

# Canon Virginia, Inc. Brings Collaboration to the Table



NEWPORT NEWS, VA — For plastics processors seeking an advanced manufacturing partner, the equation can be complex. That's because there are no substitutes for three essential qualities that every partner should possess.

## Expertise. Breadth of capabilities. And a collaborative approach.

The good news? Working with a partner like Canon Virginia, Inc. can help plastics processors have it all.

Canon Virginia combines a deep manufacturing background with an unrivaled commitment to understanding client needs. The resulting partnership can be a game-changer for clients, says Ron Kurz, senior director and operations manager, Business Development and Medical Divisions at Canon Virginia.

As Kurz points out, Canon Virginia's capabilities extend far beyond cameras and copiers. By combining advanced manufacturing expertise with the resources and technologies of its parent company, Canon Virginia provides clients with a rare and comprehensive blend of services.

"Canon's knowledge and technology can be put into almost any product, or used in almost any capacity, to help solve specific client challenges," Kurz says.

Solving such challenges demands a proactive approach. That's why

Kurz seeks opportunities to bring additional value to clients – whether through improving a customer's product or process, or by integrating multiple services under one roof.

"The fact that we can do several services at one location is one of the reasons partners come to us," Kurz says. Because Canon Virginia works with a range of customers, from large companies to smaller enterprises, it has the versatility to address a wide scope of customer needs.

For example, Canon Virginia can offer clients call centers staffed by U.S.-based workers. To determine whether such a service might benefit a client, Canon Virginia first takes the time to become closely acquainted with every client's needs.

"We try to understand their business model and exactly how they do business and engage," Kurz says. "We look for logistics problems, warehousing problems and asset management problems."

Examining all aspects of a client's business model enables Canon Virginia to build a custom problem-solving tactic. Kurz explains that technical understanding can be applied to solve any client challenge.

In addition, Canon Virginia teams possess wide-ranging knowledge and experience, which benefits clients. Canon Virginia professionals, including Kurz, have backgrounds in engineering, toolmaking and business.

In fact, Kurz has experience as a design engineer that puts him in a unique position to help customers.

"Having engineers that understand your problems gives you instant credibility with most executives," Kurz says. "When you can white-board solutions on the spot, that often generates the opportunity to work with a company."

Combining these elements puts both Canon Virginia and the client in a stronger position for success. By investing in long-term relationships, the client gains the peace of mind that Canon Virginia is not only acutely aware of its needs but is also committed to solving the client's challenges for years to come.

"We try to forge relationships that can handle future generations of a product," Kurz says. "We want to be there when that next phase happens. It is never 'one and done.'"

It is this forward-focused commitment combined with a heritage of quality and expertise that makes Canon Virginia a unique full-service partner for plastics processors. Discover how our passion for problem-solving, driven by decades of expertise, can help elevate your business at [www.cvi.canon.com/mfg](http://www.cvi.canon.com/mfg).

## Canon Virginia, Inc. A Legacy of Innovation

By tapping into its parent company's wealth of experience, Canon Virginia creates innovative solutions to unique challenges evident in the examples below.

### Manufacturing Medical Products with Optics

To solve one customer's optics challenge, Canon Virginia is combining its rich optics history with its manufacturing expertise. Canon Virginia is also exploring ways to use technology to make the client's future products smaller and more robust.

### Tooling for Microfluidics

Canon's inkjet printer technology can also benefit customers in a number of plastics applications. By leaning into its experience moving extremely small amounts of fluids within printers, Canon Virginia can help clients with applications such as in vitro diagnostics. Furthermore, Canon Virginia is utilizing technology from its tool-making and die-making operations to create microfluidic features into plastic parts at the macro level.

### Solving Complex Problems

Canon Virginia welcomes the opportunity to help clients resolve highly specific issues for their customers. For example, rather than creating only simple tools, Canon Virginia embraces the challenge of creating complex tools with tight tolerances – a job that other advanced manufacturers are sometimes unable to complete.

### The Power of Comprehensive Partnership

From mold making and processing to shipping, Canon Virginia is proud to be a one-stop shop for clients. "My global supply chain delivers all the pieces, and we can build the part," Ron Kurz says. "Our services also include warehousing and distribution. In one location, you can look at your product from the beginning stage to shipping the end result."