

# Success



A look at how a Canon imagePROGRAF model helped change a local school.

For several years, Principal Paul Mullins of LaRue County High School (LCHS) in Hodgenville, Kentucky had an outside vendor handle the printing of posters and notices of the school's events and successes. Tired of not having enough design and printing flexibility, Principal Mullins thought it was time to invest in a printer that could handle the school's various printing needs and demands. After reviewing a variety of options and consulting with industry experts, he decided a Canon imagePROGRAF would be the ideal solution to meet his needs.

Spreading the news of successful test results helps boost the confidence of a job well done.



Utilizing the dynamic print capabilities of the Canon imagePROGRAF large format printer, Principal Mullins is able to effectively publicize events, student successes and fundraising activities. Bundled with the latest PosterArtist software, the school now has the ability to personalize each design on the fly – and in a short amount of time. While walking the halls of LCHS, students, teachers and the administration now feel a sense of pride for the school, its upcoming events and accomplishments.

The sophisticated posters with vibrant colors and graphics have caught the attention of other local schools and districts as well. In fact, local schools are



When a sporting team gets a victory, LaRue County High is quick to recognize their win! Banners throughout the hallways demonstrate the strong sense of school pride in athletics.

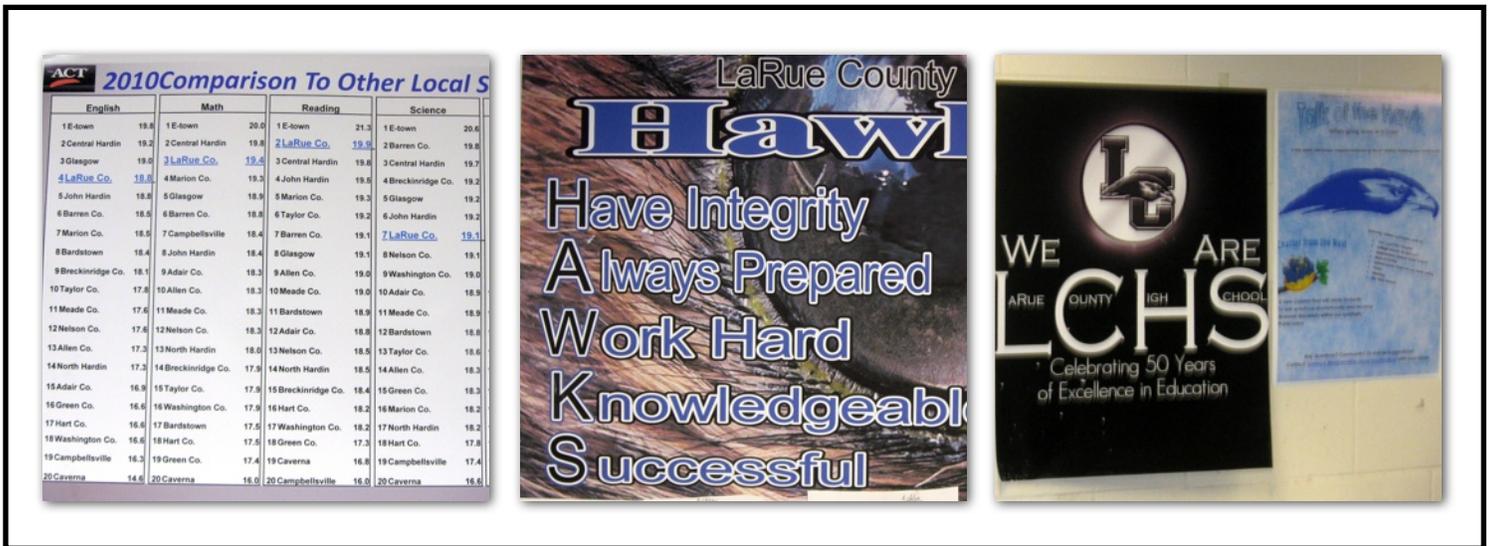
looking to deploy their own imagePROGRAF printers to take advantage of the solution's supreme functionality and image outputs, to create the same positive environment and energy infused throughout LCHS.

"While our school has seen five years of great success, across academics and athletics, our spirit and communications about these successes had fallen short with standard print notices," said Principal Mullins. "With the Canon imagePROGRAF large format printer, we are now able to celebrate our academic excellence and achievements by telling a more compelling story using posters with colorful imagery that deliver a more professional look and feel. The imagePROGRAF has exceeded my expectations because it's not only printing copy, but also greatly improving our communications and marketing

channels within the school and throughout the community."

Enhancing the value of the printer was the accessibility to the Canon customer service team which assisted with any issues or concerns the school had. "Whenever, I have issues or questions Canon always answered the phone quickly, took time to listen to my questions and helped me find a solution," stated Principal Mullins. "I have been so impressed with Canon's customer service and when I speak to other school districts this is something I always point out."

For more information on Canon's imagePROGRAF large format printers, please visit [www.usa.canon.com/imageprograf](http://www.usa.canon.com/imageprograf).



## About Canon U.S.A., Inc.

Canon U.S.A., Inc., is a leading provider of consumer, business-to-business, and industrial digital imaging solutions. Its parent company, Canon Inc. (NYSE:CAJ), a top patent holder of technology, ranked fourth overall in the U.S. in 2010†, with global revenues of more than US \$45 billion and is listed as number six in the computer industry on Fortune Magazine's World's Most Admired Companies 2010 list. Canon U.S.A. is committed to the highest levels of customer satisfaction and loyalty, providing 100 percent U.S.-based consumer service and support for all of the products it distributes. At Canon, we care because caring is essential to living together in harmony. Founded upon a corporate philosophy of Kyosei – "all people, regardless of race, religion or culture, harmoniously living and working together into the future" – Canon U.S.A. supports a number of social, youth, educational and other programs, including environmental and recycling initiatives. Additional information about these programs can be found at [www.usa.canon.com/kyosei](http://www.usa.canon.com/kyosei). To keep apprised of the latest news from Canon U.S.A., sign up for the Company's RSS news feed by visiting [www.usa.canon.com/rss](http://www.usa.canon.com/rss).

†Based on weekly patent counts issued by United States Patent and Trademark Office.

All referenced product names, and other marks, are trademarks of their respective owners.