

thINK.



FORWARD

INKJET NETWORKING AND KNOWLEDGE — FIRST EDITION | 2026

SPOTLIGHT ON HIGH-END PRINT FOR EDUCATION

Get the details on the latest Canon print application sample kit, developed in partnership with Billerud to showcase how print shapes life's most pivotal moments.

BEHIND THE SCENES ON THE CANON varioPRESS iV7

We spoke with Lisa Weese, Director, Product Strategy, Production Printing Solutions, about what makes the varioPRESS iV7 the ultimate B2+ sheetfed factory.

THE KEY TO MORE SUCCESSFUL SALES CONVERSATIONS

When your sales team understands how production works, operational details can become competitive differentiators. Learn the key to achieving better cross-functional results.

MEET YOUR thINK BOARD

Get to know the inkjet innovators who make thINK (and thINK Ahead!) happen.

PRODUCTION NOTES

Cover Pages: Billerud Blazer 100# Gloss Cover
Interior Pages: Billerud Blazer 80# Gloss Text
Press: Canon varioPRINT iX3200 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 AHEAD 2026: WHAT'S IN STORE?

Everything you need to know to prepare for thINK Ahead 2026, the premier event where Canon production inkjet customers converge for three days of inspiring sessions, face-to-face connection, and deep knowledge sharing. Get excited!

A letter from thINK Board President

CHRIS WELLS

Hello, thINK community —

We are gearing up for thINK Ahead 2026. This will be the 12th annual thINK Ahead conference, and my experience has been that each year surpasses the last in fun, opportunities to connect, and, most importantly, value for those of us who are looking to achieve success with production inkjet.

I'll give you three big reasons why I'm looking forward to thINK Ahead 2026.

1. **The opportunity to really talk, face-to-face, with peers about the biggest challenges our industry faces.**

From inflation, tariffs, and postage increases to the rapidly shrinking labor pool, we are stronger when we tackle these issues together. The speakers and topics we have lined up for this year's event will help kickstart the discussions... but it's just as likely that you'll have a perspective-shifting conversation by the cabana or during a morning fun walk. Come ready for real, powerful connection.

2. **The mind-opening demos.**

If you know me, you know I've been interested for years in the way AI is shaping our communication strategies. At thINK Ahead, expect sessions from industry leaders on how they are growing their businesses, expanding into new services and verticals, and embracing AI, as well as demos from Canon on their full suite of production inkjet print technologies.

3. **The Boca Royale outfits!**

Last year, everyone got a taste of the theme. This year, we expect to see some serious drippage.

Make sure you're registered for the event of the year, and I'll see you there!



CHRIS WELLS
thINK Board President
Executive Vice President, DS Graphics | Universal Wilde
cwells@thINKForum.com



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MEET YOUR thINK BOARD

thINK is run for Canon production inkjet customers, by Canon production inkjet customers. Our status as an independent, self-governed community enables us to give print providers a true forum to share their experiences and help one another. Our Board is made up of inkjet innovators and Canon U.S.A. leadership, who work together to develop the resources and tools thINK members need most. The Board also helps make thINK Ahead happen!

Curious about the people behind thINK?
Meet your Board.



CHRIS WELLS
Board President 2026

Chris Wells joined Massachusetts-based DS Graphics | Universal Wilde as Executive Vice President in August 2009 after DSG’s acquisition of LVI Print Optimization, where he was CEO. He was also a co-founder of HubCast, Inc. He is the subject matter expert in mapping existing marketing and print procurement processes, analyzing operational and competitive benefits and cost savings, and recommending solutions. Chris is a past member of the Board of Directors for the Printing Industries of New England, The National Association of Printing Leadership’s Industry Trends Analysis Group, and the Young Presidents’ Organization. Chris is a graduate of Tufts University (1992). He serves as the President of the Ashburnham/Westminster Foundation for Academic Excellence and is very active in community service. In addition to spending time with his three grown children, Chris enjoys boating on Lake Winnepesaukee, skiing, and making music with his bandmates.



PETE STUDER
Immediate Past President 2026

Pete Studer is the CEO and also a Partner at Impact, a Minneapolis-based company helping clients achieve their business objectives by serving as an extension of their marketing teams. Pete helps the employees at Impact remain focused on direct response marketing execution, complex segmentation/personalization, variable high-speed color printing, lettershop, and total package management. He also helps manage key customer relationships and over his 20 years has helped move Impact into multiple locations. He has been involved in several acquisitions over the last 15 years and was responsible for integrating each set of new offerings into the Impact operation. He was heavily involved in the selection and transition of Impact from digital toner to inkjet in 2015. He holds a BA in finance and marketing. Outside of Impact, Pete serves on multiple Minnesota nonprofit boards. He resides in Minnesota with his wife and three daughters.



ERIC HOLLINGSWORTH
VP/Treasurer

Eric Hollingsworth is the Vice President of Operations for RevSpring, Inc. Focused in healthcare and financial services, RevSpring transforms complex financial journeys into intuitive financial pathways by understanding human, historical, and fiscal context. Through data-driven insight, RevSpring designs, analyzes, and improves communications and billing solutions that increase consumer engagement and payment rates and prints over 850 million customized documents per year. Eric graduated from Western Kentucky University with a BA in economics and holds a certificate in Strategic Innovation from Vanderbilt University Owen Graduate School of Management. He is the current President of the Imaging Network Group (INg) and sits on their Board of Trustees. Additionally, Eric serves on the Canon Digital Print Advisory Council (DPAC) and Solimar Systems Customer Advisory Council (CAC).



SHELLEY HYDE
Director

Shelley Hyde is Co-Owner and Partner at PrintMailPro, a full-service commercial printer specializing in direct marketing and transactional mail with facilities in Dallas and Austin. As Managing Partner over the Dallas facility, she has been actively involved in navigating the challenges of the printing and mailing industry, exploring new technology, and staying on top of constantly changing postal regulations. PrintMailPro’s diverse client base includes law firms, nonprofit organizations, marketing firms, and local and state government agencies. Shelley’s background includes client relations, new business development, operations, and project management. Shelley holds a bachelor’s degree in business administration from Trinity University and achieved the title of Certified Mail and Distribution Systems Manager in 1995. In her free time, she likes to read, travel, and spend time with her husband, three daughters, and two dogs.



FRED VAN ALSTYNE
Director

Fred Van Alstyne has more than 30 years of experience in managing businesses and providing strategic direction. He currently serves as Executive Vice President of Strategic Development at FSSI. Before that he served in various roles leading Content Critical Solutions, of which he was the founder and key architect. A certified public accountant, he previously served as a turnaround consultant before forming CCS, and has worked in mergers and acquisitions consulting, turnaround consulting, and auditing for leading national firms. He continues to be very active in the print industry, holding key roles in the Imaging Network Group (Past President and Board Member). He regularly attends industry events such as thINK, IBTTA, drupa, and Hunkeler Innovation Days and believes that this involvement is key to FSSI providing best-in-class service offerings. He holds a Bachelor of Science degree in accounting from Fairleigh Dickinson University.



TOM LING
 Director

Tom Ling is a visionary entrepreneur and the founding President and CEO of Advantage LLC, one of the largest private commercial printing, mailing, and multi-channel marketing organizations in the country. Guided by his cultural heritage and core values of hard work, humility, and perseverance, Tom has built a business empire that thrives on innovation and a people-first approach.

Over 30 years ago, Tom took a leap of faith, leaving behind a career in the aerospace industry after graduating from Long Beach State University. Starting with a small storefront mailbox operation, he transformed Advantage Mailing LLC into Advantage ColorGraphics—a marketing powerhouse employing over 800 people across state-of-the-art facilities in California, Nevada, and Utah.

Tom is deeply committed to giving back and actively supports numerous charities, including the Boy Scouts of America and the American Cancer Society. When he's not reshaping the landscape of modern advertising, you might find him running marathons, exploring new ideas, or spending quality time with his family.



DINA KESSLER
 Director

Dina Kessler is the President and co-founder of Kessler Creative, a multi-million-dollar direct marketing agency based in Jacksonville, Florida. Since launching the company in 2007 alongside her husband, Keith Kessler, Dina has transformed a small operation into an award-winning powerhouse with over 50 employees serving hundreds of clients nationwide. Their product line includes creative design, offset and digital printing, mailing, a full suite of bindery capabilities, a wide format division, online marketing, and innovative marketing solutions.

Dina currently serves on the Board of Directors for the National Postal Forum and as part of the Mailers Technical Advisory Council. In the past, she served as the National Industry Chair of the Postal Customer Council Advisory Committee. In 2018, Dina joined the Marketing Advisory Council for University of North Florida's Coggin College of Business Marketing Program and currently serves as the Industry Chair for this council, which allows her to give back to a local university and share her marketing expertise with the future of the industry.



ERIC HAWKINSON
 Executive Director

Eric Hawkinson is the Executive Director for the thINK user community, serving an organization he helped found in 2015. Prior to joining thINK, Hawkinson served as the Vice President of Marketing for Canon. In his role at Canon, he drove the strategy for the go-to-market and product marketing initiatives for the growing production inkjet market in North America. Prior to Canon, Hawkinson worked for SmithBucklin, a Chicago-based association management company, where he led the creation of Dscoop (Digital Solutions Cooperative), an HP User Community. In addition to his role at thINK, Hawkinson is the Executive Vice President at the Innovatis Group, a fast-growing engagement company that focuses on technology-based user communities. Innovatis Group serves as a full-service management company for nonprofit organizations that are looking to grow and expand their reach.

CANON U.S.A. EXECUTIVE SPONSORS



PETE KOWALCZUK
 Executive Vice President,
 Client Services Group President, Canon U.S.A.

Peter Kowalczyk holds a dual leadership position at Canon U.S.A. and has played a pivotal role leading the newly formed Canon Americas Production Print team. He cultivates a client-first culture, deeply rooted in driving customer success through determination, innovation, and collaboration while enhancing productivity and sustainability. His vision creates value for customers not just through hardware, but also through software, managed print services, professional services, and business optimization.

Mr. Kowalczyk's decades of industry experience and long-standing commitment to fostering the growth and advancement of Canon customers, combined with his extensive leadership experience, bring a unique perspective to the executive teams of Canon U.S.A. and Canon Business Process Services.



JULIE MCMAHON
 Senior Vice President of Marketing,
 Canon U.S.A.

Julie McMahon oversees Canon U.S.A.'s comprehensive Marketing organization, where she scales operational excellence across brand execution, channel optimization, demand generation, and digital transformation. Her focus is twofold: driving high-impact revenue growth while fostering a high-performance team and culture.

With over three decades of experience, Julie is defined by her ability to disrupt conventional thinking and transform steady business results into market-leading performance. As a mentor and advocate for empowerment, Julie is deeply committed to nurturing the next generation of talent through Canon's leadership programs, ensuring the organization's future is as innovative as its present.

LIGHTNING
 ROUND

What's the most exciting innovation you've seen in print in the last year?

What's one trend in print that people are underestimating right now?

If you had to choose a "walk-on song" for thINK Ahead, what would it be?

"The tremendous speed increases that are not compromising quality."

PETE STUDER

"It's not a trend, in fact it's very basic, but I think people still underutilize variable printing. There is so much data available, and so many ways to use that data to make a better impact on your target. And yet we all still regularly receive non-personalized printed pieces in our mailboxes!"

SHELLEY HYDE

"Boombastic by Shaggy."

CHRIS WELLS

think ahead

Get ready for the premier gathering of Canon production inkjet customers, partners, and industry experts! Taking place July 13-15, 2026, at the iconic Boca Raton resort in Florida, this is your ultimate opportunity to share ideas, build relationships, and advance your inkjet business.



FEATURED KEYNOTE SPEAKER: Jon Taffer, internationally recognized hospitality expert and host of Paramount Network's Bar Rescue. Taffer has spent nearly four decades shaping how businesses drive operational excellence and build high-performing teams.

At think Ahead 2026, Taffer will translate his decades of turnaround expertise into actionable strategies for the production print community. His keynote will challenge attendees to break through operational stagnation, optimize workflows, and compete in today's evolving marketplace.

EDUCATIONAL SESSIONS

Dive into the most critical topics shaping our industry today. Choose from powerhouse breakout sessions and interactive workshops designed to tackle your biggest challenges head-on. This year's dynamic lineup features cutting-edge tracks on training and deploying AI RFPs, building AI policies, and navigating the current IT threat landscape. You'll also learn counterintuitive strategies for reducing costs, the 5-10 year outlook on USPS postal regulations, ways to navigate the current and future business environments, and more.

INKJET TOURS & DEMOS

See the latest printing solutions at the Canon Americas Customer Innovation Center (CIC)! We are thrilled to invite all attendees for exclusive tours and in-depth technology demonstrations. You'll get to see the ColorStream, ProStream, varioPRINT iX3200, as well as the newest additions to our portfolio: The varioPRINT iX1700 and Colorado XL in action.

The absolute highlight for 2026?

Be among the first to witness the highly anticipated U.S. unveiling and live demonstrations of the revolutionary next-generation varioPRESS iV7 B2+ inkjet press!

CANON UPDATE

Get the inside scoop directly from the top! Join us during the General Session for high-impact updates from senior leadership on the latest shifts in the print landscape. You will hear all about the newest industry-leading inkjet innovations straight from Canon.

LIVELY & ENGAGING EVENTS

Get ready for an unforgettable time after hours! From our high-energy Opening Reception in the Exhibit Hall to the legendary Boca Royale reception to a morning fun walk, you'll network, learn, and build lasting relationships in a vibrant atmosphere.

PARTNER PAVILION

Step into the buzzing think Ahead Partner Pavilion! Connect and engage with top Canon production inkjet partners. Expect non-stop opportunities to connect, collaborate, and learn from the best in the business. Don't forget to grab a seat at the think theater's highly educational sessions to discover the industry-leading solutions that will propel your business forward.

think.

think is an independent community of Canon production inkjet customers, solution vendors, 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. For more information, visit thinkforum.com.

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Canon

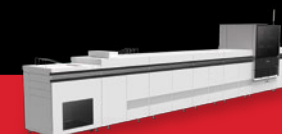
10⁺ YEARS OF SHEETFED INKJET INNOVATION

Building on over 10 years of sheetfed inkjet industry leadership, every press in the Canon inkjet portfolio is engineered to deliver solutions to help customers automate and scale their production for maximum efficiency.

Canon was named a leader in IDC MarketScape:
Worldwide High-Speed Inkjet 2025 Vendor Assessment
(December 2025, IDC #US52990625).

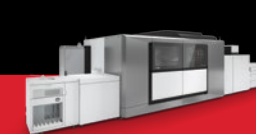


MOVE FORWARD WITH CANON
CANONPRODUCTIONPRINT.COM/PORTFOLIO



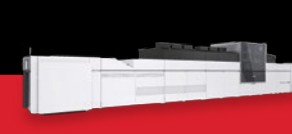
Canon varioPRINT iX1700

Exceptional quality and broad versatility. Speed and efficiency by design.



Canon varioPRINT iX3200

The ultra-versatile sheetfed inkjet press and proven market leader.



Canon varioPRESS iV7

The ultimate B2+ sheetfed inkjet factory.

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Project Spotlight

WHERE LIFE'S BIGGEST MOMENTS MEET THE POWER OF PRINT

Print shapes our everyday lives in ways we rarely stop to notice. It's woven into our smallest routines—like a quick trip to the store—and into some of our most meaningful milestones. Through Canon's Print Is Life initiatives, we're reminding people just how essential print is, and how deeply it connects to life's significant touchpoints.

In collaboration with Billerud, a global manufacturer of paper and packaging materials, we've introduced a new cobranded kit that celebrates moments like opening a long-awaited college acceptance letter, stepping into orientation, or feeling the rising thrill of an upcoming sports event. While we see messages like these constantly online, there's something uniquely meaningful about holding a tangible printed piece—one that reminds us just how deeply print connects to the moments that matter.



PRINT is LIFE

This print sample kit is unique because it demonstrates how Canon's production inkjet technologies can bring truly meaningful pieces to life. Centered on the education and direct mail space, each sample highlights a different Canon production inkjet press in action:

- The ColorStream 8000 series showcases high-quality envelope printing ready for mail-stream conversion.
- The ProStream 3000 series delivers high-volume, magazine-style applications that still feel personal through short runs tailored to specific events.
- The varioPRINT iX3200 produces eye-catching, short-run mail pieces that build excitement for sporting events.

Paired with Billerud papers—crafted to help deliver exceptional print quality on our devices—the kit demonstrates how the right blend of media and technology can elevate every touchpoint.

Each piece in this kit delivers intentional messaging that showcases the power of print and the impact of thoughtful, tangible communication. Together, the samples demonstrate how effective messaging comes to life through print, while also introducing printers to the Billerud product portfolio designed to elevate every application.



Piece #1: Envelope and Acceptance Letter

“Where Print Meets Life,” displayed prominently on the envelope, captures the spirit of this kit perfectly. Receiving a large envelope in the mail almost always signals that something important is happening—especially in the education space. And with this kit, something big certainly is.

This piece highlights the ability of the ColorStream 8000 series to produce high-quality envelope applications ready for downstream converting, while introducing Billerud’s new uncoated media with their Ideal® Jet EX papers—now compatible with the ColorStream platform. The media performs exceptionally well with high-coverage, two-sided designs and resists show-through, making it a strong choice for premium envelope work. This sample demonstrates quality with durability, especially when considering finishing techniques.



The Details

Designer: Aurelia Tauscher | Agency: Trekk
Paper: Ideal® Jet EX 55 lb. Text from Billerud
Press: Canon ColorStream 8000 series web-fed inkjet press



Piece #3: Gameday Postcard

The final piece in the kit is a mailer designed to grab attention from the moment it’s pulled from the mailbox. Its bold messaging and dynamic design build anticipation—much like the excitement leading up to your team’s biggest game.

We’re just as enthusiastic about the print technology behind this sample as any fan gearing up for kickoff. Produced on the varioPRINT iX3200 using Billerud’s new Blazer Digital® 120 lb. gloss cover — the thickest coated freesheet stock in the portfolio—this postcard delivers standout quality. Vivid color, high-coverage imagery, and crisp detail underscore the precision and capability of production inkjet.

Pushing beyond expectations, the piece also features trailing-edge die-cut elements that amplify visual impact in the mail stream and can also help you take advantage of USPS® mail design discounts. It’s a powerful example of how smart design, innovative media, and advanced technology come together to create mail that truly delivers.

The Details

Designer: Chris Brown | Agency: Trekk
Paper: Blazer Digital® 120 lb. Gloss Cover from Billerud
Press: varioPRINT iX3200 sheetfed inkjet press

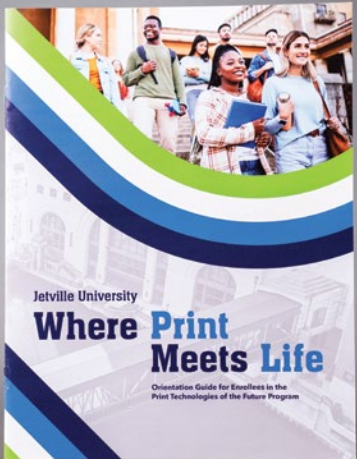
Please contact your Canon sales representative if you would like a Print Is Life sample kit shipped to you.

Piece #2: Orientation Booklet

Print is Personal. Print is Evolving. Print is Life. The orientation booklet brings these themes to life with messaging that educates readers on the importance of print—while the piece itself embodies all three principles.

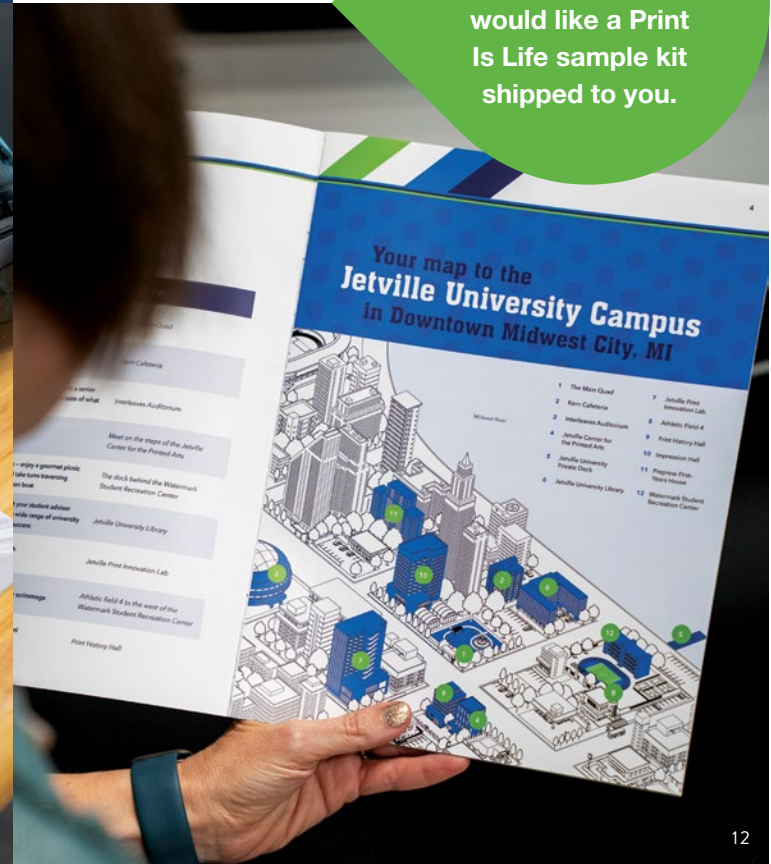
For college students, receiving an orientation booklet feels personal, often tailored to their field of study or interests as they begin their academic journey. Production inkjet is an ideal fit for these short-run, highly individualized applications, delivering both quality and flexibility at scale.

This sample also reflects print’s ongoing evolution, featuring Billerud Sterling® Premium silk—a new media option for the ProStream series. This media offers a refined, high-end feel with excellent readability and reduced glare, making it well-suited for booklet applications that look polished, feel premium, and leave a lasting impression.



The Details

Designer: Alyssa Watkins | Agency: Trekk
Paper: Sterling® Premium EX, 100 lb. Silk Text from Billerud
Press: Canon ProStream 3000 series web-fed inkjet press



THE ULTIMATE B2+ SHEETFED FACTORY

Behind the Scenes on the Canon varioPRESS iV7



Lisa Weese is the Director of Product Strategy at Canon U.S.A. responsible for bringing to market all Canon Production products from toner to inkjet in the Americas, all PRISMA solutions, and partner management spanning finishing, workflow, and media.

You’ve been working on the new varioPRESS iV7 B2+ sheetfed inkjet press. What sets this press apart from other B2+ machines on the market?

The varioPRESS iV7 competes in the high-volume B2+ digital press category, where print providers are increasingly seeking solutions capable of replacing or complementing traditional offset production for shorter runs and variable data printing. Today’s B2+ digital sheetfed presses’ production speed peaks at 6,000 B2+ images per hour (iph) whereas the varioPRESS iV7 can achieve production speeds of up to 8,700 B2+ iph, making it far more aligned with the volume requirements of a commercial half-sheet offset press.

The varioPRESS iV7 differentiates itself through its inkjet-based production architecture, which enables extremely high throughput while maintaining consistent color and image stability over long runs. Unlike some alternative digital technologies, the system is designed to sustain production speeds without the complex imaging consumables or maintenance processes associated with other platforms.

Canon varioPRESS iV7



See the Canon varioPRESS iV7 in action at the Canon Americas Customer Innovation Center at think Ahead 2026!

Media versatility is another key advantage. The press’s straight, air- and vacuum-supported paper path allows stable handling of a wide variety of substrates—from lightweight papers to heavier stocks up to 450 gsm—while maintaining full production speed. The B2+ sheet size further enhances efficiency by allowing printers to optimize layouts (like 6-up letter signatures) and improve sheet utilization.

Operational reliability is supported by predictive diagnostics, automated maintenance routines, and remote service capabilities, which help reduce downtime and simplify ongoing press operation.

Canon aims to help print service providers migrate labor-intensive, short runs from traditional offset presses to digital. How does maintaining the B2+ format help PSPs make that transition?

To expand revenue opportunities through more efficient digital production, maintaining the B2+ format is fundamental. It allows the varioPRESS iV7 to seamlessly integrate into print service providers’ (PSPs) existing B2+ sheetfed workflows—from file submission and media handling to application finishing—to help preserve current processes and protect existing investments.

We understand that “B2 format” means something different to every print provider, therefore the varioPRESS iV7 is uniquely positioned to address this variability by supporting the largest orderable U.S. B2+ sheet sizes, up to 29" x 23". Equally important is its ability to support the various traditional sheet sizes used by offset printers, such as matching a 28" x 20" (used by cutting down 28" x 40" half-press sheets), the standard mid-range 26" x 20", the common high-usage 25" x 19", and traditional sheets like 22" x 17" and 20" x 26".

The varioPRESS iV7 also supports the most common B3 format of 13" x 19"—from both drawer and pallet input—allowing operators to run B3 applications without returning to prepress for imposition changes.

To achieve such flexibility, the varioPRESS iV7 utilizes long-edge-first feeding, meaning with the 29.5" leading edge, it is able to support all these variables, allowing PSPs to right-size both imposition efficiency and sheet utilization for minimal paper waste.

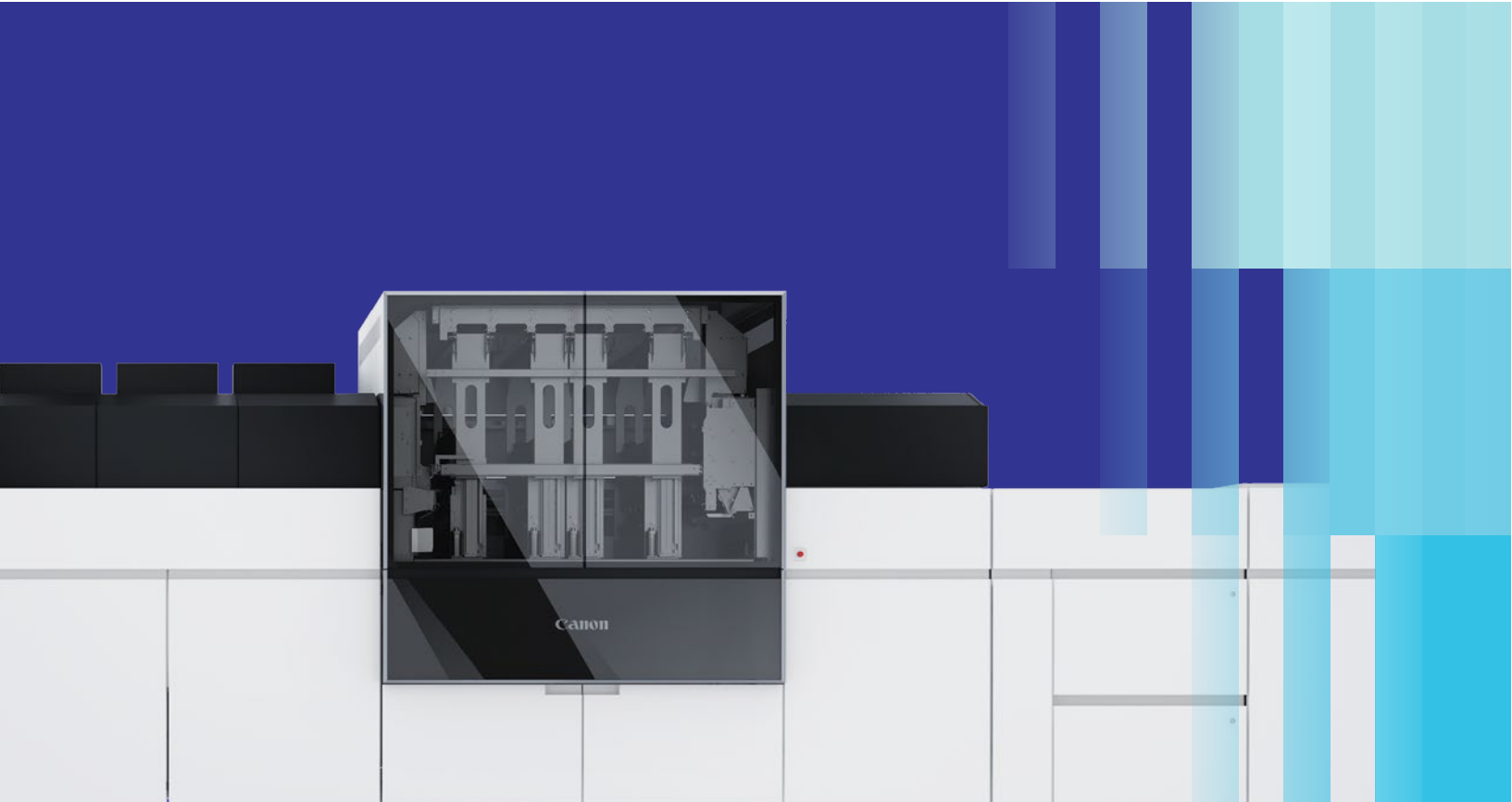
What other challenges was Canon trying to solve for when designing this press?

When we developed the varioPRESS iV7, we focused on solving the biggest operational challenges for print providers.

Availability focuses on minimizing both planned and unplanned downtime. To address this, we incorporated advanced diagnostics and structured serviceability into the design. The system includes built-in tooling and clear workflow guides that enable fast, accurate troubleshooting. Combined with AI-supported diagnostics for predictive and guided maintenance, this helps reduce repair times and improve overall uptime.

Performance reflects actual productivity. With output of 8,700 B2+ sheets per hour, the varioPRESS iV7 is the fastest digital sheetfed press in its class.* It supports uninterrupted production by allowing paper to be loaded into either the pallet or drawers while printing continues. Ink can be refilled mid-shift from a buffer. Mechanical sensors detect media contact in the print module—rather than relying solely on digital height measurements—helping prevent printhead collisions while maintaining accurate print gaps. Long-edge feeding reduces handling steps, enabling higher speeds and helping to minimize stress on media, to reduce jams and curl, and support more reliable performance.

**Based on the latest published specifications as of June 2026.*



Quality addresses factors that may impact output consistency. The varioPRESS iV7 includes intelligent quality control systems that detect and correct nozzle failures to help ensure consistent results. Canon's in-house-developed 1200 dpi printheads and ink recirculation system support high image fidelity. Automated maintenance routines help keep the press in optimal condition without operator intervention, to reduce quality-related losses and support reliable, repeatable output.

“Performance reflects actual productivity. With output of up to 8,700 B2+ sheets per hour, the varioPRESS iV7 is among the most productive digital sheetfed presses in its class.”

LISA WEESE

Which Canon customer segments stand to benefit most from the varioPRESS iV7? Which applications do you see migrating to this press first?

The varioPRESS iV7 is designed for the commercial print market, offering a powerful combination of versatility and productivity. With exceptional precision and quality, it supports a wide range of applications, including brochures, booklets, manuals, magazines, catalogs, postcards, pocket folders, and direct mail—enabling printers to deliver high-quality results across diverse job types.

With sheet sizes ranging from 13" x 19" up to 24" x 29.5", the iV7 supports a broad application range with minimal waste on a single press. Its B2+ format enables efficient layouts such as 6-up book signatures, 2-up trifold brochures, and personalized direct mail.

Compared to traditional 20" x 29" digital formats, this larger sheet size offers significant gains in imposition efficiency—on top of higher press speeds—allowing for greater throughput and reduced waste. For example, the iV7 enables up to 50% improvement for 6-up saddle-stitched booklets, 20% for 72-up business cards, 33% for 6" x 11" postcards, and 11% for 4" x 6" postcards.



The press boasts speeds of up to 8,700 B2+ 4/0 sheets per hour. Which specific features enable it to hit those peak performance numbers?

A key enabler is the straight, air-, and vacuum-supported paper transport. This design eliminates tight curves, allowing stable handling of a wide range of media types. Multi-point sensors positioned throughout the paper path maintain precise and consistent sheet control.

The highly productive paper input combines a vortex technology for air-assisted feeding and double-sheet detection from both drawer and pallet inputs. An optional automated replacement stacker further supports uninterrupted production.

An active multipoint registration measures the length and width of each sheet as it enters the engine, while a sheet entry unit facilitates proper skewing and positions each sheet centrally on the print belt. As the sheet is printed, dried, and cooled, any expansion, shrinkage, or relaxation of the sheet is detected in its duplex turn. The sheet is then measured again to calculate image positioning for the second pass.

Finally, the varioPRESS iV7 features the next generation of our proven two-step drying and fixation process for robust, ready-to-finish prints. The first step is a 167-degree heated drum that uses vacuum suction and hot air impingement to dry the water-based ink. It then enters the post-fixation unit where a burst of 230-degree humidity fixates the polymer particles into the paper, and finally the paper is cooled to about 70 degrees as it passes through the cooling unit for a lay flat printed sheet that is both robust and durable.

Talk to us about media compatibility.

The varioPRESS iV7 supports a wide range of media, including uncoated stocks from 60 to 450 gsm (40 lb. text to 165 lb. cover), offset-coated media from 75 to 450 gsm (50 lb. text to 165 lb. cover), and selected paperboard from 200 to 450 gsm (90 lb. cover to 165 lb. cover).

Supported sheet sizes range from a minimum of 13" x 19" to a maximum of 23" x 29", with an extended printable area designed to meet global market requirements.

How did sustainability factor into the development of this press?

Digital printing inherently supports sustainability initiatives by supporting short-run production and helping to reduce waste, excess printed inventory, and obsolescence.

Specifically, the iV7 press incorporates sustainability-focused design elements. Its water-based polymer pigment inks are engineered to support high deinkability during paper recycling. Canon's award-winning bag-in-box consumable packaging uses 60% less plastic than previous bottle-based systems and enables separation of ink and cardboard for

easier recycling. Inkjet technology also produces negligible ozone emissions, supporting a cleaner production environment.

Additionally, Canon's 1200 dpi printheads are designed to reduce consumable waste through built-in capping and ink recirculation, supporting responsible production practices.

What's been the biggest surprise of the rollout so far?

One of the biggest surprises for PSPs has been the level of productivity and throughput the varioPRESS iV7 offers. The press can achieve up to 8,700 4/0 B2+ images per hour, up to 4,350 4/4 B2+ images per hour, and up to 4.5 million B2+ images per month.

The iV7's expanded B2+ format (23" x 29") delivers superior imposition efficiency compared to traditional B2+ sheets. Combined with high equipment speeds, it maximizes throughput and reduces waste. Imposition gains include a 50% boost for 6-up saddle stitch booklets, 33% for 6" x 11" postcards, 20% for 72-up business cards, and 11% for 4" x 6" postcards.

The varioPRESS iV7
at a glance

Quality

**1200 x 1200 dpi
high-precision Canon-developed printhead**

Speed

**Up to 8,700 B2+ 4/0 sheets per hour*
and 4,350 B2+ 4/4 sheets per hour***

Sheet Size

Up to 24" x 29.5" sheet size

Media Support

**60 gsm to 450 gsm*,
offset coated media, uncoated media,
and selected paperboards**

* Based on Canon internal testing. Actual results may vary depending on media, job type, and operating conditions.



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CROSS-FUNCTIONAL RESULTS

When Sales and Production Collaborate



By **KAREN KIMERER**
PRINCIPAL ANALYST, KEYPOINT INTELLIGENCE

INTRODUCTION

Many of today's print service providers (PSPs) have invested heavily in production automation. Smarter workflows and more capable inkjet platforms now enable print operations to run with greater control than ever before. Despite this, many sales conversations still sound the same. Focusing on capabilities, equipment specs, and turnaround claims is creating a disconnect. Automation inside the shop has evolved; the story told outside the shop must do the same.

For a real-world example, consider the activity of rowing in the Olympics. Each of the eight athletes might be incredibly strong on their own, but the boat will slow down if their strokes are even slightly out of sync. When the rowers are in alignment and moving together, the power behind the boat multiplies. In business, however, internal efficiency alone does not tell the whole story.

The real opportunity emerges when sales and production move in rhythm. When the sales team understands how automated workflows protect service level agreements (SLAs), absorb last-minute data changes, and reduce risk, those capabilities become competitive differentiators and not just operational features. When production can articulate how workflow intelligence safeguards quality and turnaround, automation shifts from "how we run the shop" to "why you can trust us."

This article explores how PSPs are aligning internal expertise across departments to turn automated inkjet workflows into a growth advantage. What happens on the floor can determine what wins in the market!



The Next Wave of Automation: A Sales Story

Automation is quickly becoming the infrastructure behind growth in modern print operations. What once supported efficiency now shapes flexibility, speed, and the ability to manage complexity at scale.

That shift is reflected in where the industry is investing. Keypoint Intelligence's most recent Production Workflow Forecast predicts a 4.6% compound annual growth rate (CAGR) for production automation software between 2024 and 2029. This is because AI-driven workflow capabilities expand what print operations can manage with less manual intervention.

This may sound like a conversation for production and operations, but it's not. AI-driven production automation promises more flexible, adaptive workflows that can handle a wider variety of applications with less manual intervention, and this is exactly the environment where many inkjet-enabled PSPs are competing for growth.

The shops that will capture this opportunity are not simply the ones with the most sophisticated automation stack. They will be the PSPs where sales personnel understand how automated workflows reduce risk and increase value for customers, and where production leaders participate in creating and delivering that story.

Why Sales Needs Production's Automation Narrative

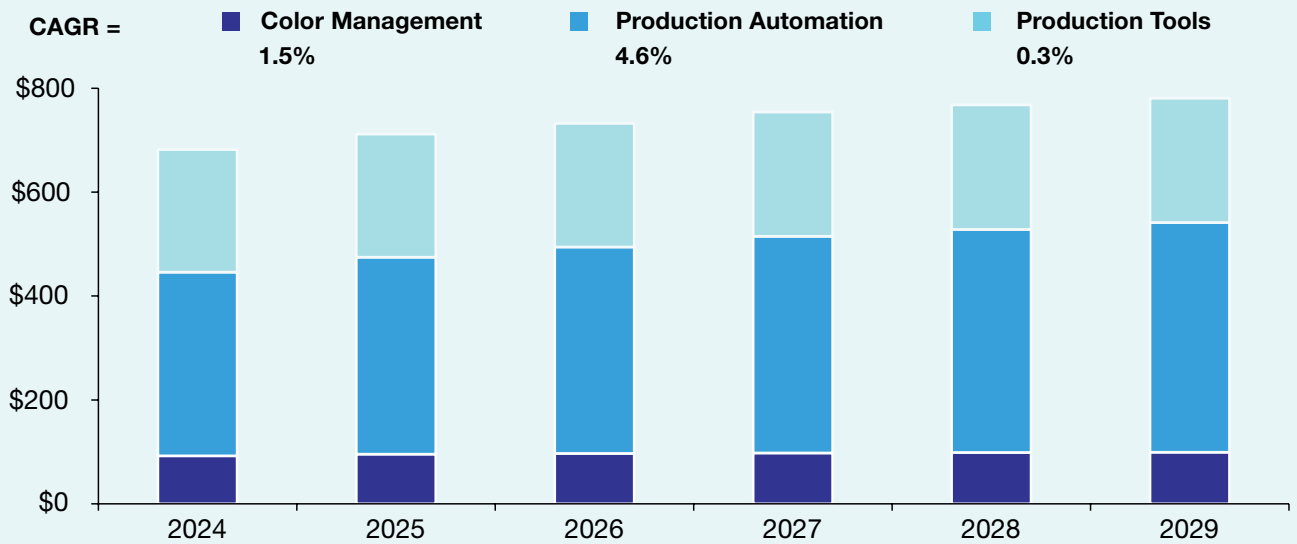
Historically, automation projects on the production floor have been justified by internal metrics like reduced touchpoints, fewer errors, shorter makeready times, and higher device utilization. These metrics are essential, but they rarely make it into sales presentations, account reviews, or proposals.

At the same time, buyers' expectations continue to shift. As automation and color management platforms become more common, customers across all industries expect faster cycle times, more consistent color and quality, and campaigns that speak to each of their customers. They often assume their print partners are already automated; what they struggle to differentiate is which PSP can convert that automation into lower business risk and better outcomes.

This is where production's narrative becomes critical. Intelligent automation can:

- Dynamically schedule jobs based on predicted runtimes, SLA priorities, and device constraints.
- Automatically preflight, impose, and prepare files to minimize last-minute exceptions on the inkjet line.
- Apply AI-assisted quality checks to flag anomalies before they reach finishing or shipping.

FIGURE 1:
AUTOMATION SOLUTION FORECAST BY SOFTWARE TYPE



Source: North American Production Workflow Forecast; Keypoint Intelligence 2025

On the shop floor, these capabilities translate into fewer missed SLAs, fewer reprints, and more predictable throughput. In the sales conversation, they become the backbone of a differentiated value proposition: “With us you can go to market with confidence, safeguard your brand, meet deadlines, and deliver personalization at scale. Our promise is backed by a strategic workflow solution that guarantees reliability from file to mailbox.”

When Production and Sales Speak the Same Language

For many PSPs, automation investments have historically been treated as operational infrastructure components that are essential to the shop, but invisible to the market. Sales teams may know the workflow is strong, yet they struggle to explain why it matters to customers.

Closing this gap requires a deliberate, cross-functional effort. Leadership can start by assembling a working group that includes sales, account management, production, prepress, and IT with two objectives:

1. Identify which automation capabilities directly impact customer outcomes.
2. Translate those capabilities into language, metrics, and proof points that sales teams can confidently use.

Begin with a high-value, high-accountability application, like monthly personalized statements, regulated notices, or other SLA-driven inkjet programs. Map the workflow from data ingestion through to finishing and mailing. Document where automation manages multiple data feeds, executes automated preflight specific to press paths, prioritizes jobs based on mail dates, and performs integrity checks.

Then, shift from technical language to customer language:

- “Rules-based routing” becomes protection against missed mail dates.
- “AI-assisted scheduling” becomes workload balancing that absorbs volume spikes.
- “Automated integrity checks” become built-in safeguards that prevent compliance errors.

Collaboration pays off when sales reps bring production leadership into customer quarterly business reviews (QBRs) or orchestrate strategic account conversations.

When production leaders present quantifiable impacts, such as exception rates, the percentage of jobs mailed on or before the target date, and the reduction of risky manual touchpoints, it demonstrates not just operational strength, but a customer-focused approach.

When customers understand how automated workflows protect their timelines, brand, and compliance exposure, conversations can expand. Trust increases. More complex and higher-value programs become possible not because the equipment changed, but because the story did.

Collaboration Determines What You Compete For

Cross-departmental collaboration has another profound effect: It influences what you choose to sell. As production automation and AI add flexibility to handle a wider variety of jobs, PSPs have a choice. They can either let salespeople chase any application the client requests, or they can design a portfolio of offerings that aligns with their automated strengths.

When sales and production sit down together, they can answer questions such as:

- Which applications run cleanest end-to-end through our automated workflow?
- Where do we have strong automated quality controls that matter to regulated or brand-sensitive clients?
- Which finishing paths and formats give us the best throughput with the fewest manual interventions?

Collaboration between production and sales can lead to standardized print programs that are tailored to the needs of specific markets or vertical industries. In each case, production defines what the automated workflow can do repeatedly and reliably at scale. Sales reps then turn those capabilities into named offerings with clear SLAs and pricing that they can sell with confidence.

Turning automation into a competitive sales advantage requires more than a few joint meetings. It requires structural changes in how your organization operates. PSPs that are serious about this shift are experimenting with:

- Cross-functional discovery teams for major prospects and renewals, where sales, production, and IT jointly design proposed solutions and workflows before anything is promised.
- Shared dashboards that display workflow metrics relevant to customers, like on-time delivery, exception rates, and turnaround trends so sales can speak with data, not anecdotes.
- Training programs that teach salespeople the basics of their automated inkjet workflow and teach production teams how to frame their capabilities in customer-centric language.

These practices do more than align internal teams. They position you as a partner that uses automation not just to cut costs, but to actively manage customer risk and support their growth goals. This is a compelling message in a market where many buyers feel overwhelmed by channel options, compliance requirements, and time pressures.

The Bottom Line

For PSPs, the true differentiator is not the automation investment or the press itself, but the ability to translate internal capabilities into measurable customer outcomes. Intelligent scheduling, automated file preparation, and AI-driven quality control become competitive advantages only when they are directly linked to what customers value most.

This result cannot be achieved in silos. Sales, production, and operations must operate as a unified team that is aligned around shared performance metrics and a cohesive message to the market. When production understands the commitments being made and sales understands the operational discipline behind them, confidence grows on both sides of the conversation.

Such alignment empowers PSPs to stand out in a highly competitive market while fostering the relationships that transform print providers into long-term strategic partners.

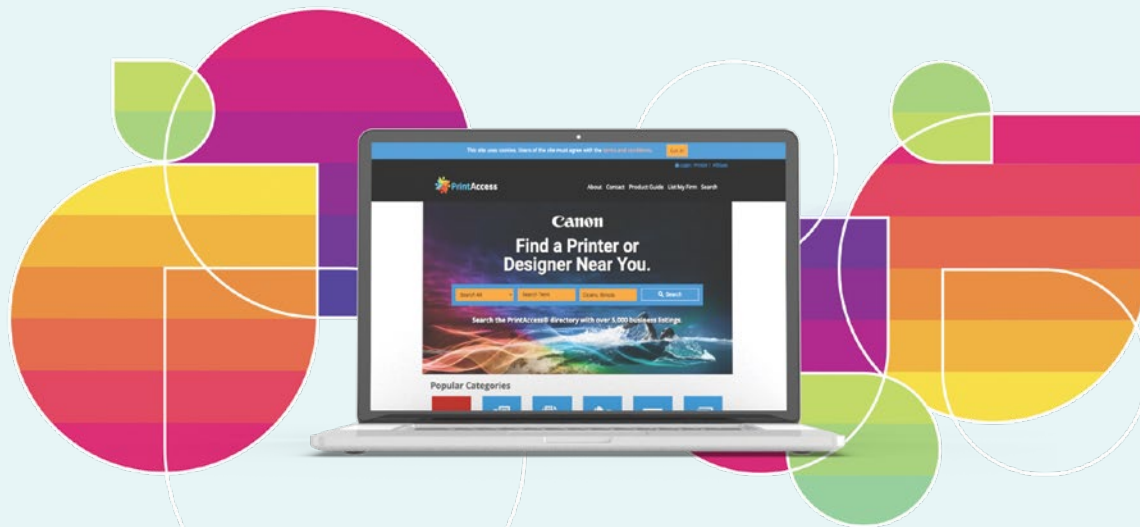


As part of the Business Development Strategies Consulting Service at Keypoint Intelligence, Karen Kimerer has experienced the many challenges of expanding current market opportunities and securing new business. She has developed a systematic approach to these opportunities, addressing the unique requirements of becoming a leader in our changing industry.

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Canon

COMMUNITY IS CORE
to Canon's Inkjet Ideology



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WITH PETE
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We're all in this together.

In an era of ongoing transformation, community must always be a central focus. At Canon U.S.A., leadership in production inkjet is about more than just driving our own success. It means elevating the entire industry through networking, knowledge sharing, and collective problem solving—the foundation of think.

We recognize your priorities change quickly, and we understand the roadblocks you face every day. That's why Canon continues to invest not only in inkjet technology, but also in our customers to help expand their capabilities. As a proud executive sponsor of think, we know how essential the latest research, technology insights, and best practices are to your business success. Our strategic investments are centered where they matter most—on new technology, products, and service options.

In 2026, we're strengthening our portfolio with the launch of the varioPRESS iV7 and the varioPRINT iX1700. We're also expanding our customer support across the Americas, anchored by our new Service Training facility in Boca Raton, Florida. Alongside this, we've established new Service Training programs to help you build a foundation for efficiency and technical expertise.

Through it all, we'll reinforce the power of community. Because when we move forward, we move forward together.

Best regards,



Peter P. Kowalczyk
Executive Vice President
Client Services Group President
Canon U.S.A., Inc.



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