

PRODUCTION NOTES

Paper: 100 lb. Moorim ProDigital Text
Press: Canon varioPRINT iX sheetfed inkjet press

thINK is an independent community of Canon production inkjet customers, solution partners, and print industry experts and Canon 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.



thINK

FORWARD

Generative AI is Here.
What Now?

If you have yet to benefit from generative AI, consider this your simple guide to getting started — sample prompts included!

New! thINK Academy
Workshops

Check out the hands-on, interactive workshops that thINK Academy will be offering throughout 2025.

Customer Spotlight:
Digital Express

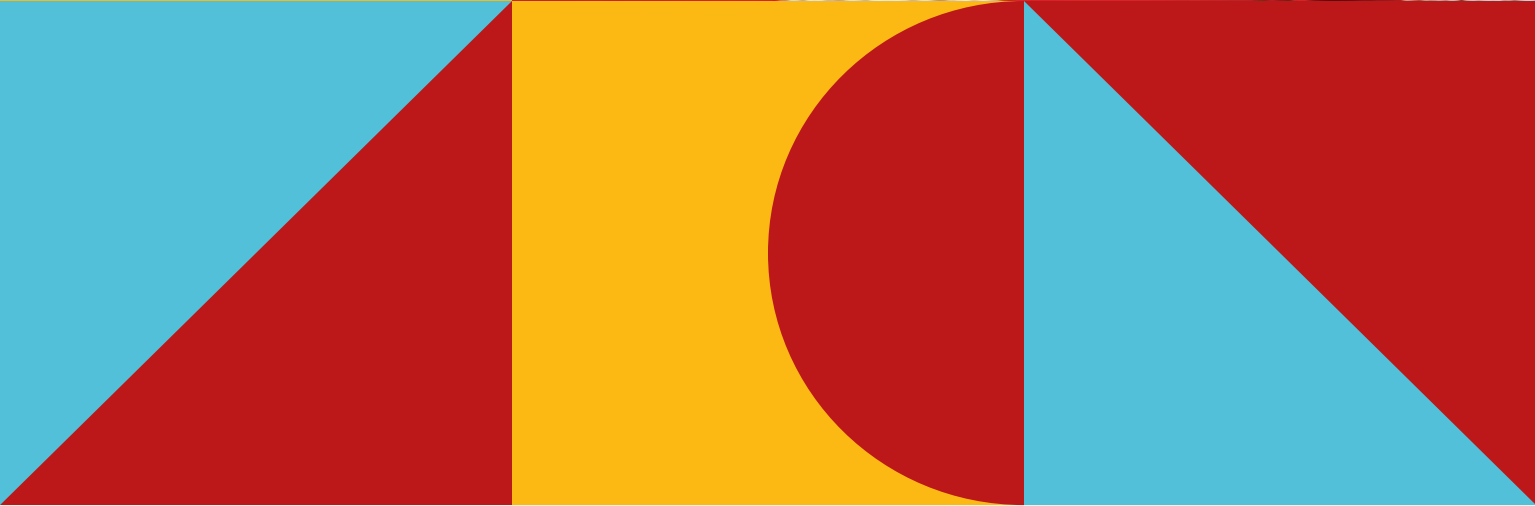
This Canon customer chose the varioPRINT iX for faster turnaround times, higher quality prints, and more competitive pricing.

Save the Date!
thINK Ahead 2025

Summer in Boca will be here before we know it. Save the date to attend thINK Ahead 2025!

THESE HOLIDAY
CARDS ARE CLASSIC

Looking for inspiration for this season's holiday cards, Canon turned to a favorite tradition: watching movies with loved ones. See how three classic holiday films inspired cards that deliver an immersive experience designed to delight recipients.



A LETTER FROM thINK BOARD PRESIDENT LORI MESSINA

My fellow thINK members,

As I finish my term as thINK Board President and move into a new role on the Board, I want to take a moment to say what an honor and privilege it is to serve this community. To be part of the team that shapes the resources that thINK offers gives me the ability to make a real difference for you and your companies, and to help behind the scenes with thINK Ahead is an unforgettable experience every year.

thINK is our community. By serving on the Board, we have a unique opportunity to see the trends that are affecting our industry from 30,000 feet — and to help prepare for them so that we can all be more successful, together. Thank you for your feedback, your questions, and your ideas. They’ve helped me to be a more effective leader, and I’m proud to say that thINK as a user group is more vibrant than ever before.

Now, it’s time for me to pass the torch to the next thINK Board President, Pete Studer. Pete has served with me on the thINK Board and is also CEO of Impact. He has been with Impact for over two decades and was heavily involved in their transition from digital toner to inkjet in 2015. Since then, he’s become a true inkjet thought leader, and many of you know him well from his active involvement in thINK.

I know you’ll join me in giving Pete a warm welcome to this new position on the thINK Board. I’ll continue serving on the thINK Board as Immediate Past President, so keep the connections coming — *that’s* what this community is all about.



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



“I am energized to take on my new role as thINK Board President in 2025. thINK exists to support the success of Canon production inkjet customers, and I myself have benefited from the wealth of resources and rich community that thINK offers. It's my honor to pay it forward.”

— **PETE STUDER**
2025 thINK Board President
CEO of Impact
pstuder@thINKForum.com

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GENERATIVE ARTIFICIAL INTELLIGENCE IS HERE. WHAT NOW?

By Emilee Christianson
Managing Director, Client Services
Trek

This image was made using generative artificial intelligence tools.

To those who wonder whether artificial intelligence (AI) is all hype: it's not. For organizations of all sizes, increasing efficiency through the use of AI — particularly generative AI — has become a top priority. In fact, Gartner now predicts that by 2026, more than 80% of enterprises will have used generative AI — up from less than 5% in 2023.¹

Print service providers are already part of this movement, though adoption in this industry has been slower than some others. Here, we look at how PSPs have begun to implement applications that return results from large language models (LLMs) in natural language and other types of generative AI. If you have yet to benefit from AI, consider this your simple guide to getting started.

¹ "Gartner Says More Than 80% of Enterprises Will Have Used Generative AI APIs or Deployed Generative AI-Enabled Applications by 2026." Gartner, 2023.

PUT AI TO WORK WITH QUICK WINS

Generative AI tools can increase both the speed and the quality of work across business functions. Here are a few ideas to get started.

AI Can Enable Your Sales Team by:

- > Summarizing research on a new vertical market
- > Providing an overview of a contact and their company before an introductory call
- > Taking notes during a call and summarizing key points and action items
- > Generating sales presentations

AI Can Supercharge Your Marketing by:

- > Pulling key takeaways from research or survey results
- > Generating compelling content like emails, blog posts, and ad copy
- > Reviewing content and suggesting improvements for readability, accessibility, or SEO
- > Reviewing marketing campaign results and suggesting next steps

AI Can Act as Your Strategic Thought Partner by:

- > Analyzing large amounts of data and identifying patterns or trends
- > Critiquing presentations or talking points
- > Reviewing your business development plan and identifying areas for improvement
- > Telling you what you're missing

This last point — that AI can be used to help us identify blind spots or holes in our arguments — is perhaps an underrated use case. Growth-minded business leaders know one thing for sure: we don't know what we don't know.

USING GENERATIVE AI CHATBOTS: TRY THESE PROMPTS

First, before prompting an AI chatbot, prime the chatbot by asking it what it knows about the specific topic you're interested in or giving it a lens through which to answer. For example, you might ask, "What do you know about selling commercial inkjet printing to financial institutions?" Or you might say, "You are an experienced print sales representative selling transactional inkjet print to health insurance companies."

Then, try one of these prompts, filling in the blanks to tailor the prompt to your organization's goals:

- > Analyze the strengths and weaknesses of [competitor] and suggest ways to differentiate [your company]'s print service solutions.
- > Draft an outreach email to an individual who works as a [job title] in [industry] and has shown interest in [specific print service] but hasn't yet made a purchase decision.
- > Identify recent regulatory changes in [industry] and how they might impact a print buyer's decision to purchase print.
- > Develop a customer satisfaction survey that can be sent to new print customers after the completion of their first print project.

JOIN US TO LEARN MORE

We're in an era of massive technological change, which will require innovation, experimentation, and flexibility. When it comes to AI, we must keep an open mind as we explore the possibilities.

Ready to learn more about AI and craft an AI policy for your organization? Register now for the thINK Academy AI workshops!

GET STARTED WITH AI

Step 1: FIND YOUR AI CHAMPION

AI technology is evolving rapidly. Staying on top of new tools and features, new opportunities for deployment, and new risks or red flags is a big job. Determine who in your organization is up to the task of championing the technology. The best person for this role will:

- > Have solid business acumen
- > Be technologically savvy
- > Exhibit curiosity

Set this person up for success by making sure they have dedicated time in their week to do R&D.

Step 2: ENROLL IN thINK ACADEMY AI WORKSHOPS

Register for the 2025 thINK Academy workshops on AI. Plan for hands-on working sessions where you can bring your biggest AI challenges and get answers from industry experts.

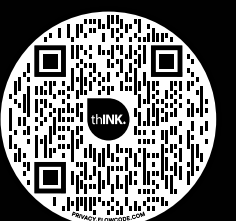
Step 3: BOOK A 1:1 SESSION

thINK Academy AI workshop attendees can schedule 1:1 coaching sessions after the workshop to get expert input on their customized AI plan.

thINK:
ACADEMY
WORKSHOPS

Save your spot! Register now to attend the 2025 thINK Academy workshops on AI.

thINKForum.com/live-classes



think

ACADEMY

LIVE CLASSES

What's a think Academy live class?

Led by industry experts, think Academy live classes enable you to stay up-to-date on the latest industry trends and market opportunities.

JANUARY 16, 2025 | 2:00 PM EST

ROADMAP 2025

2025 promises exciting opportunities for print service providers, but only those who stay ahead of the trends will thrive. Join us for an exclusive live online session that is designed to help print service providers navigate the future.

MARCH 6, 2025 | 2:00 PM EST

DELIVERING PERFORMANCE: CHARTING THE FUTURE OF DIRECT MAIL IN AN OMNICHANNEL WORLD

Brands in the U.S. will spend nearly \$40 billion on direct mail marketing efforts this year. But with marketers facing intense pressure to generate higher returns from every dollar of investment, what is the ideal role for direct mail in the "omnichannel" mix? This session will address how to deliver direct mail performance.

AUGUST 21, 2025 | 2:00 PM EDT

OPPORTUNITIES IN THE NON-PROFIT SECTOR AND THE IMPACT OF AI

Whether you're seeking to break into the non-profit sector or strengthen existing relationships, this session will give you the insights you need to position your print services as an invaluable asset to non-profit organizations.

SEPTEMBER 18, 2025 | 2:00PM EDT

CASINO AND GAMING

The casino industry is booming. From guest personalization to loyalty programs and cutting-edge marketing, casinos are seeking partners who can help them elevate their customer experience and drive engagement.

NOVEMBER 13, 2025 | 2:00 PM EST

SEIZE THE OPPORTUNITY: PARTNERING WITH HOME SERVICES

By harnessing the power of AI-driven personalization and strategic print marketing, you can help home services businesses enhance customer experiences, streamline operations, and drive impressive business growth.



NEW!

think

ACADEMY

WORKSHOPS

In addition to our think Academy live classes and on-demand learning, we will be offering hands-on, interactive workshops led by industry experts throughout the course of 2025.

Sales Series

JANUARY 30, 2025 | 2:00 PM EST

PROSPECTING & GETTING THE APPOINTMENT FOR YOUR PRINT ORGANIZATION

By creating a sales process that applies AI solutions, you can get in front of more decision-makers and shorten the sales cycle. Come learn a process where fundamental sales truths get turbo-charged.

JUNE 26, 2025 | 2:00 PM EDT

THE SALES PRESENTATION AND FOLLOW UP

Congratulations on getting that appointment...now what? This workshop teaches the critical steps to take in order to nail the pitch: how to know what to say, anticipate objections, and close the deal. You have one chance in front of the client. Let's make the most of it.

Artificial Intelligence Series

FEBRUARY 27, 2025 | 2:00 PM EST

CRAFTING AN ARTIFICIAL INTELLIGENCE POLICY FOR YOUR PRINT ORGANIZATION

Join us for this interactive workshop where we'll examine factors that you might want to consider when crafting an internal AI policy for your organization, including compliance, the appropriate use of data, security, employee impact, training, and more.

What's a think Academy workshop?

These are hands-on sessions designed for active participation. In advance of each workshop, attendees will receive a workshop booklet to serve as a guide for the course. Come prepared for an interactive session that will help you work through your biggest questions and toughest challenges. All attendees will then be eligible for 1:1 follow-up sessions with the workshop leader to help put their learnings into practice.

Please note: You must attend the workshop in order to request 1:1 coaching sessions.

AUGUST 28, 2025 | 2:00 PM EDT

WHERE DO AI TOOLS FIT IN YOUR BUSINESS?

This workshop will help you identify AI opportunities, articulate the unique benefits to your business, and persuade key stakeholders. You'll leave with a customized action plan for AI adoption so you can start leveraging this groundbreaking technology.

Pricing Series

MARCH 27, 2025 | 2:00 PM EDT

THE POWER OF PRICING

Join us to discover practical steps to boost profitability through strategic pricing. Learn how to reduce unnecessary discounting, leverage price sensitivity, and implement value-based pricing to drive higher profit margins and sales growth.

Marketing Series

APRIL 1, 2025 | 2:00 PM EDT

OPTIMIZE YOUR WEB PRESENCE FOR MAXIMUM BRAND IMPACT

Do you want to improve your web presence and increase digital lead conversion? This hands-on session will give you tools to evaluate your current website's performance based on user experience, content effectiveness, mobile optimization, accessibility, and more.

MAY 22, 2025 | 2:00 PM EDT

REFINE YOUR BRAND MESSAGING FOR MARKETING SUCCESS

Whether your brand is in need of an overhaul or you're just looking for a refresh on brand basics, this workshop will provide actionable ways to form better connections with your target audience.

CONGRATULATIONS, 2024 INNOVATORS OF THE YEAR!

Congrats to Canon production inkjet customers and thINK members Core Publishing Solutions, Freedom Graphic Systems, Government Publishing Office, and PCI Group for being named 2024 Innovators of the Year by *Printing Impressions*!



Printing Impressions 2024
Innovators of the Year are
Canon Inkjet Customers



CORE PUBLISHING SOLUTIONS

Printing Impressions praised the way Core Publishing Solutions, the global print manufacturing arm of Thomson Reuters, has reinvented itself by investing in digital print technology and completely changing its operating model. By focusing on short-run solutions, CPS has evolved to provide printing, warehousing, and fulfillment services to over 100 book publishers outside of Thomson Reuters. The magazine called CPS “a cutting-edge printing and fulfillment powerhouse.”



FREEDOM GRAPHIC SYSTEMS

Printing Impressions applauded the investments that Freedom Graphic Systems has made: new equipment, new plants, and new technology, all of which have helped the company transition from the forms business to offering a full suite of direct mail services. The magazine also called out Freedom’s investment in its people, one example of which is Freedom University, its employee-led continuing education program.



GOVERNMENT PUBLISHING OFFICE

163 years in, the U.S. Government Publishing Office (GPO), the federal government’s official printer and publisher, is still innovating. *Printing Impressions* named the GPO an Innovator of the Year for the way it’s incorporated automated printing and binding technology, the way it’s using AI, and for its bold transition to inkjet. The Congressional Record and Federal Register are now printed on Canon inkjet presses! More importantly, the GPO’s on-time delivery has improved from 89% to 95%.



PCI GROUP

PCI Group has experienced explosive growth, and *Printing Impressions* points to its “culture of quality” as a big factor. Not only is the company committed to lean manufacturing and Six Sigma, but it’s also not afraid to say no to clients who aren’t a good fit. By focusing on high-compliance applications, limiting the types of paper stocks and envelopes it offers, and investing in Six Sigma across the company, PCI Group maintains a 99.999% accuracy rate.

Canon
CANON SOLUTIONS AMERICA

CALCULATE THE CONSOLIDATION ADVANTAGE.

Consider the pluses of consolidating from multiple toner units to one Canon varioPRINT iX sheetfed inkjet press. It can help you add capabilities, subtract labor and materials costs, multiply productivity, and average higher profit margins. Scan the code to Do the Math!

SOLVE THE CONSOLIDATION EQUATION.
[PPS.CSA.CANON.COM/ADDITUP](https://pps.csa.canon.com/additup)



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

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The acquisition of the Canon varioPRINT iX is part of Digital Express's ongoing commitment to providing their customers with the best possible service. The company is known for its personalized service, high-quality printing, and competitive pricing.

"Digital Express was founded with the vision of bringing a new look to short-run commercial printing. Our goal is to provide traditional printers, print brokers, and B2B clients a dedicated production facility that focuses on high-quality, quick-turnaround digital production that is value priced. We specialize in rapid-turnaround, wholesale printing solutions that offer exceptional quality at competitive prices," said Graveline. "Our B2B rates are typically 20-30% lower than market standards."

Digital Express is located in La Vista, Nebraska and serves customers throughout the Omaha area. The company has over 30 employees and a 15,000-square-foot facility.



Digital Express, a leading provider of high-quality, quick-turnaround printing services, announced the acquisition of a Canon varioPRINT iX sheetfed inkjet press. This new addition to their arsenal of equipment will allow Digital Express to offer their customers even faster turnaround times, higher quality prints, and more competitive pricing.

"We are excited to announce the acquisition of the Canon varioPRINT iX inkjet press," said Sean Graveline, owner of Digital Express. "This press is a game-changer for our business. It will allow us to provide our customers with the exceptional quality and service they expect from Digital Express, while also helping us to be more efficient and cost-effective."

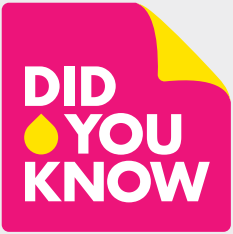
The Canon varioPRINT iX is a high-speed inkjet press that is ideal for a variety of high-quality color printing applications, including books, manuals, direct mail, coupons, newsletters, letterhead, brochures, statements, and more. The press is three times faster than Digital Express's previous toner-based devices and can produce over 300 impressions per minute.

"The speed of the varioPRINT iX is phenomenal," said Graveline. "Our employees have really felt a positive impact from this addition. They can get a lot more output done in a shorter period of time, which has reduced stress levels and allowed us to do more from a quality check standpoint."

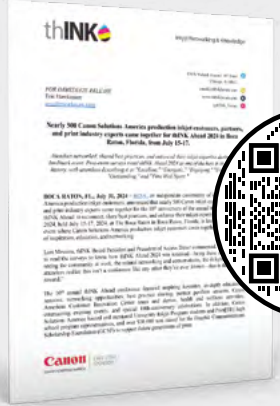
"The speed of the varioPRINT iX is phenomenal. Our employees have really felt a positive impact from this addition."

— Sean Graveline
Owner, Digital Express

"Digital Express's decision to invest in the varioPRINT iX inkjet press is a testament to their commitment to providing their customers with the best possible service and quality. The innovative technology of Canon inkjet will allow Digital Express to offer faster turnaround times, exceptional print quality, and competitive pricing, all of which are essential for success in serving their B2B client base," said Tonya Powers, Senior Director Production Print Solutions Marketing, Canon Solutions America. "We look forward to seeing Digital Express's continued success."



DID YOU KNOW you can request a **FREE spotlight press release** for your company? It's one of the many advantages of being a **Canon Solutions America production inkjet customer**.



Request a spotlight press release on your company.
[thinkForum.com/customer-spotlight](https://thinkforum.com/customer-spotlight)

HOW CLASSIC HOLIDAY MOVIES INSPIRED INTERACTIVE SEASON'S GREETINGS



Nothing quite defines the holiday season like the movies we watch and the memories made while enjoying them with friends and family. There are some movies that are as big a part of our holiday traditions as stringing up lights or wrapping gifts, and that's why Canon turned to a few of these classic holiday films as the inspiration for this season's holiday cards.

The common thread between the movies — *Elf*, *A Christmas Story*, and *A Charlie Brown Christmas* — that were selected as guideposts for the design of the holiday cards is childhood. The whimsy and playfulness of childhood are driving themes in each of these movies, giving each one a sense of timelessness and permanence in our collective memory.

"Holiday movies bring out your childhood," says Canon Content Manager Chelsea Mills. "We wanted to showcase how these films could be a springboard for infusing print with interactive elements to create a sense of nostalgia and joy."

Creative agency Trekk came up with three distinct holiday cards, each one based on a movie, and incorporated a variety of unique design components to create a more engaging experience that captures the spirit of each movie.

Printed on the Canon varioPRINT iX3200 sheetfed inkjet press, these cards incorporate everything from specialty finishings to augmented reality (AR) to demonstrate how digital print technology can create immersive experiences that captivate and delight audiences.



Card #1: ELF

The Buddy the Elf holiday card concept utilizes a Spot UV treatment on the cover to make the Buddy likeness pop off the sheet. The well-known line of dialogue at the bottom of the card entices audiences to explore the interior, which includes a quick response (QR) code and call-to-action (CTA) to ELF YOUR SELFIE. Scanning the code launches an AR experience where users can try on Buddy's classic green elf hat.

Card #2: A CHRISTMAS STORY

The leg lamp. There may be no more iconic piece of imagery from a holiday movie than the Old Man's major award, and this holiday card takes a tactile approach to create a small keepsake that looks right at home on a desk or mantle. The card takes cues from the FRAGILE shipping box featured prominently in the movie, and, once opened, a perforated leg lamp can be punched out and assembled to create a replica of the famous prop.



Card #3: A CHARLIE BROWN CHRISTMAS

You can't really have Christmas without Peanuts characters, particularly Snoopy from *A Charlie Brown Christmas*. This holiday card illuminates how AR can create truly dynamic print that users can come back to again and again. This card features Snoopy's red dog house, outfitted with the festive holiday lights that in the movie win him the decorating contest. Inside the card is a QR code and CTA to DECORATE that opens an AR experience where users can decorate a digital version of Snoopy's house.

The stories we share are a big part of what makes the holiday season memorable. The combination of design innovation and digital print technology helped take these classic movies from the big screen to the printed sheet in creative and exciting ways.



Want to see more?
Scan the code to watch a series of behind-the-scenes videos to see how these cards came to life.



Save the Date

JULY 14-16, 2025 | BOCA RATON, FL

Save the date for thINK Ahead for more in-person community building, mind-opening educational sessions, press technology demos, and more!



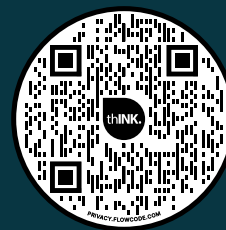
“WELL THOUGHT-OUT
AND ENGAGING.”



“EVENTFUL, NEW, INSPIRING,
AND ENRICHING.”

“MEANINGFUL. ENERGIZING.”

“GREAT VENUE, GREAT PROGRAM, GREAT PEOPLE.”



Want to know what to expect from thINK Ahead?
Sample the 2024 sessions and hear what attendees had to say.

thINKForum.com/attend



For all the
designers in
your life...

Do them a favor and share
dotsandpixels.design.

Dots + Pixels is a place where creative professionals gather to learn best practices for designing for inkjet and find print inspiration.

At Dots + Pixels, preeminent inkjet print professionals share their knowledge and industry up-and-comers hone their skills. Graphic designers can even submit their own inkjet print projects to be featured on the site.

Dots + Pixels is the only inkjet-specific print design community, and it's proudly brought to you by **think**.

Spread the word.



dotsandpixels.design

DID YOU KNOW

As a Canon production inkjet customer, **you can take advantage of thINK programs that help you generate leads.**



Take advantage of free programs to help promote your inkjet capabilities and generate leads, including:

 **Press release**

 **Company video**

 **Blog posts**

 **Social media**

 **Paid search**

 **Website audit**

Learn more about thINK lead generation support programs.

[thinkForum.com/lead-gen-programs](https://thinkforum.com/lead-gen-programs)



UNCOVER NEW MARKETS AND EXPAND PRINT SERVICES WITH EXISTING CUSTOMERS



Download FREE market research reports.
thINKForum.com/market-research

As a Canon production inkjet customer, you have access to the latest market research reports FREE on thINKForum.com. thINK pays for the research reports so Canon inkjet customers don't have to! Be sure to download these valuable reports to share with your marketing and sales team for key insights on how to generate more print business!



INNOVATIONS IN DIRECT MAIL: QR CODE INTEGRATION

QR codes are revolutionizing direct mail by forging seamless customer journeys, prompting brands to innovate tactics to stand out and drive engagement.



TRAVEL CARD INNOVATIONS IN 2024

Innovations in travel cards tout brands' commitment to adapting to the evolving needs of modern travelers in a rapidly changing travel landscape.



SPECIAL ENROLLMENT PERIOD — CREATIVE BLAST

A Special Enrollment Period (SEP) is a time when people can sign up for health insurance outside of the yearly Open Enrollment Period. Brands used bold lettering on envelopes to get customers' attention about their options during special enrollment.



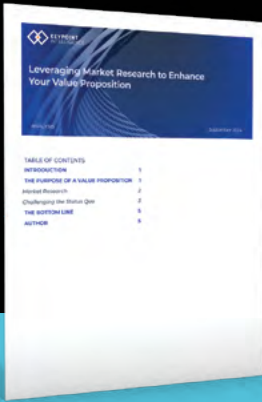
INNOVATIONS IN LOYALTY MARKETING

Loyalty experienced interruptions during the pandemic, pushing brands to re-strategize programs that can address shifting priorities. Unique and interactive experiences have become common ways to boost loyalty.



USING ARTIFICIAL INTELLIGENCE IN SALES

Today's sales landscape is evolving at lightning speed. Customer demands are soaring, competitors are multiplying, and time-sucking administrative tasks just keep piling up. This is where innovation becomes more than a buzzword and transforms into a lifeline. Enter artificial intelligence, the game-changing ally that's empowering sales teams to create more opportunities and close deals smarter and faster, all while transforming challenges into opportunities. This report explores how even beginners in print sales can start using artificial intelligence to deliver meaningful results.



LEVERAGING MARKET RESEARCH TO ENHANCE YOUR VALUE PROPOSITION

In today's fast-paced and competitive market, having a clear and compelling value proposition is crucial for print service providers. Without it, even the most well-defined growth strategies can falter, as messages that fail to stand out risk being overlooked. With rising customer acquisition costs, businesses can no longer afford to be ignored or unseen. This article explores how PSPs can use market research to craft compelling value propositions that distinguish them from the competition, attract new customers, and ultimately enhance their bottom line.



INKJET AND THE BOOK MARKET

High-speed inkjet printing systems have had a huge impact on the book printing market. At the same time, external factors ranging from the economy to the pandemic are making publishers rethink how they handle their printed books. The result is an even more competitive market for book printers who seek a variety of ways to keep costs low and serve their customers better, all while remaining profitable. This raises the question of where inkjet printing fits best in competition with offset.



ECO-FRIENDLY PRINTING

Human impact on the environment is now a daily news topic. Many print buyers expect their print service providers to use eco-friendly processes, purchase sustainably sourced papers, automate their operations to reduce waste, limit their use of carbon-based fuels, recycle as much waste as possible, and produce output that can be recycled easily. What has changed is that sustainability has shifted from a "nice-to-have" to a "must-have" for forward-thinking PSPs. This document cites recent Keypoint Intelligence research with PSPs and their customers to provide insight on trends in sustainability.

A LETTER FROM **think**
EXECUTIVE SPONSOR

Dear Valued Customer,

We have some exciting news to share with you. Effective January 1, 2025, Canon Solutions America will merge into our parent company, Canon U.S.A., joining forces with our Canon colleagues to create an even more robust and resilient organization. This momentous step will help us become an increasingly flexible and agile operation, enabling us to serve our customers more efficiently as we adapt to the future marketplace.

Throughout our history, we have remained steadfast in our commitment to providing the highest level of service, backed by the full power of Canon. This next step ensures that we can support you from an even stronger position within the organization, expanding our team to continuously meet your evolving needs.

What does this mean for you? Most of the changes involved in this transition will be “behind the scenes” and will have minimal to no impact on how we interact with you. Rest assured that your Canon representative will remain your main point of contact and will continue to collaborate with you to ensure your success. You can continue to order supplies, request service, pay invoices, and more, just as you have been. Any potential changes in these areas will be communicated to you well in advance as we progress through the transition.

We are invigorated and inspired by what this transformation means for our valued customers and look forward to strengthening your relationship with Canon.

Best regards,



Peter P. Kowalczyk
Executive Vice President
Client Services Group President



Francis McMahon
Executive Vice President
Production Print Solutions

HAPPY HOLIDAYS
FROM **think**



WISHING YOU A
JOYFUL HOLIDAY SEASON
&
A HAPPY AND HEALTHY 2025!



YOUR **think** BOARD

think.