

WINTER 2023

think FORWARD

Inkjet Networking and Knowledge

2023 PRODUCTION DIGITAL PRINTING

Learn about the top trends influencing the printing industry's competitive landscape, recommendations for overcoming challenges, key application opportunities to pursue, and the role production digital printing can play in achieving success in 2023.

SAVE THE DATE!

As a Canon Solutions America inkjet customer, YOU are invited! Save the date to attend the think Ahead 2023 conference in Boca Raton, FL. July 17-19, 2023.

think ahead²³

PEL HUGHES UPGRADES WITH CANON PROSTREAM

Pel Hughes adds the efficient Canon ProStream web-fed inkjet press to deliver highly targeted direct mail, books, and magazines with stunning quality.



INKJET INSPIRATION

Looking for inkjet inspiration?

Inkjet print technology can help you take your project to a whole new level, and we have some ideas to get you started. Take a look at these innovative inkjet projects and get inspired — then submit your own!

AND MORE!

Check out the 2023 think Academy Live Class schedule, read about the NEW think Academy Press Operator training, discover the latest evaluated media for your Canon inkjet press, and learn what Canon Solutions America is doing to support inkjet customers — all inside!

A LETTER FROM **think** BOARD PRESIDENT
LORI MESSINA



Did you know that as a Canon Solutions America production print inkjet customer you — and your entire company — can register for complimentary **think** Membership?

think is an independent community of Canon Solutions America production inkjet customers, led by a board of inkjet print service providers. The community is designed to develop tools, training, and resources that help accelerate success with inkjet. Request your free membership by visiting [thinkForum.com](https://thinkforum.com).

Once you become a **think** member, you have full access to all **think** benefits, some of which include:

think AHEAD 2023:

All **think** members are invited to attend the invitation-only annual **think** Ahead conference. Save the date and plan to join us for **think** Ahead 2023, to be held July 17-19, 2023 at The Boca Raton. **think** Ahead 2023 will feature an inspirational keynote, educational sessions, a Canon Solutions America update, press demos and tours at the Canon Americas Customer Innovation Center, and live discussions and learning in the Partner Pavilion — as well as lots of networking and fun.

think ACADEMY LIVE CLASS:

The **think** Academy 2023 live class schedule is available, and registration is open for learning throughout the year across a wide variety of inkjet topics. Take classes individually or order in lunch and invite your entire team for a lunch and learn!

think ACADEMY ON-DEMAND COURSES:

For deeper-dive learning into core content, visit [thinkForum.com](https://thinkforum.com), navigate to **think** Academy, and select Online Training. You'll find AIC training, Canon inkjet press operator training, inkjet sales, marketing courses — and more!

think SALES & MKTG LAB:

Visit [thinkForum.com](https://thinkforum.com) and navigate to Lead Gen to download inkjet print samples, direct mail campaign templates, and sales enablement tools.

INKJET INSPIRATION:

Download the Inkjet Innovation booklet and view videos featuring innovative print projects, all created by Canon Solutions America production inkjet customers.

PROJECT 360°:

If you don't know about Project 360°, you're going to want to learn more! This complimentary professional services program, led by Canon Solutions America inkjet experts, is designed to assist you in streamlining your workflows, optimizing press performance, and gaining overall business efficiencies.

PAPER SELECTOR TOOL & MEDIA PACKS AND PROFILES:

Did you know Canon Solutions America has media labs in North America, Germany, and the Netherlands that focus on evaluating new papers for your inkjet press? You can find the latest evaluated inkjet papers on [thinkForum.com](https://thinkforum.com) — use the Paper Selector tool to find the right paper for your project and download media profiles or packs for your Canon Solutions America inkjet press.

think LUNCH & LEARN:

Make sure you know about ALL of the tools, training, and resources available to you as a Canon Solutions America inkjet customer and **think** member. Visit [thinkForum.com](https://thinkforum.com) to schedule a **think** Lunch & Learn with your team.

I encourage you to visit [thinkForum.com](https://thinkforum.com) and register for your **think** membership!

LORI MESSINA

think Board President
 President, Access Direct Systems
lori@thinkforum.com

think FORWARD

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The value of the **think** community cannot be overstated. Over the years, I've witnessed **think** members learn from one another, grow their inkjet businesses together, and form not only partnerships but lifelong friendships. I encourage every Canon Solutions America inkjet customer to get involved in **think** and fully leverage its benefits.

FRANCIS A. MCMAHON
 Executive Vice President, Production Print Solutions
 Canon Solutions America

MEET YOUR 2023 thINK BOARD MEMBERS

Did you know?
You can reach out to your 2023 thINK Board members using the thINK Member Directory on [thINKForum.com!](http://thINKForum.com)

LORI MESSINA

President



Lori is the President of Access Direct Systems, a company to which she has dedicated more than three decades of ingenuity, innovation, and hard work. Having worked her way up from an entry-level position to President and owner, Lori truly knows all elements of the direct mail industry. Lori continually strives for excellence with a keen focus on exceptional client management that has made her instrumental to the sustainable growth and development of the business. Her understanding of internal project management, technological applications, and client communications has facilitated the successful completion and growth of client programs. Lori now focuses her efforts on strategic planning, effective policies, and fine-tuned management to maintain and continue to put Access Direct Systems in the forefront of the direct mail marketing industry.

PETE STUDER

Vice President/Treasurer



Pete Studer is the President and also a partner at Impact, a Minneapolis based company helping clients achieve their business objectives by serving as an extension of their marketing teams. Pete helps the employees at Impact remain focused on direct response marketing execution, complex segmentation/personalization, variable high-speed color printing, lettershop, and total package management. He also helps manage key customer relationships and over his 20 years has helped move Impact into multiple locations. He has been involved in several acquisitions over the last 15 years and was responsible for combining each set of new offerings into the Impact operation. He was heavily involved in the selection and transition of Impact from digital toner to inkjet in 2015. He holds a Bachelor of Arts in Finance and Marketing. Outside of Impact, Pete serves on multiple Minnesota non-profit boards. He resides in Minnesota with his wife and three daughters.

SHELLEY HYDE

Co-Conference Chair, 2023



Shelley Hyde is Co-Owner and Partner at PrintMailPro, a full-service commercial printer specializing in direct marketing and transactional mail with facilities in Dallas and Austin, Texas. As managing Partner

over the Dallas facility, she has been actively involved in navigating the challenges of the printing and mailing industry, exploring new technology, and staying on top of constantly changing postal regulations. PrintMailPro's diverse client base includes law firms, nonprofit organizations, marketing firms, and local and state government agencies. Shelley's background includes client relations, new business development, operations, and project management. Shelley holds a bachelor's degree in Business Administration from Trinity University and achieved the title of Certified Mail and Distribution Systems Manager in 1995. In her free time, she likes to read, travel, and spend time with her husband, three daughters, and two dogs.

CHRIS WELLS

Co-Conference Chair, 2023



Chris joined Massachusetts-based DS Graphics | Universal Wilde as Executive Vice President in August 2009 after DSG's acquisition of LVI Print Optimization, where he was CEO. He was also a co-founder of HubCast, Inc. He is the subject matter expert in mapping existing marketing and print procurement processes, analyzing operational and competitive benefits and cost savings, and recommending solutions. Chris is a past member of the Board of Directors for the Printing Industries of New England, The National Association of Printing Leadership's Industry Trends Analysis Group, and the Young Presidents' Organization. He was a founding member of the Hewlett-Packard Digital Printing Advisory Council and The Digital Solutions Cooperative (Dscoop). Chris is a graduate of Tufts University (1992). He serves as the President of the Ashburnham/Westminster Foundation for Academic Excellence and is very active in community service. In addition to spending time with his three grown children, Chris enjoys boating on Lake Winnepesaukee, skiing, and making music with his bandmates.

TODD ROTH

Immediate Past President



Todd is Vice President of Core Publishing Solutions (CPS) for Thomson Reuters, a top-10 book manufacturer in North America that specializes in short- and long-run, high-quality hard and soft cover book production. His team of more than 450 specializes in lightweight papers and high page counts, with decorated covers in soft and hard cover offerings. CPS operates with state-of-the-art workflows, digital

web and cut sheet inkjet presses, digital and conventional binders, and a fleet of zero makeready conventional web presses. Todd holds an MBA in Operations from the University of St. Thomas and an undergraduate degree from the University of Minnesota. In addition, Todd serves on the Canon Solutions America Digital Print Advisory Council (DPAC), which meets semiannually to provide feedback and discuss current industry trends, market changes, and business conditions and has served as a thINK Board member for the inkjet user community since 2016.

NAVEED CHOUDHRY

thINK Board Member



Naveed Choudhry is a Sr. Operations Manager at Broadridge, where he manages print and maintenance operations and oversees a team of pre-press designers who are responsible for designing documents to meet customers' design expectations and communication objectives. The team's goal is to create operational efficiencies through their document design by standardizing customer applications to reduce changeovers on the production floor, consolidating applications to use same send envelopes, ensuring all document designs are compliant for postal discounts, and constantly looking for other opportunities to streamline operations while meeting customer SLAs. High-speed printing has been Naveed's professional passion for more than three decades. Outside of work, he enjoys playing several sports and spending time with his wife, daughter, and twin sons.

ERIC HAWKINSON

Executive Director



Eric Hawkinson is the Executive Director for the thINK user community, serving an organization he helped found in 2015. Prior to joining thINK, Hawkinson served as the Vice President of Marketing for Canon Solutions America. In his role at Canon Solutions America, a solely owned subsidiary of Canon USA, he collectively drove the strategy for the go-to-market and product marketing initiatives for the growing production inkjet market in North America. Prior to Canon Solutions America, Hawkinson worked for SmithBucklin, a Chicago-based association management company, where he led the creation of Dscoop (Digital Solutions Cooperative), an HP User Community. In addition to his role at thINK, Hawkinson is the Executive Vice President at the Innovatis Group, a fast-growing engagement company that focuses on technology-based user communities. Innovatis Group serves as a full-service management company for non-profit organizations that are looking to grow and expand their reach.

SHERI JAMMALLO

Executive Program Liaison



Sheri Jammallo is the Sr. Advisor, Marketing at Canon Solutions America, with a keen segment focus on the commercial, book, transactional, direct mail, and corporate in-plant print production spaces. She brings with her a wealth of industry knowledge that enables her to lead relevant go-to-market production print strategies and programs for Canon Solutions America that bring value-add to their production

print customers and overall print industry. Sheri's Green Belt in Lean Six Sigma enables her to create high-value industry resources that are focused on educating the print community. Previous to Canon, Sheri spent 14 years in several roles at Xerox. She was a Production Print Solutions Sales Manager in the Northeast region responsible for a high-end production print technology and services portfolio, leading a team of Production Print Sales Specialists. Sheri began her career in the commercial print space at Standard Register and spent several years there in business development and sales management roles.

FRANCIS A. MCMAHON

Executive VP, Canon Solutions America



Francis A. McMahon is responsible for leading the Production Print business for Canon U.S.A. Inc. and Canon Solutions America, leveraging 30 years of experience in the printing industry in the areas of operations, strategy, sales, and marketing. Before joining Canon, Francis was already an advocate for technology and community initiatives as Director of Marketing, GSB, at Hewlett-Packard. He holds a Bachelor of Science degree in Business Administration from San Francisco State University and a Master of Business Administration from the Rochester Institute of Technology.

TONYA POWERS

thINK Board Member



Tonya Powers is the Director, Marketing at Canon Solutions America with a focus on all outbound marketing initiatives and the customer experience for the Production Print Solutions business. Tonya brings a wealth of knowledge on building strategies for B2B marketing, with a keen focus on the graphic arts industry. She has been in the industry since 2005 starting at Hewlett-Packard. Tonya has been with Canon Solutions America since 2009, initially focused on the graphic arts customer segments. Tonya currently serves on the thINK Board, BMI's Marketing & Membership Committee, and the Printing Industries Alliance Franklin Event Committee.

LARRY VAUGHN

thINK Board Member



Larry Vaughn has been an active participant in the print community on a local, national, and global level throughout his 46-year career. By adapting with the ever-changing landscape of print and technology, Larry has developed a reputation within the industry as a forward thinker and true visionary. For 26 years, Larry Vaughn was the Owner and Founder of Ideal Printers in Houston, TX. Most recently he was the Co-Owner and Vice President of Sales at Seebridge Media. As of February 1, 2016, Thomas Printworks acquired Seebridge Media, retaining Larry as a strategic account advisor for the commercial print and mail division. Thomas Printworks brings 66 years of experience in the visual communications, printing, and technology industries together to provide the highest levels of quality and customer service with locations strategically located across the United States.

2023 PRODUCTION DIGITAL PRINTING: NAVIGATING THE YEAR AHEAD

A recent NAPCO 2023 special report identified the top trends influencing the printing industry's competitive landscape, recommendations for overcoming challenges, key application opportunities to pursue, and the role production digital printing can play in achieving success in 2023.

Here are a few key actions from the report that can help you navigate 2023:

MINIMIZE THE IMPACT OF LABOR SHORTAGES

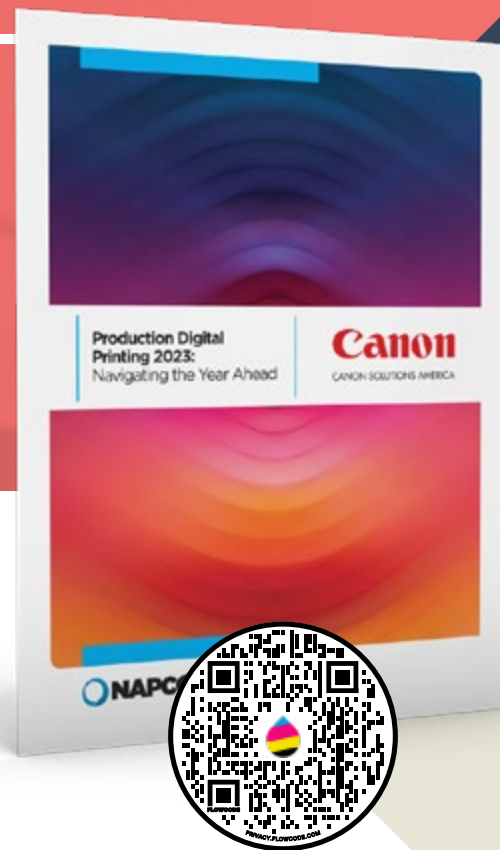
- ▶ Focus on retention: Offer competitive benefits, wages, and programs to retain staff. Employee retention efforts that often yield results include mentoring, employee development, bonuses, and recognition.
- ▶ Expand recruiting practices: Staffing agencies, professional recruiters, and online search engines are common avenues for finding job candidates. Successful printers are expanding recruiting practices to include academic institutions (high schools, technical schools, community colleges, and universities) to access a diverse talent pool and internship programs.
- ▶ Create or strengthen employee referral programs: An employee referral is often a less expensive and faster way to hire and generally produces a better hire.
- ▶ Invest in automation: Combine workflow software with digital print solutions to help increase productivity and efficiency and reduce dependency on labor skills and staffing.

AUTOMATE FOR PROFITABILITY

Automation is a critical component in optimizing technology investments, increasing page volume, and reducing costs — all factors that lead to profitability. Automation can be as simple as a system that manages basic prepress functions such as preflighting and uploading files to the server or as intricate as a cloud-based platform that automates the entire workflow.

Core benefits of automation include:

- ▶ Removing production bottlenecks that obstruct job volume throughput, hamper productivity, and strain profits.
- ▶ Reducing human touch points so that jobs move faster through the production process. In addition, every time a worker physically touches a print job, it opens up the possibility of an error, which can result in extra costs to fix mistakes.
- ▶ Lowering staff requirements. With the current labor shortages impacting printers' abilities to attract and hire staff, transitioning human-driven processes to automation reduces the number of employees needed.



 Download the Full Report

DID YOU KNOW...

...you can download the latest evaluated paper for your Canon inkjet press using the Paper Selector tool on thinkforum.com.



TAKE MEASURES TO LESSEN THE IMPACT OF PAPER SHORTAGES

Operational success and profitability in the coming year will require print service providers to invest in tools, staff, equipment, and methods to enhance productivity, overcome supply chain disruptions, address labor shortages, and meet challenging customer demands.

Here are actions print providers are taking to lessen the effects of paper shortages, as reported in a recent NAPCO survey:

- ▶ Build inventory
- ▶ Keep clients informed and be transparent on availability
- ▶ Encourage clients to plan jobs far in advance
- ▶ Explore substrate and production alternatives
- ▶ Frequently adjust prices and increase markups
- ▶ Meet regularly with suppliers to discuss future material requirements and alternatives, price expectations, and current and expected supply chain conditions
- ▶ Hold regular internal meetings with purchasing, estimating, scheduling, production, sales, and customer service to discuss material availability, pricing, substitution options, and client feedback
- ▶ Partner with members of trade associations, peer groups, and local printers to share supply chain intelligence, storage space, and supplies
- ▶ Elevate inventory management to mission-critical function, recognizing that superior supply chain management is a competitive advantage

MIGRATE FROM OFFSET AND TONER TO INKJET

Migration of both offset and toner to production inkjet is driven by inkjet's ability to produce high volumes of variable content at a lower cost without sacrificing print quality.

More jobs are migrating from offset to inkjet presses due to declining production costs, increasing substrate availability, growing customer demand for personalization, and a dramatic improvement in quality.

In addition, toner work is also migrating to inkjet because of the availability of sheetfed inkjet presses that offer lower consumable cost, better uptime, higher quality, and wider substrate options when compared to toner. In addition, production inkjet has lower per-page costs than toner technology.

The high percentage of commercial printers planning to invest in inkjet is reflective of the technological advancements that have made it such an attractive and versatile technology. For example, while the first high-speed production inkjet presses were roll-fed systems, the introduction of sheetfed inkjet presses is expanding opportunity for print service providers by offering affordable, high-quality color printing, attractive running costs, smaller footprints, substrate flexibility, and enhanced productivity.

Competitive market challenges have commercial printers pursuing strategies to be more profitable, expand product offerings, compete on service, and strengthen customer relationships. Commercial printers are making investments to automate, upgrade, enhance services, and grow.

Commercial printers' investment in production inkjet will continue as it offers the following benefits:

- ▶ Extends the crossover point for digital print versus offset, enabling more pages to migrate to digital print
- ▶ Allows more variable data options to personalize printed materials
- ▶ Prints high-quality graphics
- ▶ Supports a wide range of substrates
- ▶ Produces high-volume or short-run jobs (made possible by the speed, productivity, reliability, low running costs, and high levels of automation of today's presses)



DID YOU KNOW...

There are think Academy live classes that cover workflow automation? View the schedule and register now!



DID YOU KNOW...

There is a think Academy live class that covers volume migration to Canon inkjet? Register now!





2023 PRODUCTION DIGITAL PRINTING: NAVIGATING THE YEAR AHEAD

The high percentage of commercial printers planning to invest in inkjet is reflective of the technological advancements that have made it such an attractive and versatile technology. For example, while the first high-speed production inkjet presses were roll-fed systems, the introduction of sheetfed inkjet presses is expanding opportunity for print service providers by offering affordable, high-quality color printing, attractive running costs, smaller footprints, substrate flexibility, and enhanced productivity.

ENHANCE EFFECTIVENESS OF DIRECT MAIL

Sophisticated technologies are enhancing direct mail's value and its results. These tools are enhancing direct mail's effectiveness because they enable delivery tracking, collect valuable lead data, and generate ROI metrics. Print service providers offering direct mail need to evaluate current offerings and consider expanding services.

Here is a summary of tools and services that can enhance direct mail results:

- ▶ Intelligent mail barcodes: Direct mail that includes this barcode allows print providers and the United States Postal Service to sort, track, and deliver each direct mail piece with accuracy and speed. This unique barcode also enables the sender to better estimate a mail piece's delivery window — crucial information for coordinating the supporting elements of multi-channel, multi-touch integrated marketing campaigns.
- ▶ Quick response codes: QR codes eliminate the gap between customer response and delivery of coupons, product information, special offers, or other marketing follow-up communications. These two-dimensional, square barcodes

can store large amounts of unique data, and when scanned, launch specific actions. QR codes not only allow consumers to immediately access coupons, landing pages, product information, and other data directly from their mobile devices, they also enable marketers to collect data on consumer activity and track the effectiveness of marketing elements in real time.

- ▶ Mobile SMS text marketing: SMS text marketing is designed to motivate an immediate response, collect real-time consumer data, and facilitate two-way communication by incorporating SMS marketing elements on direct mail pieces. Consumers are using mobile text marketing to initiate a survey, provide feedback, access customer service and support, receive promotional offers, or redeem customer loyalty rewards. Marketers benefit through real-time response metrics in addition to capturing mobile phone numbers and other information to enhance consumer data sets.
- ▶ Extreme personalization: Nothing captures attention and motivates response like relevant and timely personalized communication that provides a unique experience for each consumer. Print service providers are offering solutions to leverage database integration, variable data printing, marketing triggers, and integrated multi-channel marketing to help marketers tell their story, motivate response, and boost revenue.
- ▶ Linking printed direct mail and digital media: The use of QR codes during the COVID-19 pandemic educated the masses on how print can connect to digital media and was a key factor in a resurgence of omni-channel integration. As direct marketers look for ways to enhance customer experiences and engagement, innovative print service providers are guiding them in combining direct mail with digital media.

ADD COLOR, PERSONALIZATION, AND INTERACTIVITY TO TRANSACTIONAL DOCUMENTS

Transactional documents, statements, policies, contracts, and invoices have historically not been considered eye-catching applications. However, today's buyers expect high levels of color and personalization, along with high quality, on-time delivery, and effective calls to action.

A noticeable trend in transactional documents is their evolution as marketing vehicles, mainly the result of production digital printing. Full-color, high-speed variable digital printers produce custom print communications for nearly the same price as black-and-white. In addition, production inkjet technology has made color communications affordable and endlessly customizable.

From an operations and customer service perspective, billing statements, collection letters, welcome kits, appointment confirmations, and payment reminders can benefit from color because it:

- ▶ Brings attention to specific content elements in a document
- ▶ Directs readers through the flow of the document
- ▶ Adds emphasis to key messaging
- ▶ Provokes customers to respond to a call to action, such as making a purchase or paying a bill
- ▶ Improves the readability and customer experience

Interactivity is also key to engaging omni-channel communications. According to one 2022 study, 56% of consumers are interested in companies using QR codes on printed communications as a way of improving the communications they send.¹

¹ Broadridge (n.d.). 2022 CX and Communications Insights: Engaging Customers in a Digital World. Retrieved January 1, 2023 from www.broadridge.com.



BOOK PRINTERS — EXPLORE NEW OPTIONS TO IMPROVE EFFICIENCY, EXPAND PRODUCTS & SERVICES, AND INCREASE PROFITABILITY

Navigating today's competitive publishing environment calls for book printers to develop and pursue strategic initiatives that create highly agile organizations capable of rapidly responding and adapting to change, better meeting publishers' dynamic needs, and accelerating business growth.

Books are a print application that continues to demonstrate value, relevance, and resilience. Digital printing technology continues to transform book manufacturing by offering print providers and publishers new options to improve efficiency and profitability. While book printers have been producing books on digital presses for some time, innovations in technology are moving more work from offset to digital, improving productivity, and offering new opportunities for products and services.



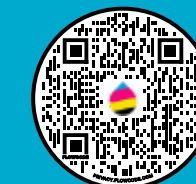
DID YOU KNOW...

There are several thINK Academy live classes that discuss direct mail best practices? Scan the QR code to learn more.



DID YOU KNOW...

There are several thINK Academy live classes that discuss trends and best practices for book printing? Scan the QR code to view the schedule and register now.



PEL HUGHES ADDS THE CANON PROSTREAM WEB-FED INKJET PRESS

TO EFFICIENTLY DELIVER HIGHLY TARGETED DIRECT MAIL, BOOKS, AND MAGAZINES WITH STUNNING GRAPHIC QUALITY



“Don’t screw it up,” Brian Hughes, Pel Hughes President, replied with a laugh when asked about the wise words of wisdom his father Vic left him regarding their family’s print business. Brian is the third generation to lead Pel Hughes, based in New Orleans, Louisiana, and he intends to grow the business just as his parents did.

“The family business began in 1954 with my grandparents Pel and Alice (pronounced ‘Elise’) Hughes,” Brian explained. “When my parents took over the business in 1969, they grew it from a small commercial print and mail shop with only three employees to one of the largest Gulf South full-service direct mail marketing providers with more than 65 employees today.

This growth came despite many challenges, including the floods from Hurricane Katrina. Brian continued, “My dad didn’t tell me how to run the business; he showed me. I worked alongside him for over 20 years and saw him use obstacles as springboards to grow the company. We’re taking his knowledge passed on to us and growing the business by evolving it to meet changing market conditions.”

MEET THINK MEMBERS FROM PEL HUGHES



JACKIE HUGHES



BRIAN HUGHES



TIM LEVY



“Many people will tell you print is dead, but we know print is not dead — it is evolving. Print is a very powerful component of the multi-channel marketing mix, and if you aren’t using it for highly targeted direct mail campaigns, you are missing the mark,” Brian said.

“Our customers don’t come to us because they want print or direct mail campaigns. They come to us because they want their communications to be timely, relevant, personalized, and effective to meet their customer acquisition and retention goals — and we know how to help them do that.”

Clients rely on Pel Hughes’s extensive data expertise to help them achieve ROI (return on investment) with highly targeted cross-media marketing campaigns. To do this, Pel Hughes relies on a mix of print technology and software as well as data and marketing analysts.

However, they found their print technology was holding them back, creating waste and inefficiencies with pre-printed shells, downtime, and labor-intensive processes. As part of their evolution strategy, Brian and his uncle Tim Levy, Pel Hughes Vice President, made the decision to purchase a Canon ProStream 1800.

“As we evolved our business over the years, we moved forward but our press technology did not,” Tim said. “We knew we had to find a better, more efficient way to do what our customers have come to expect from us. Simply put, the ProStream checked all the boxes.”

“First, there’s the sheer efficiency factor,” Tim shared. “The ProStream can run 400,000 stunning high-quality postcards in the time it takes two of our toner devices to run just 10,000 postcards. There’s no question on the night-and-day difference when it comes to speed and quality, not to mention the uptime, which has been only 70 percent on our digital toner devices vs. the 90+ percent on ProStream. When you layer on top of that the variable data capabilities that can handle our complex data matrices, the ProStream is a game changer for our business. After our install in May 2022, we immediately began moving offset jobs that demanded pre-printed shells, high-quality graphics, and run lengths too short to run profitably on offset over to the ProStream — and, of course, digital toner jobs as well. We didn’t really have a learning curve. Our work was already there; we just needed a quality, high-speed press like the ProStream that could catch up with us and help us move into the future.”

“Because of our experience and expertise with data-driven direct mail, adding the ProStream was just plug-and-play for us,” Brian added. “[We could] keep doing what we were already doing, but do it better, more efficiently, and with better results.”

Media versatility is also important to Pel Hughes for meeting their customers’ requirements. The ProStream allows for a wide range of media, including standard offset coated (gloss, matte, silk, dull), uncoated, and inkjet optimized papers from 40gsm to 300gsm.

“So, in other words, we can print from the lightest-weight magazine and book pages to magazine covers, enabling us to use the ProStream for direct mail, books, catalogs, and magazines. The ability to print on 10-12 pt. postcard stock was big for us, as our clients’ demand has been trending to heavier stocks for years. We invested in a nearline MBO roll-fed finishing line with dynamic perf/score, slitting, trimming, sheeting, folding, and gluing for the most efficient finishing workflow in our industry,” Tim shared.

“Because the MBO line is modular, we can reconfigure finishing components into a different sequence, producing a different product as needed. Postcards in run one, letters in run two, self-mailers in run three. This allows us to finish the web into a product that is best for the customer and the campaign, rather than force them to fit a standard box. Customized campaigns get better conversion rates, which is the ultimate goal.”

With run lengths too short to run profitably on offset, overall volumes beyond the throughput levels of their toner devices, and the requirement for highly variable print jobs, the ProStream helped Pel Hughes bridge the gap between offset and toner devices, enabling them to be more efficient in delivering stunning quality, highly-targeted campaigns in record time, cost-effectively and without the waste.

Pel Hughes operates out of a 65,000 sq. ft. facility and has 65 employees, many of whom are family members stepping into their family legacy.

Jackie Hughes, owner of Pel Hughes, commented, “I am thrilled to see my son [Brian] and brother [Tim] leading the company. I know Vic would be proud. I am still actively involved in the business and spend my days in back-to-back meetings, but with the leadership I see [in them], I know I can look forward to picking up more tennis games and spending more time with my grandchildren.”

When asked what recommendations they have for others entering the inkjet market, Brian replied, “Choose a like-minded manufacturer. When we started investigating what inkjet could do for us, we knew we needed print technology that could not only meet us where we are, but also one that could scale with us as we grow. That was a critical decision point for us, and that’s why Canon Solutions America quickly became the clear choice.”

“Pel Hughes is a great example of the success a company achieves when they are focused on the success of their customers. I’m pleased they recognize we are like-minded in our commitment to customers. We welcome the Pel Hughes family to ours and look forward to seeing their continued growth,” said Francis McMahon, Executive Vice President, Production Print Solutions, Canon Solutions America, Inc.

Canon Solutions America has led the evolution of print for nearly a decade, with industry-leading web-fed, sheetfed, and total high-volume inkjet market share in the U.S. reported in 2021.

The Pel Hughes team is already making use of the tools and training that come with their think membership to accelerate their success with inkjet. “We welcome Pel Hughes to think,” said Todd Roth, former think Board president and Vice President Manufacturing & Distribution, Core Publishing Solutions, a Thomson Reuters Business. “We’re all looking forward to hearing more about their success with Canon inkjet at the annual think Ahead conference this summer.”

INKJET INSPIRATION

The Print Innovation Wall at the Canon Americas Customer Innovation Center spotlights innovative inkjet print projects, all created by Canon customers and made possible by Canon inkjet print technology.

Here is just one of the innovative inkjet projects selected for display on the Print Innovation Wall.



Title: Print On-Demand Storefront Showcases High Quality, Engaging Perfect Bound Books

Company: Copy General

Press: Canon varioPRINT iX sheetfed inkjet press

Paper: Verso Futura Digital Dull 100 lb. Text
Verso Futura Digital Dull 100 lb. Cover + Gloss Flood UV

Standout Innovation: Vibrant, dynamic illustrations and print-on-demand technology combine to offer multicultural children's books to a North American audience in an engaging and efficient manner.

Copy General, an innovative print technology leader with more than 40 years of industry experience, was approached by Global Bookshelves founder Janan Sarwar to help raise the profile and popularity of multicultural children's books by reproducing them for publication in North America. The first challenge was recreating these tales in a way that would hook a new audience of readers and draw them into the story. The second challenge was leveraging a print solution with the capability to produce set print runs and on-demand orders with the same high quality and efficiency.

The Canon varioPRINT iX proved to be the ideal print platform for helping Copy General print on-demand orders from the Global Bookshelves online store. These visually engaging, perfect-bound books feature dynamic illustrations that help each story leap off the page and find a home in the imagination of children, and each book is printed efficiently with inkjet.

think ahead²³



SAVE THE DATE
JULY 17-19, 2023 | BOCA RATON, FL



LOOKING FOR INKJET INSPIRATION IN 2023?

Download the inkjet innovation booklet, view videos and submit your own innovative inkjet print project. Scan the QR code to get inspired!

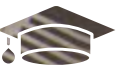


Meet us in Boca for educational inkjet sessions, networking, and best practice sharing at **think Ahead 2023!**

SCAN THE QR CODE
TO LEARN MORE



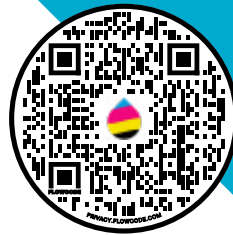
think ACADEMY 2023 LIVE CLASS SCHEDULE



Check out the 2023 think Academy live class schedule!

Whether you are interested in the print industry roadmap, tapping into the photo specialty market, migrating volume to Canon inkjet, getting the attention of print buyers, designing for inkjet, workflow automation, critical communications, selling print to vertical markets, Web 3.0, or ideas on how to grow your inkjet print business, we have a class for you!

Scan the QR code
to get registered!



JANUARY 12, 2023 | 2:00 pm EST

PHOTO APPLICATIONS MEET INKJET

There are a number of forces creating opportunities in photo specialty applications. A big one is that over one trillion digital photos are taken annually by both consumers and professional photographers. While photos are stored on digital devices and shared on social media, they continue to be printed for brochures and magazines, personalized photo books, postcards, calendars, and other types of customized print products. The quality of inkjet combined with the demand for printed materials with photos creates a profitable opportunity for print service providers. This educational session will explore key opportunities and trends influencing photo applications; the role of high-end inkjet presses; and tools from Canon to help service providers capture the market.

JANUARY 19, 2023 | 2:00 pm EST

2023 ROAD MAP

Each year, Keypoint Intelligence explores the trends, challenges, and opportunities that are facing our industry. If you're curious about how today's changing business world is reshaping our industry, join us for an engaging and thought-provoking session highlighting the things you must know and do for a successful 2023. Today's leading organizations are taking steps to position their teams for greatness in the new year. There are three priorities that PSPs should consider as they move toward the future. Sign up now to learn what they are!

JANUARY 26, 2023 | 2:00 pm EST

VOLUME MIGRATION TO CANON INKJET

Learn how you can migrate toner and offset print work to your more efficient and higher-margin Canon production inkjet press. In this session, you will get an understanding of print application quality and economic crossover points and learn how you can:

- ▶ Implement "white paper manufacturing" by replacing imprinting with preprinted offset with a single-pass inkjet run
- ▶ Transition work and phase out less productive and more costly toner devices
- ▶ Increase operational efficiencies and volume capacities
- ▶ Eliminate outsourcing of print work

FEBRUARY 2, 2023 | 2:00 pm EST

VOICE OF THE PRINT BUYER

What's on the minds of today's print buyers? How do they really feel about print quality versus price? Will they even have print in their marketing budgets in two years' time? A new study on U.S. print buyer purchasing trends from Keypoint Intelligence explores the answers to these questions and more. Join us for a live session as we review the marketing trends of mid-sized and large enterprises, the print applications their buyers are focused on, and the role that omni-channel solutions can play. Don't miss this opportunity to gain the information you need to approach every opportunity with print buyers in mind.

FEBRUARY 23, 2023 | 2:00 pm EST

WHAT PRINT BUYERS WANT & HOW TO GET THEIR ATTENTION

B2B buyers today have more responsibilities than buying print and no time to talk to reps. Reps must offer them more than the promise of lower prices and great customer service to get a meeting. Learn how to stand out from other sellers and get the attention of today's print buyers.

MARCH 2, 2023 | 2:00 pm EST

FINANCIAL SERVICES MARKETING TRENDS 2023

Economic uncertainty, increased anxiety, and burgeoning technology are all areas financial services brands will need to tackle with marketing efforts in 2023. In this class, Comperemedia will share how external factors and internal developments will affect acquisition efforts and customer communications in the financial services industry in 2023.

Did You Know?

- ▶ 66% of millennials would switch banks if they saw a promotional piece offering a good enough incentive
- ▶ 4 in 5 U.S. banking customers are interested in some form of financial support from their bank
- ▶ 85% of consumers are interested in some channel through which to receive financial wellness recommendations from their bank

As a print service provider, learn how you can help your financial customers differentiate themselves, particularly towards a younger audience, in the form of financial literacy efforts and expanding loyalty programs.

MARCH 23, 2023 | 2:00 pm EST

DIRECT MAIL CAMPAIGN TEMPLATES, PRINT SAMPLES, & MORE! HOW TO USE THE think SALES & MARKETING LAB

Finding effective tools and resources to grow your inkjet business can be tiresome. Don't lose any more time trying to decide what will work and where to start. Join us in this live session as we reveal the treasure trove of business-building resources you can access today on thinkForum.com in the Sales & MKTG Lab. Knowing where to find the gems and jewels means more revenue and efficiency for your print operation.

MARCH 30, 2023 | 2:00 pm EST

GETTING INTO THE PHOTO MARKET

Are you seeking opportunities to expand your business with high-margin applications? Thanks to the rising use of smartphone cameras, easy-to-use photo creation tools, and ongoing advancements in print technology, now is the perfect time to explore the photo specialty market. Still, there are a few things you need to consider before jumping into this market. Join us to learn how to capitalize on this picture-perfect opportunity!

APRIL 6, 2023 | 2:00 pm EST

WHAT DIRECT MAIL BUYERS WANT & HOW TO GET THEIR ATTENTION

Preferences for direct mail, especially with millennials and Gen Z, will reinforce the importance of direct mail in an omni-channel marketing strategy in the coming years. The competition for this volume will be intense and sellers will have to cut through the clutter of clamoring printers to get the attention of buyers. Learn how you can get the attention of direct mail marketers and keep it.

APRIL 20, 2023 | 2:00 pm EST

PRODUCTION INKJET AND THE PHOTO SPECIALTY OPPORTUNITY

The potential to pursue high-margin photo specialty applications and new business is huge right now. One reason: production inkjet has evolved into a smarter, more sustainable, and very competitive alternative to traditional photo printing. This live class will focus on the advantages and opportunities of production inkjet as a photo specialty platform and will cover:

- ▶ The photo specialty market and applications
- ▶ Creating a photo specialty workflow with the Photo Smart Suite
- ▶ Identifying prospects and customers
- ▶ You will also hear how Entourage Yearbooks is using inkjet technology to create personalized print as well as digital yearbooks to capitalize on the business opportunity.



APRIL 27, 2023 | 2:00 pm EST

TELECOM MARKETING TRENDS 2023

In this live thINK Academy class, Comperemedia will announce how external factors and internal developments will affect acquisition efforts and customer communications in the forthcoming 2023 Telecom and Media Trends.

Telecom brands will need to demonstrate their value by focusing on their core products while starting to step away from bundled communications

MAY 4, 2023 | 2:00 pm EST

WHAT YOU (AND YOUR CUSTOMERS) NEED TO KNOW ABOUT DESIGNING FOR INKJET

Drawing on the book “Designer’s Guide to a New Generation of Inkjet,” this live thINK Academy class will help print service providers understand the key intersections between the workflow of a graphic designer and the workflow of a print operator and how to use that knowledge to drive more profitable business and valuable customer relationships. Printers need designers to understand how to deliver clean files that achieve expected results. Designers need resources from printers in order to provide complete information for proper estimating. This class will cover:

- ▶ The what and why of getting what you need from designers
- ▶ Working with designers on color matching
- ▶ Creating an estimating checklist for you and your design customers
- ▶ Design education resources to drive more profitable business

MAY 18, 2023 | 2:00 pm EST

WORKFLOW AUTOMATION - PROVIDING PROFITABILITY

Holding back on investments in workflow automation means holding back on growth potential – a mistake that no printing business can afford to make in an environment where growth and profit are essential. The extent to which a business is automated has a strong influence on meeting critical customer requirements while maximizing profitability. Automation breaks the production bottlenecks: the inefficiencies and constraints of manufacturing that hamper productivity and profits. In this session, you will get recommendations from both Canon experts in workflow automation as well as your peers relative to how to streamline key manufacturing processes.

JUNE 8, 2023 | 2:00 pm EST

PRINT MANUFACTURING OPTIMIZATION

Today’s print service providers are continually challenged to re-evaluate where they stand with their digital adoption strategy. Workflow optimization

is key to any print environment, addressing production inefficiencies while increasing production capacity. In this live thINK Academy class, we will discuss the key steps in assessing your manufacturing workflow to expose gaps in current processes, technologies, and quality standards, including:

- ▶ Developing a roadmap for improving production and operational efficiencies
- ▶ Accelerating business growth with a successful implementation of Smart Print Manufacturing
- ▶ Analyzing current workflow and software deployments to ensure a “best in class” path to success

JUNE 22, 2023 | 2:00 pm EST

WHAT VERTICAL MARKET BUYERS WANT

Healthcare, retail, and financial print buyers buy print for different reasons, and getting the attention of buyers in a crowded space takes differentiation. Learn what will get the attention of your vertical market buyer and how to get meetings!

JULY 13, 2023 | 2:00 pm EST

thINK BEYOND PRINTING - BOOKS

Printers are always looking for new ways to help their customers tell their story through print. One of the biggest opportunities can also be one of the most creative, long lasting, and impactful – BOOKS! Digital publishing capabilities open new doors, new conversations, and new chapters for collaboration with customers. In this session, presented by Deborah Corn, the Intergalactic Ambassador to the Printerverse at Print Media Centr, get the Cliff’s Notes rundown of the publishing applications that have brand buyers buzzing and are sure to get you on the bestseller list.

JULY 27, 2023 | 2:00 pm EST

CRITICAL COMMUNICATIONS

Consumers expect personalized interactions on their preferred channel. Corporations are looking for business partners to help them use the right communication channel to deliver the best experience. In this session, you will hear from Canon partners as well as Canon production inkjet users about how critical customer communications (statements, invoices, notifications, etc.) are being used to supercharge customer acquisition, retention, compliance, and governance.

AUGUST 3, 2023 | 2:00 pm EST

INSURANCE MARKETING TRENDS 2023

Consumers are concerned about the financial outlook and have reduced spending. As a result, insurance marketers need to prove to customers their value in a time when many will begin shopping for a more affordable alternative. While price is always the dominant theme in insurance

acquisition marketing, expect carriers to bring more attention to things like discounts that reward loyalty, safe driving, and other loss-mitigating habits of consumers.

In this live thINK Academy class, Comperemedia will share how external factors and internal developments will affect acquisition efforts and customer communications in the insurance industry in 2023.

AUGUST 10, 2023 | 2:00 pm EST

WHY INKJET IS DIFFERENT

As print runs get shorter and clients demand more personalization and versioning, print service providers are looking at transitioning work from traditional offset to digital. This session will explore the key considerations service providers need to think through as they make this transition. We will explore topics like color management, media, and linearization.

Color Management: If you are transitioning to inkjet from an offset background, your operators are used to adjusting the color at the press, but inkjet does not have ink keys to make the color adjustment. Color management is performed upfront before the files are sent to the press. We’ll discuss input and output profiling definition, linearization and media needs to optimize color.

Media: With inkjet, paper is often referred to as the fifth color. The surface of the paper impacts the amount of ink that can be absorbed and the amount of colorant that stays close to the surface of the paper. The image is printed into the structure of the paper and influenced by the fibers and fillers that go into making the paper. Ink and paper together make up the color gamut. We’ll review the importance of paper and options including treated and untreated, offset stocks, and glossy stocks.

Linearization: Linearization is the process that manages dot gain. It is the process in which the press, media, and ink are calibrated to each other. It involves feeding paper specifications into the press, measuring the output with a spectrophotometer, and feeding those results back to the press in an iterative manner until output is optimized. It is the way that the press can deliver quality color consistently in a repeatable manner.

SEPTEMBER 7, 2023 | 2:00 pm EST

WEB 3.0 - WHAT DOES IT MEAN FOR ME AND MY BUSINESS?

We are starting to hear a lot about the metaverse and Web 3.0. These technologies have the potential to transform the marketing industry, and brands are eager to jump in. As with any emerging media, growing pains are anticipated, and brands need to determine how their unique business needs translate into a metaverse strategy that’s anchored to a compelling consumer value exchange. Just as the internet has had a major impact on print service providers, Web 3.0 and the concepts surrounding the metaverse will have a similar impact over time. In this session, you will hear from industry experts and marketers about the implications of Web 3.0 and the metaverse. Topics include:

- ▶ Web 3.0 and the metaverse defined

- ▶ What marketers think about Web 3.0 and the metaverse with examples and applications

- ▶ The role that printers can play and future implications

SEPTEMBER 21, 2023 | 2:00 pm EST

GROWING YOUR BUSINESS WITH INKJET

Understanding the need to grow one’s business is not a new proposition for today’s print executives. The fast pace of innovation in customer communication channels in both e-delivery and print have made it even more difficult to navigate one’s current business plan. In this live thINK Academy class, we will share the most recent research and forecasting data from print industry-recognized research firms to provide you with insight on how you can navigate the challenge of growing your revenues and client share of wallet.

- ▶ Apply key learnings of industry trends and Canon equipment value propositions to customer sales and management for business development
- ▶ Evaluate current and adjacent strategic business opportunities
- ▶ Assess how you can develop and market high-value print applications

OCTOBER 19, 2023 | 2:00 pm EST

thINK BEYOND PRINTING - DIRECT MAIL

The mailbox is one of the most powerful destinations for messaging and engagement if you have a strategy in place and the right tools to execute. While everyone is focused on direct marketing to generate holiday sales, this session is focusing on the post-holiday follow-up with direct mail. Join Deborah Corn, the Intergalactic Ambassador to the Printerverse at Print Media Centr, to receive the gift of printspiration, see how you can capitalize on post-holiday consumer overload, and help your customers create loyalty with theirs in the process.

NOVEMBER 16, 2023 | 2:00 pm EST

thINK BEYOND PRINTING - PRINTING SERVICES

The New Year is right around the corner and that means your customers are ready to start fresh. There is no better time to plant seeds for new ideas that keep you sticky in 2023 and beyond.

In this session, presented by Deborah Corn, the Intergalactic Ambassador to the Printerverse at Print Media Centr, we will explore expanding your service menu to address customer convenience, develop repeatable programs, and create unique offerings that sell themselves.

Scan the QR code to
view all thINK
Partners!



AN OPEN LETTER

TO thINK EXECUTIVE SPONSOR, CANON SOLUTIONS AMERICA
FROM THE thINK BOARD

Our partners are what makes thINK possible! It is because of them that we have the support and funding to develop valuable inkjet tools, training, and resources — a heartfelt THANK YOU goes out to all of our thINK partners!

In this issue, we want to highlight our Executive Sponsor, Canon Solutions America, thank them for their support of the thINK community and acknowledge their dedication and commitment to their production inkjet customers. With this type of dedication and commitment, it's no wonder that Canon Solutions America has led the evolution of print for nearly a decade, with industry-leading web-fed, sheetfed, and total high-volume inkjet market share in the U.S. reported in 2021.

Here are a few of the programs and initiatives through which Canon Solutions America supports the thINK Community:

thINK EXECUTIVE SPONSOR:

Canon Solutions America is an Executive Sponsor of thINK, providing funding and collaboration for the wide variety of inkjet tools, training, and resources made available to thINK members to help them accelerate success with inkjet.

COMPLIMENTARY MEMBERSHIP TO thINK:

As part of the thINK Executive Sponsorship package, Canon Solutions America is able to provide all of their production inkjet customers with complimentary membership to thINK. "In essence, this means that Canon Solutions America is sponsoring thINK membership for every one of their production inkjet customers. I think this sends a clear signal to the dedication and commitment Canon Solutions America has in assisting their customers in accelerated inkjet success," said Lori Messina, thINK Board President and Access Direct President.

thINK AHEAD:

Canon Solutions America plays an active role each year in collaborating to help the thINK board craft a robust agenda of educational sessions and networking and brings Canon executives and other inkjet experts in to support the annual thINK Ahead event.

thINK BOARD MEMBERS:

Canon Solutions America has three non-voting members serving on the thINK board to provide insight and support in the development of educational programs, tools, training, and resources. Board members include Francis McMahon, Executive Vice President; Tonya Powers, Director of Marketing; and Sheri Jammallo, Sr. Advisor.

CANON SOLUTIONS AMERICA MEDIA LAB:

The Canon Solutions America Media Lab works in close collaboration with thINK to provide updates on the most recently evaluated inkjet media as well as downloadable media packs and profiles for Canon production inkjet presses, made available to all thINK members available on [thINKForum.com](https://www.thinkforum.com).

CANON AMERICAS INNOVATION CENTER:

Each year, during the annual thINK Ahead conference, Canon Solutions America throws open its doors to provide tours and inkjet demos in the Canon Americas Customer Innovation center, with product managers and Canon executives available to share insight and answer questions.

PROJECT 360°:

Canon Solutions America offers Project 360° free of charge to all thINK members. Project 360° is designed to provide support beyond your initial installation and help you identify opportunities to transition more of your work to your Canon inkjet press; ways to reduce touchpoints and inefficiencies or decrease costs; outsourced jobs that could be brought back in house; and business processes or workflows in need of optimization.

CUSTOMER SPOTLIGHTS:

Canon Solutions America is proud of their production inkjet customers and is pleased to sponsor the development of customer spotlights. thINK members can request a customer spotlight and a writer will engage with them to help share their success with inkjet. The story is used in thINK and Canon Solutions America communications and provided to the customer for use in their own marketing as well.

GENERATING DEMAND FOR INKJET:

The "Print is Life" campaign, developed by Canon Solutions America, promotes the power of inkjet printing and helps generate demand for Canon inkjet print. thINK members can download the presentation, video, and direct mail campaign by visiting [thINKForum.com](https://www.thinkforum.com) and navigating to MKTG Lab.

INKJET INNOVATION WALL:

In celebration of innovative inkjet print projects by Canon Solutions America production inkjet customers, Canon Solutions America invites thINK members to submit their innovative print projects for promotion on social media and for display in the Canon Americas Customer Innovation Center.

PRINT SERVICE PROVIDER LEAD GEN PROGRAM:

Canon Solutions America funds the thINK Print Service Provider Lead Gen Program, enabling thINK members to participate in a fully funded paid search campaign that helps drive those looking for print to their website.

FOSTERING THE FUTURE OF INKJET WITH PRINTIED]:

Canon Solutions America and thINK teamed up to help the development of the future print workforce by sponsoring Print[Ed], an initiative designed to provide accredited instruction to high school print and graphics programs throughout the United States and to pair them with Canon Solutions America production inkjet customers for onsite learning through apprenticeships.

DESIGNING FOR INKJET

Canon Solutions America plays an active role in educating and inspiring the designer community, with Canon team members serving as frequent guest speakers at Paper Specs events and an active member of the Project Peacock community, as well as sharing resources with the designer community via Dots & Pixels, their online platform for designers. Resources include the latest edition of their book, Designer's Guide to a New Generation of Inkjet, available on the thINK Store on [thINKForum.com](https://www.thinkforum.com).

Thank you to Canon Solutions America for your support of the thINK community!

– 2023 thINK Board

thINK.

think.

MEMBER BENEFITS



As a Canon Solutions America production inkjet customer you and all of your employees are eligible for FREE think membership. think is an independent community of Canon Solutions America production inkjet customers and industry experts and, as a think member, you can tap into a wide variety of tools, training, and resources designed to accelerate your inkjet success.

Visit thinkforum.com to gain access to all of these benefits.

NETWORK & LEARN

- **think Ahead**
Attend the think Ahead annual conference to network and learn from peers, partners, and industry experts.
- **think Academy Live Classes**
Participate in live, instructor-led Sales, Marketing, Production, and Leadership classes.
- **Member Directory**
Connect directly with peers and industry experts to extend your network.

SHARPEN YOUR EDGE

- **think Academy Online Training**
Sharpen your edge with online, self-paced Sales, Marketing, Production, and Leadership training.
- **Blogs & Video Learning**
Access on-demand video learning to stay informed on industry trends.
- **Industry Whitepapers**
Access market research, case studies, and insights on new applications and industry trends to identify opportunities to expand into new markets, win new business, and increase sales.

TAP INTO TOOLS

- **think Store**
Order the "Designer's Guide for Inkjet", think Peace shirts...and more.
- **think Connect Mobile App**
Access think tools, training, and resources, and connect with peers from your mobile device.
- **Paper Selector Tool**
Find the perfect paper for your print projects.
- **Media Profiles**
Download media profiles or packs for your Canon inkjet press.

GENERATE LEADS

- **MKTG Lab**
Download print samples and direct mail campaign templates.
- **Multi-Channel Marketing Campaigns**
Team with an agency partner to create customized marketing campaigns.
- **Paid Search Print Provider Program**
Participate in the funded paid search print provider program.

ACCELERATE SUCCESS

- **Strategic Business Planning**
Collaborate with industry experts to build your strategic business plan.
- **Project 360°**
Tap into free professional services to accelerate your success.

To gain access to all of these benefits, visit thinkforum.com



CANON SOLUTIONS AMERICA
**PRESS OPERATOR
 EXCELLENCE**

**CALLING ALL CANON INKJET
 PRESS OPERATORS!**

I'm excited to announce our series of Canon ProStream, Canon ColorStream and Canon varioPRINT iX press operator training videos are now available to all Canon inkjet press operators! Visit thinkForum.com and select think Academy to access the courses.

If you don't have time to dive into the entire press operator training series, I encourage you to watch these three short 1 minute videos of some of the most important maintenance reminders to make sure your Canon inkjet presses receive top notch care.

Then, have some fun and take our online quiz. If you answer all questions correctly, you will be entered to win a \$100 Amazon gift card. The drawing will be held on March 31, 2023, and the winner will be notified by email.

Here are a few important notes that will help you ace your quiz!

- ▶ SU-70 is the only clear cleaning fluid that should be used to clean Canon inkjet press heads, and a substitute should never be used
- ▶ RFID tags should always be removed from empty ink containers to ensure empty containers used for waste are not mistakenly used for black ink
- ▶ If you operate a Canon ProStream you should remember to advance paper through if the press has not recently been in use to avoid paper curl

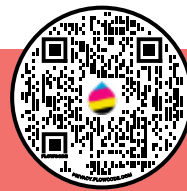
Remember these important maintenance procedures and be sure to dive into the full press operator training videos available to you on thinkForum.com.

JAY WUERTH

Senior Manager, Technical Training



Scan the QR code to watch the videos!



Use this QR code to refresh your press operator inkjet expertise or to train new staff!

CANON SOLUTIONS AMERICA
MEDIA LAB



SCOTT SILSBEЕ

Manager, Canon Solutions America Media Lab

**GREETINGS FROM THE
 CANON SOLUTIONS AMERICA
 MEDIA LAB!**

Did you know Canon has three world-class labs dedicated to inkjet that test, qualify, and fine-tune technology, media, and ink to help ensure our inkjet production print customers benefit from optimum output quality, productivity, and uptime?

The Canon Solutions America Media Lab is in our Boca Raton Florida showroom facility. We apply ISO, ASTM, and TAPPI methodologies for synthetic, paper, and paperboard tests,

including physical, optical, and inkjet coating properties as well as printability testing. The media lab is equipped with state-of-the-art technology to measure paper and the behavior of ink on paper. High print quality, productivity, and uptime are at the forefront of our testing targets.

To provide alternative media choices, we diligently search for alternative media and test media from various mills on our inkjet equipment. This is our effort to provide customers with more options in this time of paper shortages.

Here's the important part! Once we evaluate media and find new media that meets the standards of excellence for print quality, we post updates to the Paper Selector Tool, available to you on thinkForum.com.

Check it out now using the QR code or by going to thinkForum.com, navigating to **Media**, and selecting **Paper Selector**.



**PRINT
BEYOND
LIMITS.**

Canon
CANON SOLUTIONS AMERICA

From industry-leading production inkjet technology to reliable customer service and support, Canon Solutions America is ready to help you surmount challenges, stretch capabilities, and elevate your business.

See how Canon customers elevate their business with varioPRINT iX
PPS.CSA.CANON.COM/ELEVATE

877-623-4969 | PPS.CSA.CANON.COM

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thINK.

Production Notes

Paper: 100# Moorim ProDigital Text

Press: Canon varioPRINT iX sheetfed inkjet press

thINK is an independent community of Canon Solutions America production print customers, solution partners, and print industry experts and Canon Solutions America is a proud executive sponsor. Led by some of the most successful inkjet service providers in the country, it provides a forum for members to network, gain knowledge, discuss common challenges, and share best practices.

thINKForum.com