

DynaGraphics Unveils Bold New Chapter with Installation of Canon varioPRINT iX3200

Reno's most advanced production inkjet platform positions DynaGraphics as the region's leader in modern, data-driven customer communications

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DynaGraphics today announced a major milestone in its evolution with the installation of the Canon varioPRINT iX3200 — the most advanced production inkjet press operating in the greater Reno/Tahoe region. This investment accelerates the company's transformation from a long-trusted print provider into Northern Nevada's leading omnichannel communications partner for businesses, nonprofits, educational institutions, and public sector organizations.

For more than 50 years, DynaGraphics has supported organizations across Nevada with high-quality print, mail, and fulfillment services. The addition of the Canon varioPRINT iX3200 marks a significant leap forward, enabling faster, more personalized, and more measurable customer communications across both print and digital channels.

"Our investment in the Canon varioPRINT iX3200 is about the future of communication in Nevada," said Zack Tsuji, President of DynaGraphics. "Organizations today need quality, scale, personalization, and data-driven outcomes. This platform allows us to deliver all of that at a level the Reno, Tahoe, and Northern Nevada markets have never seen."

Expanding Beyond Traditional Print

The Canon varioPRINT iX3200 dramatically broadens the range of applications DynaGraphics can produce from a single, unified platform. From personalized marketing campaigns and high-impact direct mail to transactional documents and compliance communications, the iX3200 enables organizations to streamline workflows, consolidate vendors, and execute more sophisticated omnichannel strategies.



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“Organizations no longer want fragmented communications managed across disconnected vendors,” said Rusty Davis, Senior Account Executive at Canon. “They want a strategic partner who can deliver a unified customer communication experience. DynaGraphics is stepping into that role for Nevada.”

Industries across the region — including healthcare, technology, government, financial services, education, and nonprofits — can now rely on DynaGraphics for mission-critical communications requiring precision, reliability, and brand consistency. Applications include brochures, catalogs, fundraising mailings, onboarding kits, educational materials, event communications, and customer lifecycle campaigns.

Personalization at Scale

Where the iX3200 truly differentiates itself is in its ability to deliver high-speed, data-driven personalization without compromising quality or production speed. Every printed piece can be uniquely customized based on customer behavior, demographics, lifecycle stage, or engagement history.

This transforms direct mail into a modern performance marketing channel, enabling:

- Triggered campaigns tied to CRM or marketing automation platforms
- Dynamic content blocks and personalized offers
- QR-code-driven digital experiences
- One-to-one messaging that increases response rates and customer loyalty

The platform also supports personalized communications across the full customer lifecycle from welcome kits and onboarding materials to renewal notices, donor stewardship, loyalty updates, and event communications.

Offset-Level Quality with Digital Agility

The iX3200 delivers offset-quality output with the flexibility and speed of digital production. Sharp text, vibrant color, smooth gradients, and precise brand reproduction ensure every piece meets enterprise-level standards. Automated color calibration, advanced imaging technology, and real-time quality monitoring maintain consistency across long or complex runs — a critical advantage for organizations with strict brand or compliance requirements.

Join DynaGraphics at the Open House on August 13th

DynaGraphics will showcase the Canon varioPRINT iX3200 and its expanded omnichannel capabilities during an open house for customers, partners, and regional business leaders on Thursday, August 13th in Reno.

RSVP: www.dynareno.com

About DynaGraphics

DynaGraphics transforms visual communication ideas into reality. With more than 50 years serving the greater Reno region, the company delivers commercial digital and offset printing with a solution-based approach, state-of-the-art technology, and exemplary service. From simple brochures to complex variable-data mailings — and everything in between — DynaGraphics is the trusted partner for organizations across Reno, Tahoe, and Northern Nevada. Learn more at www.dynagraphicprinting.com.

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