



HAPPY HOLIDAY SEASON!

STRONGER TOGETHER.

TOGETHER WE CAN DO ANYTHING.

DIGITAL PRINTING INSIDER | DECEMBER 2013 | FOR TRANSACTIONAL, DIRECT MAIL, AND INPLANT PRINTERS

GREETINGS,

On behalf of Canon Solutions America, I'd like to wish you all a very Happy Holiday Season!

It seems like every year, as the holidays approach, we look back on the year that has passed and think, "Where did the time go?" At Canon Solutions America, I know exactly where the time went in 2013. This past year, we officially united our operations with Canon and embarked on our new path as Canon Solutions America. Throughout the year we showcased how we truly are, "Stronger Together."

In April, we were voted the "Company to Watch" at the inaugural Inkjet Summit. Over the summer, we hosted our annual Future Authors Project and sponsored 50 budding authors, publishing their works in the book entitled, *Pure Gold Written in Graphite*. At PRINT 13 we were amazed by the vitality of the printing industry as we witnessed the latest printing technologies and caught up with our customers. We even released information about our new high-speed sheetfed color inkjet printer, known as Niagara, which will hit the market in 2014. Be sure to keep up with our eNewsletters to learn more about this innovative product!

Throughout 2013 we sent you a wide variety of informative materials in this monthly *Digital Printing Insider* newsletter. We hope that you have found these helpful. We have made these resources available to you at any time, simply visit the Digital Printing Resource Center. There you will find customer videos, industry white papers, on-demand webinars, case study booklets, how-to guides and more.

Look for more informative materials in 2014, as we continue to partner with you for your success. Wishing you all the best in 2014!

Happy Holidays,

Francis A. McMahon

Vice President of Marketing
Canon Solutions America, Production Print Solutions

LEARN MORE. VISIT:

PowerfulProductionPrint.com

View the Press Demo:

Watch the [Océ ColorStream 3500 press demo](#) today to learn more about the best-in-class features of the Océ ColorStream® 3000 series and how these features provide increased flexibility, rock-solid reliability, and improved profitability.



Read the Booklet:

Looking for a new approach to help your business succeed? Learn how these printers set themselves apart from the competition in [More Secrets of Savvy Printers](#).

QUESTIONS?

Call Us:
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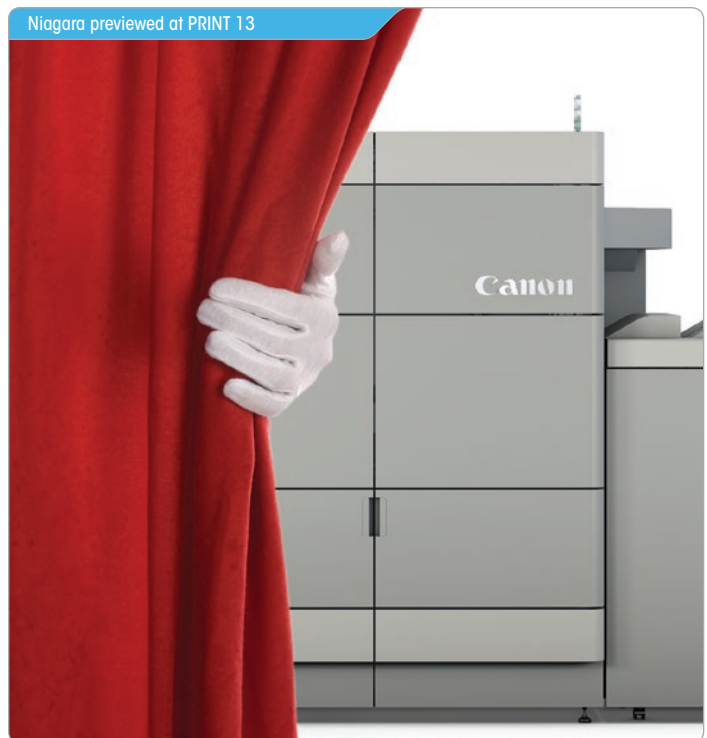


FROM PRINT 13 TO 2014... WE ARE LOOKING TO THE FUTURE!

Every year, we like to think that our trip to McCormick Place will give us some insight into what lies ahead in the coming year. PRINT 13 delivered just that. While the central theme of the PRINT 13 show was digital color print, the buzz centered on cutsheet inkjet solutions. At least seven vendors had products or presentations in their booths centered on cutsheet inkjet. But only one showed the ability to take up to B3 paper – the new Niagara from Canon Solutions America. This solution makes use of existing technologies from the company's product lines, such as paper handling from the Océ VarioPrint® 6000 cutsheet family and print heads from the Océ ColorStream inkjet family. With speeds up to 8,500 duplex letter sheets per hour, or about 280 ppm, the Niagara is big step up in cutsheet color speeds.

Canon Solutions America showcased sample output on a variety of paper stocks and, even on untreated paper, the output impressed the likes of Madison Advisors. While the output looked better on more expensive papers, the difference between mid-price and high-price samples was negligible. That will help keep the overall cost of using a Niagara system lower, helping printers remain profitable. Niagara will be released to the market in 2014 in a limited capacity, so stay tuned for more details throughout the year.

According to Madison Advisors, expect to see growth in digital color continue through 2014. The firm's recent engagements have shown an increase in production color printers in both in-plants and service bureaus. Outsourced print providers without high volume color capabilities are reviewing the market for the best solution to meet the needs of existing and new client opportunities. Most understand the need to have the color devices in place when

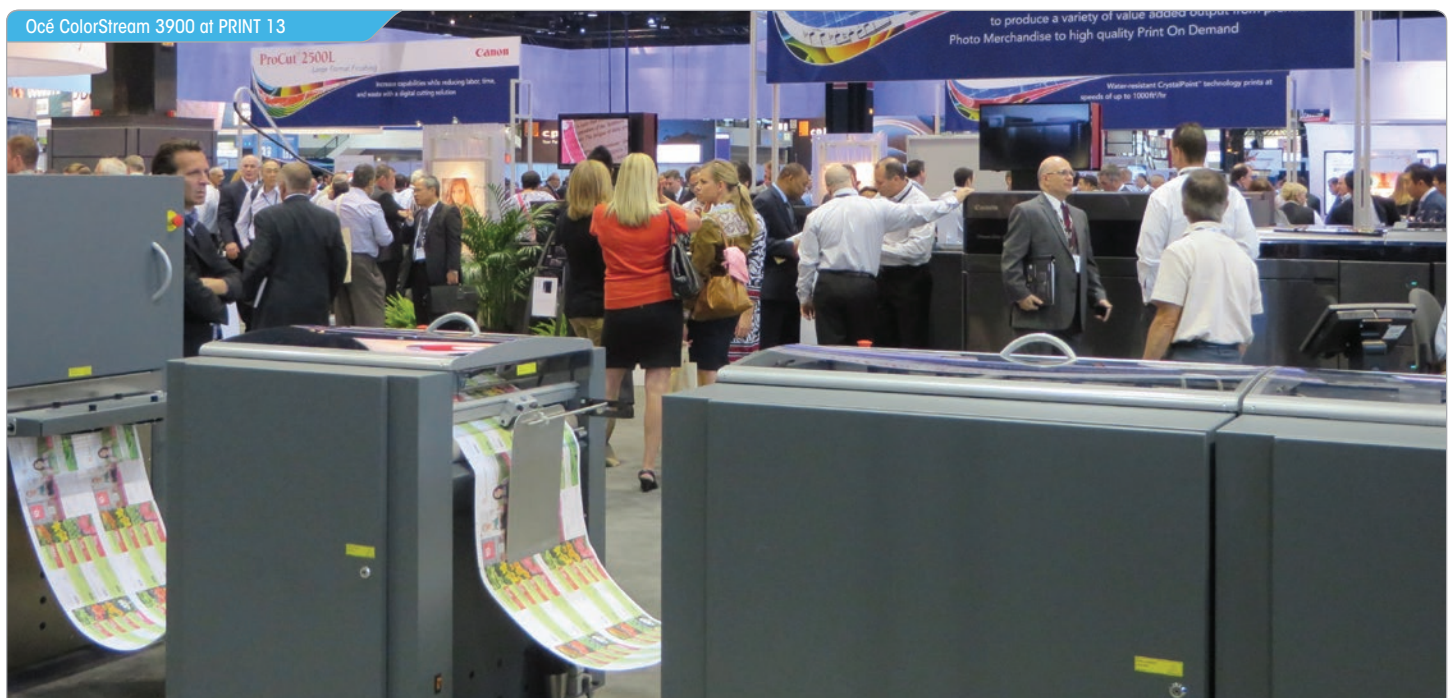


Niagara previewed at PRINT 13



[View the video *Canon Solutions America's Francis A. McMahon on Integration, Niagara at PowerfulProductionPrint.com*](#)

bidding on color jobs as the learning curve is too great to take an “if they come, we'll build it” approach. Creative sales approaches are needed to get these placements so the service bureaus can control their capital expenses while building volume.



Océ ColorStream 3900 at PRINT 13

FROM PRINT 13 TO 2014... WE ARE LOOKING TO THE FUTURE! (CONTINUED)

Custom packaging and product labeling is a growth area for commercial printers and there were a number of products at PRINT 13 geared toward this, again, many inkjet-based. The opportunity here is two-fold. For the printer, digital packaging printing allows them to respond quickly to changes in labeling from their clients. Short runs can now be profitable as you can print fully customized single units. For the marketing manager, digital printing of packaging and product labeling allows them to customize the messaging on each product to a specific micro market or respond to an outside event with special packaging.

The message from PRINT 13 was that color digital print is the future and the industry is prepared to deliver solutions to streamline the production process. Printer vendors are investing in new print technology while software providers are investing in new solutions that are more user-friendly and easier to support. 2014 will be an interesting year as these new print solutions get into the hands of end users and we see if they deliver on the hype. Stay tuned!



Download the booklet *More Secrets of Savvy Printers* today at PowerfulProductionPrint.com



Visit PowerfulProductionPrint.com

Learn more about the Océ ColorStream 3500 inkjet printer, including how it helps reduce paper waste, has a long printer head life, secures data integrity on both sides of printed items and more.

View the **Océ ColorStream 3500** press demo.



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:

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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 or call us at 1-877-623-4969.

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Questions?

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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!

WANT TO PARTNER FOR SUCCESS?



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TOGETHER WE CAN DO ANYTHING.

The Océ product line has always had a reputation for high-speed, reliable production print solutions. Now, as Canon Solutions America, we have the best and brightest minds in the industry working to bring about tomorrow's innovations. Whether it's improving productivity or breaking into new markets, together, with our customers, we can do anything.

See how you can reap the benefits. Visit CSA.Canon.com/CE to learn more!



View the Webinar: *Integrating High-Speed Color Inkjet into Marketing Campaigns*

High-Speed Inkjet

Turn inkjet technology into your next competitive advantage. Deliver more meaningful and affordable marketing campaigns for your customers.



Read the Article: *Canon Solutions America: Professional Services that Work*

Award-Winning Service

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View the Video: *Words from Our Customers*

Happy Customers

Hear why Canon Solutions America Production Print customers believe we are Stronger Together.

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