTO PREMIUM APPLICATIONS

The Mailworks is also leveraging the capabilities of the Canon varioPRINT iX3200 to expand its prime market segments and launch a new product line.

“Moving into 2026, we are rolling out a LuxLine that allows customers to order targeted, smaller campaigns with higher-quality output,” Tressa shares. “Think event-driven work: You go on a website, put a pair of shoes in your cart, and then abandon it. We help our customers produce a high-quality, one-off, personalized piece that says, ‘These shoes are 50% off!’ to try to draw you back and convert to purchase.”

The premium strategy focuses on elevated presentation. “We’re looking at more luxurious stocks with a greeting card–style feel, better envelope quality—things that really stand out in the mailbox,” she adds. “That is where we will amplify the capabilities of the iX as well.”

CAPITALIZING ON CANON'S FACILITY DESIGN EXPERTISE

The move to The Mailworks' new facility wasn't just about getting more space. It was a strategic decision driven by operational necessity and environmental issues. In the original location, Tressa and her team learned hard lessons about how environmental factors can make or break a printing operation.

“At our previous facility, our paper warehouse wasn't climate-controlled,” she explains. “We had to move paper into the print room 24 hours before use, and the fan system didn't always provide

consistent temperature and humidity control. As we also rapidly outgrew the space, Canon supported us with the technology needed to upgrade and expand.”

Right from the start, Canon's Professional Services advisory group, service technicians, and sales representatives were able to provide The Mailworks with environmental guidelines and suggestions to help improve conditions. When it came time to design and build the new space, this invaluable support enabled The Mailworks to create the specific conditions required to achieve optimal press performance and to protect valuable equipment—including humidity control, air flow, and temperature stability.

“Following Canon's recommendations, we optimized the humidification system and raised the nozzles. With the right systems in place, humidity circulated

evenly instead of falling onto the floor, machines, or paper,” Tressa explains.

The results were immediate: “Climate is no longer a reason for downtime,” she says. “We've eliminated issues caused by temperature and humidity—and paper-related disruptions due to climate are now a thing of the past.”

The operational benefits extend beyond just avoiding downtime. “We're storing sheetfed and roll-fed paper right in the same room with our printers. There's no 24-hour wait period—the paper is already acclimated.”

ACHIEVING MEASURABLE BUSINESS IMPACT

The Mailworks' experience with Canon clearly demonstrates how leveraging Canon's technology, industry expertise, and customer-first support can help print providers achieve the flexibility, productivity, and scalability necessary for sustainable growth. Canon's

“ WE CAN EASILY MOVE WORK BETWEEN THE PROSTREAM AND THE iX FOR PEAK DEMANDS OR DURING MAINTENANCE THAT COULD OTHERWISE DISRUPT PRODUCTION ENTIRELY.

I can take a look at the workflow and schedule, flip work to the iX, continue to produce work, and maintain our commitments to clients.”

— Tressa Milotte, Vice President of Operations

contributions to helping The Mailworks with strategic equipment integration, environmental optimization, and operational efficiency transformed its print operation, leading to tangible results:

- 100 million+ mail pieces produced in 2024 alone
- 2 million pieces per week, on average
- 10–15% growth projected for 2025
- Seamless workflow transitions between presses, even through a major building transition and renovation
- Enhanced operational flexibility during maintenance
- Fully resolved environmental and climate-related issues

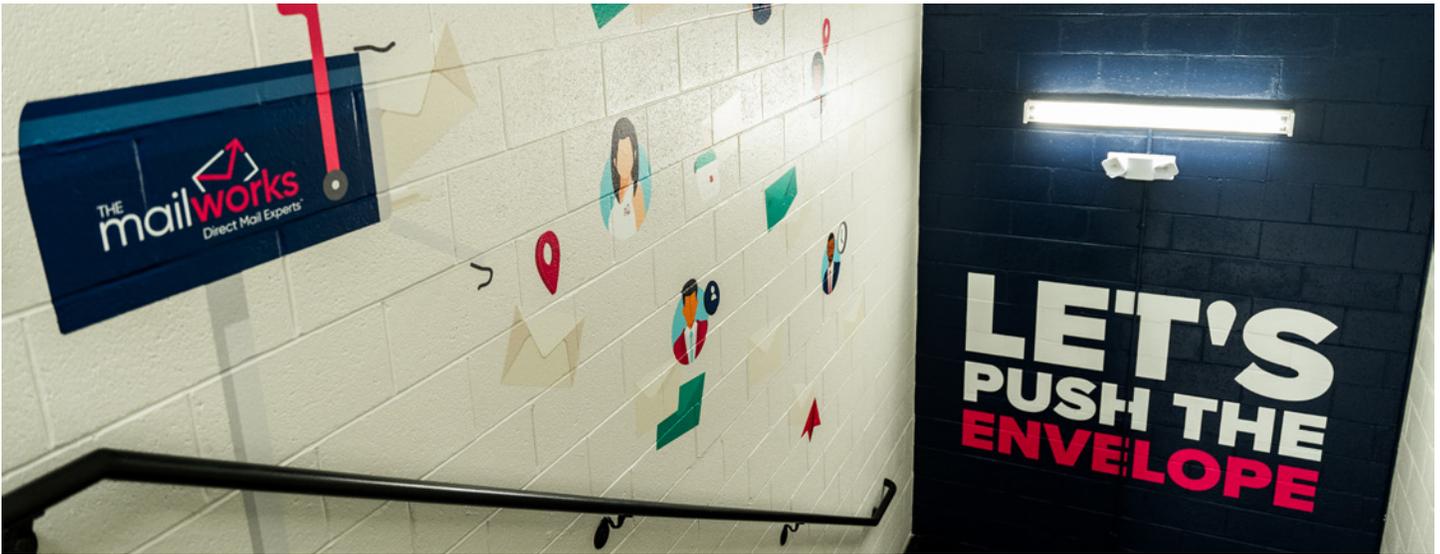
“Working with Canon gives us the confidence we can meet demand, protect quality, and continue growing the business,” Tessa states.



Director of Production Robert Lindsay monitors and manages projects.



The ProStream 3160 feeds finished jobs into the inline rewinder.



ABOUT US

Canon recommends forward-thinking strategies to help achieve the highest levels of information management efficiency for your unique business needs. Using superior technology and innovative services, we then design, implement, and track solutions that help improve information flow throughout your organization while considering the environment, helping to result in greater productivity and reduced costs.

Canon Provides End-to-End Solutions Like These:

- Paper Program
- Media and Solutions Lab
- TrueSupport
- Training and Experience
- Escalation Procedures
- Preventive Maintenance
- Canon PRISMA Workflow Software
- Resource Center Website

As a company that is dedicated to your needs, we support our solutions with highly skilled professionals and advanced diagnostic systems to maintain peak performance. And with ongoing consultation, we can further your document management capabilities to help ensure the highest level of satisfaction and productivity.

Canon

Discover more Production Print resources from Canon:

[CANONPRODUCTIONPRINT.COM](https://www.canonproductionprint.com)

©2025 Canon U.S.A., Inc. All rights reserved.

Canon is a registered trademark of Canon Inc. in the United States and elsewhere. ProStream and varioPRINT are trademarks or registered trademarks of Canon Production Printing Netherlands B.V. All other referenced product names and marks are trademarks of their respective owners and are hereby acknowledged.

The views and opinions expressed in this case study are not intended to represent or guarantee that the same or similar results will be achieved.