

thINK FORWARD

thINKforum.com | Fall | 2018

Inkjet Networking and Knowledge

thINK 2018 SUCCESS

The fourth annual user group conference hit a record attendance level and exceeded expectations.

INKJET INNOVATION AWARDS

Find out more about the first ever 2018 thINK Inkjet Innovation Award winners.

OBSERVATIONS AND INSIGHT

Dave Johannes of Moore DM Group shares some of his key observations from this year's thINK event.

thINK 2018 IN REVIEW

This year's thINK conference was bigger and better than ever with more than 600 inkjet print production professionals, press, analyst and industry experts in attendance.



thINK

\$ PROFITABLE PRINT
Get the Inkjet Advantage
See back for details

WHAT A GREAT CONFERENCE!

thINK 2018 brought together more than 600 inkjet customers, prospective customers, analysts, partners, press and industry experts to make it the largest ever annual thINK conference.

As Victor Bohnert put it, “Following three tremendously successful thINK conferences, we knew this year had to be bigger and better to create yet another memorable event for all of our guests — past attendees and newcomers as well.” We certainly cleared that bar! thINK 2018 confirmed that we continue to grow and expand as a community of inkjet enthusiasts and are lucky enough to have thINK members, valued partners and industry professionals who are willing to candidly share their unique stories, knowledge and experiences to help grow the world of production inkjet.

Across the three-day event, more than 25 educational sessions were held, catering to all levels of inkjet experience and awareness, along with hands-on workshops, valuable networking opportunities, inspiring keynote speakers and special evening events. Session tracks included Inkjet Innovation, Workflow Innovation, and Innovate for Page & Revenue Growth. Workshop topics included End-to-End Workflow, Media & Inks, Color Management, Sales Strategies for Page Growth and Marketing Techniques.

Last but not least, the inaugural Inkjet Innovation Awards, which honored unique innovation, forward-thinking strategy and proven excellence in inkjet printing, made their debut at thINK 2018. The winners are featured in this issue.

I hope you agree that thINK 2018 proved to be as informative and dynamic as previous thINK conferences — if not more. Don’t forget that as a thINK Member you have access to all of the great conference content as well as numerous other resources on thINKforum.com



Bob Radzis
thINK President
SG360°
Chief Customer Office

P.S. Take a look at the page on your right — are you leveraging all of the great resources available to you as a thINK Member?

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For the first time at thINK 2018, the Inkjet Innovation Awards recognized the forward-thinking creativity of leaders in our community.



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Are You Maximizing Your think Membership?

As a think member you have access to benefits all year around. View a checklist of these benefits below then log in to thinkforum.com to start maximizing your membership today.



ATTEND THE ANNUAL CONFERENCE

Mark your calendar for the annual think conference to learn and network with peers, partners and industry experts: September 16-18, 2019.



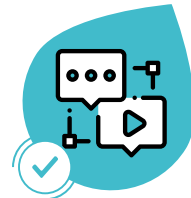
JOIN OUR WEBINARS

Join the live quarterly webinars with topics spanning from Profitable Print to Building Your Bottom Line.



VIEW ON-DEMAND WEBINARS

Choose from a library of 40+ recorded webinars to learn everything you need to know about inkjet in 2018 and beyond.



PARTICIPATE IN VIRTUAL WORKSHOPS

Attend small, interactive, hands-on virtual workshops on inkjet sales, marketing and production strategies.



READ INDUSTRY WHITE PAPERS

Access the latest industry research in almost 200 white papers.



JOIN THE MEMBER DIRECTORY

Connect with peers and industry experts using the online think member directory.



PROMOTE YOUR BUSINESS

Add your company to the print provider tool and promote your business in the community.



REFERENCE THE PAPER SELECTOR TOOL

Select the best paper for your project using the paper selector tool.



GENERATE LEADS FOR INKJET PRINT JOBS

Use the MKTG Lab resources, including videos, templates, and ready-made direct mail campaigns to generate leads for inkjet print jobs.

STAY CONNECTED

Stay up to speed on the latest trends in the industry and tools and resources available to you as a think Member:

- Read the monthly think eNewsletter
- Reference the quarterly printed think Forward publication
- Access over 100+ blog posts from industry experts, peers and partners across a variety of topics
- Follow think on Facebook, Twitter and LinkedIn

think 2018 OVERVIEW

FOURTH ANNUAL USER GROUP CONFERENCE EXCEEDS EXPECTATIONS AGAIN

More than 600 inkjet print production professionals, press, analyst and industry experts gathered at the annual inkjet conference.

Victor Bohnert, think Executive Director, speaks to the crowd of more than 600 at think 2018.



When the fourth annual think Conference concluded at the Waldorf Astoria Boca Raton Resort & Club in Boca Raton, Fla., it could conclusively be said that it not only topped last year's event, it was the best yet. The conference brought together more than 600 inkjet print production professionals, press, analyst and industry experts to the largest ever annual think conference.

"Following three tremendously successful events, we knew this year had to



Kate Dunn of Keypoint Intelligence (left) leads a panel at think 2018.



be bigger and better to create yet another memorable event for all of our guests — past attendees and newcomers as well,” said Victor Bohnert, thINK Executive Director. “It was testing to have to live up to such high expectations, however thINK 2018 confirmed that we continue to grow and expand as a community of inkjet enthusiasts and are lucky enough to have the support of our valued partners and industry professionals, who are willing to candidly share their unique stories, knowledge and experiences to help grow the world of production inkjet.”

Throughout the event, there were educational sessions, workshops, speakers and additional events for attendees to take advantage of.

“The thINK 2018 content proved to be as informative and dynamic as previous thINK conferences — if not more,” said Bob Radzis, thINK President. “thINK members will have access to this content on thINK-forum.com all year round, along with the numerous other resources already available to them there.”

New in 2018

thINK 2018 was packed with plenty of unique activities and original takeaways for veteran and new attendees alike.

thINK 2018 featured its first-ever Millennial Session, “Attracting & Maintaining Millennials in the

Print Industry.” The session was specifically designed to showcase what differentiates millennials from other generations and how they continue to impact major vertical markets today. “How to Sell” sessions, which highlighted the key factors impacting the ability to successfully sell inkjet products in the vastly evolving inkjet business landscape, were also a new addition



Eric Hawkinson, Vice President of Marketing at Canon Solutions America, outlines the history of printing and innovation.

to the conference and captured the attention of this year's audience.

This was also the first year workshops were offered at thINK: hands-on sessions where attendees could roll up their sleeves and give new ideas a try in real time. For most people, learning by doing is more effective than listening to a lecture, so the goal of the thINK Board was to provide several interactive options. As a result, this was the most hands-on thINK yet and attendees walked away with true action plans. For example, those who attended the workshop "Cutting Through the Noise to Reach Your Customers" received 90 minutes of live consultation from marketing experts, along with the tools to build their own content marketing strategies.

This year's sessions as a whole focused on the technical side of inkjet printing more than ever before. Paired with the seemingly endless application samples at the Inkjet Innovation Showcase, this focus on real-world applications is how thINK is creating a culture of masterful printing.

In order to actively cultivate that culture, thINK 2018 focused on celebrating those who are leading the industry. The inaugural thINK Inkjet Innovation Awards put the spotlight on printers who are using inkjet to transform their businesses and deliver results for their customers, whether they do it through new applications or creative thinking.

The Inkjet Innovation Showcase booth was filled with people for the duration of the event. Not only did attendees fill the ballot box with their votes for the People's Choice Award, they also devoted time to studying and understanding each project.

"If you consider yourself a leader or a true innovator in inkjet, the Inkjet Innovation Awards is a great opportunity to show how you're using this next-generation technology to transform not only your business, but your customers' as well," commented Radzis.

View the Inkjet Innovation Award winners on page 8 of this issue.

Making it Personal

There are conferences where you can see inkjet presses in person, and then there's thINK. Canon Solutions America doesn't simply ship one press to a far-off exhibit hall and ask people to inspect it out of context. From the Boca Raton Resort to the personal tours of the Customer Experience Center, thINK is an invitation into the world of Canon Solutions America for a VIP experience. It's about forming a relationship with an entire community, shaking hands with the people who actually make and support the presses, and experiencing the presses in person. At thINK, you get to meet the product managers for each press and ask your questions, consult with industry and business leaders

WOW: A FIRST-TIMER'S EXPERIENCE

Karen Kimerer, Director of the Keypoint Intelligence-InfoTrends Business Development Group

What I learned as a first time thINK conference attendee and facilitator can be summed up in one word: "Wow."

First and foremost, Canon Solutions America's brand and reputation precedes itself; it's no wonder the company holds the top market share position in inkjet. What surprised me the most was the praise, not just for its products, but for its service organization and approach to customer needs. During thINK, I had breakfast with a longtime friend and client of Canon who candidly shared some wisdom: Canon's approach and practice, as it relates to its service organizations, should be a role model for all service providers in our industry. It's obvious Canon is focused on its customers' opportunities to grow their business, and take the customer experience and up-time very seriously. Many fellow thINK participants shared that the Océ Vario-Print i300 exceeded their expectations and that the service organization was better than what was promised during the sales cycle.

The quantity and quality of high-value business lessons, best practices and how-to's didn't disappoint.

Every level of experience was addressed, which is challenging for any show.

The opening kick-off and banquet, filled with even more industry professionals and thought leaders, set the tone for what was ahead and reinforced Canon's commitment to the market. Ted Rubin closed out the evening with inspiring examples of brand owners connecting to their customers. His quote "Real trumps perfect ... because real creates trust" is a fitting synonym to Canon's market success.

Business owners and leaders openly engaged, shared experiences and debated ideas on the market and what it takes to be a vibrant, profitable company. Networking is often the primary stated reason why people want to attend a conference and thINK met this demand and then some. The culture and trust among the participants provided a unique opportunity to step outside the marketing messages and learn from each other's real-life experiences.

The thINK 2018 Inkjet Innovation Award winners provided examples of how they were able to improve their client's effectiveness using Canon's solutions.

NOT TO BE MISSED

With so much content and concurrent sessions, it was sometimes difficult to pick which educational sessions to attend. And at times there were so many good sessions happening all at the same time that you wished you could clone yourself to attend them all.

Fear not, thINK has you covered. All of the thINK sessions are now available online at thinkforum.com. Here are 5 sessions you want to make sure you don't miss:

Top Five Educational Sessions

1. Commercial Success: Leveraging Inkjet to Create New Applications, Revenue Streams

Moderated by Mark Michelson, Editor-in-Chief of Printing Impressions, this session focused on the firsthand experiences of three commercial printers — Matt Novak from BFC Print, Jennifer Eberle with HighNote, and George Lawrence of LawrenceInk. These inkjet customers detailed how the installation of cutsheet and continuous-feed color inkjet presses are driving their commercial printing businesses forward from the standpoint of increased sales, profitability and new product applications.

2. What's New in Production Inkjet Innovation

Have you always wondered how Canon Solutions America continues to be the leader in innovating production inkjet technology? View this session on thinkforum.com to hear why. Hosted by Guy Broadhurst, Vice President of Technology, Canon Solutions America, you will learn about four new Canon inkjet solutions, each with specific innovations that make

Attendees were able to view many of these solutions at the Canon Solutions America Customer Experience Center, which was located just down the road from the resort.

Getting out of a daily work routine to engage with like-minded people and organizations fuels energy and innovation. Jamie Clarke, Performance Coach for the 2018 Stanley Cup Champions, the Washington Capitals, proved to be a dynamic closing keynote speaker. thINK is not your traditional user group and its growing popularity is no mystery. It was an honor to attend, join in the conversations and be part of the force of strength behind Canon Solutions America inkjet solutions.

Throughout the conference I overheard conversations between companies that included, "How have you approached this?" "It's been our experience," "Let's talk again next week about that idea." In my mind, this marks the signs of a successful event. While thINK laid the groundwork for innovation and improving client service, it is clear that the work inspired by it will continue on, likely until the next thINK event.

them unique in the marketplace and the value they bring to you. Thomas Hoffman, Océ, dove into the Océ ProStream, a new breed of fast, high-productivity continuous-feed inkjet press combining the vibrant colors of offset with the variable-data versatility of digital printing.

3. The End-To-End Solution: 'What Are Your Production and Finishing Workflow Problems and How Can You Solve Them?'

When it comes to workflows, increasingly one size does not fit all. How do you develop, enhance and manage an end-to-end workflow that meets your business requirements and reduces cycle time, increases margins and ensures you are meeting client expectations?

Visit thinkforum.com to view this interactive session moderated by David Zwang and designed to allow the audience to discuss and get answers to many specific production and finishing workflow challenges.

4. Innovations in Direct Mail

Direct mail marketing is experiencing something of a renaissance, with innovation and more robust measurement giving this traditional medium a new lease on life. Visit thinkforum.com to learn how two direct mail experts (Robert Trimaldi, Jr. with Compu-Mail Corp. and Tim Johnson of Impact) partnered with their customers on omnichannel marketing programs. They detailed how they were partnering with their customers on omnichannel marketing programs and why they are working.

5. Steer Clear of Price: Learn How to Sell the Value of Inkjet

Lead by Kate Dunn of Keynote Intelligence, this session highlighted the changing buying behaviors and the benefits of insight selling and how two industry sales experts — Adam LeFebvre of Specialty Print Communications and Trevor Hansen with Thomas Printworks — are using insight to create demand and lead their customers to high value inkjet applications.

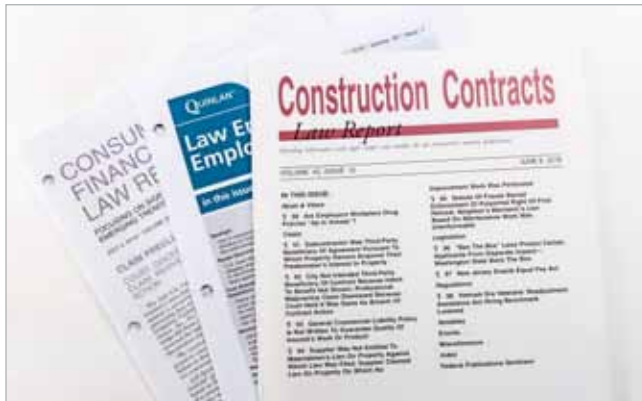
**Visit thinkforum.com
to view these sessions now.**

CONGRATULATIONS TO THE 2018 THINK INKJET INNOVATION AWARD WINNERS

True inkjet innovators use the revolutionary technology of inkjet to transform their business, deliver results for customers and shape our industry. For the first time at thINK 2018, the Inkjet Innovation Awards recognized the forward-thinking creativity of these leaders in our community, and the thINK Board is proud to celebrate those winners.

There's inspiration to be found in all 28 Inkjet Innovation Award submissions. Learn how each category winner innovated, then peruse the winning entries on these pages. It's never too early to start dreaming up your own entry to the 2019 Inkjet Innovation Awards!

BUSINESS EFFECTIVENESS (TIED)



Digital Cell Environment for Faster Newsletter Turnarounds

[Core Publishing Solutions](#)

Core Publishing Solutions (CPS) produces weekly newsletters for a number of customers. These require quick turnarounds, and the production path used to include several steps that are unnecessary with inkjet. By moving these newsletters from conventional offset equipment to a digital cell environment, CPS eliminated multiple steps and was able to ship weekly with ample time and flexibility.

Plus, the organization saves \$80,000 annually for just one weekly newsletter moved to the digital cell environment.



90.38% Savings on Investment Firm's Quarterly Performance Reports

[Financial Statement Services, Inc. \(FSSI\)](#)

FSSI's investment firm client sends quarterly performance reports to investors that are branded to various companies that participate in their investment programs. These reports are very high volume and have very strict SLAs. Before inkjet, the printing process was slow and cumbersome due to the slow print speed and manual finishing, and the full-color digital application was very expensive for the customer.

FSSI moved the application to inkjet and helped the customer redesign the reports and remove finishing requirements so they could be auto-inserted. FSSI can now produce these reports much faster and more efficiently and is no longer at risk of missing SLAs. Plus, the new inkjet process resulted in a 90.38% savings per report for the customer, who also felt that they could better scale with the efficiency of the new inkjet process, which supports their efforts to increase new business.

INNOVATION



An Innovative Sneaker

[Access Direct](#)

Access Direct was looking for a fun way to jazz up a pair of sneakers for the thINK event. The original idea was to simply print the thINK logo on contact paper using a desktop printer, then add the logo to some high heel sneakers, but then they asked themselves, “Why couldn’t we do this on our Océ VarioPrint i300?” Access Direct’s production team used the MQS of the thickest stock they had access to, then matched the whitepoint of that paper to the whitepoint of the contact paper they used for the iron-on. They ran it through the machine and the result was exactly what they’d hoped. Since then, they’ve tested more creative designs and have evolved from one logo to five unique designs that can be applied to just about any fabric — not just sneakers.

DESIGN



Design-Worthy Table Cards

[Copy General](#)

Copy General’s customer wanted to display samples of her projects at various events. Specifically, she was looking for a table card that event attendees could take with them that was as classy and tasteful as her interior designs — something that would help her stand out from the competition. Copy General worked with the customer to create high-quality table cards using a soft-touch laminate with dimensional spot-UV coating, creating just the upscale look she was hoping for.

BEST IN SHOW



Vibrant Conference Book Set with Maximum Flexibility and Speed

[LawrenceInk](#)

For an upcoming annual conference, The Relevate Group wanted to produce a book set for attendees that would contain the agenda and speaker information, and they wanted the book set to have the look and feel of uncoated — with vibrant colors. Working under an extremely tight deadline, LawrenceInk created live mockups for the customer’s review. The customer was still sending changes a week before the event, but the nature of inkjet enabled LawrenceInk to provide maximum flexibility and speed. In the end, the job was produced in just four working days.

PEOPLE’S CHOICE



Journeys of the Heart

[Medius Corp.](#)

Medius Corp. printed for publication a book of poetry by author Neal Grace. The text is printed on 70-lb. dull, while the cover is 100-lb. gloss cover, and the book is perfect bound.

My Observations of the thINK 2018 Conference and Future of Inkjet Printing



Dave Johannes, Executive Vice President, Strategic Initiatives at Moore DM Group

Recently, we wrapped up our 4th annual thINK Conference in beautiful Boca Raton, Fla. Each year since its inception the conference has grown. With this growth has come a broader and more diverse audience, adding new perspectives and opportunities for inkjet applications in the printing industry. Here are some of my observations after this year's event.

Technology Advancement & Product Reach

As early adopters know, the first push for commercial inkjet printing was an add-on in order to provide some personalization to an otherwise static printed piece, usually on a folder, mail base, inserter or bindery line. About 10 years ago, full-color digital inkjet presses came on the scene, but adoption was slow. The transactional space was the first to begin heavy adoption. Even with that adoption the color aspect was minimal, usually focused on logos or simple images and coverage was light. Early on the dpi, speed, paper options and color gamut were also limited. Many of us bought our first press knowing that it was the technology of the future, but unsure as to how it would become part of our offerings. In other words, we bet on what we believed was still to come and tried to find a "sweet spot" where we could to sell it.

Fast forward to today, newcomers to the inkjet printing market can take advantage of a much different landscape. Today, the technology is robust, with offerings from full-color sheet-cut to 40" high-speed webs. Now you can identify your "sweet spot" and choose a machine that fits it, instead of trying to fit your needs to a machine. Color digital has invaded nearly every market, including books, packaging, commercial print and, of course, direct mail. The technology has evolved to the point that it is driving innovation in all of these markets. The improvements in head technology, ink formulation/paper compatibility and color gamut have pushed the latest generation of equipment to quality levels rivaling conventional print. All of these advancements, plus the expansion of paper options, have brought the cost per piece down as well, especially when you factor in the additional value of digital's fully variable capabilities.

Data Driven Printing

Speaking of variable content, inkjet is driving marketing innovation. A well-designed digitally printed mail piece offers the marketer a unique opportunity to create marketing mail that can engage the recipient through a combination of personalized copy and graphics driven off elements in the recipient's data record. In addition, this type of personalization can be used to create an ongoing, interactive thread between the marketer and its audience by incorporating elements such as augmented reality or a PURL. Whether you have the data and tools to drive true 1:1 marketing or just enough data to

segment your file into targeted offer groupings, color digital printing facilitates these techniques while allowing your mail stream to remain intact, protecting your postal discount opportunities. Software providers have taken notice of this. Today, there are many new choices for workflow, composition, production control, color and content management tools that were crude or even non-existent only a few years ago.

Premier Conference and Networking Event

The reason that I look forward to thINK each year is that it has become one of the industry's top events for networking and education. The conference features more than 25 educational sessions, 60 speakers, pre-conference Inkjet 101 workshops and equipment demos. There is also a Partner Pavilion where conference sponsors from software suppliers, paper companies and equipment manufacturers show off their latest tools and technology. All of this is scheduled around lots of networking time to ensure plenty of interaction between attendees. To further advance this effort, thINK has partnered with Klik to create an interactive way for attendees and sponsors to trade contact information with each other. Attendees are issued a bluetooth-enabled wrist bracelet that allows any two people to exchange contact information with the touch of a button. The attendee simply downloads a phone app, creates a profile and they are in business. All interactions can then be easily transferred to your phone's contact list.

Additionally, the team at thINK Forum has extended the conference's value by providing year-round interaction with their user community. This is done through a variety of channels, such as the printed quarterly publication, monthly eNewsletter, virtual workshops, live webinars and a wealth of online resources. thINK has also published a series of educational books on subjects such as designing for inkjet, workflow and how to sell inkjet.

In short, the annual thINK conference has become an active inkjet user community sharing best practices, knowledge and education for the advancement of the technology and industry as a whole. At 600+ attendees and growing, the future of inkjet and this conference looks bright.

Final Thoughts

The acceleration of inkjet technology is now reaching full speed. This solution is and will continue to disrupt every area of printing. It is no longer just a tool for one aspect of the market. In some markets, such as direct mail, it drives marketing content; in the book market it is the solution for cost effectively managing run lengths; while in packaging it can facilitate private labeling for products. The bottom line is that inkjet printing is changing printing as we once knew it. Think of it as "smart print" — and know that it is here to stay.

EXPERTISE TO BUILD ON

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Inkjet Networking and Knowledge



20¢ / 3.33 HOURS

Total cost to print this issue of the think newsletter: 20¢
Press Time: 3 hours and 20 minutes
Compare that to 42¢ per piece and 8 hours and 20 minutes of press time on a 100 page per unit toner engine. Supply and service cost of inkjet was .085¢ per set and .30¢ for toner per set. **That's profitable print!**

PRODUCTION NOTES

PAPER: Domtar LynxJET® Premium Card 7 pt.
PRESS: Océ VarioPrint i300

think is an independent community of Canon Solutions America production print customers, solution partners, and print industry experts and Canon Solutions America is a proud executive sponsor. Led by some of the most successful inkjet service providers in the country, it provides a forum for members to network, gain knowledge, discuss common challenges, and share best practices. Learn more: thinkforum.com

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