

# PRINT 13

**STRONGER TOGETHER.**

WHAT A **GREAT**  
**SHOW!**

**TOGETHER WE CAN DO ANYTHING.**

DIGITAL PRINTING INSIDER | SEPTEMBER 2013 | POST-PRINT 13 SPECIAL EDITION

## BETTER THAN EVER!

That's the word on the street and around water coolers all over the world. New technologies, innovations and amazing demonstrations dominated the show and in particular, the Canon booth. Interest, curiosity, and discovery were at high levels every day of the show. We've never seen anything like it. The crowds were stunning. Like many exhibitors, Canon Solutions America was ready to show "What's New" to a global audience and we believe everyone walked away satisfied and hungry for more.

After PRINT 13 there is no doubt that the print industry has risen to the challenge of proving its viability as a critical communication medium and is more than ready to help its customers succeed through advances in personalization, speed, and quality.

## HERE ARE A FEW OF THE POWERFUL PRODUCTION PRINT SOLUTIONS HIGHLIGHTS FROM THE CANON BOOTH:

- Real-life production applications for book printing, commercial printing, transactional, and direct mail demonstrated superior print quality throughout the show.
- The latest in high-speed inkjet printing generated enthusiasm from booth visitors. We introduced the new Océ ColorStream® 3900 continuous feed printer with live demonstrations of its full-featured capabilities such as:
  - Flexible growth path
  - Economical start/stop
  - HeadSafe technology
  - Monochrome to full-color flexibility with up to 6-color printing including spot, invisible ink, security ink and full-speed MICR.
- An on-site look at a variety of inkjet papers generated discussions about how choosing the right paper has a direct relationship to profit.
- A wide variety of in-booth finishing options exemplified how Canon Solutions America services the entire end-to-end configurations of cutters, stackers, saddle-stitchers, and more, for its customers to optimize uptime.
- Book of One printing illustrated how to reduce production costs and maximize revenue with automated book production.

## LEARN MORE. VISIT:

[ProductionPrintingSolutions.com](http://ProductionPrintingSolutions.com)

### Canon Solutions America's McMahon on Integration, Niagara



Francis A. McMahon, Vice President of Marketing for Canon Solutions America, discusses the Océ integration and development of Canon Solutions America's new Niagara sheetfed color inkjet press.

### Excitement at Canon Solutions America



Eric Hawkinson, Director of Marketing for Canon Solutions America, discusses the wealth of new products being shown at PRINT 13 and the enthusiasm at Canon Solutions America.

### Canon Solutions America Complete Solutions



Bringing end-to-end solutions to market is part of the strategy taken by Canon Solutions America, notes Kris Albee, Marketing Director, in her interview with *Printing Impressions* Editor-in-Chief Mark Michelson.

### Canon Solutions America's Inkjet Growth



*Printing Impressions* Editor-in-Chief Mark Michelson chats with Michael Poulin, Manager of Product Marketing for Canon Solutions America, regarding the company's explosive growth in inkjet product.

### Canon Solutions America Talks Paper



The importance of paper as a "fifth color" is examined by John Crumbaugh, Marketing Executive for paper and ink at Canon Solutions America.

## QUESTIONS?

**Call Us:**  
1-877-623-4969

**Email Us:**  
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## BETTER THAN EVER! (CONTINUED)

### MORE POWERFUL PRODUCTION PRINT SOLUTIONS HIGHLIGHTS FROM THE CANON BOOTH:

- Demonstrations of the industry-leading Océ PRISMA® workflow solution effectively showed how integration of print production operations into a single, centralized system can literally change the way you manage your everyday workflow and strategically plan for your business future.
- PressGo! Business Development Program – filled with free business tools and resources for today's digital print operations – helps customers grow their business.

Every day of the show, Canon Solutions America Production Print Solutions professionals demonstrated end-to-end solutions that address your toughest business challenges including postal optimization, multi-channel document delivery, production management, and piece level tracking tactics.

PRINT 13 was truly a groundbreaking event. It was great to see old friends and make new ones. We are proud to be part of such a lively industry and our commitment to innovation and development of important new printing technology is stronger than ever.



During the show our executives and key managers had a lot to say about the state of the industry and what to expect from the almost year-old union of Canon and Océ, under the new Canon Solutions America name. **Visit [ProductionPrintingSolutions.com](http://ProductionPrintingSolutions.com) to see more!**

#### WE KNOW PRODUCTION PRINT.

Canon Solutions America helps you stay on the leading edge of our quickly-changing industry with valuable resources. Easy to access, easy to use, and FREE!

#### NOT YET A CUSTOMER?

Access our robust Digital Printing Resource Center for a wide array of educational and informational resources such as:

- Customer videos
- Press demos
- Webinars
- White papers

**Visit [OceProductionPrinting.com/CE](http://OceProductionPrinting.com/CE)**

#### ALREADY A CUSTOMER?

Tap into even more robust business development resources by logging into your PressGo! account to access:

- Valuable development resources
- Training invitations
- Free marketing templates
- Peer engagement opportunities

**Register or login at [MyPressGo.com](http://MyPressGo.com)**

#### STRONGER TOGETHER.

The Océ brand has a reputation for high-speed production print solutions that are built to last. From cutsheet to continuous feed, monochrome to full-color, and toner to inkjet, these scalable printing and workflow solutions are customized for your business and backed by award-winning service. As part of Canon Solutions America, we have the brightest R&D minds advancing tomorrow's innovations to help you grow your business, control costs and practice environmental stewardship. Whether it's improving productivity or opening new markets and applications, together, with our customers, we can do anything.

**Visit [CSA.Canon.com/ProductionPrint](http://CSA.Canon.com/ProductionPrint) or call us at 1-877-623-4969.**

**Canon**  
CANON SOLUTIONS AMERICA



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Download a QR code reader app and scan with your smart phone to learn more about Canon Solutions America Production Print Solutions!