



Capital8

# Entrepreneurship at the highest level in the Netherlands

Canon Business Center started in 2009 as a printer supplier, operating from a modest office in Breda. Today, the company has grown into one of the leading players in the printing and digital services industry.

Each time Issue Magazine visits the organization, it becomes clear how quickly new developments are adopted and embedded. The foundation of this success lies in the buy, run and build strategy, an approach that continues to drive growth.

## A market in motion

The Dutch market for multifunctional business printers is changing rapidly. Smaller suppliers are increasingly being acquired by large investment firms, often at the cost of brand identity, proposition and customer intimacy.

In many cases, service quality is compromised. External investors tend to focus on different priorities, in which the interests of employees and customers are not always placed first.

## Buy, run and build strategy

From the headquarters in Breda, CEO Willem-Jan Bosch is building a new, customer-driven organization in which success truly comes to life: Capital8, a completely new concept in the market.

While many organizations rely on external investment firms, is Capital8 built by entrepreneurs who all have an active role within the brand portfolio. This creates a different dynamic, where decisions are made close to the customer and long-term value is prioritized alongside performance. They share a clear and common ambition: to become the most outstanding printing and digital services organization in the Netherlands.



In the Customer Center, all machines are fully configured and pre-installed.

Bosch explains: "Capital8 operates as a house-of-brands built on several strong pillars, including Canon Business Center Netherlands and Ricoh Business Center Netherlands. To strengthen our organic growth, we completed five acquisitions last year, including the Ricoh Document Centers in the south and central Netherlands. Based on our strong track record, Ricoh Europe has given us full confidence and the freedom to introduce the Ricoh Business Center Netherlands proposition to the market.

Within our brand portfolio, we combine the strength of two global brands, Canon and Ricoh, with strong local entrepreneurship. This enables us to serve a wide range of organizations in the SME segment and beyond, from law firms and construction companies to educational and healthcare institutions." Both organizations operate regionally and are closely connected to local business communities such as NAC Breda, ADO Den Haag and De Graafschap. In addition to Breda, there are offices in Amsterdam, Breukelen, The Hague, Eindhoven, Geleen and Wijchen.

## Control over the process

For years, the paperless office has been predicted, yet reality proves otherwise. Capital8 does not compete on volume, but on full control over the process.

The organization has developed a fully integrated way of working in which all departments are seamlessly connected. Responsibilities are clearly defined and handover moments are structured. When something does not work as intended, it becomes immediately visible, allowing for quick adjustments.

## Operational excellence

At the headquarters in Breda, visitors can look directly into the Customer Center through glass walls. This is not a traditional warehouse, but a transparent and dynamic environment where performance is carefully prepared. Machines are fully configured before leaving the building. Accessories are installed, software is set up and settings are optimized. Serial numbers are registered in advance. To the customer, the installation appears effortless. Behind the scenes, it is the result of a highly organized process.

Bosch explains: "Anyone can print an A4, but the real value lies in how the process is organized. Everything needs to work perfectly the first time. That is what performance means." A clear example of this approach can be seen in healthcare. "In healthcare, disruption is not an option," Bosch says. "When a machine is installed, it has to work perfectly from the start. No unnecessary follow-up or multiple points of contact due to inefficiency."

That is why everything is prepared in advance. "All machines are pre-installed in our Customer Center in line with our Ready2Perform concept. They are maintained at a constant temperature and transported in protective covers, ensuring they do not need to acclimatize for 24 hours upon arrival at the customer. As soon as they arrive, they are ready for immediate use." For the customer, the experience is straightforward. "The old machine is removed, the new one is installed, cables are connected and printing can start right away. It looks simple, but behind the scenes everything has been carefully prepared."



The printers are delivered to the customer Ready2Perform.

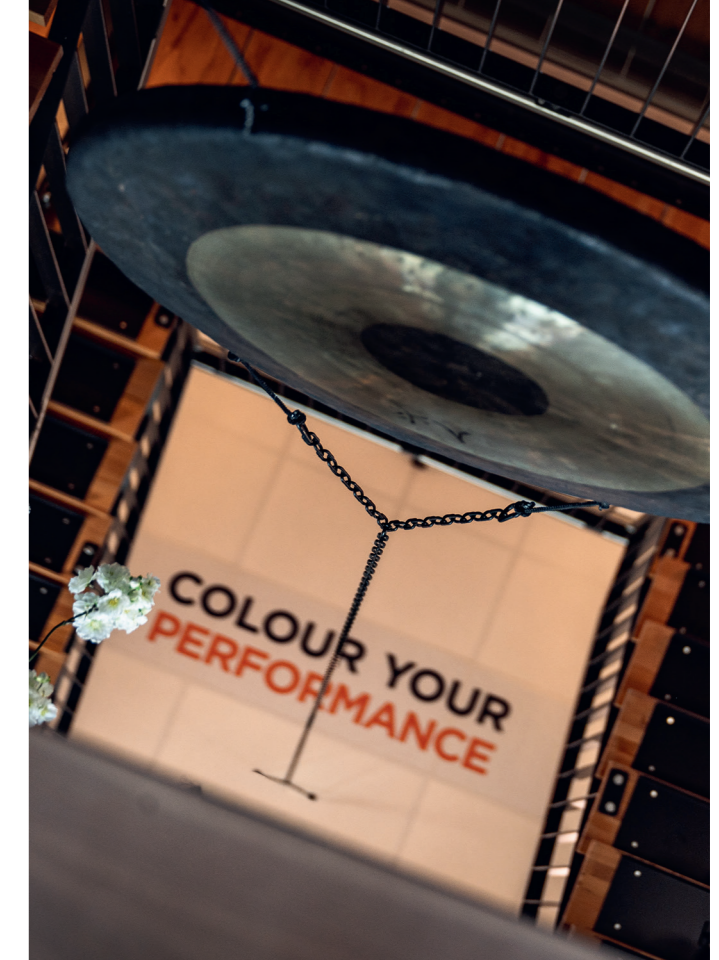
## Not waiting until tomorrow

Service technicians are known as Performance Engineers. All notifications are continuously monitored. Around 65 percent of issues are resolved remotely while the customer is still on the phone. Each machine has a unique QR code, giving users instant insight into the status of a request, from registration to expected resolution time. "Uncertainty is the biggest frustration during a malfunction," Bosch explains. "Predictability equals quality." For organizations where printing is business-critical, such as publishing houses, printing companies and legal firms, extended service levels apply. In these environments, waiting until tomorrow is simply not an option.

## No business trick, just culture

Technology and processes are important, but culture makes the difference. Since 2018, Canon Business Center Netherlands has operated based on four core values: predictable, experience, entrepreneurial thinking and connection. Employees are regularly trained and certified on the brand concept Colour your performance. Bosch explains: "There is a strong belief in the power of individual brand propositions. To strengthen them further, a refreshed branding for Canon Business Center Netherlands is being introduced, alongside a completely new proposition and visual identity for Ricoh Business Center Netherlands. That is how real differentiation is achieved."

Everyone in the organization must be able to explain what happens and why. Every detail has a purpose. If that understanding is not there, additional training follows.



The brand concept "Colour your performance" makes the difference.

"You immediately notice whether someone truly understands it," Bosch says. "Success is not a trick. It has to be embedded in the system."

## When everything comes together

In the end, success is not about doing more, but about doing things better. When visitors leave after a tour and say, "You really understand it," everything falls into place. Service, quality and trust come together.

Bosch concludes: "Business is about people. When vision, structure and energy come together, success truly gets colour. There is great pride in the headquarters in the beautiful city of Breda, where the most outstanding printing company in the Netherlands is being built. And because entrepreneurship is something we strongly believe in together, there is always openness to connect with ambitious entrepreneurs who dare to think ahead. Building success together is what drives everything."

**Canon Business Center Nederland**  
[canonbusinesscenternederland.nl](http://canonbusinesscenternederland.nl)

**Ricoh Business Center Nederland**  
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