

# think FORWARD

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Inkjet Networking and Knowledge

The annual think conference has grown every year and has established itself as the must-attend event for the strategic leaders at the forefront of our industry. To mark its fifth anniversary, we've given our signature event a fresh look and a new name.

think

ahead.

## MCNAUGHTON & GUNN SEES 40% GROWTH

After adding an Océ VarioPrint i-series press, McNaughton & Gunn was able to drive 40% growth within 24 months.

## ACHIEVING THE 'WOW' FACTOR

Canon Solutions America's recent customer direct mail piece — as well as this cover — was finished with soft-touch laminate and spot UV coating, creating a “wow” factor to highlight i-series inkjet technology.

think



Get the Inkjet Advantage  
See back for details

## THIS ISSUE IS PACKED WITH GREAT STUFF!

**Cool cover right?** Check out how it was printed in the “Achieving the ‘Wow’ Factor” article, then read the story showcasing McNaughton & Gunn’s transition to high-speed inkjet. Also in this issue, take a look at the latest sales resources available to you and learn more about the Inkjet Innovation Awards.

### That’s Not It – There’s More

**thINK Ahead 2019:** The annual thINK conference has grown every year, and to mark its fifth anniversary, we’ve given our signature event a fresh look and a new name: thINK Ahead. We believe that sums up the spirit of this community of forward-thinkers. Plan to join us Sept. 16-18 in Boca Raton, Fla., for inspiring keynote speakers, sessions tailored to all inkjet experience levels, the second annual inkjet innovation awards and networking opportunities you won’t find anywhere else.

**thINK Virtual Workshops:** You don’t have to wait for the annual thINK conference to learn from your peers and industry experts. Join one of the marketing, sales or operations virtual workshops going on now. thINK Virtual Workshops are interactive and collaborative, come prepared to participate in live, dynamic discussions and share your camera if you have one.

**thINK Inkjet Innovation Awards:** The Inkjet Innovation Awards are back! Show us how you are using inkjet to transform your business — and your customers’ as well. Trophies will be awarded to all entries that have achieved a winning level of innovation. To learn more and to submit entries, go to [thinkforum.com/awards](http://thinkforum.com/awards).

**thINK Forum:** Be sure to check out all of the resources that have been recently uploaded to the thINK community portal ([thinkforum.com](http://thinkforum.com)) — including a series of ten sales training videos (Overcoming Sales Objections), and marketing, sales and operations white papers and blogs. We hope you find these resources valuable and helpful.

As always, the thINK board welcomes your input. Share your ideas for our community — email me at [bob@thinkforum.com](mailto:bob@thinkforum.com).



**Bob Radzis**  
thINK President  
SG360°  
Chief Customer Officer

## WHAT’S INSIDE

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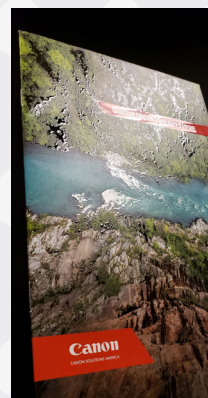
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Inkjet Innovation Awards are back! Learn more and submit your entries.

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"Our new name, **thINK Ahead**, sums up the spirit of this community of forward-thinkers."

—Bob Radzis,  
*thINK Board President*



The annual thINK conference has grown every year, and to mark its fifth anniversary, we've given our signature event a fresh look and a new name: **thINK Ahead**.

Plan to join us for inspiring keynote speakers, sessions tailored to all inkjet experience levels, the second annual Inkjet Innovation Awards, and networking opportunities you won't find anywhere else!

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**INKJET**  
INNOVATION  
AWARDS



## ARE YOU AN INKJET INNOVATOR?

### SUBMIT YOUR ENTRIES NOW FOR THE **thINK INKJET INNOVATION AWARDS**

This annual print awards contest recognizes inkjet innovators that are using inkjet to transform their business.

**ENTER THE AWARDS AT**

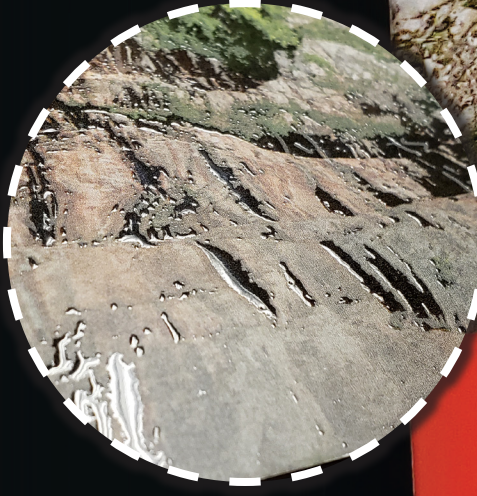
**THINKFORUM.COM/AWARDS  
BY JULY 31, 2019**

Winners will be announced  
at thINK Ahead 2019  
in Boca Raton, Florida,  
**SEPTEMBER 16-18, 2019.**



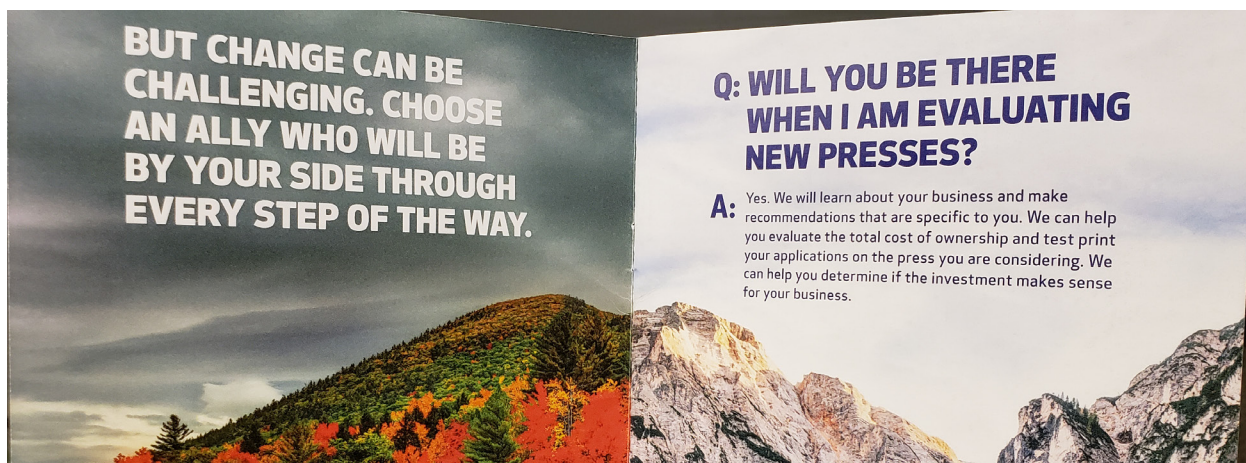
# ACHIEVING THE 'WOW' FACTOR

SMART CHANGE STARTS HERE



**Canon**  
CANON SOLUTIONS AMERICA





**The decision to invest in new technology isn't always easy** for print services providers (PSPs). Because of the weight of the decision, Canon Solutions America decided it would be beneficial to develop a product portfolio direct mail piece to make it easy for its customers and future customers to evaluate available devices. Nicole Tully, senior marketing specialist, Production Print Solutions, Canon Solutions America, explains the resulting direct mail piece was designed to resonate with PSPs and illustrate the level of service and support customers can expect to receive from Canon Solutions America.

"We wanted to communicate how Canon Solutions America commits to being with our customers, step-by-step, through the entire purchasing process, through installation, and will follow that up with outstanding service and ongoing learning opportunities post installation," she says.

In order to bring the idea for this piece to life, Tully explains that Canon Solutions America turned to Sterling, Va.-based Copy General. The company had created an agenda book for the 2018 thINK Conference that was finished with soft-touch laminate and spot UV coating. It seemed like the perfect solution to make the proposed direct mail piece stand out.

Tully says its agency Street Level Studio came up with the design of the piece, which depicts a stream flowing through a forest on the front and back cover. Inside, there are landscapes that she explains "flow together at the seam, but illustrate a different season or day. This design concept is meant to convey that Canon Solutions America commits to being available to our customers at any time, day or night, for 365 days a year."

Although Canon Solutions America took time to select the images that would best represent its Océ VarioPrint i-series inkjet technology — which Tully explains are typically the most vibrant and detailed images — it's the finishing techniques used on this piece (as well as on the cover of this issue of *thINK Forward*) that give this piece its real "wow" factor.

Jason Barbero, senior marketing specialist, media, certified product manager, Canon Solutions America, explains that the piece is made up of four sheets of 8.5x11"

Verso Blazer 80-lb. satin cover printed flat and folded. The cover was finished with soft-touch laminate and spot UV, which were applied after the initial print run. The soft-touch laminate gives the piece a velvety feel, he says, while the spot UV — placed throughout the striations in the rock, as highlights throughout the forest and on the rapids in the river — gives the piece a "beveled" feel that you can see, giving the piece an almost three-dimensional appearance.

"This is something that sets the end user apart," he explains. "It's playing on your senses — your sight and touch."

Tully explains that the soft-touch laminate is also useful for direct mail pieces that will be moving through the mail-stream, which can cause damage to the mail piece.

"The soft-touch laminate really helps on this front and helped to protect the cover from scuffing through the mail system," she says.

In all, the process to develop this piece went smoothly and running it on the i-series moved the process along quickly.

"The sheetfed press allowed us to run press samples quickly without a major interruption to Copy General's other projects," Tully says. "Once we finalized the design, we were able to run almost 12,000 copies of this mailer and have them ready to go in a matter of days, at a price point that maximizes our ROI."

For PSPs considering this type of technology, it's an invaluable option to present to print customers who are looking for a way to differentiate their product.

"In a competitive landscape, like the commercial print or direct mail landscapes, it's hard to find that 'wow' factor that will make you stand out next to the competition," Barbero says.

This piece, printed on the i-series and finished with soft-touch laminate and spot UV, is just the "wow" factor Canon Solutions America was looking for.

The cover of this thINK Forward issue was finished with a soft-touch laminate and spot UV.





## MCNAUGHTON & GUNN

# OCÉ VARIOPRINT I-SERIES DRIVES 40% GROWTH WITHIN 24 MONTHS AT MCNAUGHTON & GUNN

McNaughton & Gunn was looking for a solution to print more of its jobs with full and highlight color. The solution for the company came in the form of an Océ VarioPrint i300 after Jim Clark, the director of operations, visited a company that had recently installed one.

**With the growing demand among publishers for shorter runs,** more efficient inventory management and more color on interior pages, Saline, Mich.-based McNaughton & Gunn was at a crossroads. Its salespeople were pressing on management. Something had to be done.

A women-owned business, McNaughton & Gunn is led by Julie McFarland, the company's president. It specializes in short- to medium-length runs and leverages the creative and technical talents of its expert team to offer a flexible and customizable process for each customer's unique needs.

McNaughton & Gunn offers offset printing, four-color digital book printing, e-book conversion, and short and medium runs for web, sheetfed and digital printing. Jobs run from 25 to 100,000 copies.

Until recently, the majority of the company's runs were offset, with digital accounting for about 7% of its volume. However, digital is by far the fastest growing part of the business, with growth totaling 40% within the past 24 months.

## EVOLVING WITH THE INDUSTRY

Although offset is the mainstay of its production, McNaughton & Gunn has long had a robust digital capability. However, the market is changing.

Not only is digital on a growth trajectory, but the company is seeing more trade books being printed in full and highlight color. The use of color has been growing in educational books for some time, but now its salespeople are seeing it move into trade books as well.

"Publishers have learned that color sells, and more and more short-run books are including color pages," says Jim Clark, director of operations for McNaughton & Gunn. "We need to be able to keep pace with where the market is moving."

Wasn't adding high-speed inkjet the obvious answer? Not initially.

First, the company's toner fleet is aging. This includes both its black-and-white printers and the four-color device used to print covers and book interiors, which at its current volume, would soon need to be replaced. McNaughton & Gunn could not cost justify replacing all of its toner boxes and purchasing inkjet.



Second, because many of its customers printed both offset and digital, the company needed to be able to assure publishers that it could maintain consistency in substrates regardless of the printing process used. With substrates for inkjet still limited, this was a major concern.

Third, the cost justification was tricky since inkjet costs are calculated differently from offset or toner.

The answer came in the form of one of Clark's colleagues whose company had recently installed an Océ VarioPrint i300 inkjet press.

"We had been talking to Canon Solutions America about inkjet, but we thought we'd never be able to afford it," Clark says. "Then I talked to my friend, whose company had moved from toner to inkjet. I flew down to see his operation. Once I saw what they had done, I said, 'Hey, maybe this is a reality.'"

What about the cost justification?

First, McNaughton & Gunn realized that it could use the VarioPrint i300 inkjet press to replace some of its black-and-white printers, then use the four-color device for covers only. "By moving the rest of the volume to the VarioPrint i300, we realized that this would help preserve the life of the four-color toner device," Clark says. "That became part of the cost justification."

Next the company discovered that, with the Océ VarioPrint i300, all of the company's presses, both offset and digital, could run the same substrates. "We run a lot of uncoated papers, including 70-lb. matte and enamel," Clark says. "Our toner device can already run the same substrates as our offset press, so when we found out that the VarioPrint i300 could, too, we were ecstatic."

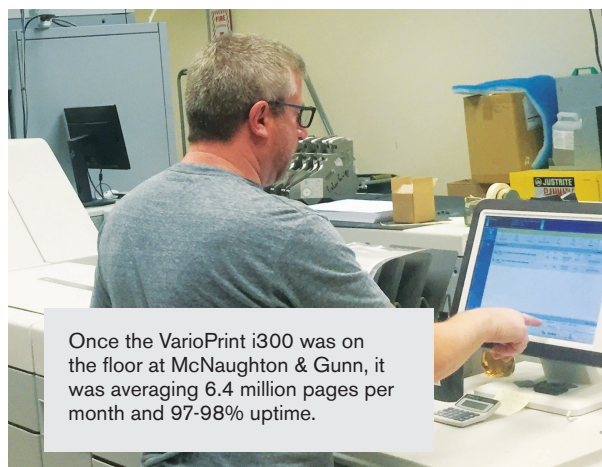
ColorGrip technology from Canon Solutions America played a role as well. ColorGrip is a conditioning fluid that can be added to the print process to ensure optimal print quality on standard coated and uncoated offset papers. McNaughton & Gunn now runs ColorGrip on all of its VarioPrint i300 jobs. "It's a relatively insignificant cost, but it makes for a better looking product," Clark says.

Clark also liked that, with Océ PRISMA workflow, the VarioPrint i300 would provide outstanding flexibility to change formats, sizes, formats and papers very quickly. "We wanted to be able to make these changes on the fly," Clark says. "The VarioPrint i300's capabilities were superior in that regard."

Canon Solutions America also worked with McNaughton & Gunn to understand how to accurately determine costs. "Inkjet is a different model," Clark says. "In terms of total costs, the press costs significantly more, but once you get the VarioPrint i300 running, your cost per page actually goes down."

With Canon Solutions America training, McNaughton & Gunn's press operators were up to speed in no time. Once the press went on the floor, it was running jobs within three weeks.

Even the color is perfect. "We used to have to manipulate color to get it right," Clark says. "With the VarioPrint i300,



we don't. Even when we get in jobs designed to the G7 standard, the color coming off that device is superior."

Océ PRISMA workflow is used to control all of McNaughton & Gunn's digital devices, including its VarioPrint i300. This has made integration nearly seamless for its operators. "For our team in production, the computer looks the same — the set-up screens, everything," Clark explains. "The operators had to learn the mechanics of the press and some PMs, but that's it. It was very easy and efficient to step into this."

Today, the VarioPrint i300 is ripping along. By volume, the company's top 10 customers for the VarioPrint i300 are its top 20 customers for offset. "They are filling our digital platform with work we've always done, just in smaller quantities at a time," Clark says. "We have also regained the business of some of our customers who were already doing four-color text blocks, just not with us. We were able to bring that work back in-house."

The VarioPrint i300 is averaging 2 million 11x17" or 12½x18" sheets and 6.4 million pages per month. Projects include everything from short-run cookbooks and travel guides to short-run textbooks, particularly for medical applications.

McNaughton & Gunn has also seen its customers take advantage of the ability to do highlight color. "If publishers want to change the headers, say, adding color to the first big letter of a chapter opener, this is very easily done," Clark says. "It looks great, and it really sets the book apart."

The uptime? Exceptional. Canon Solutions America had guaranteed uptime not less than 94%. According to Clark, the press has exceeded that promise. "We are seeing uptime of 97-98%," he says. "Our lowest month was 96%, and that was because we had to do a PM."

So far, the VarioPrint i300 has been everything that McNaughton & Gunn hoped that it would be, and more. "We are getting so much volume from our current customers that we haven't even had time to add new customers," Clark says. "We anticipated payback on the press in year two-and-a-half, we are working toward that very quickly."



# VIRTUAL WORKSHOPS

thINK's Virtual Workshops provide a hands-on approach to continuing education.

The thINK Board continues to search for ways to bring the community together and share best practices outside of the annual thINK conference. Last year, the Board piloted the thINK Virtual Workshops, sessions in which industry experts lead small groups in virtual hands-on experiences. Because the workshops were so well received in 2018, thINK is hosting even more sessions this year, with content specifically designed for thINK members by role: marketing, sales and operations.

To keep these workshops interactive and collaborative, space is very limited, so register early for those that interest you. Participants are encouraged to come prepared to share their camera and participate in live, dynamic discussions.

## MARKETING VIRTUAL WORKSHOPS

Who should attend: Marketing people, marketing managers and owners with marketing responsibilities.

### EXPLORING TOP MARKETING TECHNOLOGIES + BUSINESS DEVELOPMENT TOOLS

**Monday, June 24, 2019 at 2 p.m. EST**

This virtual workshop will examine marketing technology that is available today, how it can help you and how you can select the right solution for your company from a multitude of offerings. It will explore technologies like Marketing Automation, Content Management Systems, AI, and VR. In addition, you will learn about strategies and tools printers and service providers use to find competitive market intelligence, discover new market segments to target, and find new potential customers to engage with.

Pre-Workshop Prep: Before this workshop, consider how you'd answer the following questions:

- How do you currently discover the gaps in your marketing technology stack?
- What tools do you use to gather competitive market information?

### BUILDING A POWERFUL AND CAPABLE MARKETING TEAM

**Monday, Aug. 26, 2019 at 2 p.m. EST**

New marketing technology, trends and practices bring with it the need for modern marketing teams to support these efforts with new capabilities, ways of working, skill sets and culture. This virtual workshop will look at the skills and competencies required for modern marketing teams in order to use today's marketing technology and practices and execute effectively into the marketplace.

## SALES VIRTUAL WORKSHOPS

Who should attend: Anyone with sales responsibilities within your organization

### THE MASTER CLASS

**Thursday, Sept. 5, 2019 at 2 p.m. EST**

It's time to tackle the complex concepts like selling to the C-Suite, pursuing those life-changing major accounts, negotiating like a boss and taking your public speaking to the Ted Talk level. We'll talk growth mindset, and the concept of transformation to take your sales practice to a place you never thought possible.

Pre-Workshop Prep: You'll be sent a set of questions to consider prior to the event. Be prepared to be called on for live participation!

You will learn:

- How information from the digital equipment vendor can land you at the top of the sales leaderboard
- Applications. Applications. Applications.
- How to create sales annuities
- Powerful situational sales opportunities for digital/inkjet
- C-Level Selling
- Major account acquisition

## OPERATIONS VIRTUAL WORKSHOPS

Who should attend: Anyone with operational responsibilities within your organization

### UNLOCKING THE POWER OF YOUR INKJET CAPABILITIES: A TACTICAL APPROACH TO MATCHING OPERATIONS TO SALES GROWTH OPPORTUNITIES

**Tuesday, May 21, 2019 at 12 p.m. EST**

When was the last time you evaluated your capabilities against what you are actually producing and selling? If you take the time to compare, you'll likely discover a disconnect between operations and sales. Inkjet print production offers a wealth of production capabilities. In this interactive virtual workshop, Keypoint Intelligence-InfoTrends' Karen Kimerer takes a tactical approach to assist you with finding and filling the gap between your operations and sales teams. Uncover the

gold nuggets of profitability that are missing in your capabilities list and put them to use with a tactical plan.

Key discussions from the session will include:

- Evaluating your capabilities list and matching it to your technological investments
- Finding communication gaps and aligning sales with operations initiatives
- Establishing a tactical plan for creating a list of capabilities that your sales team can sell

### 'FAST FIVE' WORKFLOW TOUCHPOINTS: ASSESSING YOUR WORKFLOW FOR CONTINUOUS IMPROVEMENT

**Tuesday, June 18, 2019 at 12 p.m. EST**

The workflow journey is a repeatable, auditable process that can be improved by automation. After all, the work that you do is a manufacturing process, and all manufacturing processes benefit from efficient workflows. In this virtual session, Keypoint Intelligence-InfoTrends' Director Ryan McAbee will assess your current workflow against Keypoint Intelligence's "Fast Five Workflow Touchpoints" to create a plan for renewed workflow success.

The "fast five" touchpoints focus on job onboarding, preflighting, imposition, proofing, and data collection. Highlights from the session will include:

- The importance of prioritizing job onboarding (i.e., bringing jobs in efficiently)
- How physical job tickets add risk to the workflow

### REGISTER FOR A WORKSHOP:

Interested in participating in these workshops? Register by visiting the links below.

Marketing: <https://learn.thinkforum.com/marketing-virtual-workshops>

Operations: <https://learn.thinkforum.com/operations-virtual-workshops>

Sales: <https://learn.thinkforum.com/sales-virtual-workshops>



# OVERCOMING SALES OBJECTIONS

In this series of sales training videos sponsored by thINK, Barb Pellow discusses the top 10 sales objections print salespeople experience – and how they can be overcome.

**Salespeople cringe at the thought of customer objections and often react by tensing up.** It is important to consider an objection as a crossroads, not a roadblock. The sales process is a journey, and an objection is a critical part in that journey. A salesperson's response will determine if a customer buys and sets the tone of the future sales relationship. The wrong response may end the sales process, while an appropriate response will keep it moving forward.

Customer objections are an unavoidable part of selling. While many sales reps often think of customer objections as rejections, they are not. A sales objection is a request for more information, not a refusal. Successful sales reps view objections as an opportunity to provide customers with thoughtful responses to alleviate concerns, change minds and win customers.

The thINK Board has developed a video series highlighting the 10 most common sales objections that print sales reps encounter and strategies to convert those objections into sales. The series is based off of a NAPCO Research survey of more than 1,000 marketers and in-depth telephone interviews with print service providers.

## **OBJECTION NO. 1: I don't see the value in print.**

Since the dawn of the internet, people have heralded the death of print media. It's true that news has gone primarily online; most major media companies have made business model shifts in recent years to accommodate consumer preference for digital content. But where does this leave companies that have relied heavily on newspaper, billboard, magazine and direct mail ads? In this episode of the video series, our sales rep John is calling on a marketing executive and hits one of the most common objections: "I don't see the value in print".

## **OBJECTION NO. 2: Print and mail is too expensive; digital channels are better and budgets are tight.**

Has anyone had a customer object based on price and talk about how digital channels are cheaper? If a buyer objects based on price, then there is typically an underlying reason that needs to be uncovered. What it really means when a buyer says they don't have the budget or your product is just too expensive, is that you haven't sold them on the value. Using price as the reason is less personal than communicating the real reasons. And typically price objections are easier for you to accept.

## **OBJECTION NO. 3: Print is not measurable.**

Anyone responsible for spending money to generate revenue (e.g. marketers) wants to know if their activity is generating business. A top marketing challenge for businesses is

determining marketing ROI and you are not going to be able to get your clients to spend money on a campaign without helping them understand if their marketing dollars are well spent. Let's hear the challenge our sales rep John faces in discussing ROI.

## **OBJECTION NO. 4: Print is not engaging.**

Since the launch of digital media, many businesses have migrated marketing and customer communications to the Web or social media venues. During this time, the marketing world has questioned the value, attraction, and usefulness of print. While many businesses have migrated marketing and advertising efforts to the Web because of its cost effectiveness, exposure potential, and convenience, print still offers great value and high engagement. Let's see how John's customer reacts to print relative to engaging consumers.

## **OBJECTION NO. 5: Print doesn't reach millennials ... digital natives don't go to the mailbox.**

Millennials, generally agreed to be the generation born between 1980 and 2000, spend more time on their electronic devices than any other generation, including post-millennials. Frequently marketers have the perspective that any marketing campaign that targets millennials wouldn't need much print. But millennials are diverse, and many of them are far more traditional than you would expect. While technology is second nature to them, they do respond to more traditional marketing techniques. Let's hear John's customers perspective on reaching millennials.

## **OBJECTION NO. 6: Personalization has no impact; we don't see an ROI or lift as a result of personalization.**

At long last, personalization is emerging as a powerful force in influencing consumer behavior. Today's customers expect to be treated as individuals and are increasingly shifting their spending and loyalty to brands that demonstrate an understanding of their unique needs and respond to them with relevant messaging and experiences. With advances in messaging technology, sophisticated online experiences and custom emails, marketing departments are feeling the pressure to generate better response rates in an increasingly competitive market. Effective personalization, such as one-to-one marketing, offers a proven method for improved response rates and loyal customer relationships. But not every customer sees it that way. Listen to the perspective of John's customer as he tries to sell the advantages.

## **OBJECTION NO. 7: We don't have the resources to do personalization.**

Many customers recognize the value of personalization but don't believe their organization has the resources necessary for

successful execution. While the concept of personalization sounds simple, many companies struggle to effectively take advantage of it – especially those with limited budgets and resources. In this example, the customer's objection is clearly a resource shortage.

## **OBJECTION NO. 8: We are happy with our current provider.**

As anyone in sales knows, the opposite of love is not hate, but indifference. And no response to a sales pitch is more indifferent than, "That's nice, but we're happy with our current supplier." This arctic blast of apathy causes even veteran salespeople to freeze.

It is obvious that the prospective company is already doing business with one of your competitors. Now, if that decision maker were completely unhappy and unsatisfied with that current vendor, do you think he or she would have done something about it?

## **OBJECTION NO. 9: Just email me and I will look at your information later.**

The most common sales objection that you can hear, especially when cold calling, is when the prospect says, "just send me your information." When you may hear this, you may actually not see it as a sales objection, but it is. This is a very popular tactic for prospects because not only is it an effective way to get rid of a salesperson, they are also able to do it without looking mean or feeling bad. Many experienced sales reps would often describe this objection as the "stall" or "blow off."

## **OBJECTION NO. 10: We are too busy.**

One of the most common sales objections is when a customer says they are just too busy to meet. This objection is often interpreted as a rejection. In some instances, "I'm too busy" is a "brush off" and is right up there with, "I'm not interested," and "Just email me something." The reason this is such a popular response with prospects is that most salespeople don't know how to handle it, and so are easily put off and happy to "call back later."

Of course, this is just what the prospect wants them to do, and, since they now have your caller ID number, they'll know to let the call go to voicemail the next time they see it!

In other instances, customers are pressed for time, and to turn this objection around requires delivering compelling sales messages.

View the entire video series by visiting [thinkforum.com/trends-and-opportunities](http://thinkforum.com/trends-and-opportunities) and selecting 'Sales Training'.

# MAKING BOOK PRINTING SMARTER

In February, Canon Solutions America launched an end-to-end automated production book print solution suite designed to make production book manufacturing easier: the Book Smart Suite, powered by PRISMA. Book sales are on the rise, up 13% in 2018 versus the year before. Book printing in the U.S. is expected to continue to grow, with a projected 87 billion pages by 2022.

## THAT IS A LOT OF PRINTED BOOKS

At the same time the opportunity is rising, book printers are facing increasing challenges in producing shorter runs with more versions, managing inventories and addressing demands for faster speed to market. This is where the Book Smart Suite comes into play.

This high-speed digital solution is designed as a flexible system that can be tailored to fit any operation. It offers unparalleled speed and more efficient supply chain management, while not sacrificing quality. Book Smart Suite allows printers to fully automate the entire book production process, from end-to-end, taking out the guesswork.

The Book Smart Suite makes it easy to produce any number of titles “on demand,” making inventory levels more manageable. No longer will publishers need to worry about not having enough inventory of a best seller, while being able to offer the complete backlist titles at the same time. With Book Smart Suite, printers can offer personalized or one-off book requests all the way through longer runs of hundreds or thousands of copies at a time.

At the Canon Solutions America Press Event where Book Smart Suite was first launched, Ed Jansen, VP of PPS Professional Services with Canon Solutions Americas, said, “Past book projects were custom solutions unique to the customer.”

## BREAKING IT DOWN

About a year ago, Canon Solutions America started to change the approach to enable more repeatable solutions that can be deployed in any environment. Book Smart Suite is a three-tiered approach to address a range of production workflow requirements.

For those who want to offer simple, sheetfed book solutions, the suite can be comprised of PRISMAprepare Color Split, paired with one of Canon’s sheetfed presses.

For those who want a more integrated solution with more automation, PRISMAproduction or PRISMAprepare can be fitted with an Advanced JDF processor, and then paired with either a sheetfed or continuous feed press — from Canon or from another manufacturer.

And for those who want advanced, end-to-end book production solutions, PRISMAproduction can have the Advanced JDF processor along with a custom E2E, paired with a ProStream, Hunkeler device, ColorStream, Libra One, VarioPrint i300 or a CP Bourg press.



The diagram above highlights one of the possible Book Smart Suite configurations.

From those basic configurations, the Book Smart Suite is endlessly customizable, with different workflow options, presses and finishing options, and even a wide range of copy protection capabilities, integration services, media and ink choices. In every case, the Canon PRISMA Workflow acts as a central hub in a streamlined workflow that can easily work in any print environment — including those that feature predominantly Canon or Océ presses, or those that run devices from other manufacturers.

“With Book Smart Suite, Canon Solutions America allows customers to connect the entire digital book manufacturing process from pre-press to print to finishing,” said Marco Boer, VP, IT Strategies, in a statement. “It offers a more efficient way to deploy and maintain end-to-end digital book manufacturing workflow than individual book manufacturers could develop on their own.”

It is also scalable. For example, a small printer focusing mostly on short-run jobs might start to see the demand for longer runs at faster speeds increase, and will need to adjust the production line accordingly to remain profitable. Alternatively, a large book manufacturer might find the demand for shorter, more versioned runs increasing, and Book Smart Suite can seamlessly shift to meet the challenge.

“For book manufacturers looking to grow and scale, as well as commercial printers who see the revenue opportunity in the book market, the Book Smart Suite is the total package,” said Francis McMahon, executive VP, Production Print Solutions, Canon Solutions America. “Canon Solutions America is pleased to offer not only a true end-to-end automated solution but also the most robust product portfolio on the market — and the only production inkjet sheetfed option for book printing.”

Whether a shop is a book manufacturer with an existing workflow already in place, or a shop looking to jump into book printing and capture some of this growing opportunity, Book Smart Suite is the ultimate solution. It is the culmination and maturation of Canon Solution America’s efforts to streamline the complicated book production process, regardless of print technology, run length or finishing options.





SMART CHANGE STARTS HERE

**“IT WAS A VERY  
DEFINITIVE DECISION  
THAT CANON WAS  
THE RIGHT GROUP  
TO WORK WITH,  
not just because of the equipment  
and what it can do, but really the  
people and the organization itself.”**

—Adam LeFebvre, President,  
Specialty Print Communications

**#INKJETMINDSET**



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# thINK FORWARD

Inkjet Networking and Knowledge

 **34** ¢ / 4.75 HOURS

Total cost to print this issue of the  
thINK newsletter: 34¢ per piece  
Press Time: 4 hours and 48 minutes  
Compare that to 42¢ per piece and 8 hours and  
20 minutes of press time on a 100 page per  
minute toner engine. **That's profitable print!**

## PRODUCTION NOTES

**PAPER:** Verso Blazer 80# Satin Cover

**PRESS:** VarioPrint i300

**FINISHED:** Tec Lighting UV Coater first for the soft touch effect (which  
saved money compared to using a soft touch laminate). Finished a  
second time on the Duplo Spot UV Coater for the raised gloss effect.

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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](http://thinkforum.com)

