



CANON SOLUTIONS AMERICA



CANON SEE IMPOSSIBLE

BEYOND PLANNING LIVES VISION

INSIGHT FOR INTRODUCING INKJET TECHNOLOGIES
INTO EXISTING PRINT OPERATIONS



DIGITAL PRINTING INSIDER | APRIL 2016 | FOR TRANSACTIONAL, DIRECT MAIL, AND IN-PLANT PRINTERS

HOW TO TRANSITION YOUR BUSINESS TO INKJET — NEW BUSINESS-ORIENTED INKJET REFERENCE BOOK

Interested in eliminating the inventory, storage, and obsolescence hassles of preprinted forms? Looking to improve your time to market for direct mail campaigns? Would more flexibility to tailor relevant messaging content on short notice improve your competitive edge? Looking for a more cost-competitive and efficient way to run your print work?

If you answered “yes” to any of these questions, you are probably thinking of a potential transition to production inkjet technology. Or perhaps you are in the early stages of making that transition. Wouldn’t it be helpful if you could “pick the brains” of those who have already done so, get their advice on what to expect, and find out what lessons they learned as they made their transition, all with the benefit of 20/20 hindsight? Now you can.

Wouldn’t it be helpful if you could “pick the brains” of print providers who have already made the transition to production inkjet technology?

thINK, an independent community of Canon Solutions America production print customers, in collaboration with Canon Solutions America, has recently published *The Inkjet Edge — How to Transition Your Business to Inkjet*, a comprehensive, robust resource for those considering or preparing a transition to production inkjet technology.

LEARN MORE. VISIT POWERFULPRODUCTIONPRINT.COM



There are important considerations and preparations to be made when incorporating inkjet printing into any printing operation. Gain insight and advice from print service providers, industry analysts, and solution partners to help you make the switch smoothly and successfully.

GET THE BOOK:
**THE INKJET EDGE: HOW TO TRANSITION
YOUR BUSINESS TO INKJET**



To achieve high-quality, consistent results on production inkjet printers, design preparation is key. *The Designer's Guide to Inkjet*, now available in e-book form, helps graphic designers leverage inkjet media and inks, software settings, and file preparation to get the best results every time.

READ THE E-BOOK:
THE DESIGNER'S GUIDE TO INKJET



QUESTIONS? CALL US: 1-877-623-4969 EMAIL US: US.OCEINFO@CSA.CANON.COM

HOW TO TRANSITION YOUR BUSINESS TO INKJET — NEW BUSINESS-ORIENTED INKJET REFERENCE BOOK (CONTINUED)



Based on extensive interviews with Canon Solutions America production print customers, solution partners, and print industry experts, this book captures the experience and knowledge of those who have already made the transition to inkjet. In one concise resource, you can benefit from the advice and lessons learned by transactional and direct mail service providers about such topics as the inkjet justification process, what you should know when transitioning from offset and from toner-based printers, media and ink considerations, finishing options, workflow integration requirements, inkjet's impact on various departments in your organization, and the power of data-driven marketing.

"This book captures the knowledge and insights of some of the most successful inkjet service providers in the country."

"One of the key objectives of thINK is to provide an educational forum that enables our members to share best practices and learn from each other, industry leaders, and solution partners," said Victor Bohnert, Director of thINK. "This book captures the knowledge and insights of some of the most successful inkjet service providers in the country. We hope it will be an excellent resource for the print industry."

Make your production inkjet transition more informed and successful with the insights available in this book. You can purchase this book for \$25 through the Printing Impressions store.

VISIT POWERFULPRODUCTIONPRINT.COM

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YOUR BUSINESS TO INKJET**





BEYOND BREAKTHROUGHS EXPLORE LIMITLESS

The impact of production inkjet is undeniable — it's taking businesses to the next level and giving printers a competitive edge. The Océ VarioPrint® i300 press is the first sheetfed inkjet press on the market, and it's shattering traditional barriers.

SEE WHAT THE FIRST USERS HAD TO SAY!

"We ran for an entire month straight without opening any covers or seeing a single paper jam." — Martin Koebel, Production Manager, pii

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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, N.Y. 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:

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