

SMART CHANGE STARTS HERE

Announcing a revolutionary workflow solution

CAPITALIZING ON BOOK PRINTING OPPORTUNITIES WITH CANON SOLUTIONS AMERICA'S NEW BOOK SMART SUITE

The definition of a book has evolved over time, specifically in terms of what it means to produce a printed and bound book on-demand, either as a book-of-one or in the appropriate quantities. After all, what is a printed book other than a stack of paper sheets bound together in one fashion or another? The book's content is obviously important, but even some virtually content-less objects are produced in book form (think blank-ruled notebooks and sketchbooks).

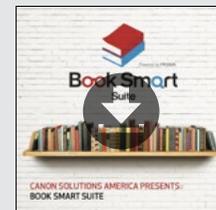
Although all of the documents outlined in the following table share book-like attributes, they are very different in terms of their purpose. Savvy print service providers can leverage their production investments by printing multiple types of applications across the bound-document segment.

Did you know...

As of 2018, Canon Solutions America's customers have printed over 183 billion inkjet pages in the United States.

[VIEW THE INFOGRAPHIC >>](#)

Featured Resources



VIEW THE BROCHURE:
CANON SOLUTIONS AMERICA PRESENTS: BOOK SMART SUITE



WATCH THE VIDEO:
END-TO-END DIGITAL BOOK PRODUCTION: THE BOOK SMART SUITE

Questions? Call us: 1-877-623-4969
Email us: us.oceinfo@csa.canon.com



Documents with Book-Like Attributes

TYPE OF CONTENT	SIZE	BINDING	USE OF COLOR	OTHER
Annual reports	Varies; Typically, 8.5" x 11" or larger	Perfect	Moderately used	Distribution has largely shifted to electronic delivery
Books (hard cover)	Range of sizes; Typically, 6" x 9"	Case	Some color; sometimes as an inserted section on higher quality paper	Attractive electronic delivery methods exist, but most still require hard copy
Books (soft cover)	Mostly smaller, "pocket" sizes to midsized "trade" paperbacks (5.3" x 8.5")	Perfect	Moderately used	Attractive electronic delivery methods exist, but most still require hard copy
Books (coffee table)	Typically, 8.5" x 11" or larger	Case	Extensively used	High-quality images require suitable paper
Booklets	Range of sizes	Saddle-stitch; some perfect	Moderately used	This category covers a range of document types and can include marketing materials
Catalogs	Range of sizes	Saddle-stitch; some perfect	Extensively used	
Directories	Range of sizes	Saddle-stitch; some perfect	Moderately used	
Mission-critical financial documents and reports	Range of sizes	Saddle-stitch; some perfect	Moderately used	This category is shifting to electronic delivery, but some customers and regulators require hard copy
Magazines	Range of sizes; Typically, 8.5" x 11" or larger	Saddle-stitch; some perfect	Extensively used	Often time-sensitive and generally not intended for extended use, but some special issues may have much in common with larger paperback book formats (e.g., perfect bound with extensive use of color)

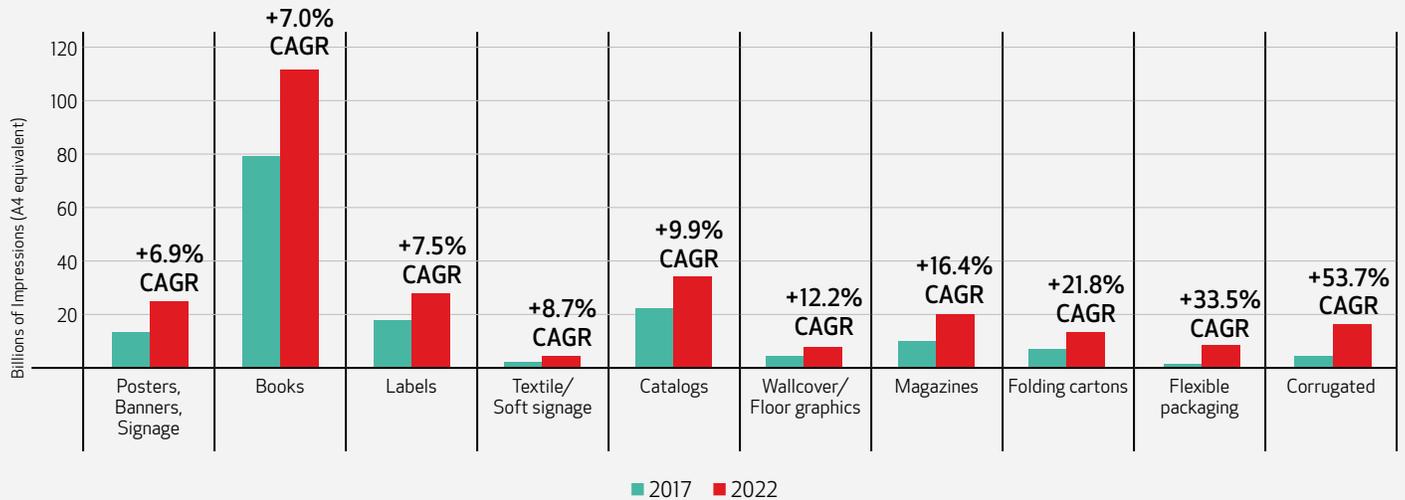
What's the Opportunity?

According to Keypoint Intelligence — InfoTrends' *U.S. Digital Production Printing Application Forecast*, books are currently the largest application for digital printing. With impressions expected to increase from 78 billion in 2017 to over 110 billion in 2022, books are leading the digital production printing transition. High-speed inkjet technology updates, increased market education, and complementary workflow integration largely account for this growth.

On-Demand Technology Creates Demand!

Early print-on-demand book production sites often used toner-based, cutsheet digital printing technologies for the interior book block as well as the cover, although some used roll-fed toner devices to create the book blocks and paired them to cutsheet production technologies for covers. These digital production sites enabled publishers to print books in small quantities for purposes such as proof copies, niche titles, university course packs, and back catalog production. The on-demand model created a range of new

10 Fastest Growing Applications (Growth Rate)



Sources: US Digital Production Printing Application Forecast 2017–2022, Keypoint Intelligence—InfoTrends.

opportunities for self-published writers, trainers, educators, consultants, and other content developers. With the help of online providers, these authors could upload and sell their work without investing in printed inventory. This model also piqued the interest of publishers, who realized they could personalize and repurpose content in a variety of ways—electronically and in print.

The role of on-demand book printing greatly expanded over the past decade with the introduction of high-speed monochrome and color inkjet web-fed printing systems. While toner-based color and monochrome roll-fed printing systems are still sometimes used for on-demand book printing, inkjet systems have had a revolutionary effect that is truly extending the reach of the on-demand book printing market. The speed capabilities and productivity of inkjet systems have made it possible to print larger quantities at competitive costs while also embracing the values of digital printing (e.g., quick turnaround, personalization, just-in-time production, and on-demand printing).

Let's Talk about Workflow!

Taking advantage of the opportunities that the book production market has to offer requires a book production workflow that is flexible and scalable enough to fit your needs. Without this type of workflow, commercial printers

will have production silos and inefficient communication gaps between systems. This is where Canon Solutions America's Book Smart Suite comes into play. The Book Smart Suite enables commercial printers interested in book manufacturing to efficiently print books from start to finish whether they are monochrome or color, one-off or several. For printers that have experienced an increase in print-on-demand or one-off book requests, the Book Smart Suite provides an answer. This automated, end-to-end solution is designed to help you add valuable service offerings and increased flexibility without interrupting existing workflows. Scalable options mean that the suite can be tailored to your needs today while also remaining flexible enough to grow with you tomorrow.

[Visit PowerfulProductionPrint.com](https://www.powerfulproductionprint.com)

END-TO-END DIGITAL BOOK PRODUCTION: THE BOOK SMART SUITE

It isn't fiction: digital printing is disrupting the book publishing industry. Write your own success story with a collection of proven solutions that can help you automate digital book production from start to finish. Uncover Book Smart Suite!



[WATCH THE VIDEO](#)

Welcome to thINK Forum



Be Part of the Community

More than an inkjet user group, **thINK** is a collaborative and connected group of digital production print professionals who are at the forefront of inkjet technology. They come together to discuss the rapidly growing inkjet curve, discover new ways to capitalize on new inkjet applications, and share their experiences as pioneers in this new age of digital print.

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ABOUT CANON SOLUTIONS AMERICA, INC.

Canon Solutions America provides industry leading enterprise, production, and large format printing solutions, supported by exceptional professional service offerings. With the technology offerings of the Canon and Océ brands, Canon Solutions America helps companies of all sizes improve sustainability, increase efficiency, and control costs through high volume, continuous feed, digital and traditional printing, and document management solutions. A wholly owned subsidiary of Canon U.S.A., Inc., Canon Solutions America is headquartered in Melville, New York, and has sales and service locations across the U.S. For more information on Canon Solutions America, please visit csa.canon.com.

PRODUCTION PRINT RESOURCE CENTER

Canon Solutions America helps you stay on the leading edge of our quickly changing industry with free access to our robust Production Print Resource Center, including:

- Customer videos
- Webinars
- Case studies
- Press demos
- White papers
- Articles

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thINK is an independent community of Canon Solutions America production print customers, solution partners, and print industry experts. Visit the thINK Forum for resources such as:

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