

SUMMER 2023

think FORWARD

Inkjet Networking and Knowledge

COMPU-MAIL'S 100% CANON TRANSITION

Learn how Compu-Mail optimized customer offerings and gained business efficiencies by transitioning to 100% Canon production print technology.

INKJET INSPIRATION

See for yourself how think members are pushing the boundaries of inkjet printing. Plus, a chance for your own company to be featured.

think AHEAD 2023: A SMASHING SUCCESS

The reviews are in!
From incredible networking opportunities to engaging sessions, this year's event was a big hit.



think

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://thinkforum.com) to learn more.

A BRAND NEW thinkFORUM.COM

It's now easier than ever before to access the services, training, and toolkits that come with your think membership.

REPLAY YOUR FAVORITE SESSIONS

Can't wait to rewatch or share your favorite think Ahead 2023 sessions? We've got you covered with on-demand video replays.



A LETTER FROM thINK BOARD PRESIDENT

LORI MESSINA

If you know, you know...there are simply no words that can truly communicate the feeling that comes from being live in person at thINK Ahead 2023. It was an amazing event and we’ve heard so many wonderful comments from all of you, giving us the energy and inspiration to already begin planning for thINK Ahead 2024. Save the date! thINK Ahead 2024 will take place again in Boca Raton, Florida on July 15-17, 2024. It will be our 10th annual conference and we already have some exciting “twists” underway, so this is definitely one you won’t want to miss!

For those who missed thINK Ahead 2023, we’ve highlighted some of the fun here in this issue, and you can access the educational sessions on thINKForum.com — just navigate to Training & Events, select Online Learning, and filter for thINK Ahead Sessions. And don’t forget that you can continue engaging with your inkjet peers and discussing a variety of industry topics in the monthly thINK Academy classes. Be sure to check those out at thINKForum.com/live-classes and get registered for the ones that interest you.

Also, I’m excited to tell you that we recently launched our new thINK website at thINKForum.com. The new website makes it even easier for you to access the FREE tools, training, and resources that will help you accelerate your success with inkjet. We’ve also added tools that you’ve requested. For example, we built out the MKTG Lab toolkit so your marketing team can easily access Canon logos, professional inkjet press photos, direct mail campaigns, blog posts, emails, social media posts, and infographics to promote your inkjet press. This toolkit also includes inkjet press skin templates for your press and application samples for your sales team. In addition, your marketing team can request to participate in the Google paid search, customer spotlight, and inkjet innovation programs — all at no cost to your company.

Of course the most popular items are still there — take a look through this thINK Forward edition to learn about other resources you can leverage to get an inkjet advantage. Want to learn how to fully access and leverage all of the thINK member benefits available to you as a Canon Solutions America production inkjet customer? Use the QR code on this page to schedule a demo!

We’d love to hear what other tools, training, and resources you need to support your efforts so that we can incorporate them into our 2024 plan. Tell us what YOU need by emailing me at lmessina@thINKForum.com to share your thoughts or to set up a conference call.



LORI MESSINA

thINK Board President
President, Access Direct Systems
lmessina@thINKForum.com

Schedule a thINK membership demo
thINKForum.com/membership-benefits



thINK FORWARD

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“We are excited about all of the new tools and training that thINK continues to roll out. Canon customers who want to generate more inkjet leads and close more business need look no further than the amazing resources available on thINKForum.com.”

TONYA POWERS

Director of Marketing, Production Print Solutions
Canon Solutions America



thINK AHEAD 2023

A “SMASHING SUCCESS”

thINK Ahead 2023, held on July 17-19, 2023 at The Boca Raton, was reported a “smashing success” by Lori Messina, thINK Board President and President of Access Direct.

thINK Board member and conference co-chair Shelley Hyde, Co-owner and Partner at PrintMailPro added, “More important than what we as the thINK board thought of thINK Ahead, we are so pleased to hear the same sentiments from thINK Ahead attendees and sponsors alike. We do work hard to bring this amazing community together and to have the effort so sincerely appreciated by all is heart-warming.”

thINK, an independent community of Canon Solutions America production inkjet customers, brought together over 400 attendees and almost 40 sponsors for the ninth annual conference, thINK Ahead 2023, held at the newly renovated luxury property The Boca Raton in Boca Raton, Florida.

While thINK Ahead is touted as one of the largest production inkjet user conferences, it is well-known for being a tight knit community that newcomers are warmly welcomed into. thINK Ahead 2023 attendee Robert Soto, Operations Manager, InfoIMAGE shared, “I think one of the most important things about thINK is the sense of community and the welcoming feeling that embodies the entire organization. Everyone feels welcome and included.”

The annual in-person conference brings inkjet customers and industry experts together for informative keynotes, deep-dive educational sessions, press demos, and networking opportunities, all designed with the objective of accelerating success for Canon Solutions America production inkjet customers. In addition, attendees are invited to participate in optional health and wellness activities to enhance their conference experience and build deeper relationships within the community.



CANON SOLUTIONS AMERICA UPDATE

Francis McMahon, Executive Vice President, Production Print Solutions, Canon Solutions America and Grateful Dead fan opened to The Eyes of the World, selected to represent the importance of community that thINK Ahead honors. Celebrating 35 years in the industry, McMahon shared his organization’s customer-first philosophy and Canon’s strategic vision, financial performance, and the future of print.

thINK PEACE

The thINK community continued its thINK Peace fundraiser for the children of Ukraine, and attendees who donated during the conference received the uniquely designed thINK Peace t-shirt. To date, the community has donated over \$16,500.

UN-KEYNOTE PERFORMANCE BY FREESTYLE+

thINK Ahead attendees were energized from a special “un-keynote” performance by freestyle+. Members of Lin Manuel Miranda’s renowned Tony Award-winning Broadway show, Freestyle Love Supreme, established freestyle+ to nurture diverse creative voices through improvised freestyle rap.

EDUCATIONAL SESSIONS

Attendees chose from a variety of educational sessions designed to address the challenges and opportunities print industry leaders are facing today. thINK Ahead 2023 co-conference chair Chris Wells, Executive Vice President, DS Graphics | Universal Wilde, shared a continuation of his widely popular “Response Optimization” session. Other sessions included workforce development and retention strategies, postal regulations, Wayfair tax compliance, sustainability, direct mail trends, profitability strategies, keys to maintaining a healthy business, and more!

CANON AMERICAS CUSTOMER INNOVATION CENTER TOUR & PRESS DEMOS

Always a favorite agenda item at thINK Ahead, attendees were welcomed to the Canon Americas Customer Innovation Center for a tour and in-depth press demos.

CANON INKJET PRINT INNOVATION WALL

thINK Ahead attendees got inkjet inspiration from the 2023 Inkjet Print Innovation wall.

PARTNER PAVILION

With 39 partners in the Partner Pavilion and thINK Theatre sessions, thINK Ahead attendees had the opportunity to explore end-to-end solutions to accelerate inkjet success.

FUN, NETWORKING, AND HEALTH AND WELLNESS ACTIVITIES

From the Cabana Nights poolside dinner party to optional health and wellness activities including pickleball, yoga, and a fun run, attendees were able to connect with one another on a personal level to build deeper relationships within the community.

CLOSING KEYNOTE DEJOY

Louis DeJoy, the 75th Postmaster General of the United States, delivered remarks centered around the Delivering for America plan, a blueprint for putting the Postal Service on a positive trajectory.

CLOSING KEYNOTE MAY

Dusty May, FAU Basketball Head Coach, who led the 2022-23 men’s Florida Atlantic University basketball team to its greatest season in the school’s history, advancing to the Final Four, shared his insights on leadership, teamwork, and motivation styles that foster winning teams.



HEAR WHAT thINK AHEAD ATTENDEES HAD TO SAY!



thINK AHEAD 2023 RECAP

"We believe thINK Ahead 2023 was not just a success but a smashing success and we know we owe a debt of gratitude to our executive sponsor, Canon Solutions America. The thINK board specifically wants to thank Francis McMahon, Tonya Powers, and Sheri Jammallo, not only for sponsoring thINK Ahead but for their full support in making it such a success — from connecting us with the experts in the industry to build out great session content to helping us promote thINK Ahead to all Canon Solutions America production inkjet customers, they have truly invested their time, their money, and their hearts in the thINK community. In addition to this support, all of our amazing sponsors come together to provide the end-to-end solution expertise that helps our community truly accelerate our success with inkjet. A heart-felt THANK YOU to all of our thINK Ahead sponsors," Lori Messina said.



Tonya Powers, Canon Solutions America Marketing Director added, "Canon Solutions America has been the Executive Sponsor of thINK since it formed almost a decade ago, and we are pleased to support the thINK Board in their endeavor to bring Canon Solutions America production inkjet customers together to accelerate inkjet success. thINK is an independent community of Canon Solutions America production inkjet customers that all volunteer their time, and I want to give special recognition to each and every one of them. Thank you to Lori Messina, thINK Board President, Access Direct President; Pete Studer, President, Impact and thINK Vice President/Treasurer; Shelley Hyde, Co-Owner and Partner, PrintMailPro and thINK Ahead 2023 Co-Conference Chair; Chris Wells, Executive Vice President, DS Graphics | Universal Wilde and thINK Ahead 2023 Co-Conference Chair; Larry Vaughn, Strategic Account Advisor, Thomas Printworks; Todd Roth, Vice President, Core Publishing Solution, thINK Board Immediate Past President; and Naveed Choudhry, Sr. Operations Manager, Broadridge. Thank you to this amazing thINK Board — it is a pleasure to support you!"



"This is my first time at thINK and I have been so surprised by the energy here and all the excitement of colleagues sharing their story, sharing what's going on in their businesses, I am very much looking forward to being back next year!"

"I really enjoyed the content about how to build mentorship programs around some of our younger, upcoming stars in the industry."

"One of the most important things about thINK is the sense of community, the welcoming feeling that embodies this entire organization and makes everyone feel welcome."

"This is my first time at thINK. I thought it was great! I didn't know what to expect — and I definitely didn't expect to learn as much as I did!"

"Very informative, especially about the Wayfair Tax, future direct mail programs, and what younger potential buyers are looking for."

"It's my fourth time being at thINK. Networking with the other users is a great way to learn things and solve problems. I look forward to next year!"

"I'll tell you what I think about thINK: it's just a great opportunity to make connections. New connections, old connections. There's nowhere better than thINK Ahead to get connected."

"Everything I learned and all the people that I've met have truly inspired me."

"I really enjoyed myself, this was my first thINK conference and I definitely plan to be back! The networking, the camaraderie, the education — it's all encouraging."

"It's people that I work with on a day-to-day basis and our partners. I got to socialize with them, get to know them at a better level, and share success stories."

"thINK Ahead was an amazing experience. The camaraderie, the innovation, the communication, all the educational sessions and activities I'm very impressed!"

"This is my first time at thINK and I'm really happy to be a part of the Canon family."

"I extremely enjoyed thINK. It's a great place to meet up with all your colleagues."

"Being able to interact and network with other people in the industry I found very enjoyable."

thINK ahead²⁴

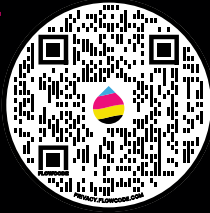
MARK YOUR CALENDARS!

The 10th annual thINK Ahead conference, thINK Ahead 2024, will take place **July 15–17, 2024** in **Boca Raton, Florida** at **The Boca Raton**.

Hear what thINK Ahead
Attendees had to say!



thINK AHEAD 2023 KEYNOTES & EDUCATIONAL SESSIONS



thINKForum.com/online-learning
or scan the QR code to view
thINK Ahead sessions.

There were so many great thINK Ahead 2023 sessions to choose from. Did you miss one? Don't worry — all sessions are available for you to view on demand!



**EMPLOYEE LOYALTY & RETENTION:
CREATING A WORK CULTURE PEOPLE
WON'T WANT TO LEAVE**

Creating a positive work environment is crucial to attracting and retaining great employees. This session explores proven techniques for building a cohesive team that shares common goals and values. Expect practical insights and actionable steps to help you attract and retain the best talent.



**THE NEW WORKFORCE:
WHAT YOUNG PROFESSIONALS WANT
FROM THEIR EMPLOYERS**

In a competitive labor market, print service providers need to consider a variety of factors beyond competitive wages if they want to attract top talent. In this session a panel of 17- to 35-year-olds discusses what they look for in current and future employers, from work-life balance to salary expectations.



**LEADING YOUR BUSINESS TO SUCCESS:
INSIGHTS ON TODAY'S NEW CHALLENGES**

Marco Boer, Vice President, IT Strategies, moderates a panel discussion with a group of production inkjet customers who share how they have addressed issues such as paper inventory management, labor shortages, and rising costs as well as how they have integrated new technologies and workflows to improve efficiency and productivity.



**THE FUTURE OF DIRECT MAIL:
INNOVATIVE TRENDS THAT WILL
WIN THE MAILBOX**

Learn how brands in various sectors, including financial services, insurance, telecom, travel, and retail, are leveraging print activations to stay top-of-mind and foster recall further down the marketing funnel. This session explores best-in-class examples of innovative direct mail strategies used to capture highly sought-after audiences.



**A NEW AGE IN PRINT: OPERATIONAL
EXCELLENCE TO CONTAIN PRINT COSTS
& ENHANCE CUSTOMER SATISFACTION**

Print is about to become a lot more expensive for our customers, as prices of paper and labor will continue to rise. This means that customers will require higher level of satisfaction. This panel explores the KPIs print providers need to focus on in order to make ordering print more efficient and frictionless as it becomes a more expensive, luxury product.



**WAYFAIR TAX COMPLIANCE:
THE UNINTENDED CONSEQUENCES
ON THE PRINTING INDUSTRY**

Get the latest news about state sales and use taxes, including the recent North Carolina Supreme Court decision involving a major producer, currently seeking review by the U.S. Supreme Court. Don't be caught unaware about how your mailing activity, postage payment, and client billing might be exposing you to tax liability — and maybe not even from your home state!



**RESPONSE OPTIMIZATION:
TRENDS YOUR CUSTOMERS
ARE EMBRACING**

Chris Wells delves into response optimization trends marketers are preparing for, and why it is imperative that you and your team understand how to guide them to success. Discover how you can position your company to be a leader in a new era of communication that includes extended reality, digital engagement, artificial intelligence, social integration, and retargeting 2.0.



**USPS PROMOTION:
DIRECT MAIL MARKETING THAT
TRANSCENDS THE PAGE**

USPS Mailing Promotions empower marketers, printers, and mailers to bridge the print vs. digital divide by incentivizing new technologies and print techniques in their mailings. Explore how these innovations are driving customer engagement and redefining how mail can look, feel, smell, and even integrate with digital channels.



**CREATE CAREER PATHWAYS:
BUILDING DEVELOPMENT PROGRAMS
FOR TEAM SUCCESS**

For top talent, it's not just about finding a job — it's about building a career. Learn how to identify career pathways for your team members, build structured mentoring and comprehensive training programs, create a career development plan that aligns with your company's goals and values, and communicate that plan effectively to your team.



**DIGITAL PRINTING:
MAKING THE SUSTAINABILITY CASE**

Learn the science-based, data-driven facts about the sustainability of print and paper so you can share them with customers and other stakeholders. This session with Canon discusses critical aspects of a sustainable digital printing process. In addition, Two Sides busts common environmental myths to help you effectively communicate the sustainability story of print.

think AHEAD 2023 PARTNERS

EXECUTIVE SPONSOR



“All of our amazing sponsors come together to provide the end-to-end solution expertise that helps our community truly accelerate our success with inkjet. A heart-felt THANK YOU to all of our think Ahead 2023 sponsors.”

LORI MESSINA
think Board President

PLATINUM SPONSORS



GOLD SPONSORS



GO FURTHER.

What if you could experience remarkable uptime, consistent high quality, plus more high-value jobs with less operator intervention? Turn “what if?” into “can do” with help from the evolutionary Canon varioPRINT iX-series.

See why the varioPRINT iX-series is the answer
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think. 



think PEACE UNICEF FUNDRAISER

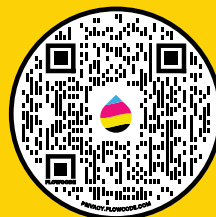
JOIN US TO SUPPORT THE CHILDREN OF UKRAINE

Children are the least responsible for war in Ukraine, but they suffer most from its consequences. Your 100% tax-deductible donation will help UNICEF ensure that Ukraine's children have access to safe water, nutrition, healthcare, education, and protection. Less than 4% of funds go to UNICEF administrative costs.

As a thank you, request 1 FREE think Peace T-shirt for every \$25 you donate! For example, if you donate \$100, you may request 4 shirts.

Please note: This thank you offering is based on product availability.

STEP 1: DONATE



STEP 2: REQUEST 1 think PEACE T-SHIRT FOR EVERY \$25 DONATION



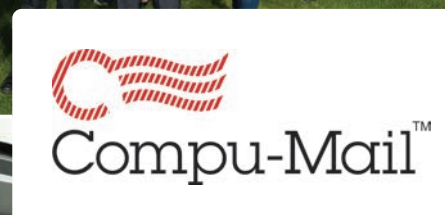
JOIN US AT
think AHEAD 2024

think ahead²⁴

SAVE THE DATE

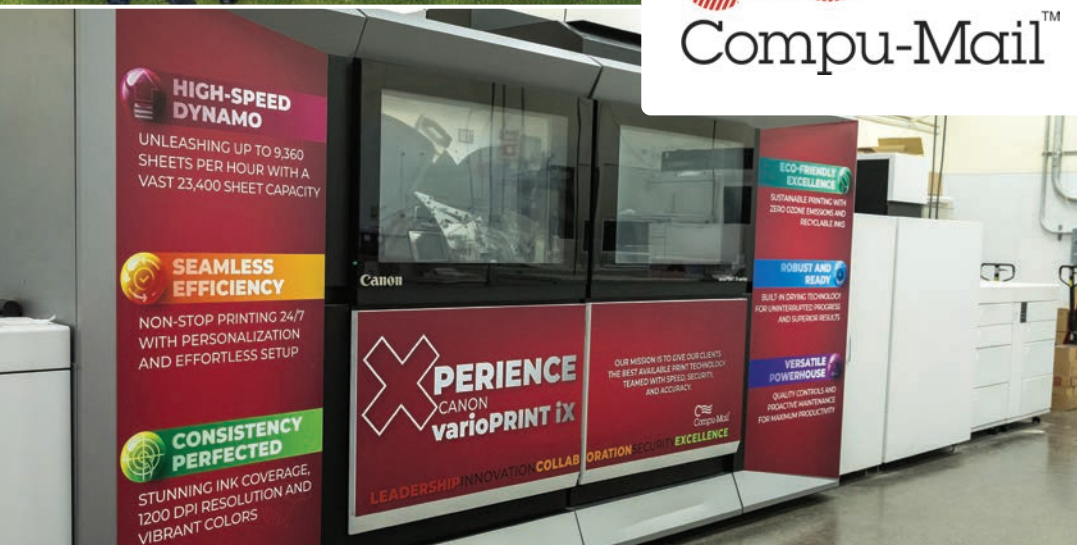
JULY 15-17, 2024 | BOCA RATON, FL

COMPU-MAIL TRANSITIONED TO 100% CANON PRODUCTION PRINT TECHNOLOGY TO OPTIMIZE CUSTOMER OFFERINGS AND GAIN BUSINESS EFFICIENCIES



Compu-Mail certifications demonstrate that we are at the forefront of safeguarding protected information and that our clients can count on us to protect the privacy and security of their sensitive information.

Anthony Marchioni,
President, Compu-Mail



Proud to operate Canon Solutions America production printing equipment

“We transitioned to a 100% Canon technology print shop, and there’s a reason for that — in fact, there are many reasons for that,” said Anthony Marchioni, Compu-Mail president, in a recent interview with the Compu-Mail leadership team.

First on the list of reasons, Anthony Marchioni cites the ability to efficiently meet service level agreements. “Compu-Mail is fully HIPAA compliant with SSAE, and Service Organization Control (SOC) 2 Type 2 and SOC 3 certifications, and currently engaged in efforts to attain HITRUST certification. What does that mean? It means customers know they can trust us with their most sensitive data. Critical communications, like medical correspondence, are time stamped and must be in the patient’s hands in a certain time frame. The Canon varioPRINT iX enables us to do that and efficiently meet SLAs.”

Another reason? Canon Solutions America’s leadership in high-speed production inkjet print. 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. “Canon is clearly the leader in high-speed production inkjet. We have a Canon VarioPRINT i300 and love the platform; that is what led us to the Canon varioPRINT iX. Choosing Canon from a technology perspective was the obvious choice,” stated Richard Baker, chief operating officer.

“Then, there is the powerful productivity of the Canon varioPRINT iX,” Richard adds. “Essentially, we took an eleven-press shop and turned it into six (three Canon varioPRINT iX, one Canon VarioPRINT i300, and two Canon varioPRINT 6000 TITANS) and are now able to produce more than double the pages per hour with almost half the presses. That’s powerful.”

“The business efficiencies, flexibility, and print quality we’ve gained are outstanding,” Rich continues. “Before we streamlined exclusively to Canon print technology, we had one of every press from various manufacturers, and from a production point of view it was very challenging, with different workflows, sheet sizes, and maintenance requirements. We had flexibility but the wrong kind of flexibility. We had issues when we tried to move things around or control costs. Now, with all Canon technology, we have easy flexibility that is seamless to our customers, ensuring we meet SLAs, produce a wide range of applications, and deliver consistent, top-quality print — and that’s important to us.”

Exceeding expectations. “We knew Canon had great print technology and a great team of people, but we weren’t aware of all of the additional support you receive as a Canon Solutions America customer. Canon truly exceeds expectations in that regard as well,” Anthony stated.

When you become a Canon Solutions America customer, every one of your employees receives complimentary membership to thINK, an independent user group of Canon inkjet customers.

As part of that membership you receive free tools, training, and resources — from the annual thINK Ahead event to training on thINK Academy, to simply downloading media profiles and the newest evaluated paper or connecting with other Canon Solutions America inkjet customers to collaborate on a project — thINK is designed to provide tools, training, and resources to help you accelerate your success with inkjet.

“What we didn’t realize until our Canon Solutions America sales representative brought it to our attention is that thINK also offers complimentary professional services like the Project 360 program. He recommended that we take advantage of that and I’m so glad we did. Project 360 was phenomenal; it removed some blinders we had being so close to our day-to-day operations, and led us to gain even more efficiencies than we anticipated. I highly recommend that Canon Solutions America customers take advantage of this free program.”

Friendly financing. From a financial perspective, Shanin Haskell, vice president of accounting advises, “Half the print devices with more than double the output — what company’s bottom line wouldn’t like that improvement? In addition, the Canon Solutions America financing team made it extremely easy for us.” Diane Wasieczko, general manager, adds, “With my focus on human resources and ‘everything else’, the strategy to streamline our print shop to Canon creates a more Zen type of environment, certainly for me but for all Compu-Mail employees.”

When asked what recommendations the Compu-Mail leadership team has for others entering the inkjet market, Dr. Charles DeWald, CEO replied, “Two words: outperform yourself.” That’s the philosophy behind Compu-Mail’s growth from a small service bureau to the \$20 million print business it is today. Established in 1996, Compu-Mail sprung from the roots of a data processing service bureau founded in 1968 that laid the foundation in leveraging data for highly personalized marketing. With this philosophy, Compu-Mail became an early adopter of variable data printing. Fast-forward 55 years, and they are now one of the largest and most trusted high-security print service providers in the country, servicing clientele across the US and Canada. “Always seek to outperform yourself. First you must imagine where you can go, then identify what is holding you back, and do that continuously; it is not a one-time process,” Dr DeWald adds.

“Compu-Mail and Canon Solutions America share the business philosophy of outperforming yourself. We believe in striving for excellence in your field and I believe that is why Compu-Mail and Canon Solutions America are leaders today,” said Francis McMahon, executive vice president, Production Print Solutions, Canon Solutions America, Inc.

MEET CANON INKJET CUSTOMER & thINK MEMBERS COMPU-MAIL, LLC

Compu-Mail is a transactional and direct marketing services company located in Grand Island, NY that specializes in highly personalized data-driven marketing for the healthcare, retail, casino/gaming, non-profit, higher ed, and finance industries. They recently transitioned their print shop to 100% Canon production technology to optimize customer offerings and gain business efficiencies.



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](https://thinkforum.com/blog)



REX 3

Rex 3 Adds A Canon varioPRINT iX Sheetfed Inkjet Press to Increase Efficiency, Quality and On-Time Delivery For Outstanding Customer Service



BURDISS

BURDISS Triples Their Gross Annual Sales with the Canon varioPRINT iX Sheetfed Inkjet Press



PIP

PIP Transitions from Toner Devices to the Canon varioPRINT iX Sheetfed Inkjet Press to Extend Service Offerings and Achieve Goals for Revenue Growth



JPS BOOKS + LOGISTICS

Doubles Direct Mail Volumes with the Canon ColorStream 3900



VYA

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

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!



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FEATURED INNOVATOR DNI CORP.
BRINGS NASHVILLE MUSIC SCENE
TO LIFE WITH SHOWSTOPPING
COLOR QUALITY



Charley Crockett Concert Poster
Ryman Auditorium
Nashville, TN



Through their long-term partnership with Hollis Halford, President of Halford Company and CD Guys, DNI Corp. has been serving Nashville solo artists and musical groups with posters and other marketing materials to promote their shows and albums. What sets DNI apart from the competition is their ability to deliver stunning color quality and fine detail on a wide variety of substrates with their Canon varioPRINT iX.

For example, this poster for musician Charley Crockett was used to promote his first sold-out concert at the Ryman. Because it was designed in a classic style that involves heavy coverage, DNI knew that toner and even offset could result in ghosting and streaking. Using the varioPRINT iX, however, there was no ghosting and no streaking, and even print industry veterans can't tell whether the piece was printed on inkjet or offset.



DID YOU KNOW...

you can request your own Inkjet Innovation video and article write-up? Visit [thinkForum.com/inkjet-innovation](https://thinkforum.com/inkjet-innovation) to learn more.



SCAN TO
WATCH THE
DNI CUSTOMER
SUCCESS VIDEO



Tom Morello
The Atlas Underground Fire Poster



Tom Morello
Atlas Underground Poster

One of the key benefits of the varioPRINT iX is its media versatility. For Tom Morello, DNI printed two beautiful art pieces, one on a metallic sheet and the other on a linen sheet. Because the press can handle 16 lb. text weight all the way up to 130 lb. cover, DNI has been able to help Nashville musicians create promotional materials that tell their stories — and blow them away with the quality.



EXPLORE thINKFORUM.COM

Tap into FREE tools, training, programs, services, and resources — all designed to help you accelerate your success with inkjet.

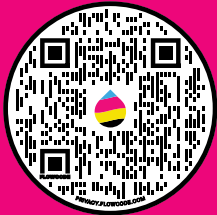


REQUEST A thINK
MEMBER DEMO

thINK MEMBER BENEFITS

There are advantages to being a Canon Solutions America production inkjet customer — and thINK membership is one of them! Request a thINK Member Demo to learn how you can tap into the tools, training, programs, services, and resources all available FREE to you and your entire organization on thINKForum.com!

The thINK website has something for every member of your organization — from sales and marketing to press operations and leadership.



TAKE A LOOK AROUND
thINKForum.com

NEWS & RESEARCH

Explore current market research and expert insights from industry analysts to determine how to better serve your current customers — and gain new ones!

PROGRAMS

Take advantage of free programs including:

Professional Writing and Video Services:
Request your own customer or inkjet innovation spotlight (and Canon and thINK will help you promote it!)

Apprenticeship Program:
Through our Print[ED] program you can hire high school vocational students trained on Canon production inkjet.

Google Paid Search Program:
Participate in the Canon Solutions America-funded Google paid search program to drive traffic to your website.

SERVICES

Looking for additional support with sales, marketing, business development, and more? Your thINK membership gives you access to a variety of professional services, including the popular Project 360° program, which is complimentary to all thINK members.



TRAINING & EVENTS

Accelerate your inkjet success, participate in live thINK Academy classes, or explore the online learning library to access courses across every role, including leadership, marketing, sales, and production!

TOOLS

Tap into our toolkits to design for, market, and operate your Canon production inkjet press, including:

Designer's Toolkit:
Learn best practices for designing for inkjet and browse inkjet projects to get inspiration.

Marketing Toolkit:
Application samples, direct mail templates, blog posts, email templates, social media posts, Canon logos, inkjet press photo library, press skin templates — and more!

Press Operator Toolkit:
Media profiles and packs, evaluated inkjet media, and training designed just for press operators.



think ACADEMY

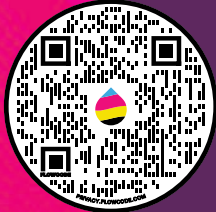
2023 LIVE CLASS SCHEDULE

Register to join think Academy live classes, where you can interact with and learn from inkjet experts and industry peers. Sure, you can watch the replay, but why would you? The replays are edited to remove all class interaction, and that's where the best learning takes place!



Scan the QR code to get registered or to access On Demand classes!

learn.thinkforum.com/think-academy-live-classes



NOW AVAILABLE ON-DEMAND:



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

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 is going to 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.



NOW AVAILABLE ON-DEMAND:

- ▶ think BEYOND PRINTING — BOOKS
- ▶ PRODUCTION INKJET AND THE PHOTO SPECIALTY OPPORTUNITY
- ▶ WORKFLOW AUTOMATION — PROVIDING PROFITABILITY
- ▶ WHAT YOU (AND YOUR CUSTOMERS) NEED TO KNOW ABOUT DESIGNING FOR INKJET
- ▶ TELECOM MARKETING TRENDS 2023
- ▶ WHAT DIRECT MAIL MARKETERS WANT & HOW TO GET THEIR ATTENTION
- ▶ GETTING INTO THE PHOTO MARKET
- ▶ DIRECT MAIL CAMPAIGN TEMPLATES, PRINT SAMPLES, AND MORE! HOW TO USE think SALES & MARKETING LAB
- ▶ FINANCIAL SERVICES MARKETING
- ▶ WHAT PRINT BUYERS WANT AND HOW TO GET THEIR ATTENTION
- ▶ VOICE OF THE PRINT BUYER
- ▶ VOLUME MIGRATION TO CANON INKJET
- ▶ 2023 ROAD MAP
- ▶ 2023: PHOTO APPLICATIONS MEET INKJET



OCTOBER 12, 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 implication



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.



DECEMBER 7, 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, join Deborah Corn, the Intergalactic Ambassador to the Printerverse at Print Media Centr, to receive the gift of printspiration!



2024 CLASSES

We are planning live think Academy classes for 2024 — tell us what YOU want to learn!

[thinkForum.com/membership-benefits](https://thinkforum.com/membership-benefits)



MARKET RESEARCH REPORTS



Access the
thINK Resource Library:
thINKForum.com/market-research

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**.



WIDE FORMAT & PACKAGING PRINTING: CROSSOVER POINTS AND SIMILARITIES

Flatbed wide format devices that print on rigid substrates can be used for a variety of packaging applications. As the use of these flatbed devices grows, there is an opportunity to use them in packaging applications for design comps, prototypes, short runs, and point-of-purchase displays that are printed on corrugated cardboard or other board stocks. This document provides an overview of wide format trends as well as flatbed printing. It also considers how print service providers can meet the changing needs of package producers.



REFRAMING LEAN MANUFACTURING & JIT WITH TODAY'S SUPPLY CHAIN REALITIES

Lean manufacturing is well-recognized as a powerful practice to help optimize productivity and reduce waste. The successful implementation of lean principles requires continuous adaptation to technological advancements. Recent strains in supply chain management challenged even the most well-organized organizations to move from Just-in-Time (JIT) inventory management (which is an important component of lean manufacturing) to Just-in-Case (JIC) inventory practices. This article explores how PSPs can navigate today's business priorities and refine their supply chain to address the current business climate.



HOW WEB-TO-PRINT IS DRIVING INKJET SUCCESS

Over the past 25 years, we've seen the rise of a new type of service provider that leverages the internet to market and sell print services. These print service providers (PSPs) sell their offerings almost exclusively through online portals. Their strategies present a competitive challenge to traditional PSPs, especially the ones that serve the small-to-medium-sized businesses and trade markets. This document takes stock of the online-focused print market and considers where it is heading. It's important for all PSPs to understand how the market is changing and what they must do to compete effectively in this new reality.



DON'T LABEL ME! DEFINING AND PARTICIPATING IN THE LABEL MARKET

The print label industry is undergoing a significant transformation in today's fast-paced and dynamic business landscape. The advent of digital press technology offers new avenues for producing labels that deliver numerous advantages over traditional printing methods. With shorter lead times, lower quantities per order, and a growing demand for competitive prices, digital press technology is swiftly gaining popularity. Understanding the dynamics of this market is vital for businesses that are seeking to enter the digital print label industry. This article defines the print label market and explores how to successfully participate in its growth.



OUTDO YOUR COMPETITION WITH A CONTENT STRATEGY

In today's fast-paced digital world, having a strong online presence is the key to unlocking remarkable success for businesses of all sizes. With an ever-growing number of competitors vying for attention and market share, establishing a content strategy that supports your online activity and sets you apart from the rest is more important than ever. This article explores why a content strategy is essential for growth, provides a few examples, and shares how to get started so you can stand apart from your competitors.



SUPPLEMENTAL HEALTH AND ANCILLARY BENEFITS MARKETING

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



MEDICARE PULSE: AGE-IN COMMUNICATIONS

Age-in communications are all about tending to consumers' questions before they come of age as a way to build trust and reduce apprehension for those just beginning the enrollment process.



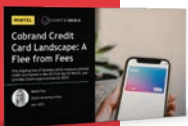
DIRECT MARKETING SNAPSHOT - JUNE 2023

Get the data on June direct mail volumes across industries and segmented by mail type, and see featured direct mail and omnichannel campaigns by sector.



APPLICATION BEHAVIOR REPORT - Q2 2023

A data-oriented exploration of application behavior, including offer and application channels, breakdown of applications by issuer, and messaging effectiveness by demographic.

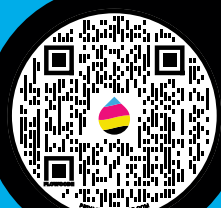


COBRAND CREDIT CARD LANDSCAPE: A FLEE FROM FEES

This recent report from Comperemedia's Marisa Frys provides insights surrounding cobrand credit card marketing strategies across the top ten spenders, a high-level look at messaging strategies, and opportunities to grow moving forward. In short, it's your playbook for helping your financial services customers create powerful cobrand credit card marketing strategies for their direct mail campaigns.

thINK MEMBER BENEFITS

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



View the
thINK Member Benefits
Video to learn more!

thINK MEMBER BENEFITS

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

PROGRAMS

- ◆ **Customer Spotlight**
Request a customer spotlight article to get your name in the spotlight!
- ◆ **Inkjet Innovation**
Get some inkjet inspiration and then tap into free video services to share your own story!
- ◆ **Print[ED] Apprenticeships**
Help build the future inkjet print workforce through this Canon and thINK sponsored program.
- ◆ **thINK Member Demo**
Request a thINK demo to get your arms around all of the thINK benefits available to you.
- ◆ **thINK Peace**
Unite with the thINK Community to support the children of Ukraine in our annual fundraiser and receive your free thINK Peace t-shirt!

SERVICES

- ◆ **Business Development**
Grow your high-speed inkjet business with a strategic business plan.
- ◆ **Inkjet Sales Training**
Learn how to communicate unique value propositions through structured sales training sessions.
- ◆ **Marketing Services**
Put your new press to work with a marketing program geared to get you leads — and turn those leads into customers.
- ◆ **Production Solutions**
Expand the types of printing jobs you offer today, streamline job submission, optimize color capabilities and integrate workflows.
- ◆ **Project 360°**
Learn how you can grow pages with this service, designed to support you years beyond your inkjet installation.
- ◆ **Subscription Services**
Canon Solutions America's flexible subscription model for post-sale support services gives you a dependable, affordable option for technical support services.

TOOLS

- ◆ **Designer Toolkit**
Learn best practices for designing inkjet, browse inkjet projects to get inspiration.
- ◆ **Marketing Toolkit**
Download ready-to-use direct mail campaigns, application samples, blogs, emails, social media posts, Canon logos, and press photos and videos.
- ◆ **Press Operator Toolkit**
Download media packs and profiles and review the latest evaluated media for your press.
- ◆ **thINK Member Directory**
Connect directly with peers and industry experts to extend your network.

TRAINING & EVENTS

- ◆ **Online Learning**
Sharpen your edge with self-paced online training for every role including marketing, sales, design, production and leadership.
- ◆ **thINK Academy Live Classes**
Participate in live instructor-led training via Zoom classrooms to discuss current market trends and business challenges and new market opportunities.
- ◆ **thINK Ahead**
Attend the thINK Ahead annual conference to network and learn from peers, partners, and industry experts.

NEWS & RESEARCH

- ◆ **Blogs**
Stay informed on industry trends and learn what Canon Solutions America production inkjet customers are doing to grow their business.
- ◆ **Market Research**
Download market research reports to learn about new market opportunities.
- ◆ **thINK News**
Get up to speed on all things thINK including new tools, training, programs and services available to you.