



# FORWARD

### thINK Training & Events

It's that time of year! Our signature event, the thINK Ahead annual conference, celebrates its 10th anniversary this July.

### thINK Academy Live Classes

thINK provides live, year-round training in four tracks: marketing, sales, business, and technical — register now!

### Customer Spotlight

Learn how Rex 3 has improved quality, efficiency, and on-time delivery thanks to the varioPRINT iX sheetfed inkjet press.

### 2024 GCSF Champion of Education Award

Congrats to Francis McMahon, who was recently honored by the Graphic Communications Scholarship Foundation.

10 YEARS



### thINK AHEAD 2024: WHAT'S IN STORE

#### Registration is open!

Register now for thINK's 10th annual thINK Ahead conference, the premier event where Canon Solutions America production inkjet customers converge for three days of inspiration, education, and networking.



# A LETTER FROM thINK BOARD PRESIDENT LORI MESSINA

As I always say, I am honored to serve as the thINK Board President and share the valuable tools, training, and resources we've developed to help Canon Solutions America production inkjet customers accelerate success with inkjet. However, it truly does take a village! Our dedicated panel of inkjet customer board members, supportive partners, and inkjet community members who step up to speak and share their best practices all contribute to the strength of the community. Therefore, I invite you to listen in on this short video series to hear from other board members, partners, and community members on what they think about thINK!


This month, our board is busy preparing for thINK Ahead 2024. Peruse this special edition of thINK Forward to learn what we have in store!

I look forward to seeing you in Boca Raton at thINK Ahead 2024!



**LORI MESSINA**

thINK Board President  
President, Access Direct Systems  
[lmessina@thINKForum.com](mailto:lmessina@thINKForum.com)



Scan and watch the video series to see why the thINK Community loves thINK!



**"Canon Solutions America is a proud Executive Sponsor of thINK, an independent community of Canon Solutions America production inkjet customers. thINK provides a forum for members to network, gain knowledge, discuss common challenges, and share best practices with the mission of accelerating inkjet success, and we are pleased to support this amazing community."**

**FRANCIS MCMAHON**  
Executive Vice President  
Production Print Solutions  
Canon Solutions America

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Schedule a thINK member demo!  
[thINKForum.com/membership-benefits](https://thINKForum.com/membership-benefits)

CUSTOMER SPOTLIGHT

# REX<sup>3</sup>

## ADDS A CANON varioPRINT iX SHEETFED INKJET PRESS

TO INCREASE EFFICIENCY, QUALITY, AND ON-TIME DELIVERY FOR OUTSTANDING CUSTOMER SERVICE



"At the end of the day, to build the customer loyalty we have today, you have to have a great team, and you have to give the team the technology they need to do their job with excellence."



Rex 3 is a privately held, family-owned business that is recognized as one of America's top 100 commercial printers. Located in Sunrise, FL, they have a bustling business with multiple locations, including a plant and an offsite local facility and a partner entity in the UK that mirrors many of their operations to meet their global demand. They employ more than 260 full-time staff and up to 150 temps on any given day, working six days a week around the clock, with small crews on Sundays.

In fact, Jay and Todd both credit the entire Rex 3 team for the success of the company, sharing that despite the unprecedented challenges posed by the COVID pandemic, the Rex 3 team was able to not only survive but thrive during this period. They came together to navigate through the tough times and support one another, with all levels of management working around the clock, and increased their top-line revenue substantially, at a time when other companies were going out of business. Their vendors were impressed, and their customers were thrilled with the level of service they received, all a testament to the commitment and passion of the team, who worked tirelessly to ensure the success of the business.



"At the end of the day, to build the customer loyalty we have today, you have to have a great team, and you have to give the team the technology they need to do their job with excellence. We are proud of our team and are pleased with the Canon inkjet technology that enables them to quickly and efficiently produce the high-quality, stunning custom printed products that our customers have come to expect of us," Jay concluded. Learn more about Rex 3 by visiting [Rex3.com](http://Rex3.com).

"As Jay said, it is the people that make the difference at the end of the day. To see the Rex 3 team utilize the speed and quality of the Canon varioPRINT iX to delight their customers delights me," said Francis McMahon, Executive Vice President, Production Print Solutions, Canon Solutions America.

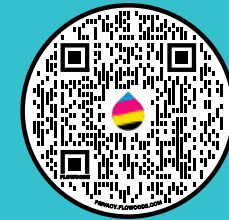
Now in business for nearly 65 years, Rex 3 was founded by Julius Miller in 1959 and is currently led by the second generation, Steve Miller. Rex 3 is known for their passion for custom printing, and they've grown significantly over the years, expanding into many different areas of print. One key area of Rex 3 expertise is production of custom-made trading cards that require intricate manufacturing and printing techniques for various sports leagues, including Major League Baseball, Formula One racing, European soccer, NHL, Star Wars, Wacky Packs for Garbage Pail Kids, Arnold Schwarzenegger, UFC fighting, and many others. Moreover, they specialize in die-cutting and gluing for display boxes and packaging for various industries, from perfume and vitamins to cannabis, candy, and ice cream. In addition they offer a wide variety of wide-format print products.

Apart from sports memorabilia, packaging, and wide-format products, Rex 3 also offers commercial printing services, including brochures, pocket folders, pamphlets, transactional mail, postcards, and more. They have a dedicated mail shop where they handle millions of pieces of mail each month. At the heart of that operation is their beloved Canon varioPRINT iX sheetfed inkjet press. The decision to go with the Canon varioPRINT iX was based on several factors, including the ability to handle significant

volumes of work at high-speed, the sheet size, and the stunning print quality. According to Jay Kahn, Vice President of Operations, "The Canon varioPRINT iX was easy to cost-justify; the ROI proves out faster than some of the other alternative choices we looked at, and the sheer speed of the iX and stunning quality enable us to live up to our commitment to outstanding customer service."

Rex 3 prides themselves on their commitment to customer service. Jay explained, "We really take the time to understand our customers' needs and work with them to find the best solutions. Our attention to detail and quality control is also something that we take very seriously. We make sure that every project that goes out the door meets our high standards. Our ability to handle a wide range of projects and customize solutions for each individual customer is a strong competitive advantage."

Todd Jones, Director of IT, readily agreed. "Rex 3 has a strong competitive edge in the printing industry and much of that can be attributed to our experienced and passionate team — it's our staff, enabled with our state-of-the-art technology like the Canon varioPRINT iX, that makes Rex 3 a go-to for customers who need high-quality custom printing services delivered on time."



Read more customer spotlights to see how other Canon Solutions America production inkjet print service providers are accelerating their inkjet success!



Did you know you can request a FREE Customer Spotlight press release for your company? It's one of the many advantages of being a Canon Solutions America production inkjet customer. Request yours! [thINKForum.com/customer-spotlight](http://thINKForum.com/customer-spotlight)

# CONGRATULATIONS TO FRANCIS MCMAHON

EXECUTIVE VICE PRESIDENT  
CANON SOLUTIONS AMERICA



"Developing the industry's next generation of leaders is important for ensuring a promising future. I am proud to accept this award and hope that it can serve as a call to action for us all to ensure that we are thinking of young professionals coming up in our industry and helping to equip them with the tools they will need to thrive and advance our industry."



## FRANCIS MCMAHON RECEIVES GCSF 2024 CHAMPION OF EDUCATION AWARD

The Graphic Communications Scholarship Foundation (GCSF) awarded its 2024 Champion of Education Award to Francis McMahon, Executive Vice President, Canon Solutions America. Over the course of his career, Francis has enthusiastically championed print and has overseen organizations that help educate print service providers and future printing professionals, most notably through thiNK, the University Inkjet Program, and Print[ED], all sponsored by Canon Solutions America.



Be Part of the Future of Print!  
[gcsfny.org/donate-a-scholarship](https://gcsfny.org/donate-a-scholarship)

Make a \$3,000 donation to have a scholarship presented to a student in your company's name.



# GOING FURTHER TOGETHER.

The ongoing evolution of the Canon ColorStream series has always been a collaborative effort with our core transactional customers. Discover how the Canon ColorStream 8000 series is helping them meet their objectives with the reliability and consistency this press is known for.

Pursue advances in transactional print.  
[PPS.CSA.CANON.COM/CLIMB](https://PPS.CSA.CANON.COM/CLIMB)



PRINT BEYOND LIMITS.  
877-623-4969 | [PPS.CSA.CANON.COM](https://PPS.CSA.CANON.COM)

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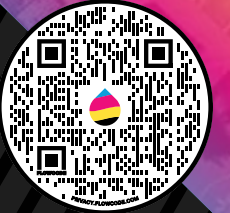
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# Inkjet Innovation

## REQUEST YOUR FREE COMPANY VIDEO!

Did you know that as a Canon Solutions America production inkjet customer, you can request a FREE professionally developed video like these to use in your marketing efforts and on your website? Take a look to get some inkjet inspiration and then request your own!

[thINKForum.com/inkjet-innovation](http://thINKForum.com/inkjet-innovation)



**Inkjet Innovation**

Penn State Health

**A SENSATIONAL STUDENT MAGAZINE**

Canon | thINK.

**Inkjet Innovation**

DNI Corp

**COLOR QUALITY THAT SINGS**

Canon | thINK.

**Inkjet Innovation**

IPG Ink | Merlin Technologies

**HIGH-COVERAGE GRAPHIC NOVELS**

Canon | thINK.

**Inkjet Innovation**

The Cincinnati Insurance Companies

**VIBRANT PROMOTIONAL MATERIALS**

Canon | thINK.

**Inkjet Innovation**

Canon University Inkjet Program

**STUNNING STUDENT SAMPLES**

Canon | thINK.

**Inkjet Innovation**

First Financial Bank

**BRAND CONSISTENCY SCORES**

Canon | thINK.

**Inkjet Innovation**

Pel Hughes

**PERSONALIZED PRINT AT SCALE**

Canon | thINK.

**Inkjet Innovation**

Core Publishing Solutions, A Thomson Reuters Company

**QUALITY PRINT FOR A GOOD CAUSE**

Canon | thINK.

**Inkjet Innovation**

Compu-Mail

**CRISP IMAGES CAPTURE HISTORY**

Canon | thINK.

**Inkjet Innovation**

Impact

**MULTI-CHANNEL DIRECT MAIL**

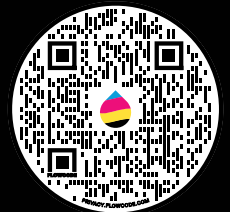
Canon | thINK.

**Inkjet Innovation**

Penn State Health

**AN ATTRACTIVE ANNUAL REPORT**

Canon | thINK.

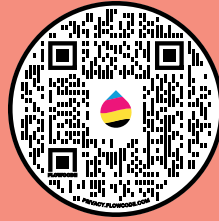


View the Inkjet Innovation Videos for Inkjet Inspiration!  
[thINKForum.com/online-learning/inkjet-innovation](http://thINKForum.com/online-learning/inkjet-innovation)

HERE'S WHAT'S IN STORE AT

think ahead

10 YEARS



View the FAQs  
[thinkForum.com/faqs](https://thinkforum.com/faqs)

JULY 15-17, 2024

THE BOCA RATON | BOCA RATON, FL



10 YEARS

PLUS...

### NEW INNOVATIVE INKJET PRODUCTS — UNVEILED!

think Ahead 2024 attendees will be among the first in the U.S. to witness the debut of four new Canon inkjet products, which premiered at drupa. In addition, Francis McMahon, Executive Vice President of Production Print Solutions, will provide an update on the latest industry-leading inkjet innovations.



### BEN NEMTIN

Leading with a Purpose

#1 New York Times bestselling author Ben Nemtin will share leadership strategies proven to get results and empower teams, boosting retention and engagement. Ranked #2 Motivational Speaker globally by Global Gurus, Ben is a leading Organizational Culture Thought Leader. As co-founder of The Buried Life movement, his message of radical possibility has been featured on major media such as The Oprah Winfrey Show, The Today Show, CNN, NBC, FOX, ABC, CBS, and more.



### 10<sup>TH</sup> ANNUAL think AHEAD CELEBRATIONS

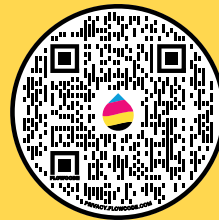
We have lots of fun in store to celebrate the 10th anniversary of think Ahead! You won't want to miss the amazing evening events that enable you to have fun while networking and building relationships.



### MARCUS MONROE

Award-Winning Comedian

Marcus Monroe, an award-winning comedian based in New York City, delivers a high-energy blend of innovative humor and comedic banter filled with awkwardness. He has earned acclaim for his performances, receiving the prestigious Andy Kaufman Award and being featured on The Late Show, HBO, MTV, and ABC. The New York Times has named his show a NYT critics' pick four times, hailing him as "one of the most entertaining performers in New York City." He starred in the Olivier Award-winning Off-Broadway and London production of "La Soiree: The Rise and Fall of Marcus Monroe," which premiered to rave reviews.



### IN-DEPTH EDUCATIONAL SESSIONS

With 15 in-depth educational sessions to choose from, there's something for everyone! Sessions will address the issues print service providers are facing today, including pricing for profit, marketing your print business, sales strategies, innovative HR practices, AI in print, profit sharing, mergers and acquisitions, best practices post-Wayfair, and more.





### INKJET TOURS & DEMOS

thINK Ahead 2024 will host the U.S. debut of four new Canon inkjet products. Don't miss the opportunity to see innovative inkjet technology in action at the Canon Americas Customer Innovation Center.

### CANON SOLUTIONS AMERICA INKJET PRINT INNOVATION WALL

Want to get some inkjet inspiration? Stop by the Inkjet Print Innovation Wall at the CIC to learn how other inkjet print service providers are leveraging inkjet to stand out!

### NETWORKING & BEST PRACTICE SHARING

thINK Ahead is all about community. Whether you're getting to know industry peers over a meal or catching up with old friends during happy hours or Cabana Nights, expect plenty of opportunities to connect and learn from one another.

### PARTNER PAVILION & thINK THEATER SESSIONS

Plan to engage with Canon Solutions America inkjet partners in the thINK Ahead Partner Pavilion and listen in on lively thINK Theater sessions to learn about industry-leading inkjet solutions.

### thINK FUTURE

Be part of the future of print! Learn more about the Graphic Communications Scholarship Foundation (GCSF), a not-for-profit, 501(c)(3) organization that supports students in the graphic communications media industry.

### HEALTH & WELLNESS ACTIVITIES

Get to know your peers while participating in a variety of optional health and wellness activities, including pickleball, yoga, and a fun run!

### thINK MEMBER BENEFITS

Canon Solutions America production inkjet customers have access to free tools, training, resources, and programs to help them accelerate success with inkjet. Stop by the thINK Member desk to learn about all the benefits available to you.

thINK ahead

10 YEARS



View the Interactive Agenda  
[thINKForum.com/agenda](https://thINKForum.com/agenda)

Canon  
CANON SOLUTIONS AMERICA

# COULDN'T ATTEND DRUPA 2024 IN PERSON?



ENHANCEMENTS TO  
EXISTING PORTFOLIO

EQUIPMENT AND TECHNOLOGY  
IN DEVELOPMENT

EXPANDING LEADERSHIP  
IN GROWING MARKETS

## drupa is coming to thINK Ahead

thINK Ahead 2024 attendees will be among the first to see four new Canon Inkjet products, making their first U.S. debut at thINK Ahead 2024 after premiering at drupa:

- Canon ColorStream 8200 web-fed inkjet press
- Canon ProStream 3160 web-fed inkjet press
- Canon varioPRINT iX1700 sheetfed inkjet press
- Canon LabelStream LS2000 inkjet press
- Canon varioPRESS iV7 sheetfed inkjet press

### NEW FLAGSHIP ColorStream 8200

Ideal for business communication, transactional, book printers and PSPs who need to handle production peaks

### NEW FLAGSHIP ProStream 3160

Ultra-fast production, even on heavier weight media, allowing businesses to move even higher volumes of work from offset and legacy technologies

### varioPRINT iX1700

Entry-level B3+ sheetfed inkjet with exceptional labor efficiency and 2400 x 1200 dpi printheads

### LabelStream LS2000

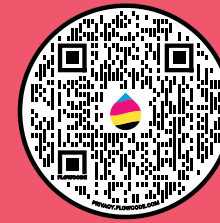
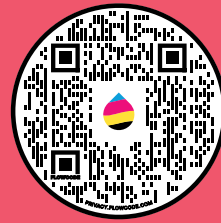
Water-based inkjet label press for industrial-scale food-safe and eco-friendly printing

### varioPRESS iV7

The "Ultimate B2 Sheetfed Factory"  
Designed for application range eye-catching quality, unparalleled productivity, and media versatility

# AGENDA OVERVIEW

Download the thINK Connect App to Plan Your Learning & Build Your Personal Agenda



View The Interactive Agenda for Session Details & Speaker Information.  
[thINKForum.com/agenda](https://thINKForum.com/agenda)



MONDAY, JULY 15							
Before Noon	thINK Ahead 2024 Arrivals   <i>The Boca Raton</i>						
1:30 PM	Canon Americas Customer Innovation Center Tours & Demos   Registration Desk   *Please arrive at 1:00 PM						
2:30 PM	Canon Americas Customer Innovation Center Tours & Demos   Registration Desk   *Please arrive at 2:00 PM						
3:30 PM	Canon Americas Customer Innovation Center Tours & Demos   Registration Desk   *Please arrive at 3:00 PM						
2:00 PM – 5:30 PM	Partner Pavilion Open						
4:00 PM - 5:30 PM	Happy Hour						
4:20 PM - 4:40 PM	Tecnau thINK Theater Presentation						
5:00 PM - 5:20 PM	Müller Martini thINK Theater Presentation						
5:30 PM - 9:00 PM	Opening Kick-off   thINK Board Welcome Performance by Marcus Monroe   Networking, Dinner, and Cocktails						
TUESDAY, JULY 16							
7:00 AM - 8:00 AM	Training Tuesday   Yoga & Pickleball   *Please arrive at 6:45 AM						
8:30 AM - 9:30 AM	Training Tuesday   Yoga & Pickleball   *Please arrive at 8:15 AM						
8:00 AM - 10:00 AM	Breakfast   Partner Pavilion						
8:00 AM - 5:30 PM	Partner Pavilion Open						
10:00 AM - 10:30 AM	A Look Ahead with Canon: Francis McMahon – Executive Vice President, Production Print Solutions, Canon Solutions America						
10:30 AM - 10:45 AM	Break						
10:45 AM - 11:30 AM	<table border="1"> <thead> <tr> <th>SALON G &amp; H</th> <th>ROYAL I &amp; II</th> <th>ROYAL III &amp; IV</th> </tr> </thead> <tbody> <tr> <td>USPS Unpacked: Delivering for America Updates, Direct Mail Initiatives, and Future Outlook</td> <td>Innovative HR Practices for Print Service Providers</td> <td>Elevate Your Sales Game: Strategies for Success</td> </tr> </tbody> </table>	SALON G & H	ROYAL I & II	ROYAL III & IV	USPS Unpacked: Delivering for America Updates, Direct Mail Initiatives, and Future Outlook	Innovative HR Practices for Print Service Providers	Elevate Your Sales Game: Strategies for Success
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1:30 PM - 2:15 PM	<table border="1"> <thead> <tr> <th>SALON G &amp; H</th> <th>ROYAL I &amp; II</th> <th>ROYAL III &amp; IV</th> </tr> </thead> <tbody> <tr> <td>Marketing Your Print Business 101</td> <td>Best Practices for Putting Together Your Post-Wayfair Plan of Attack</td> <td>Show Me the Money: Higher Profits Through Better Pricing</td> </tr> </tbody> </table>	SALON G & H	ROYAL I & II	ROYAL III & IV	Marketing Your Print Business 101	Best Practices for Putting Together Your Post-Wayfair Plan of Attack	Show Me the Money: Higher Profits Through Better Pricing
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4:15 PM - 5:30 PM	Happy Hour   Partner Pavilion						
7:00 PM - 9:00 PM	Cabana Nights   Harborside Pool						
WEDNESDAY, JULY 17							
6:45 AM	Wellness Wednesday – Fun Run 5K   Registration Desk   *Please arrive at 6:30 AM						
7:00 AM - 8:00 AM	Wellness Wednesday – Yoga   Registration Desk   *Please arrive at 6:45 AM						
8:30 AM - 9:30 AM	Wellness Wednesday – Yoga   Registration Desk   *Please arrive at 8:15 AM						
8:00 AM - 10:00 AM	Breakfast   Grand Foyer						
9:30 AM - 11:00 AM	Hotel Checkout is 11:00 AM   *Luggage Can be Checked at the Front Desk Bell Stand						
10:00 AM - 11:00 AM	thINK Wrap-Up   Closing Keynote by Ben Nemtin						
12:30 PM - 1:30 PM	Canon Americas Customer Innovation Center Tours & Demos   Registration Desk   *Please arrive at 12:00 AM						

## JOINING US AT thINK AHEAD 2024?

Plan to engage with these Canon Solutions America inkjet partners in the thINK Ahead Partner Pavilion and listen in on lively thINK Theater sessions to learn about industry-leading inkjet solutions.

## PARTNERS

### EXECUTIVE PARTNER



### PLATINUM PARTNERS



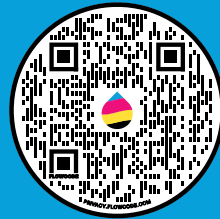
### GOLD PARTNERS





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

## think MEMBERSHIP 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](https://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](https://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:

**Company Video & Press Release:**

Request your free press release and inkjet innovation company video — Canon and think will help you promote it!

**Internship 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 Google paid search program funded by Canon Solutions America 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 with:

**think Academy Live Classes:** Learn from industry experts and interact with your peers on topics across every role including leadership, marketing, sales, and production.

**Online Learning:** Access marketing, sales, press operator, and print industry training, along with Canon "how-to" resource videos.

**think Ahead:** Plan to attend the annual think Ahead conference in Boca Raton, Florida!

### TOOLS

Tap into our toolkits to get the most out of your Canon production inkjet press.

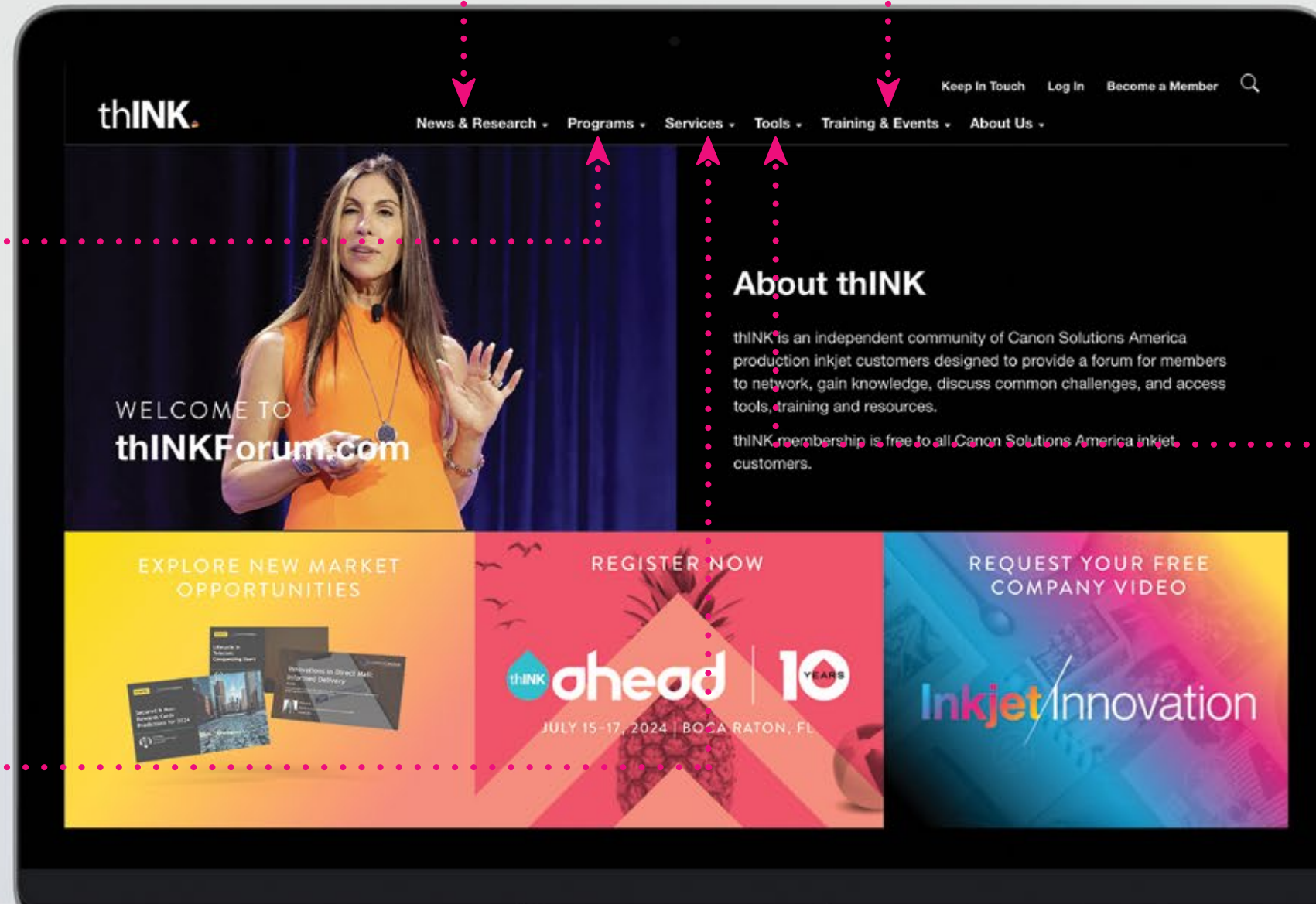
**Designer's Toolkit:** Learn inkjet design best practices and browse projects for inspiration.

**Marketing Toolkit:** Application samples, direct mail templates, 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.

**Sales Toolkit:** Presentations that help you sell the benefits of inkjet technology and application samples to share with your prospects.

**Student Toolkit:** Print industry scholarship and job opportunities, training for emerging print professionals, and resources to help you grow your career in inkjet.



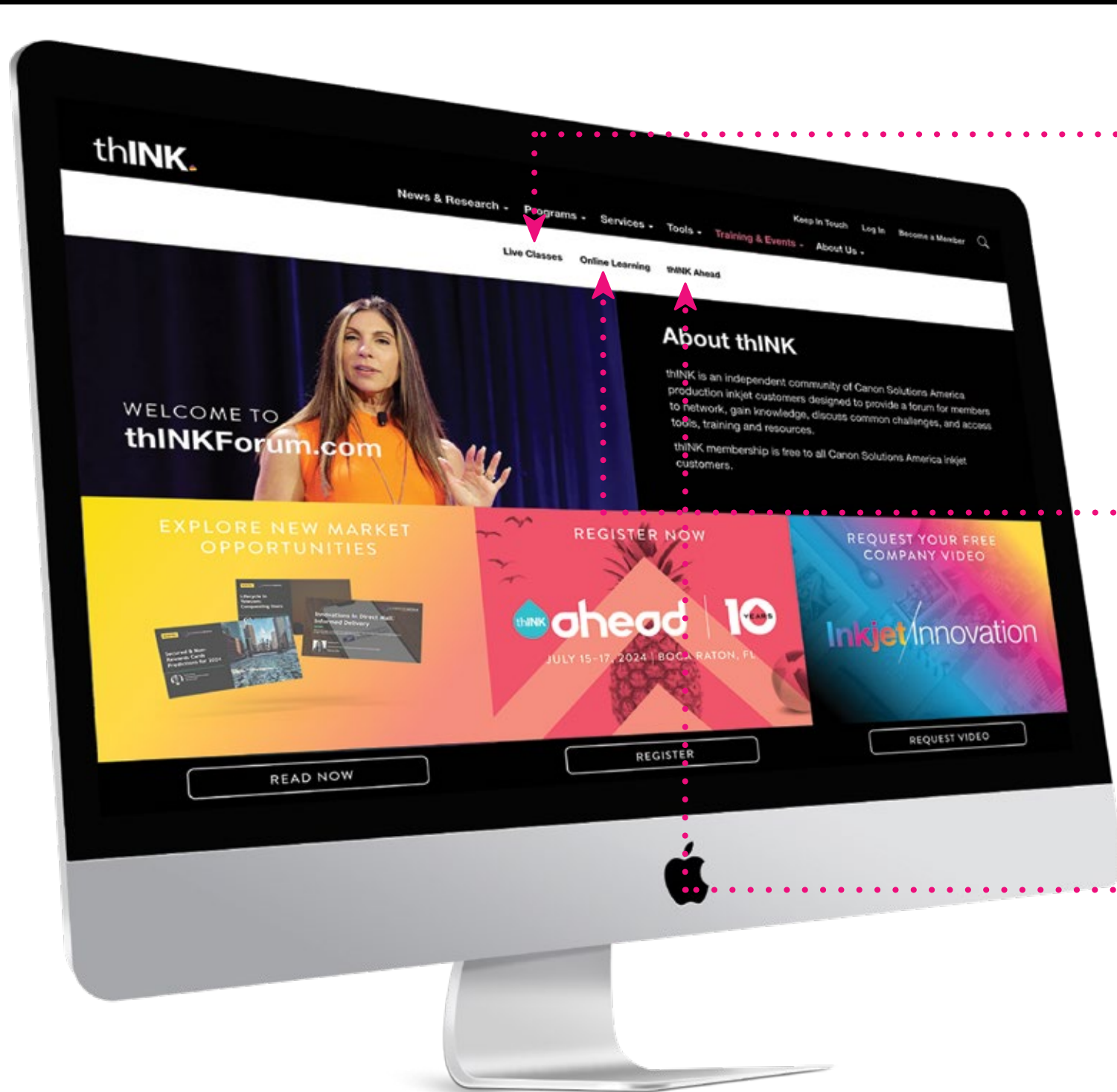
# TRAINING & EVENTS ON [thinkforum.com](https://thinkforum.com)

Accelerate your success with inkjet by attending thINK Academy classes, exploring the online video library, and joining us for the live thINK Ahead conference in Boca Raton, Florida.



thINK offers Canon Solutions America production inkjet customers access to FREE training and events.

Go to [thinkforum.com](https://thinkforum.com) & Navigate to **Training & Events** to Learn More



## think ACADEMY CLASSES

Register to join thINK Academy live classes to interact with and learn from inkjet experts and industry peers.

## ONLINE LEARNING

Access marketing, sales, press operator, and print industry training, along with Canon "how-to" resource videos and inkjet inspiration from your peers.

## think AHEAD

The annual thINK Ahead conference takes place in Boca Raton, Florida at The Boca Raton, and it's one event you won't want to miss. Get the latest information about the conference here.



Register to join thINK Academy live classes to 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!

Request a Member Demo and tell us what you want to see in 2024!  
[thINKForum.com/membership-benefits](https://thINKForum.com/membership-benefits)

**JUNE 27, 2024**  
**2:00PM EDT**

**Marketing Track**

**CONTENT MANAGEMENT SYSTEMS: THE KEY TO OMNICHANNEL EXPERIENCES**

Get clarity on the complex and rapidly evolving landscape of content management systems (CMS) with Winterberry Group's evidence-based examination of the use cases, considerations, trade offs, and value of different CMS platforms while exploring the investment, technology, and strategy trends that impact the content and digital experience landscape these platforms support.

**JULY 11, 2024**  
**2:00PM EDT**

**Marketing Track**

**PUBLISHING: A VERTICAL MARKET POWERHOUSE**

Join us, along with Keypoint Intelligence, for an exclusive live session exploring critical trends transforming the publishing market. This session offers unique insights from the latest 2023 Vertical Visions research and reveals how publishers are adapting to meet shifting customer demands and strategically allocating marketing resources between digital and print channels.

**JULY 25, 2024**  
**2:00PM EDT**

**Marketing Track**

**thINK MARKETING TOOLKIT DEMO**

In this live thINK Academy class, we will share how you can leverage the thINK Marketing Toolkit to quickly ramp up your marketing efforts, and we'll take a deep dive into the MKTG Lab tools including application samples, Canon logos, direct mail and email campaigns, infographics, inkjet press photography, social media — and more!

**AUGUST 8, 2024**  
**2:00PM EDT**

**Business Track**

**TAXES FOR DIRECT MAILERS AND PRINTERS SERIES: SALES TAX MULTISTATE COMPLIANCE**

In the five years since the U.S. Supreme Court's 2018 Wayfair decision, state tax agencies have begun auditing printers and direct mail producers for use tax even though these companies don't step foot in the state! This live class will address the unique aspects of multistate sales tax compliance for printers, from taxability of the components of your production line to just what type of data you need to maintain to comply correctly.

**AUGUST 15, 2024**  
**2:00PM EDT**

**Technical Track**

**USING ANALYTICS TO MANAGE YOUR BUSINESS**

In today's environment everyone is under pressure to raise productivity and safeguard margins. Businesses are looking to manage print performance more holistically. By using real-time data in clear tables and charts, print service providers can leverage the PRISMAlytics Dashboard for fact-based press information such as printing times, idle times, and the usage of media and consumables. In this session, you will hear from Canon experts as well as your peers on techniques for leveraging the PRISMAlytics Dashboard to more effectively manage operations.

**AUGUST 22, 2024**  
**2:00PM EDT**

**Marketing Track**

**FROM DATA TO INSIGHT: THE OUTLOOK FOR MARKETING ANALYTICS**

Recent developments, including AI, have enabled marketers to harness the full benefits of more advanced analytics. There are significant obstacles to growth, however, as the loss of data identifiers, privacy regulation, and entrenched organizational cultures force marketers to innovate in understanding what drives value. In this live class we will share current and emerging marketing analytics use cases, industry challenges, and factors for success as demonstrated by companies that are utilizing analytics most effectively.

**SEPTEMBER 12, 2024**  
**2:00PM EDT**

**Business Track**

**TAXES FOR DIRECT MAILERS AND PRINTERS SERIES: INCOME AND GROSS RECEIPTS TAX**

Now that enough time has passed for states to implement sales tax enforcement post-Wayfair, they are turning their attention to income and other business taxes on companies that have nexus. In this live class, we'll discuss just what types of taxes print producers could be subject to based on their sales revenue, what protections are available, and how to think about multistate business tax compliance.

**SEPTEMBER 26, 2024**  
**2:00PM EDT**

**Technical Track**

**ARTIFICIAL INTELLIGENCE AND THE PRINTING INDUSTRY**

Print service providers are using AI technology to cut down on waste, speed up production times, provide customization, and streamline operations. In this session, experts and your peers will discuss some of the ways AI will revolutionize the print industry. Topics include smart layouts, press monitoring and adjustments, workflow automation, automated die cut algorithms, target marketing, and security.

**OCTOBER 10, 2024**  
**2:00PM EDT**

**Technical Track**

**MAKING THE MOVE TO OMNICHANNEL SERVICES**

Market leaders are evaluating and assessing techniques for delivering more accurate, relevant, and personalized touchpoints across all forms of communication, optimizing customer interactions through print, mobile, social, and online platforms. In this session, we will hear from your peers about the strategies, tools, and techniques they are using to support marketing clients in the delivery of an omnichannel experience.

**OCTOBER 24, 2024**  
**2:00PM EDT**

**Business Track**

**TAXES FOR DIRECT MAILERS AND PRINTERS SERIES: STRATEGIC ACTION PLANS**

Now that we've explored the different aspects of tax compliance obligations for printers who have nexus, we'll put the whole thing together to discuss what a multistate tax compliance action plan looks like. We'll cover what considerations go into evaluating where a printer has tax compliance obligations, options and programs available to address and mitigate any historical liabilities, and strategies for legally minimizing obligations going forward.

**NOVEMBER 14, 2024**  
**2:00PM EDT**

**Business Track**

**TAXES FOR DIRECT MAILERS AND PRINTERS SERIES: ECONOMIC NEXUS**

Just what is "nexus" to begin with, and why is it so important for the print industry to understand? At its core, nexus means connection. Through this live class, we'll explore just what it takes to establish a strong enough connection with a state to be on the hook for tax compliance on a tax-by-tax basis. We'll also cover the special nexus rules out there that apply uniquely to the print industry.

**DECEMBER 5, 2024**  
**2:00PM EDT**

**Technical Track**

**SUSTAINABILITY...IT IS EVERYONE'S JOB**

Sustainability is not a trend, but a revolution of all industries and business sectors. Across industries, companies are looking for innovations that reduce their environmental footprint. This live class is focused on sustainability goals and making clear advances towards achieving them with inkjet. Key topics include the digital advantage, environmental benefits of Inkjet, eco-friendly inks, and energy consumption.

# MARKET RESEARCH

## NEW! VERTICAL MARKET KITS NOW AVAILABLE!

Download and learn more about these vertical market opportunities:

- Financial Services
- Healthcare
- Higher Ed
- Hospitality & Leisure
- Publishing
- Retail

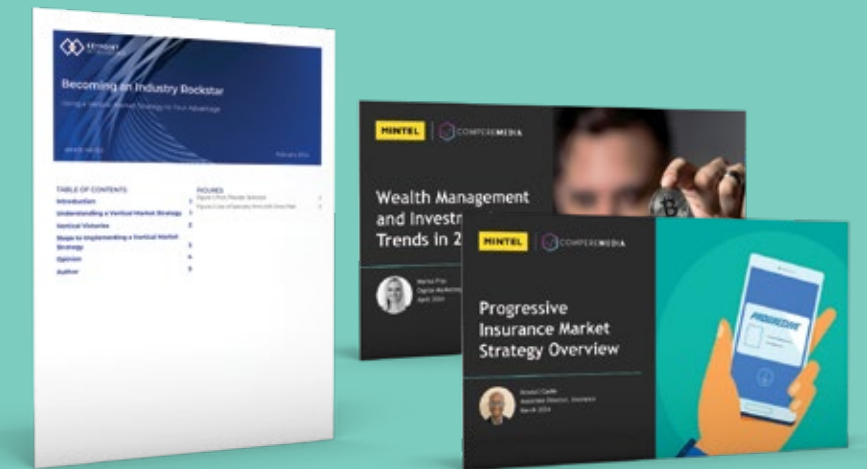
Access free market research reports on [thINKForum.com](http://thINKForum.com) for insights on new applications and industry trends. Use these resources to help you identify opportunities to expand into new markets, win new business, and increase sales.



Access the thINK Resource Library  
[thINKForum.com/market-research](http://thINKForum.com/market-research)

## Revitalize Your Sales Strategy

Evaluate best practices before diving into your vertical approach, then use the latest industry research to study up on trends in your chosen market.



## Embrace a Vision for the Future

From AI and other emerging technologies that will revolutionize the world to the business case for adopting more sustainable practices, leverage data-backed research to confidently guide your company's strategy.



## Elevate the Conversation

Read up on the challenges and opportunities facing our industry so that you can contribute thoughtful opinions to help guide your team's decisions.





## 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](http://thinkforum.com) to learn more.

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