



CASE STUDY

THRIVING SCHOOL DISTRICT INSTALLS POWERFUL DIGITAL PRESSES TO HELP DRIVE PERFORMANCE

Lamar Consolidated Independent School District elevates color quality, consistency, and productivity with the support of Canon's imagePRESS V1350 digital press.

About

Lamar Consolidated Independent School District (LCISD) is one of the fastest-growing school districts in Texas. Located just southwest of Houston, the district serves more than 44,000 students and supports more than 4,800 teachers and staff members. LCISD's Graphic Arts Print Shop plays a critical role within the educational community by producing a wide mix of materials, ranging from district forms and stationery to brochures, programs, and large-format banners and posters.

LCISD by the numbers

Founded in **1947**

Schools in the District: **47**

Graphic Arts Print Shop Employees: **8**

Number of Canon imagePRESS V1350 Digital Presses: **3**

CREATING NEW OPENINGS FOR SUCCESS

Jorge Carmona understands the concept of teamwork and the complexities that come with being a dependable force that keeps LCISD running smoothly. Since joining the district in 2010 as manager of the Graphic Arts Print Shop, Carmona and his team have served as LCISD's unsung heroes.

As requests for assets like instructional materials, administrative documents, brochures, programs, and magazines rapidly expand, the in-plant recently reached a point where older technology could no longer keep pace with growing demand. The shift from black-and-white output to full color only intensified the need for a solution that could help improve overall productivity and print quality.

"THE DISTRICT IS EXPECTING MORE FROM US. THEY'RE SPENDING A LOT OF MONEY ON BUYING EQUIPMENT, AND THEY WANT US TO PRODUCE. OUR DEPARTMENT HAS GROWN LIKE CRAZY OVER THE LAST COUPLE OF YEARS. AND ONE OF THE BIG CHALLENGES WAS MOVING FROM BLACK-AND-WHITE TO ALL COLOR."

– Jorge Carmona, Manager of LCISD's Graphic Arts Print Shop

BUILDING ON THE CANON CONNECTION

Like many in-plant operations, LCISD needed a dependable workhorse to carry the heavy load. As aging non-Canon devices struggled frequently with maintenance interruptions, it became apparent to Carmona and the district that quality and efficiency were must-haves with any new technology investment.

Building on an established relationship with Canon, which includes previous installations of advanced wide-format solutions, the district committed to three new Canon imagePRESS V1350 digital color presses to help modernize its production environment.

"THE BIGGEST [IMPROVEMENT] FOR US HAS BEEN LESS MAINTENANCE. WE'RE RUNNING THE PRESSES AND WE'RE NOT HAVING TO CALL MAINTENANCE UP EVERY HOUR TO COME IN AND HELP US. WE'VE ALSO SEEN SIGNIFICANT SPEED AND PRODUCTION INCREASES AS WELL. WE'RE ABLE TO PRINT BOOKLETS [THAT ARE] BIGGER THAN 60 PAGES, WHICH WAS OUR LIMIT BEFORE. NOW WE'RE GOING ALL THE WAY UP TO 120 PAGES. WE'RE GROWING AS A DISTRICT, BUT WE'RE ALSO GROWING OUR PRODUCTION."

– Jorge Carmona, Manager of LCISD's Graphic Arts Print Shop

AN IMPRESSIVE POST-INSTALLATION IMPACT

By doubling booklet capacity, automating color management, and bringing specialized wide-format work in-house, the print shop has reduced turnaround times by more than 60 percent, according to Carmona. In the process, the team has positioned itself as a strategic asset for the district's campuses and administrative offices.

The imagePRESS V1350 presses have given the print shop more flexibility to keep pace with the rising demand and evolving mix of requests. This is especially evident during peak times, such as graduation season and academic testing periods, where speed and reliability are essential. Operating three identical presses has helped eliminate system-wide bottlenecks during high-priority jobs, enabling the team to confidently meet its 10-day turnaround policy, frequently delivering jobs in under four days.

"During graduation season, we stop the presses for everybody [to focus on] the graduation program.... Now that we have three machines, we can utilize one of those machines for regular jobs for campuses and we can keep things flowing," Carmona said.

MEETING THE PRODUCTION MARK

Carmona and team have harnessed the imagePRESS V1350's combination of powerful productivity and labor-saving automation to help seamlessly tackle heavy workloads. Designed to deliver outstanding print quality quickly and efficiently, the presses support print speeds up to 135 ppm (letter) and handle a wide range of jobs on stocks up to 24 pt.

- Inline Spectrophotometers automate press linearization and color calibration, while Active Registration Technology helps ensure precise front-to-back registration and alignment. With optional sensing units in place, the print shop now limits color adjustments to just once per month. This has been particularly advantageous as the district recently unveiled a new logo, helping ensure brand colors are identical across all three presses. These cutting-edge features have also helped shorten the learning curve for newer staff as experienced employees approach retirement.

PASSING WITH FLYING COLORS

Beyond speed and quality, the imagePRESS V1350 has helped LCISD's in-plant streamline workflows, reduce waste, and expand its ability to take on more work in-house. Some of the key benefits include:

- **Color consistency and quality**
The presses' Translucent CV Toner supports vivid, crisp images at up to 2400 x 2400 dpi print resolution, while Multi D.A.T. technology helps to achieve consistent color across long runs automatically.
- **Advanced productivity**
Minimal daily intervention enables staff to stay focused on production rather than troubleshooting.
- **Expanded inline finishing capabilities**
Advanced inline finishing, including folding, stitching, punching, and square-fold finishing, has helped improve the appearance of materials like district magazines and event programs.
- **Versatility**
Reliable handling of heavier stocks up to 170 lb. Cover has enabled the shop to retain more specialized work in-house while reducing its reliance on outsourcing.

SUPPORTIVE SERVICE AND ESSENTIAL EXPERTISE

Modernizing technology has helped solidify the print shop's value to the district, showcasing that it can support students, faculty, and staff with high-quality professional printing services more efficiently and affordably than relying on external vendors.

Canon has also been fundamental to the in-plant's success from a service perspective. Response is rapid and has contributed to high uptime across the new fleet of devices.

"One of the things that's always drawn me toward Canon is their service. Anytime we need something, the next day they're here," Carmona said.

LCISD has also benefited from strengthening its resources through Canon-led training. By balancing cutting-edge automation and remarkable print output with a keen focus on staff development, the print shop has set a new standard for what an educational in-plant operation can achieve.



*Watch this video to learn more about
how Canon technology helps Lamar
CISD deliver excellent results.*

**"WHEN YOU HAVE THE ACTUAL CANON
PEOPLE COME IN HERE TRAINING YOU,
GETTING YOU UP TO SPEED, IT MAKES IT
A LOT MORE EFFICIENT."**

*– Jorge Carmona, Manager of LCISD's Graphic
Arts Print Shop*



Canon

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