

SPRING 2023

thINK FORWARD

Inkjet Networking and Knowledge

MELE PRINTING

Known for gourmet fudge chocolate chip cookies, king cakes, and delighting print customers, learn the secrets to their success!

thINK AHEAD 2023

Registration is OPEN for thINK Ahead 2023, to take place at The Boca Raton July 17-19. See what's in store!

PRINT[ED]

thINK and Canon Solutions America have joined forces with Print[ED] to grow the future workforce for the Printing and Graphics industry. Learn how you can participate!



Production Notes

Paper: 100 lb. Moorim ProDigital Text

Press: Canon varioPRINT iX sheetfed inkjet press

thINK is an independent community of Canon Solutions America production inkjet 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.

Visit [thINKForum.com](https://www.thinkforum.com) to learn more.

thINK RESOURCES

Canon Solutions America inkjet customers have access to free tools, training and resources designed to help them accelerate success with inkjet. Learn more.

SUSTAINABILITY

Sustainability has been a rallying cry in the printing industry for years. But it's no longer just a goal; it's become critical in remaining competitive. Learn more about the role inkjet can play to support your sustainability efforts.

A LETTER FROM think BOARD PRESIDENT

LORI MESSINA

I am so excited to announce that think Ahead 2023 registration is OPEN to all Canon Solutions America inkjet customers. think Ahead 2023 will be held July 17-19, 2023, at The Boca Raton in Boca Raton, Florida. We have a robust, action-packed agenda in store, complete with educational sessions, networking opportunities, demos, health and wellness activities and fun evening events — all designed with the objective of accelerating success for Canon Solutions America production inkjet customers.

think Ahead 2023 will kick off with a special “un-keynote” by Freestyle+. Their team has won a Tony Award, delivered learning experiences on 6 continents to Fortune 500 clients like Google, Apple, and Disney, and performed the first improvised Ted Talk on a global stage. It’s a performance you won’t want to miss so plan to get there in time for the Monday, July 17 kick-off at 5:30 PM!

During the event, think Ahead attendees will be able to choose from a variety of educational sessions including workforce development and retention strategies, postal regulations, sustainability, robotics, profitability strategies, keys to maintaining a healthy business, and more! Additional learning opportunities will be available in the Partner Pavilion as Canon Solutions America inkjet partners will be on site to share comprehensive inkjet solutions in lively partner discussions and in think theater presentations.

The learning will be teamed with well-known and loved fun and lively evening events and a variety of health and wellness activities. In addition, Canon Solutions America will share an update on the print industry and innovative inkjet technologies and invites think Ahead attendees who want to come early or stay after the event to view demos at the Canon Americas Customer Innovation Center. (think Ahead attendees can schedule their tour/demo time when they register for think Ahead 2023 on thinkForum.com/Attend.) While at Canon Americas Innovation Center, be sure to make time to see the Print Innovation Wall to get some inkjet inspiration! (You can submit your own innovative inkjet project for display on the wall by visiting thinkForum.com and selecting “Inkjet Inspiration”.)

There is simply no better way for Canon Solutions America production inkjet customers to accelerate success with inkjet than to attend the annual think Ahead conference! Visit thinkForum.com/Attend to view the full agenda and get registered to join us in beautiful Boca Raton, Florida for this amazing annual inkjet user’s conference!

In the meantime, take a look through this edition of think Forward to learn about all of the think tools, training, and resources you can take advantage of now as a think member, including think Academy live classes, white papers, the new think Fast! video series — and more!



LORI MESSINA

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

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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

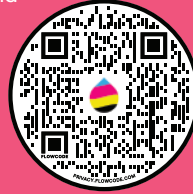
Executive Vice President, Production Print Solutions
 Canon Solutions America

SUSTAINABILITY OF PRINT

SUSTAINABILITY

is becoming an important purchase consideration for print customers. Learn how Canon's **Eco Start** program provides a simple way for print service providers to build their sustainability portfolios.

Scan QR Code to learn more.



In today's world, print sometimes unfairly gets the reputation of not being a sustainable communication method. At Canon, we are working to help change the narrative and provide some data that can support the sustainable story that print has to tell. So what can you share with your customers and prospective clients when they ask about the sustainability of printing?

Choosing digital printing can equate to less waste, which can help lead to more efficient and sustainable business models. Digital printing offers the ability to print only what is needed, in shorter runs than traditional offset. This leads to less waste and obsolescence, as well as no need for pre-printed plates, forms, or chemicals. Digital printing generally offers good de-inkability, which increases the ability to recycle printed materials. Furthermore, digital print enables targeted content which speaks directly to the recipient and can create shorter page counts by delivering only necessary content.

PAPER IS A SUSTAINABLE RESOURCE

In general, print and paper are more sustainable than most people think. Paper is a renewable resource which, with responsible forest management, is sustainable. Working forests — forests that are harvested and replanted again and again — provide a home for plants and wildlife and help to recapture carbon from the

atmosphere. These working farms are actually increasing the forestland in North America. Today, more trees are grown here than are harvested every year. And once harvested trees have been turned into paper and used, that paper can be recycled. The combined pulp, paper, and print sector are the lowest in industrial emitters at 0.8% of the global greenhouse gas emissions. Compare that to the Information & Communications Technology industry, which accounts for around 2.5-3% of global greenhouse gas emissions — a number that is predicted to rise to 14% by 2040.

CANON THINKS ABOUT SUSTAINABILITY IN THE DESIGN AND DEVELOPMENT OF ITS PRODUCTION PRINT LINE

Our product sustainability efforts begin in the product development stage. When designing presses such as our varioPRINT iX-series, our ColorStream series, and our ProStream series, we strive to create cutting-edge products that utilize a greater amount of sustainable and/or recycled materials. The products are built to last.

Beyond design, we strive to protect the environment throughout the remainder of a product's life cycle, utilizing energy-efficient manufacturing processes, developing energy-efficient products, and eliminating hazardous substances from our products and services wherever possible. Our inkjet presses use environmentally friendly water-based inks that contain no SVHCs (substances of very high concern), no mineral oils, no aromatic hydrocarbons (MOAH), and no saturated hydrocarbons (MOSH).

So many of our customers are focused on energy efficiency right now. Our inkjet presses are designed for heavy duty 24/7 operations, featuring a low energy consumption per printed page. As the low energy consumption per printed page meets the Nordic Swan requirements, some of our customers are certified with Nordic Swan Ecolabel 041.

CANON SOLUTIONS AMERICA PLANTS TREES ON BEHALF OF ITS PRODUCTION PRINT CUSTOMERS

The Canon Eco Start Program was developed as a partnership collaboration between the Production Print Solutions division of Canon Solutions America, our production print customers, and Trees for the Future. This program is designed to help our customers achieve carbon-neutral production. Furthermore, this program allows Canon Solutions America customers to take part in helping to improve the livelihood of communities, while putting trees back into the environment.

To plant the trees, Canon Solutions America works with Trees for the Future, a Charity Navigator four-star organization. Since its inception in 1989, Trees for the Future has helped communities in five countries within Central Africa improve their livelihoods and environment by planting more than 210 million trees, sequestering 4.5 million metric tons of CO2 from the atmosphere since 1989.

Since the launch of the Eco Start Program, Canon Solutions America has planted more than 2.5 million trees on behalf of its customers, in Forest Gardens that provide food and income for hundreds of families who previously suffered from chronic hunger.



NICOLE SCHAPPERT TULLY

Manager, Marketing Communications & Sales Enablement
Chief of Staff to Executive Vice President,
Production Print Solutions

CANON SOLUTIONS AMERICA PRODUCTION PRINT

Sustainability has been a rallying cry in the printing industry for years. But it's no longer just a goal; it's become critical in remaining competitive. Faced with multiple options, environmentally conscious print buyers — as well as employees — are exercising their right to patronize and work for businesses that demonstrate a sincere commitment to the environment.

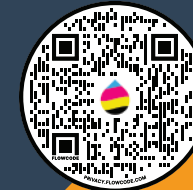
A commitment to sustainability is a cornerstone value at Canon Solutions America, guiding everything from our business and manufacturing practices to the technology innovations we build into our presses.

The next article, *How Production Inkjet Can Help You Achieve Your Sustainability Goals*, presents the case for cultivating "greener" printing practices as a competitive advantage — including boosting your environmental reputation by moving more jobs to production inkjet.



Canon Solutions America's **Trees for the Future Program** is an example of Canon's commitment to build a better world for future generations.

Scan the QR code to learn more.
trees.org/sponsor/canon



HOW CANON PRODUCTION INKJET CAN HELP YOU ACHIEVE YOUR SUSTAINABILITY GOALS

As a transactional, direct mail, book, or in-plant printer, how comfortable are you with your environmental credentials? Are they solidly green or perhaps still a work in progress? Have your customers or prospects started to ask you about them yet? If not, they likely will soon.

Being able to demonstrate that you've established solid sustainability goals and you're making clear advances towards achieving them could give you a real competitive advantage. And potential customers will be more likely to view you as the kind of progressive company they want to work with — after all, they're probably under pressure from their own customers to show they've set up clearly defined sustainability policies and are putting them into practice.

THE PRODUCTION INKJET ADVANTAGE

Moving print from offset or other non-inkjet technology, reducing your environmental impact, and boosting your reputation for sustainability are just some of the substantial benefits Canon Solutions America inkjet customers achieve by moving to inkjet production printing.

By its very nature, digital printing offers many sustainability benefits, such as less waste, chemical-free production, and reduced make-ready and set-up time. You also can add cost-efficient production of shorter runs matched to actual demand, even down to a run length of one, among its green attributes. And being a digital process, efficiencies and consequential sustainability benefits can be enhanced — and the risk of human error reduced — by putting in place fully automated workflows managed by software.

Digital printing also gives print providers access to more sustainable business models, such as:

- ▶ On-Demand Printing: Sell first, then print.
- ▶ Dynamic Publishing: Highly targeted content based on streamlined data workflows and automated production processes, resulting in lower page counts.
- ▶ Programmatic Print: Linking marketing automation platforms and highly-automated print production workflows.

ELEVATED BY INKJET

Through the use of production inkjet technology, however, the environmental benefits of digital printing can be elevated to an even higher level — starting with the printheads.

Most inkjet sheetfed and web presses use piezo printhead technology, which works by rapidly passing an electric charge through a piezo crystal that flexes and, in doing so, forces a drop of ink out of a nozzle. Engineered for precision and durability, these printheads can have a lifespan of thousands of hours and may only need to be replaced after years of use. The longevity of the print heads is also aided by the close interdependency between the printhead technology and inkjet inks, resulting in minimal maintenance costs.

ECO-FRIENDLY INKS

As for inkjet inks, the most environmentally friendly are stringently manufactured aqueous pigment inks. Being water-based, the inks emit low odor; do not carry substances of very high concern (SVHC); and are free of mineral oil aromatic hydrocarbons (MOAH), and saturated hydrocarbons (MOSH). Look for process-color inks listed in the Nordic Swan database of approved printing chemicals that show good deinking properties, according to INGEDE method 11, when combined with appropriate substrates.

Solvents used and produced in the manufacture of inks, coatings, and paints contain volatile organic compounds (VOCs), human-made chemicals that may have adverse health effects. However, sustainability-conscious suppliers see to it that the VOC emissions of ink and paper conditioning products remain well below the levels allowed by governmental guidelines. In addition, some inkjet presses use innovative technology to further reduce the impact of VOCs. For example, some drying technology uses a sufficiently low temperature that any VOC particles that do enter the paper fibers are not released into the air, so no exhaust air cleaning is required. Other presses also have integrated exhaust air cleaning systems that can eliminate VOC emissions.

EVEN MORE SUSTAINABLE CREDENTIALS

The main sustainability benefits that can be gained through adopting inkjet production technology offer a lot to consider. But there are other features and sustainable benefits to seek out when evaluating an inkjet press investment. For a start, energy consumption: while a press that is robust enough for heavy-duty 24/7 operations is a given, there are inkjet presses that feature low energy consumption per printed page.

Then, hand in hand with durability are longevity and upgradability. Though digital machines have at times been associated with “built-in obsolescence,” look for an inkjet press that has proved itself in the market and offers a clear upgrade path for new features and speed enhancements, maximizing the lifespan of the system and making it truly sustainable. An inkjet press that has been built

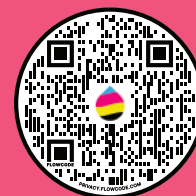
to last and to operate around the clock — especially one that incorporates preventive maintenance concepts — is most likely to deliver the high levels of uptime and productivity required and, potentially, up to 10 million impressions per week.

Finally, an inkjet press that can be refurbished and has multiple recyclable parts also will add to your sustainability credentials. So, look for a supplier that maximizes the economic life of its inkjet presses with a high refurbishment rate and that recycles, within industry standard recycling processes, a high percentage of the parts in its presses.

PLUS CANON'S COMMITMENT

Not only does Canon Solutions America offer a range of production inkjet presses to suit every application and run length but, for us, sustainability is a key consideration from the very start of the inkjet innovation and development process — including using sustainable and/or recycled materials and energy-efficient manufacturing processes and eliminating hazardous substances wherever we can.

With sustainability becoming an increasingly important topic for print service providers, it is even more of a reason to think about moving more print work to your Canon production inkjet presses.



DID YOU KNOW...

Canon is not only a leader in innovative web and sheetfed production inkjet, they are also a leader in developing advanced and sustainability-conscious inks for Canon inkjet presses. Scan the QR code to learn more.

Print[ED]

The Future Starts Here



Print[ED] is a nationally recognized accreditation program for high schools and junior colleges that teach graphic communications — in fact, Print[ED] is the only nationally recognized accreditation program for printing and graphics in North America!

The goal of the Print[ED] program is to prepare students to become the next generation of employees for the print industry and help them get ready to successfully enter the workforce. To do this, we help ensure our instructors and students have a training program that is current, relevant, consistent across the nation, and aligned with industry standards. The program is made up of three parts: in-classroom learning, online learning, and hands-on learning.

For in-classroom and online learning, we have developed an inkjet training curriculum in collaboration with Canon Solutions America and thINK and made it available to all Print[ED] instructors.

For hands-on learning, again in collaboration with Canon Solutions America and thINK, we have developed an Apprenticeship program in which students are teamed with Canon Solutions America inkjet customers for hands-on training. This gives students hands-on experience with the latest and greatest inkjet technology and provides them with exposure to various operations within the company and real-time interaction in a print production environment.

With this combination of in-classroom, online, and hands-on learning, we feel the Print[ED] program in collaboration with Canon Solutions America and thINK helps to offer engaging career opportunities to our youth while building a competent future workforce for our print industry.

The first step for Canon inkjet customers who are interested in being a part of the Apprenticeship program is to visit thinkforum.com and select “Print[ED]” to fill out the short form expressing your interest. Once your form is received, we will engage with you to share the next steps based on your area, as youth apprenticeship programs are regulated by each state and the rules and requirements differ. The Print[ED] team has been actively engaged in creating youth apprenticeships for some time and will assist you in navigating the process.



MIKE VARES
Director of Development



thINK AND CANON SOLUTIONS AMERICA JOIN FORCES TO SUPPORT PRINT[ED], TO GROW THE FUTURE WORKFORCE FOR THE PRINTING AND GRAPHICS INDUSTRY

In a major step towards developing the next generation of inkjet printers, production print workers, and designers, thINK and Canon Solutions America have teamed up to support Print[ED] in developing and delivering accredited instruction to high school print and graphics programs throughout the U.S.

Print[ED] is the only accreditation program that provides industry-leading print competencies, including inkjet technologies, to high school students throughout the country, reaching the next generation of printers, production workers, and designers to not only nurture and set our youth up for success, but also to develop the next generation of talent for the print industry. The program features in-classroom learning, online learning, and hands-on training at Canon Solutions America production inkjet customer sites.



“We couldn’t be more excited to team with Print[ED] to launch this very important initiative. Print[ED] is the only high school accreditation program recognized in multiple states across the country. By reaching the next generation of printers, production workers, and designers, we are not only nurturing and setting our youth up for success, but also developing the next generation of talent for the print industry.”

LORI MESSINA
thINK Board President and President, Access Direct



“Print[ED] instructors are role models and influencers to high school students, and with the support of Canon Solutions America and thINK, they will now have unprecedented collaboration and support to set up students for career success while fostering the next generation of workers to become knowledgeable, trained, and ready to enter the workforce and help grow the print industry.”

PAUL FOSTER
Print[ED] Director



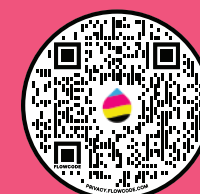
“As leaders of the production inkjet industry, Canon Solutions America is pleased to take the lead in collaborating with the Canon customer inkjet user group, thINK, to support Print[ED] by creating inkjet training programs and bringing students together with our inkjet customers to help develop our future workforce.”

TONYA POWERS
Director of Marketing, Production Print Solutions, Canon Solutions America



“Bringing together the inkjet expertise and resources of Canon Solutions America and thINK with Print[ED] creates a unique opportunity to provide industry-leading competencies to high school students throughout the country and will ensure that both instructors and students have access to learning the latest advances in our industry.”

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



PRINT[ED] APPRENTICESHIP PROGRAM

Canon production inkjet customers interested in participating in the Print[ED] apprenticeship program can learn more by visiting learn.thinkforum.com/PrintED or scanning the QR code.

MAKE YOUR WORKFLOW A COMPETITIVE EDGE: PRODUCTION INKJET WORKFLOW

WORKFLOW

is defined as ‘the series of activities that are necessary to complete a task’ or ‘the sequence of steps involved in moving from the beginning to the end of a working process.’

WORKFLOW AUTOMATION

refers to ‘the use of software to complete some tasks and activities, without the need for human input.’



Put simply, workflow automation makes work faster, easier, and more consistent. By automating workflows, print service providers create efficiencies and streamline their operations by reducing the need for manual work and repetitive tasks, thereby reducing costs and improving margins. This gives them significant competitive advantage in the marketplace.

In the February 2023 white paper “The Workflow Conundrum,” Keypoint Intelligence reports that in a recent software investment survey, ‘managing workflow automation’ came in well ahead of issues related to web-to-print and online storefronts, as well as implementing print management information systems (print MIS).

In fact, in their report, Keypoint Intelligence highlights these four items that came out on top as the biggest workflow issues:

- ▶ **Not all steps are automated:**
High levels of automation tend to happen mainly in sites that focus on a limited set of applications and/or choices (e.g., labels and packaging or online promotional items). Complete automation is much more difficult for commercial printers and in-plants that typically handle a wide range of job types.
- ▶ **High number of jobs:**
As run lengths drop and job submission through online sources increase, the number of jobs a typical print service provider receives has increased. It is unrealistic to think that all these jobs can be effectively managed with existing manual workflows.
- ▶ **Errors and waste:**
Poorly handled client communication can lead to unhappy customers and the need to re-run jobs, which hampers profitability. Effective customer approval workflow solutions can reduce this.
- ▶ **Inventory and supply management:**
The pandemic has exacerbated supply chain issues, making it even more important to have a handle on your store of consumables (e.g., plates, ink, toner), substrates, envelopes, and other necessities.

Print service providers understand that integrating and automating the diverse printing equipment on their floor is critical to the accurate and timely production of the various projects that flow through their shop and have automated their workflow processes. Even so, they have had difficulty achieving their automation goals for a variety of reasons — an important one being the inability to effectively use the software tools that they already own.

As a Canon Solutions America inkjet customer, you have access to Canon Solutions America Production Print Solutions, Software Development Group to help you streamline your print operations with PRISMA® workflow software. Working in collaboration with your Canon Field Analyst, we can help you develop integrated, automated solutions that help you create competitive advantage in the marketplace. Talk with your Canon Field Analyst for more information.



INKJET INNOVATION CALL FOR SUBMISSIONS

The Print Innovation Wall at the Canon Americas Customer Innovation Center (CIC) spotlights innovative inkjet print projects. Take a look at the projects that were selected for display for inkjet inspiration by downloading the **Inkjet Innovations Booklet** at:

learn.thinkforum.com/inkjet-innovation-booklet



ONCE YOU ARE FEELING INSPIRED...

Submit your own innovative inkjet print projects to be displayed on the Canon Americas Customer Innovation Center Inkjet Innovation Wall and showcased at think Ahead 2023!

learn.thinkforum.com/spotlight-your-most-innovative-print



MELE PRINTING ADDS A SECOND CANON varioPRINT iX JUST MONTHS AFTER THEIR FIRST iX INSTALL



Mallery Mele, Owner/President/CEO of Mele Printing (right), with daughter, Morgan, taken at Mele Printing's annual King Cake class, designed to build customer relationships while educating them on the capabilities of inkjet print.

Mele Printing bakes over 70,000 cookies a year in a kitchen built into their 90,000 sq-ft. print facility, to box up and give out to their customers. Mallery explains, "It's extremely important to us that our clients know whom they're doing business with. Once they take the time to find out what we're all about, we're confident they'll like what they see. Our people, culture, and state-of-the-art technology win our customers over every time — the cookies just get them here."

If the cookies don't, the king cakes certainly will! Each year during Mardi Gras season, Mele Printing invites their customers in for king cake classes — so popular now that they schedule more than 10 classes. Mallery comments, "It's a great way to build relationships with our customers but also educate them on the print process. After we make our king cakes, we go out on the print floor and I show them what is possible with today's inkjet print technology. Once they understand the process and what is possible, they leave excited and full of new ideas."

"WE ARE KNOWN FOR OUR GOURMET FUDGE CHOCOLATE CHIP COOKIES, KING CAKES, AND DELIGHTING OUR CUSTOMERS."

Mallery Mele, Owner/President/CEO of Mele Printing Covington, Louisiana



"We are truly committed to our customers' success. We are all in. We want to build relationships with them and truly collaborate for their success, and I believe that comes through loud and clear," Mallery said. "Of course, building customer relationships and developing trust requires delivering on our promises, and to truly delight our customers we rely on state-of-the-art inkjet technology that can take their ideas and bring them to reality. That's where our Canon inkjet presses come in."

While it's true Mele Printing makes over 70,000 cookies a year, this pales in comparison to the almost 50 million direct mail and transactional print pieces they produce annually. Mele Printing installed two Canon varioPRINT iX sheetfed inkjet presses with Tecna inline finishing, perfining, and scoring and increased their revenue by more than 40% this year, much of which they attribute to the addition of Canon inkjet technology. "We grew as much as we could with competitive print devices, but we knew we needed something that could do the work of all our presses combined. The Canon VarioPrint i300 intrigued us and captured our attention, but when the Canon varioPRINT iX came out with the versatility to print high-speed, high-resolution files all the way to the lower resolution transactional printing, it captured our hearts. It has been the only press on the market where we have seen this type of flexibility. It is a very versatile machine and is so fast when it's printing, it's just amazing — and the quality is stunning; that is key for us," Mallery said.

Mele Printing is SOC II Type II compliant and provides high quality statement printing for a wide variety of customers including credit unions, taxing authorities, utility companies, hospitals and diagnostic imaging centers, universities, and medical offices. In addition, Mele Printing assists customers in achieving increased response rates with omni-channel direct mail campaigns utilizing their MailSmart program. The MailSmart program matches direct mail addresses to social media accounts so that mail recipients see ads in their social media feeds before, during and after they receive the direct mail piece. Next the MailSmart program tracks the mail and predicts and confirms delivery down to the individual piece, as well as displays colorful ads on recipients' Informed Delivery portals. When a recipient visits the promoted website, they then begin receiving remarketing ads in their social media channels. If they call into the promoted 800#, the MailSmart program records the call and documents the name, address, and demographics of the caller. Finally, all the reporting down to the individual piece is pulled into an electronic dashboard that Mele

Printing's customers can access. This omni-channel approach increases frequency of the marketing message and helps drive increased touchpoints and responses, and ultimately ROI.

Mele Printing is proud to have strong roots in the community, and donates over \$100,000 annually to more than 20 nonprofits and community projects. Sustainability is also important to Mele Printing. They use paper made from 10% post-consumer waste byproducts, recycle all excess paper from print jobs, and partner only with paper warehouses that have established an initiative to plant more trees per year than they harvest. In addition, their Canon inkjet presses enable less waste, reduced energy consumption, chemical-free production, and utilize the most environmentally friendly, stringently manufactured aqueous pigment inks. The water-based iX inks deliver odorless prints and no hazardous disposables, and because they have an excellent de-inkability score, the varioPRINT iX-series contributes to better paper recycling. In addition, waste through obsolescence is eliminated with on-demand inkjet printing.

Mallery Mele started Mele Printing over 38 years ago as a one-man operation, waiting on customers during the day, then locking the doors and printing all night on a Hamanda printer. Today, they are now one of the largest printers in Louisiana with over 100 employees.

When asked what recommendation he has for others entering the inkjet market, Mallery replied, "Your company's culture is your most important asset. Company culture is the shared values, goals, attitudes, and practices that characterize an organization. At Mele Printing our culture is well-defined and we attract like-minded employees and partners that share our passion for becoming our best, and helping others do the same."

Francis McMahon, executive vice president, Production Print Solutions, Canon Solutions America, Inc. shared, "Mele Printing's business growth and customer loyalty are great examples of what happens when a company prioritizes company culture and customer success; these are two very important values that I personally believe are critical, and a key foundation for success."

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. They support their inkjet customers in multiple ways, including through their Executive Sponsorship of thINK, an independent community of Canon Solutions America inkjet customers. Canon Solutions America offers their inkjet customers complimentary membership to the inkjet user group, which is led by a board of Canon Solutions America inkjet customers and offers tools, training and educational resources designed to accelerate success with inkjet. Canon Solutions America inkjet customers can request membership by visiting thINKForum.com. Lori Messina, thINK Board President and President, Access Direct Systems, extends her welcome to Mele Printing, "We welcome Mele Printing to the thINK community and look forward to sharing our collective best practices and learning from them, including how to make a great king cake!"

JOIN US AT
thINK AHEAD 2023

thINK ahead²³



thINK Ahead 2023 will be held July 17-19, 2023, at The Boca Raton in Boca Raton, Florida. The annual in-person conference brings inkjet customers and industry experts together for networking, demos, and educational sessions, with the objective of accelerating success for Canon Solutions America production inkjet customers.

Come join us to learn, network, and connect with inkjet print providers; industry experts; and finishing, substrate, and software partners at thINK Ahead 2023.

WHAT'S IN STORE



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

SCAN THE QR CODE
TO LEARN MORE
thINKforum.com/attend



thINK AHEAD 2023
“UN-KEYNOTE” PERFORMANCE BY

freestyle+



Don't miss this special “un-keynote” performance by freestyle+ at thINK Ahead 2023!

freestyle+ began as Speechless Inc. and FLS Academy: two entities with a common mission to build authenticity and confidence through improvisation. In 2013, Anthony Veneziale and Sammy Wegent founded Speechless Inc. to show people how to be themselves and be heard through science-backed improv games. In 2018, Anthony Veneziale, Chris Sullivan, and Andrew Bancroft (all members of Lin Manuel Miranda's Tony Award-winning Broadway show, *Freestyle Love Supreme*) founded the FLS Academy to foster diverse creative voices using improvised freestyle rap.

Then, the weight of the world got a whole lot heavier. The U.S. Surgeon General declared a national mental health crisis, and a global pandemic brought long-simmering feelings of disconnection, loneliness, and burnout to a boiling point.

Speechless and FLSA saw an opportunity to make connection, confidence, creativity, and mental fitness a part of people's daily lives — at a time when the world needed a little levity, and our brains needed a little love. So, the two merged their talents to create freestyle+: a team with deep industry experience, and an even deeper roster of talent.

Today, freestyle+ works to bring mental fitness to the world through improvisation and musicality. And, we're backed by an all-star team of investors and coaches who are as serious about play as we are. Our team has won a Tony Award, delivered learning experiences on 6 continents to Fortune 500 clients like Google, Apple, and Disney, and performed the first improvised Ted Talk on a global stage.

thINK ahead²³

HEALTH & WELLNESS ACTIVITIES

A popular addition at last year's thINK Ahead conference, a variety of health and wellness activities will once again be offered for all thINK Ahead attendees.



LIVELY AND ENGAGING EVENING EVENTS

Known and well-loved by attendees, the lively and engaging evening events at thINK Ahead help you network, learn, and build relationships in a fun, light-hearted atmosphere.



thINK PEACE

thINK Ahead attendees will be invited to join us to support the children of Ukraine and receive a thINK Peace t-shirt with every donation!



EDUCATIONAL SESSIONS

Learn from industry experts and inkjet peers in educational sessions designed to address the issues print industry leaders are facing today, including workforce development and retention strategies, postal regulations, sustainability, robotics, profitability strategies, keys to maintaining a healthy business, and much more! View the full agenda and session details at thINKForum.com/attend.



CANON SOLUTIONS AMERICA UPDATE

Learn about shifts in the print industry and industry-leading inkjet innovations in an update from Francis A. McMahon, Executive Vice President, Production Print Solutions, and Tonya Powers, Director of Marketing, Production Print Solutions.



SEE WHAT THINK AHEAD ATTENDEES HAVE TO SAY!

CANON AMERICAS CUSTOMER INNOVATION CENTER TOURS & DEMOS

Canon Solutions America invites all thINK Ahead 2023 attendees for tours and demos at the Canon Americas Customer Innovation Center. Attendees can select a tour time when they register for thINK Ahead 2023 to get an in-depth look at the innovations changing the print industry.



"This has been a fantastic conference. It was my first year coming, and has been everything I heard it was and hoped it would be — print industry executives, competitors, non-competitors, all coming together and talking candidly about the industry, the issues we face today, and how they are handling them. It has sparked new ideas and inspiration and I'll head back to the office with fresh perspective and insight that will help us move forward."

"Attending a conference like thINK allows me to 're-sharpen' the saw so to speak, especially from being in an environment with the best of the best in the industry."

MELVIN SCOTT
Print Solutions, BlueCross BlueShield of Tennessee

CANON SOLUTIONS AMERICA INKJET PRINT INNOVATION WALL

Plan to take a moment to visit the Inkjet Innovation Wall during your Canon Americas Customer Innovation Center tour to view innovative inkjet print projects submitted by Canon Solutions America inkjet customers and get some inkjet inspiration!



KIRBY MATHIAS
Plant Manager, Bookmasters

"While BCC Software has sponsored thINK Ahead every year, this is my first time to attend, and it has been more than I expected. When you hear 'user conference' you don't think leadership conference, and that is exactly what this is, a conference where industry leaders come together to talk about where we are going and how we can adapt and change to gain momentum."

MATTHEW LAUER
Senior PreSales Engineer, Gold Partner BCC Software

"This conference is different, more intimate, than your typical industry conference, with better networking opportunities that enable you to talk to people 1:1 and build genuine, sincere customer relationships on a more personal level. thINK Ahead is definitely different than any conference I've ever been to and the value of being here is clear."

MAURO VALLE
Regional Sales Manager & Solutions Manager with Platinum Partner Muller Martini

"I've attended thINK every year. It is an extremely valuable conference for print industry leaders. Sessions are always relevant to what we are currently facing in the industry and attendees are open and honest and willing to share and discuss ideas. thINK Ahead is one event I don't want to miss."

ANGELA HIPELIUS
CEO, Liberty Creative Solutions

PARTNER PAVILION & thINK THEATRE PRESENTATIONS

Engage with Canon Solutions America inkjet partners in the thINK Ahead Partner Pavilion and listen in on lively thINK Theatre sessions to learn about comprehensive, industry-leading inkjet solutions.



think AHEAD 2023 AGENDA OVERVIEW

For the detailed think Ahead 2023 Agenda visit [thinkForum.com/attend](https://thinkforum.com/attend)

TIME	MONDAY, JULY 17		
All Day	think Ahead 2023 Arrivals		
1:30 PM	Canon Americas Customer Innovation Center Tours & Demos		
2:30 PM	Canon Americas Customer Innovation Center Tours & Demos		
3:30 PM	Canon Americas Customer Innovation Center Tours & Demos		
5:30 PM - 9:00 PM	Opening Kick-off think Board Welcome "Un-Keynote" by Freestyle+ Networking, Dinner & Cocktails		
TIME	TUESDAY, JULY 18		
7:00 AM - 8:00 AM	Sunrise Yoga (All Levels)		
7:30 AM - 8:45 AM	Breakfast		
9:00 AM - 9:45 AM	The Voice of the Future Workforce	Making the Sustainability Case	Innovative Direct Marketing: Leveraging Consumer Data
9:45 AM - 10:00 AM	Break		
10:00 AM - 10:45 AM	Build an Enduring Workforce	Robotics in Manufacturing	Response Optimization: USPS Promotions & Marketing ROI
10:45 AM - 11:00 AM	Break		
11:00 AM - 11:45 AM	Create Career Pathways for Team Success	The Wayfair Tax: Strategies to Manage Tax Compliance	Response Optimization: USPS Promotions & Marketing ROI
11:45 AM - 1:25 PM	Lunch & Networking		
12:15 PM - 12:35 PM	Tecanu think Theatre Presentation		
12:45 PM - 1:05 PM	BCC Software think Theatre Presentation		
1:30 PM - 2:15 PM	Getting Ahead of Business Challenges	Print is Becoming a Luxury Product	Innovative Direct Marketing: Leveraging Consumer Data
2:15 PM - 2:30 PM	Break (Sponsored by CP Bourg)		
2:30 PM - 3:15 PM	Special Guest Speaker		
3:15 PM - 5:30 PM	Learning, Networking and Cocktails		
3:30 PM - 3:50 PM	Solimar think Theatre Presentation		
4:00 PM - 4:20PM	Quadient think Theatre Presentation		
4:30 PM - 4:50PM	Muller-Martini think Theatre Presentation		
7:00 PM - 10:00 PM	Cabana Nights		
TIME	WEDNESDAY, JULY 19		
7:00 AM - 9:30 AM	Health & Wellness Activities		
7:30 AM - 9:30 AM	Breakfast		
10:00 AM - 11:45 AM	Canon Solutions America Update Closing Keynote		
12:00 PM	Departures		
12:30 PM	Canon Americas Customer Innovation Center Tours & Demos		
1:30 PM	Canon Americas Customer Innovation Center Tours & Demos		
2:30 PM	Canon Americas Customer Innovation Center Tours & Demos		



EXECUTIVE SPONSOR



PLATINUM SPONSORS



GOLD SPONSORS





CANON SOLUTIONS AMERICA

EQUIPPED FOR THE CHALLENGE.

The Canon ColorStream is designed to maximize uptime* while generating vibrant color and exceptional print quality on even the most challenging high-volume jobs. Backed by Canon innovation and customer support, the Canon ColorStream series takes production inkjet printing to the next level.

PRINT SPEEDS UP TO **525** FEET PER MINUTE = OUTPUT OF **137,400** LETTER IMPRESSIONS PER HOUR : **1200** DPI

40 to 160 GSM FOR A WIDE RANGE OF UNCOATED AND INKJET-OPTIMIZED MEDIA : **40%+** of ColorStream customers have installed more than one device

Discover why the Canon ColorStream platform is the world's most-installed inkjet web press PPS.CSA.CANON.COM/PINNACLE



PRINT BEYOND LIMITS.
877-623-4969 | CSA.CANON.COM

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DID YOU KNOW...

you can download the Open Kitchen print samples on thINKForum.com/MKTG-Lab

INKJET INSPIRATION



WINNER OF THE 2022 SAPPI BEST USE OF PAPER PRINT AWARD

A Multi-Touch Campaign with Personalized Text and Imagery

Company: Copy General

Press: Canon varioPRINT iX sheetfed inkjet press

Paper: Sappi EuroArt Gloss 100 lb. Cover, Neenah Classic Linen 100 lb. Cover, and Nekoosa Synaps OM 111 lb. Cover

Standout Innovation: An eye-catching four-touchpoint campaign that demonstrates a winning combination of vibrant colors and variable data printing

This application sample features a fictitious brand: Open Kitchen, a food delivery service centered around a mission to connect customers to their kitchens, their food, and one another.

The campaign includes four print pieces that demonstrate a customer's journey from awareness through post-purchase, with personalization of both text and images. The samples begin with a variable Launch Announcement Bifold Brochure, followed by a Recipe Booklet shipped in each customer's first order. The Recipe Booklet comes complete with detachable Recipe Cards, printed on synthetic stock and based on their chosen menu. A Post-Purchase Postcard with referral coupon follows the first meal kit, and a Quarterly Newsletter Trifold keeps customers engaged.

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 or to access
On Demand classes!

[learn.thINKforum.com/
think-academy-live-classes](https://learn.thINKforum.com/think-academy-live-classes)

JANUARY 12, 2023 | 2:00 pm EST

PHOTO APPLICATIONS MEET INKJET

**Available On Demand*

JANUARY 19, 2023 | 2:00 pm EST

2023 ROAD MAP

**Available On Demand*

JANUARY 26, 2023 | 2:00 pm EST

**VOLUME MIGRATION TO
CANON INKJET**

**Available On Demand*

FEBRUARY 2, 2023 | 2:00 pm EST

VOICE OF THE PRINT BUYER

**Available On Demand*

FEBRUARY 23, 2023 | 2:00 pm EST

**WHAT PRINT BUYERS WANT &
HOW TO GET THEIR ATTENTION**

**Available On Demand*

MARCH 2, 2023 | 2:00 pm EST

**FINANCIAL SERVICES MARKETING
TRENDS 2023**

**Available On Demand*

MARCH 23, 2023 | 2:00 pm EST

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

**Available On Demand*

MARCH 30, 2023 | 2:00 pm EST

GETTING INTO THE PHOTO MARKET

**Available On Demand*

APRIL 6, 2023 | 2:00 pm EST

**WHAT DIRECT MAIL BUYERS WANT
& HOW TO GET THEIR ATTENTION**

**Available On Demand*

APRIL 20, 2023 | 2:00 pm EST

**PRODUCTION INKJET AND THE PHOTO
SPECIALTY OPPORTUNITY**

APRIL 27, 2023 | 2:00 pm EST

TELECOM MARKETING TRENDS 2023

MAY 4, 2023 | 2:00 pm EST

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

MAY 18, 2023 | 2:00 pm EST

**WORKFLOW AUTOMATION -
PROVIDING PROFITABILITY**

JUNE 8, 2023 | 2:00 pm EST

**PRINT MANUFACTURING
OPTIMIZATION**

JULY 13, 2023 | 2:00 pm EST

think BEYOND PRINTING - BOOKS

JULY 27, 2023 | 2:00 pm EST

CRITICAL COMMUNICATIONS

AUGUST 3, 2023 | 2:00 pm EST

INSURANCE MARKETING TRENDS 2023

AUGUST 10, 2023 | 2:00 pm EST

WHY INKJET IS DIFFERENT

SEPTEMBER 7, 2023 | 2:00 pm EST

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

SEPTEMBER 21, 2023 | 2:00 pm EST

**GROWING YOUR BUSINESS
WITH INKJET**

NOVEMBER 16, 2023 | 2:00 pm EST

**think BEYOND PRINTING -
PRINTING SERVICES**

DECEMBER 7, 2023 | 2:00 pm EST

**think BEYOND PRINTING -
DIRECT MAIL**

think FAST!

Got 5 Minutes?

The new think Fast video series gives you key takeaways and recommendations on industry white papers and live think Academy classes in just 5 minutes or less!



Scan to check out these and other think Fast videos:

Visit thinkforum.com/video-learning

KEY TAKEAWAYS & RECOMMENDATIONS FROM THE
KEYPOINT 2023 ROADMAP

KEY TAKEAWAYS & RECOMMENDATIONS FROM THE
VOICE OF THE PRINT BUYER

KEY TAKEAWAYS & RECOMMENDATIONS FROM
GETTING INTO THE PHOTO MARKET

KEY TAKEAWAYS & RECOMMENDATIONS FROM
PHOTO APPLICATIONS MEET INKJET

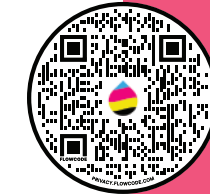
A BRIEF OVERVIEW ON
DESIGNING FOR INKJET
THE WHAT AND WHY OF GETTING WHAT YOU NEED FROM DESIGNERS

A BRIEF OVERVIEW ON
DESIGNING FOR INKJET
BUILDING DESIGN BUMPERS FOR BETTER BUSINESS

A BRIEF OVERVIEW ON
FINANCIAL SERVICES MARKETING

A BRIEF OVERVIEW ON THE
PRINT[ED] PROGRAM

INKJET CUSTOMER SPOTLIGHTS



LEARN

How Canon Solutions America inkjet customers are innovating with inkjet in the Inkjet Customer Spotlight blog series.

Visit thinkforum.com/blog



ARNA MARKETING GROUP

Continues Investing in State-of-the-art Canon Inkjet Technology to Deliver "The Arna Advantage"



COMPU-MAIL

Transitioned to 100% Canon Production Print Technology to Optimize Customer Offerings and Gain Business Efficiencies



DNI

Adds the Canon varioPRINT iX3200 Sheetfed Inkjet Press to Complete Full Omni-channel Offering

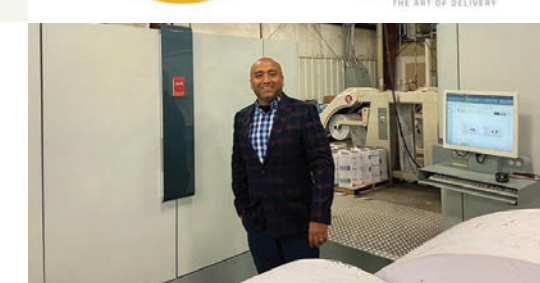


IMAGE DIRECT

Doubles Direct Mail Volumes with the Canon ColorStream 3900



PEL HUGHES

Adds the Canon ProStream Web-fed Inkjet Press to Efficiently Deliver Highly Targeted Direct Mail, Books, and Magazines with Stunning Graphic Quality



ROYAL PRINTING

Adds Canon varioPRINT iX Sheetfed Color Inkjet Press to Drive Efficiencies and Extend Reliable, High-Quality Print Offerings

DID YOU KNOW?

As a Canon Solutions America inkjet customer, you have free access to research reports and market trends, available to you on [thinkForum.com](https://thinkforum.com).



Access the
think Resource Library:
[thinkforum.com/
resource-center-search](https://thinkforum.com/resource-center-search)



STRATEGIES FOR SELLING THE VALUE OF PRINT

Printed communications are highly effective, particularly when customized/personalized or used in conjunction with digital communications. This document provides an overview of the results from our print buyer research to illuminate print's changing role in the overall ecosystem.



HOW WEB-TO-PRINT IS DRIVING INKJET SUCCESS

Web-to-print solutions have become increasingly important to our industry as they enable businesses to streamline their ordering processes and increase efficiency. This article explores the impact of web-to-print solutions and considers how the automation they embody is driving inkjet success.



THE WORKFLOW CONUNDRUM: PROFESSIONAL SERVICES FOR SOFTWARE AUTOMATION

Automation has been a big buzzword lately, but many print service providers have difficulty achieving their automation goals for a variety of reasons — an important one being the inability to effectively use the software tools that they already own. SaaS (software as a service), cloud solutions, and modular plug-in tools are all presenting new options. This white paper helps you rethink how to approach software solutions for automation.



A CHECKLIST FOR NEW MARKET SELECTIONS

Customer needs continue to change as the drivers behind the demand for printed communications also change. Now that business can easily be conducted online or virtually, the distance between the project or client and the PSP is negligible, which opens the door for expansion.



MARKETING FOR THE AGES: THE ROLE OF DEMOGRAPHICS IN CONSUMER PREFERENCES

Today's marketers must work harder than ever to establish that all-important connection with their customers so they can foster loyalty and build trust. This article explores how age-based marketing can provide a much higher return on investment than grouping all consumers into a single audience.



DIRECT MARKETING SNAPSHOT

This report provides a snapshot of direct marketing activity. Included are monthly views and trended data over time.



MORTGAGE AND EQUITY LOANS LANDSCAPE: BEYOND THE BOOM

In 2022, lenders in the mortgage and equity landscape deployed new strategies to help navigate strains related to inflation, and these new strategies had a big impact on their marketing. Read the report and learn how you can help your customers continue to adapt in 2023.



2023 HEALTH INSURANCE OMNICHANNEL MARKETING TRENDS

Do you have customers in the insurance industry, or are you hoping to gain some in 2023? If so, then you need to understand the issues your customers and prospects face in order to provide insight on the right print services offerings to help them succeed. This white paper will help you understand the trends marketers hope to leverage this year and beyond.



ANNUAL ENROLLMENT TRENDS

Offering add-on benefits, eliminating coverage gaps, and providing additional perks continue to be a recurring theme from insurance carriers in direct marketing campaigns. Download this report to learn the trends in print for annual enrollment in the insurance industry.



2023 FINANCIAL SERVICES MARKETING TRENDS

Every dollar counts in a high-rate environment, and the call-to-action for brands and consumers right now is to do something rather than nothing. Learn how financial services marketers are using print to highlight offers that promote financial relief and how you can help them.



CROSS-SELL TRENDS FOR FINANCIAL SERVICES

An analysis of cross-sell and upgrade strategies for financial services institutions in the U.S. and Canada. Learn how brands are using print to expand customer relationships through both educational and emotional connections with the customer.



WELCOME & ONBOARDING COMMUNICATIONS: THE HUMAN TOUCH

Take a look at the print marketing strategies financial services companies are using for welcome and onboarding communications.