

thINK.



FORWARD

INKJET NETWORKING AND KNOWLEDGE

SECOND EDITION | 2025

PRICING, MARKETING, AND SELLING PRINT

New blog posts from
print industry leaders.

SUPERCHARGE YOUR LEARNING WITH thINK ACADEMY

Check out the thINK Academy
live class and workshop
schedule and sign up now.

CANON INKJET CUSTOMERS IN THE NEWS

Canon customers are
earning press mentions —
learn how you can, too!

HOT OFF THE PRESS

In our new video series,
Advantage ColorGraphics
shows off a recent project
printed on their varioPRINT
iX3200 sheetfed inkjet press.

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 ahead²⁵



thINK AHEAD 2025: WHAT'S IN STORE

In this edition you'll find exciting info about thINK Ahead, the premier event where Canon production inkjet customers converge for three days of inspiration, education, and networking. Check out what's in store!

A letter from thINK Board President

PETE STUDER

My fellow thINK members,

thINK Ahead is always my favorite time of year, but let me tell you why I’m especially excited for this year’s event:

- **Matt Iseman is delivering the keynote!** Have you seen *American Ninja Warrior*? Iseman is not only entertaining and motivating, but as a cancer survivor and American Cancer Society advocate, he’s also been on an inspiring personal journey. I’m looking forward to hearing how he thinks about overcoming obstacles — something we can all benefit from!
- **Our sessions are designed to address the challenges we are facing today.** When faced with uncertainty or instability, I want to hear what’s worked from experts who have solved the challenges I’m trying to solve. We’ll be talking cost reduction strategies, time-saving AI workflows, and how to disruption-proof your business.
- **We’re taking activities up a notch.** thINK Ahead is unique for its wellness activities. Where else can you follow up morning yoga with a press demo? But this year, Matt Iseman is bringing some *American Ninja Warrior* energy. Get ready to break down obstacles both metaphorical and physical!

Thanks to our Executive Sponsor, Canon, along with all our amazing thINK Ahead Partners for making thINK Ahead possible. Be sure to spend time in the Partner Pavilion for enlightening conversations and thINK Theater sessions.

If you haven’t already, download the thINK Connect mobile app so you can access the event agenda and connect with other thINK members at the conference. And, of course, look for me and your thINK Board!



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



Download the
thINK Connect app



CONTENTS

A Letter from thINK Board President, Pete Studer	1
Explore thINKForum.com	3
Pricing Resources	5
AI Resources Marketing Resources	7
Making the Most of That Precious Sales Appointment	9
thINK Ahead 2025: What’s in Store	11
thINK Ahead 2025 Partners thINK Ahead 2025 Agenda	13
Canon Production Inkjet Customers in the News	15
Market Research Reports	17
thINK Academy Live Class and Workshop Schedule	19
Stay Up to Date	22



GET TO KNOW YOUR thINK BOARD

thINKForum.com/thINK-board-members

Explore

thINK MEMBER BENEFITS

There are advantages to being a Canon 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)!



Request a thINK Member Demo!

thINK.

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!

LEAD GEN SUPPORT PROGRAMS

Take advantage of free programs to help promote your inkjet capabilities and generate leads, including a press release and video for your company, a listing with PrintAccess.com, and opportunities to contribute to the future of the printing industry.

SERVICES

Looking for additional support with sales, marketing, business development, and more? Your thINK membership gives you access to a variety of professional services.

TRAINING & EVENTS

Accelerate your inkjet success with learning and networking opportunities all year long. Register for thINK Academy live classes and interactive workshops, and access on-demand video learning. Also — be sure to mark your calendar for the annual thINK Ahead conference that takes place in beautiful Boca Raton, Florida in July!

TOOLS

Tap into toolkits to get the most out of your Canon production inkjet press. There is a toolkit for every role — whether you are in sales, marketing, design, or press operations.



Are you following the thINK blog?
Come with us on a journey to learn about...

THE POWER OF PRICING



Price Pressure Is a Buying Signal

If a prospect had no interest in your production inkjet printing services, they wouldn't be asking for better pricing; they'd simply move on and place the order with a competitor. Instead, they're engaging with you, and that means you have pricing power. Don't squander it by immediately caving to discounts. Learn what to do instead.



The Dreaded RFP: Where Value Selling Goes to Die

RFPs and other bidding environments are often specifically designed to strip value from price, creating a wall between your best differentiators and the procurement teams who "only care about low cost." In the production inkjet world, where speed, quality, and efficiency are key, blindly competing in RFPs can be a race to the bottom. Learn how to navigate RFPs.



Do You Propose Like a Partner or Just Another Printer?

At the critical stage of proposing and negotiating price, many sellers undermine their expertise by:

- Letting customers dictate the solution
- Overloading them with too many options
- Caving too quickly on price pressure

Learn how to avoid these traps and sell with confidence.



The Dangerous Precedent of Discounting First Jobs

Have you engaged in so-called "foot in the door" pricing — offering discounted pricing to entice a prospect to leave their current print service partner and give you a shot? You tell yourself you'll raise prices later, once they're hooked on your quality, turnaround, and service, but this sets a dangerous precedent. Learn how to approach pricing on first jobs confidently and fairly.



Simple Formula for Defending Print Service Pricing

If you provide high-quality, high-speed, variable-data-driven inkjet printing that delivers superior results, how do you defend your pricing against a barrage of price objections from customers? Your ability to hold the line on price comes down to one simple yet powerful formula.



The Surprising Opportunity of Losing Over Price

When a customer tells you, "We went with another print provider because your price was too high," what do you do? Too many sellers drop their chins, kick the dirt, and lose even more pricing confidence. But here's the truth: that moment is a goldmine of insight, and most sellers miss the chance to mine it.



Don't Confuse Feature Selling with Value Selling

Customers don't buy specs; they buy outcomes. They're not investing in print technology; they're investing in achieving their business goals faster, easier, and with fewer headaches. They care about what your capabilities can do for them, not just what your press can do in theory. To sell more, leverage the power of value selling.



What Is Your Hot Sauce?

Not every part of your offering has the same level of customer scrutiny. Customers may be hyper-aware of unit pricing for large-volume jobs, but far less sensitive to auxiliary services, add-ons, or one-time charges that solve urgent problems. You have more room to move than you think; you just have to know where.

CHECK OUT THE
FULL PRICING SERIES!

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WANT MORE PRICING STRATEGY?

We have a pricing video series available on thinkForum.com!

thinkForum.com/online-learning

Are you following the thINK blog?
Come with us on a journey to learn about...

PRINT + ARTIFICIAL INTELLIGENCE



WANT TO
LEARN MORE
ABOUT AI?

Join us for the thINK Academy workshop
Where Do AI Tools Fit in Your Business?

thINKForum.com
/live-training

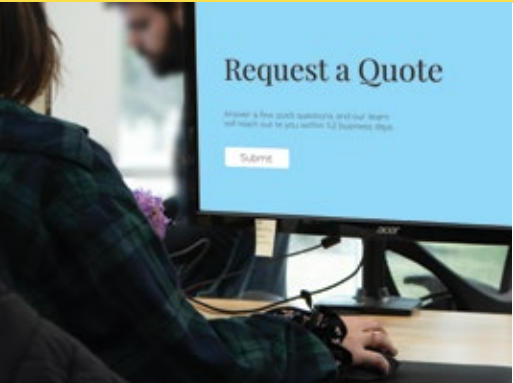


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LEVERAGING YOUR MARKETING RESOURCES FOR BIG RESULTS



Is Your Website Optimized for Lead Generation?

Think of your website as your digital front door — it's the entry way into your brand home and a critical first impression for customers, many of whom place great importance on the overall user experience (UX) when deciding whether to buy from or partner with a brand. While there are a number of ways for marketers to help increase the quality and UX of a website, one key way is optimizing your website for lead generation. Learn simple tips for making it easier and faster for website visitors at any stage of the buyer's journey to convert.



5 Tips to Enhance Your Website's Accessibility

Website accessibility is not only crucial for ensuring all visitors who come to your website are able to engage with it, but improving accessibility on your website also helps increase conversion rates. Learn five ways print service providers can improve website accessibility in service of an enhanced UX that drives leads.



What You Can Do Now to Improve the SEO Value of Your Website

Even if you don't have an in-house marketing team, there are simple changes you can make to your website to increase its search engine optimization. These practical nuts and bolts will help you achieve a solid foundation from which to build additional search value. Consider this a beginner's guide; you don't have to be an SEO expert to apply these learnings today!



CHECK OUT THE FULL
MARKETING SERIES!

thINKForum.com/blog

MAKING THE MOST OF THAT PRECIOUS SALES APPOINTMENT

Sales Resources

By **BILL FARQUHARSON**
CHIEF CONTENT CREATOR, THE SALES VAULT

I received an e-mail last week containing a video. It was from the Sales Representative where I bought my new car 18 months ago. In a personalized message, he was reminding me that free oil changes come as part of the deal. Ordinarily, I'd be excited about that news.

There was just one problem: My car is fully electric.

Such lack of preparation is laughable.

He has all the data on me at his fingertips and yet he didn't bother to check. The unprepared sales call is borderline criminal. How can you pick up the phone and prospect without knowing anything about the company other than the fact that it's the next name and number on your list? How can you make a sales call without doing a lick of research? In my book, it's completely inexcusable.

If you just did your homework, imagine how much better your sales call would go if you knew:

- The client was launching a new product at an upcoming trade show;
- The contact you are meeting with is new to the job. That means he is likely anxious to prove himself. That leaves him open to your new idea;
- The trend in their industry is uncertain and murky. Knowing this would give you insight into the right words to use (reassuring, certain, and risk-free) in your presentation.

"If your only tool is Google and a website, you can certainly get the job done, provided you know what to look for. But now, armed with the capabilities of AI, the depth of your preparation can set you up for unprecedented success."

BILL FARQUHARSON



Bill Farquharson is a 40-year sales veteran in the graphic arts industry and a respected industry expert. His fundamental message? Make a high-value, well-researched sales call on the right target market using a prospecting process applied with diligence and success is inevitable.

Back in the day, getting face time with a prospect was a common occurrence.

Now, you are lucky to get FaceTime. This might make you envious, but it was common for a company to allow non-incumbent vendors to sign up for 15-minute appointments, assuring their buyers and key contacts stayed abreast of new developments. But with locked doors, hybrid workers, reduced staff, and time being more precious than ever, salespeople must make the most of their opportunity, and that is best accomplished through preparation.

I tell my clients there are three things they want to research before walking in the door:

- The person/people they are meeting with;
- The company they're calling on;
- The industry or vertical market that company is in.

If your only tool is Google and a website, you can certainly get the job done, provided you know what to look for. But now, armed with the capabilities of AI, the depth of your preparation can set you up for unprecedented success.

Do you really want to wing it and walk in unprepared? You'd look as silly as a sales rep offering free oil changes to an electric car owner. Instead, put in the time and you'll make a lasting impression, if not a sale.



WANT MORE SALES STRATEGIES?

We have a sales video series available on [thinkForum.com](https://thinkforum.com)!

[thinkForum.com/online-learning](https://thinkforum.com/online-learning)

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ACADEMY
WORKSHOPS

WANT TO LEARN HOW TO SUCCEED AT SALES IN 2025?

Join us for the **think Academy** workshop
The Sales Presentation and Follow Up

[thinkForum.com/live-training](https://thinkforum.com/live-training)



HERE'S WHAT'S IN STORE AT



JULY 14–16, 2025 | BOCA RATON, FL



MATT ISEMAN
Keynote Speaker

Get ready to be inspired! Matt Iseman, host of the four-time Emmy-nominated *American Ninja Warrior*, will keynote at thINK Ahead 2025. Matt's personal journey as a cancer survivor and his advocacy for the Arthritis Foundation and American Cancer Society embody resilience and a powerful, positive spirit. Prepare for an engaging and inspiring session as Matt shares his unique blend of comedy and motivational insights to help you rethink how you tackle obstacles.

EXCITING NEWS DIRECTLY FROM CANON

Join us for an update on the latest industry-leading inkjet innovations directly from Canon as the closing keynote on Wednesday, July 16, 2025. Make sure you stick around for the final day, where we'll be giving away a vacation package at The Boca Raton. You won't want to miss it!

**Only Canon production inkjet customers are eligible. Must be present at the closing keynote to qualify.*

PLUS...

IN-DEPTH EDUCATIONAL SESSIONS

thINK Ahead attendees will be able to choose from a number of educational sessions designed to address today's challenges. Choose sessions on economic and industry updates, building a high-impact internship program, the potential of large format printing, counterintuitive strategies for reducing costs, trends in direct mail, AI in print, and more.

INKJET TOURS & DEMOS

Canon invites all thINK Ahead 2025 attendees for tours and demos at the Canon Americas Customer Innovation Center. Attendees can select a tour time when they register for thINK Ahead 2025 to get a personalized look at the innovations changing the print industry.

CANON INKJET PRINT INNOVATION WALL

Want to get some inkjet inspiration? Stop by the Inkjet Print Innovation Wall at the Canon Americas Customer Innovation Center 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 Boca Royale, expect plenty of opportunities to connect and learn from one another.

PARTNER PAVILION & thINK THEATER SESSIONS

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

HEALTH & WELLNESS ACTIVITIES

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

thINK MEMBER BENEFITS

Canon 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.



DOWNLOAD THE thINK CONNECT APP
to plan your learning and build your personal agenda



Partner



View the interactive agenda for session details & speaker information.

25

JOINING US AT thINK AHEAD 2025?
Plan to engage with these Canon inkjet partners in the thINK Ahead Partner Pavilion and listen in on lively thINK Theater sessions to learn about industry-leading inkjet solutions.

EXECUTIVE PARTNER

GOLD PARTNERS

Agenda

TIME	MONDAY, JULY 14		
BEFORE NOON	thINK Ahead 2025 Arrivals <i>The Boca Raton</i>		
1:30 PM	Canon Americas Customer Innovation Center Tours & Demos <i>Registration Desk *Please arrive at 1:00 PM</i>		
2:30 PM	Canon Americas Customer Innovation Center Tours & Demos <i>Registration Desk *Please arrive at 2:00 PM</i>		
3:30 PM	Canon Americas Customer Innovation Center Tours & Demos <i>Registration Desk *Please arrive at 3:00 PM</i>		
3:00 PM - 9:00 PM	Partner Pavilion Open		
4:30 PM - 5:30 PM	Happy Hour <i>Partner Pavilion</i>		
4:45 PM - 5:05 PM	Neenah thINK Theater Presentation <i>Partner Pavilion</i>		
5:30 PM - 7:00 PM	Opening Kick-Off thINK Board Welcome Keynote by Matt Iseman <i>Royal Palm Ballroom</i>		
7:00 PM - 9:00 PM	Networking, Dinner, & Cocktails <i>Partner Pavilion</i>		
7:15 PM - 7:35 PM	Muller Martini thINK Theater Presentation <i>Partner Pavilion</i>		
TIME	TUESDAY, JULY 15		
6:45 AM - 8:00 AM	Training Tuesday - Fun Run/Walk <i>Registration Desk *Please arrive at 6:30 AM</i>		
7:00 AM - 8:00 AM	Training Tuesday - Yoga <i>Registration Desk *Please arrive at 6:45 AM</i>		
8:00 AM - 9:00 AM	Breakfast <i>Partner Pavilion</i>		
9:00 AM - 9:45 AM	ROYAL SALON I & II	ROYAL SALON III & IV	GRAND SALON G & H
	How to Build an Internship Program	Response Optimization: Customer Success Stories with AI	AI for Print Success: From Fundamentals to Practical Applications
9:45 AM - 10:00 AM	Break		
10:00 AM - 10:45 AM	ROYAL SALON I & II	ROYAL SALON III & IV	GRAND SALON G & H
	Future-Ready – How to Disruption-Proof Your Business for the Workplace of Tomorrow	Building a Large Format Business: From Start-Up to Success	Inside the Mailbox: Trends, Insights, and Innovations in Direct Mail
10:45 AM - 1:30 PM	Partner Pavilion Open		
12:30 PM - 1:30 PM	Lunch <i>Partner Pavilion</i>		
1:30 PM - 2:15 PM	ROYAL SALON I & II	ROYAL SALON III & IV	GRAND SALON G & H
	Counterintuitive Ways to Reduce Admin Costs	Predicting the Next 5 Years in the Commercial Print Industry in a Time of Chaos	How to Convey the Value of Direct Mail: A Marketer's Perspective
2:15 PM - 2:30 PM	Break		
2:30 PM - 3:15 PM	ROYAL SALON I & II	ROYAL SALON III & IV	GRAND SALON G & H
	G7™: Elevating Print Consistency Across Technologies and Substrates	Response Optimization: Customer Success Stories with AI	Canon Service Innovations
3:15 PM - 4:30 PM	Happy Hour <i>Partner Pavilion</i>		
3:45 PM - 4:05 PM	TecnaU thINK Theater Presentation <i>Partner Pavilion</i>		
7:00 PM - 9:00 PM	Boca Royale <i>Harborside Pool</i>		
TIME	WEDNESDAY, JULY 16		
8:00 AM - 9:00 AM	Breakfast <i>Grand Foyer</i>		
9:00 AM - 10:30 AM	thINK Wrap-Up Closing Keynote by Canon <i>Royal Palm Ballroom</i> <i>*Vacation package winner announced; Canon customers eligible, must be present to win</i>		
11:00 AM	Hotel Checkout 11:00 AM <i>Royal Palm Ballroom</i> <i>*Luggage can be checked at the front desk bell stand</i>		
11:30 AM	Canon Americas Customer Innovation Center Tour & Demo <i>Registration Desk</i> <i>*Please arrive at 11:00 AM</i>		

DID YOU KNOW?

As a Canon production inkjet customer, **you can request a free spotlight press release highlighting your achievements with inkjet.**

Here are a few recent news stories from Canon production inkjet customers.



BFC Celebrates 50 Years of Innovation and Adds Second Canon varioPRINT iX3200 Sheetfed Inkjet Press to Fuel Growth

BFC, a leading provider of e-commerce solutions and marketing automation, is celebrating its 50th year in business with continued growth and investment in cutting-edge technology. To further enhance its service offerings and meet the evolving needs of its diverse clientele, BFC has recently expanded its capabilities with the acquisition of a second Canon varioPRINT iX3200 sheetfed inkjet press. The Canon varioPRINT iX was selected after a thorough evaluation of various digital equipment options. This investment underscores BFC's commitment to delivering exceptional quality, efficiency, and customized solutions for its clients.



READ THE FULL STORY



Want a free spotlight press release for your company?

thINKForum.com/spotlight-press-release

Vivid Impact Invests in Canon varioPRINT iX Sheetfed Inkjet Technology to Deliver Innovative, Tailored Solutions

Vivid Impact recently announced the addition of the Canon varioPRINT iX3200 sheetfed inkjet press to its production capabilities. Founded in 1974, Vivid Impact has evolved from a traditional printing company to a full-service marketing technology firm. Under the leadership of CEO Sam Campitella, the company has significantly expanded its capabilities, leveraging cutting-edge technology to deliver impactful and data-driven marketing campaigns.

Based in Louisville, Kentucky, Vivid operates four facilities across the U.S. totaling 250,000 sq. ft. and employs over 350 team members, all dedicated to the specialized needs of three key segments: healthcare, convenience and retail, and beverage and alcohol.

"We've built a strong foundation by understanding the unique challenges and opportunities within our target industries," Campitella says of this vertical approach. "By leveraging technology and focusing on customer success, we are revolutionizing the way brands connect with their audiences."



READ THE FULL STORY



"We're not just a printer... We're a martech company that utilizes technology to enhance every aspect of the marketing process, from creative design and development to fulfillment and installation. Adding Canon inkjet technology to deliver even greater value to our customers reinforces our commitment to deliver innovative solutions to our customers."

SAM CAMPITELLA, CEO



DID YOU KNOW?

thINK also offers free "Hot Off the Press" videos to Canon production inkjet customers.

Check how Advantage ColorGraphics used inkjet technology to print customized brochures for the higher education industry.

thINKForum.com/online-learning/inkjet-innovation-advantage-colorgraphics

DID YOU KNOW?

As a Canon production inkjet customer, **you have complimentary access to the latest industry and market research reports on [thinkForum.com](https://thinkforum.com).**

Here are just a few of the new reports that have recently been added to [thinkForum.com](https://thinkforum.com).



Artificial Intelligence in the Printing Industry: The Journey Begins

Artificial intelligence (AI) is poised to be the next big printing industry disruptor. As AI is in the early stages of industry adoption, PRINTING United Alliance and NAPCO initiated an ongoing comprehensive research effort to track its adoption and use. This research report explores the current status of AI use in the printing industry, the specific functions where AI is being implemented, the benefits AI is delivering, and the broader, longer-term implications of AI for industry firms. Learn how industry players are initiating AI integration into their operations and understand the practical applications and strategic benefits AI can deliver to the printing industry.



Book Printing Trends: The Next Chapter

Book printing continues to be transformed by digital printing technologies, most notably production inkjet printing. Long valued for its tactile appeal and cultural relevance, the printed book continues to thrive, and inkjet printing is helping it adapt to the demands of a fast-moving, data-driven world. To stay competitive, book and commercial printers must rethink workflows, consider investing in high-speed inkjet solutions, and expand value-added services. This report explores how production inkjet can help to meet the everchanging needs of today's book publishers.



Gen Z to Boomers: Reaching Consumers by Age

The era of one-size-fits-all marketing has ended. Today's diverse consumers have distinct preferences for content and brand interactions. To navigate this multifaceted marketplace, marketers must master a careful balance of channels, including social media, text messaging (SMS), email, and print. This article explores how brands of all sizes can leverage the power of print and omni-channel strategies to effectively connect with audiences across generations.

Artificial Intelligence for Sales

From automating repetitive tasks to uncovering insights that would take hours to discover manually, AI is transforming the sales landscape. In today's industry, AI offers a way to work smarter, differentiate your message, and deliver better results. This article will explore how AI can enhance your sales process. We'll provide a breakdown of different types of AI, a list of practical platforms to try, and real-world prompts so you can put AI to work in your day-to-day activities.

Promoting Print Capabilities Beyond CMYK

Over the past 30 years, production digital printing devices have entered the market with capabilities that extend beyond the four process colors of cyan, magenta, yellow, and black (CMYK). Yet despite these amazing capabilities, print service providers (PSPs) sometimes struggle to promote and sell these effects to their customers. This document explores how standardized terminology and cost estimating tools are expected to have a significantly positive impact on this market.

The Evolution of Paper Production: Paper Mills in the 21st Century

The move toward electronic delivery has had a huge impact on the paper mills that produce text, cover, and coated grades. Some types of printed communications that were common 30 years ago are now virtually extinct, while other paper types are being produced in much smaller volumes. As they adjust to this new reality, paper companies have shifted production to meet the needs of the applications that continue on. This document highlights industry statistics and examines the trends that are shaping the production of paper for U.S. markets in the 21st century.



Download **FREE** market research reports.

[thinkForum.com/market-research](https://thinkforum.com/market-research)

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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.

AUGUST 21, 2025 | 2:00 PM EDT

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

The non-profit landscape is transforming, and these changes are bringing incredible opportunities for print service providers to expand, stand out, and secure new business. Join us for an action-packed session that is designed to equip you with the strategies and insights needed to navigate this evolving space with confidence.

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.

This session will help you:

- Understand Key Decision-Making Factors: Learn what non-profits prioritize and how to align your print services to meet their unique needs.
- Harness the Power of AI: We'll explore the transformative power of AI-powered tools and their impact on the non-profit market.
- Outpace the Competition: Position your services as an essential partner for non-profits, helping them amplify their impact and enhance donor engagement.

SEPTEMBER 18, 2025 | 2:00 PM EDT

CASINO AND GAMING

The casino industry is booming, offering vibrant opportunities for print service providers that are ready to tap into its fast-paced world. 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.

Whether you want to work directly with casinos or collaborate with their marketing teams, this session will equip you with actionable strategies to win new business and build lasting partnerships in a dynamic and lucrative industry.

In this session, we'll explore:

- The Size and Scope of the Casino Market: Dive into market trends and growth drivers.
- Loyalty Programs and Innovative Marketing: Uncover opportunities to create high-impact printed materials that support casinos' customer engagement strategies.
- How PSPs Can Capture New Business: Learn how to position yourself as a valuable partner for casinos and their marketing agencies.

NOVEMBER 13, 2025 | 2:00 PM EST

SEIZE THE OPPORTUNITY: PARTNERING WITH HOME SERVICES

Home service businesses — including landscapers, plumbers, HVAC specialists, and home repair experts — are hungry for growth opportunities. As a print service provider, you hold the key to unlocking that potential. By harnessing the power of AI-driven personalization and strategic print marketing, you can help these businesses enhance customer experiences, streamline operations, and drive impressive business growth.

Join us to discover how print marketing, AI, and personalization can transform your business while helping home service providers achieve their growth goals.

In this session, you'll learn how to:

- Deliver Targeted Direct Mail Campaigns that attract high-value customers and boost brand visibility.
- Leverage AI-Powered Personalization to create tailored communications that resonate with individual homeowners.
- Position Yourself as an Indispensable Marketing Partner by offering solutions that unlock new revenue streams and build lasting client relationships.

NEW!



think

ACADEMY

WORKSHOPS

What's a think Academy workshop?

These hands-on, interactive sessions are designed to help you work through your biggest questions and toughest challenges. In advance of each workshop, attendees will receive a workshop guidebook, and all attendees are eligible for a 1:1 follow-up coaching session to help put their learnings into practice.

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

Sales Series

JUNE 26, 2025 | 2:00 PM EDT

THE SALES PRESENTATION AND FOLLOW UP

Congratulations on getting that appointment...now what? You have successfully navigated the obstacles and have a date with a decision-maker. But now you have both a challenge and an opportunity. First, you must get to "yes." After that, you'll want to create a lifetime relationship. How do you prepare? How do you manage that appointment and the one after that? What happens if the meeting goes well but then they go quiet? And what role does AI have in making all of this happen? 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. Then, we'll talk about how to turn that single order into an ongoing annuity. You have one chance in front of the client. Let's make the most of it.

Artificial Intelligence Series

AUGUST 28, 2025 | 2:00 PM EDT

WHERE DO AI TOOLS FIT IN YOUR BUSINESS?

Artificial intelligence (AI) is already helping print service providers enhance efficiency, improve the customer experience, and drive innovation. Whether you've just started exploring AI tools or you've already integrated them into your workflows and processes, the technology is evolving so rapidly that this interactive workshop is sure to help you discover new ways to use it in your business. Join us for hands-on activities that 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 for accelerated inkjet success.



Register for think Academy live classes and workshops!

[thinkForum.com/live-training](https://thinkforum.com/live-training)



CELEBRATE A MILESTONE

BENEFIT FROM THE PIONEER

Celebrate the 10th anniversary of Canon sheetfed inkjet. Experience the value of working with a company that pioneered this industry-changing technology and continues to evolve and move it forward with the Canon varioPRINT iX3200.

MOVE FORWARD WITH CANON
[CANONPRODUCTIONPRINT.COM/ANNIVERSARY](https://canonproductionprint.com/anniversary)



877-623-4969 | [CANONPRODUCTIONPRINT.COM](https://canonproductionprint.com)

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