

# thINK FORWARD

thinkforum.com | Volume 1 | Issue 3

Inkjet Networking and Knowledge

## thINK 2016 PREVIEW

It's almost time for the inkjet networking and knowledge event of the year. The conference provides breakout sessions, keynote addresses and the chance to network face-to-face.

## APPLICATION HIGHLIGHT

With an Océ VarioPrint i300 sheetfed inkjet press and an Océ ColorStream 3900 Z L Twin full-color, continuous-feed inkjet press, Impact Connects strives to impress its clients.

## ACCESS DIRECT SYSTEMS SPOTLIGHT

After installing four Océ ColorStream 3900 presses and an Océ VarioPrint i300 press, Access Direct Systems has significantly cut operating costs and increased efficiencies.

# INKJET INSPIRATION

Get Inspired: Be Sure to Attend thINK 2016,  
The Largest Inkjet User Conference in the Industry

thINK.



**PROFITABLE PRINT**

Learn the Inkjet Advantage  
See back for details



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CANON SEE IMPOSSIBLE



# BEYOND BREAKTHROUGHS EXPLORE LIMITLESS

The impact of production inkjet is undeniable — it's taking businesses to the next level, and giving printers a competitive edge. The Océ VarioPrint® i300 press is the first sheetfed inkjet press on the market, and it's shattering traditional barriers.

SEE WHAT THE FIRST USERS HAD TO SAY!

*"We ran for an entire month straight without opening any covers or seeing a single paper jam."*

— Martin Koebel, Production Manager, pii

See what else Progressive Impressions International (pii) revealed about their experience!

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thINK 2016 is just around the corner! The conference is Oct. 10-12<sup>th</sup> in Boca Raton, Fla., at the Boca Raton Resort & Club, a Waldorf Astoria Resort. The thINK board has been hard at work planning for more than 400 attendees.

Dave Johannes, thINK conference chair, shares three reasons you won't want to miss thINK 2016:

**Sessions for the whole team:** Educational opportunities for every member of the inkjet team – from the salesperson out selling it, to the production and technical staff who keep the presses running and the applications rolling. At thINK 2016 you'll find sessions that run the gamut from marketing your inkjet capabilities to technical sessions on color management and workflow, to sessions focused on maintenance and improving uptime.

**Networking at its best:** One of the biggest benefits to bringing all of our members and partners together is the opportunity to ask questions, get answers and find new ideas. To help with that, we'll have some fun networking opportunities throughout the three-day conference. And in the Partner Pavilion, you'll be able to talk to 25-30 partners to learn about solutions for finishing, software, paper and workflow tools.

**Why should you attend?** If you're interested in learning more about the advantages of digital inkjet printing, we're the event of choice. Canon Solutions America leads the production inkjet market and they're the ones driving new inkjet technology forward. We're a community of Canon users focused on education, networking and building a community. That makes thINK 2016 the best place to learn and meet new contacts.

We hope to see YOU at thINK 2016!

Mark DeBoer  
thINK President  
Darwill  
Director of Customer Experience

**Are you a registered member of thINK?**  
If you aren't already registered as a thINK member, register today to take advantage of all member benefits:  
[thINKForum.com](http://thINKForum.com)



## INKJET TRANSITIONS

*Access Direct Systems transitions to the Océ VarioPrint i300 press:*

### INSTALLED

December 2015

### PEAK IMPRESSIONS

No. of impressions per month: 2 million  
Each month the number has increased for Access Direct as it migrates small packages from the Océ ColorStream 3900 to the Océ VarioPrint i300.

### UPTIME ON THE VARIOPRINT i300

>95%

### TYPE OF WORK TRANSITIONED

Access Direct has transitioned mostly transactional work, but it is now moving more promotional work to the VarioPrint i300. However, 100% of cutsheet work has migrated to the VarioPrint i300.

### NEW APPLICATIONS

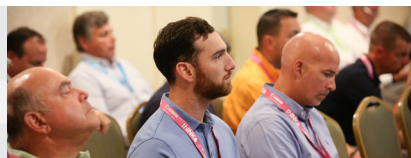
Access Direct is currently working with its R&D group to develop new options.

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Access Direct Systems wanted to phase out the inefficiency of preprinted offset shells. The installation of four Océ ColorStream 3900 inkjet printers and an Océ VarioPrint i300 helped make that goal a reality.

### < 6 / thINK 2016 CONFERENCE AGENDA

From an impressive keynote speaker, well-known for assisting companies in driving success, to more than 20 educational sessions and multiple networking opportunities – you won't want to miss thINK 2016!



## think 2016 PREVIEW



# CONNECT AT think

As pictured at last year's event, hearing first-hand experiences about inkjet adoption from successful users is key to the conference's value proposition.

**Think attending the think 2016 Conference** isn't worth the couple of days spent away from your print production facility? Think again.

With 25 breakout educational sessions; special keynote addresses; and the chance to network face-to-face with literally hundreds of fellow industry peers from across the country, solutions partners and subject matter experts, think 2016 represents a unique setting to discuss and learn industry best practices with

**"The think user community provides us with a voice to help direct the future of inkjet. As an early inkjet adopter, this is critical to us and, in fact, to all inkjet customers, as we shape together our future in inkjet"**

**Christine Soward, President and Owner, DMS ink**

constituents who represent the entire production inkjet value chain. think 2016 — the second annual think Conference — will be held from Oct. 10-12<sup>th</sup> at the luxurious, five-star Waldorf Astoria Boca Raton Resort & Club in Boca Raton, Fla.

The think board of directors — led by think VP and 2016 Conference Chair David Johannes, a 40-year catalog and direct mail industry veteran who currently

# think 2016!

**400+**  
attendees

**25**  
educational  
sessions

**30**  
partners

## NETWORKING OPPORTUNITIES



serves as senior VP of operations at IWCO Direct — has been working diligently to create educational programming tracks on relevant topics specifically geared for both experienced and novice users of Océ webfed and sheetfed production inkjet presses.

The session tracks, which will include five concurrent breakout sessions on Tuesday, Oct. 11<sup>th</sup>, have also been tailored to appeal to thINK 2016 attendees who possess different job responsibilities and interests — be it printing company CEOs, senior operational and key technical production staff members, or sales professionals.

“The most noticeable change for 2016 is the addition of advanced sessions,” explains Johannes, when comparing thINK 2016 to last year’s inaugural conference. “Many of us have been using inkjet for a while and are able to help clients take advantage of all of its capabilities. That’s why we’ve added sessions covering topics like enterprise color management and one-to-one communications. By the same token, those new to inkjet will also find sessions that will give them a running start, from basic inkjet concepts to how to sell it to marketers,” he adds. “We intend to give attendees useful information that they can take back to their organizations and start implementing immediately.”

Lou Hickey, VP of operations at Press Ganey, is a good example of a seasoned inkjet user who finds great value in attending the conference. “After 20 years in the business, I’m still learning new things. With the printing industry’s continued evolution, it is essential to success,” he says. “The thINK Conference enables me to immerse myself in an environment with peers, partners and industry experts to accelerate my learning — and my business. I wouldn’t miss it.”

### **Tour Provides an Added Experience**

Another highlight of this year’s event will be the opportunity to tour Canon Solutions America’s nearby Customer Experience Center.

In addition, participants will have the opportunity to network with the 30 workflow software, paper and postpress solutions partners in the Partner Pavilion and throughout the conference. Platinum sponsors for thINK 2016 include Appvion, Arcis Digital Security, Domtar, International Paper, Midland Paper, Prinova and Tecna.

One thing is certain, though. Both the breakout and general sessions will feature industry subject matter experts and, most importantly, successful inkjet printing service providers who will describe real-life experiences surrounding their inkjet printing adoptions. Last year alone, print professionals representing 16 companies shared personal wisdom and advice on applications to start with, as well as inkjet’s impact on their respective business models, departmental functions, workforce requirements and customer expectations. Best practices focused on scheduling jobs, managing workflows, estimating job costs, operator training and paper selection.

thINK is an independent user community that comprises Canon Solutions America Production Print Solutions customers, solution partners and printing industry experts. The value of a thINK membership encompasses far more than the opportunity to attend a user conference once-a-year; membership enables year-round access to a wide range of production inkjet-related tools and educational resources, including white papers, industry guides, presentations, and resource materials, as well as the latest news and trends.

**“After 20 years in the business, I’m still learning new things. With the printing industry’s continued evolution, it is essential to success. The thINK Conference enables me to immerse myself in an environment with peers, partners and industry experts to accelerate my learning — and my business. I wouldn’t miss it.”**

**Lou Hickey, VP of Operations, Press Ganey**

Led by some of the most successful inkjet service providers in the country, thINK also provides a forum for members to network, gain knowledge, discuss common challenges, share best practices, and provide valuable feedback to Canon Solutions America to help guide direction for new product development and future R&D efforts.

Christine Soward, president and owner of DMS ink, finds great value in her company’s membership. “The thINK user community provides us with a voice to help direct the future of inkjet,” she says. “As an early inkjet adopter, this is critical to us and, in fact, to all inkjet customers, as we shape together our future in inkjet.”

For membership information, including how to register to attend thINK 2016, visit [thinkforum.com](http://thinkforum.com)

**“With the confluence of new technologies and the ever-apparent shift to inkjet, we have dedicated ourselves to finding the best way for our customers to accelerate the offset-to-digital print migration with products that will set the bar for the inkjet movement. However, none of that is possible without feedback from our valued customers, which allows us to modify the technology to best fit their business goals and prepare them for expansive growth.”**



**Francis A. McMahon**  
thINK Board Member  
Senior VP, Marketing  
Production Print Solutions  
Canon Solutions America

# CONFERENCE AGENDA

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Yet Registered  
for thINK 2016?  
Register Today:  
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thinkforum.com](http://thinkconference.thinkforum.com)

## KEYNOTE SPEAKERS

**Opening Keynote:** David Humphreys will share findings from the 2016 PRIMIR study release, “The Future of Print in the U.S. — Landscape, Implications and Opportunities,” produced by The Economist Intelligence Unit. The report sheds light on what lies ahead and new opportunities for progressive print industry pioneers and first-movers.



### DAVID HUMPHREYS

David Humphreys directs a team of business development executives and analysts for the world’s leading provider of intelligence on international markets – The Economist Intelligence Unit (EIU), which authored the highly acclaimed NPES “World Wide Market for Print” study.

Humphreys is at the forefront of building the EIU’s capabilities in the area of global talent and strategic resource leadership. Before joining the EIU, Humphreys led strategic initiatives for multinationals in industries such as communications and IT, healthcare, chemicals, energy, automotive and electronics. He’s served as a senior advisor aiding governments to improve operations and a think tank supporting senior economists.

Humphreys has an MBA from Georgetown University and a BA in Economics from Ohio Wesleyan University.



**General Session Keynote Speaker:** We are thrilled to have Greg McKeown as our keynote. His *New York Times* and *Wall Street Journal* bestseller, “Essentialism: The Disciplined Pursuit of Less” challenges the core assumptions about achievement to get to the essence of what really drives success.



### GREG McKEOWN

Greg McKeown is the author of the bestselling book, “Essentialism: The Disciplined Pursuit of Less” and the CEO of THIS Inc, a company whose mission is to assist people and companies to spend 80% of their time on the vital few rather than the trivial many. His clients include Airbnb, Apple, Google, Facebook and Pixar.

His writing has appeared or been covered by *Entrepreneur*, *Fast Company*, *Fortune*, *HuffPost*, *Politico*, and *Inc. Magazine*. He is among the most popular bloggers for the *Harvard Business Review* and LinkedIn’s Influencers group. McKeown has been interviewed on numerous television and radio shows, including NPR’s “All Things Considered” and NBC’s “Press: Here.”

Originally from London, McKeown now lives in Silicon Valley, Calif., with his wife and their four children. He graduated with an MBA from Stanford University.

## MONDAY, Oct. 10

9:00 a.m.-1:00 p.m.  
Attendee Arrivals

9:00 a.m.-4:00 p.m.  
Exhibits Set-Up

2:00-5:00 p.m.  
Registration

### 5:00-7:00 p.m. Opening Keynote:

David Humphreys, Director of Custom Research for the Americas for the Economist Intelligence Unit, which authored the PRIMIR “The Future of Print in the U.S.” Study

7:00-10:00 p.m.  
Dinner and Reception



## TUESDAY, Oct. 11

7:30-8:50 a.m.  
Breakfast

BUSINESS	MARKETING & SELLING	COLOR	DATA & WORKFLOW	TECHNICAL
9:00-9:50 a.m. Should You Stay Or Should You Go? Insource, Outsource or Adjusted Resources	9:00-9:50 a.m. Fish With The Right Bait: Targeting the Right Markets for Growth With Inkjet	9:00-9:50 a.m. The Color of Money: Color Management Across Multiple Technologies (Advanced)	9:00-9:50 a.m. Workflow that Works: Advanced Tools of the Trade	9:00-9:50 a.m. Inkjet Paper 101: The Right Paper for the Right Job
10:00-10:50 a.m. Sell It Like A Boss: Cost Justification and TCO for a Digital Press	10:00-10:50 a.m. Make It Rain: Get the Inkjet Edge – How to Sell Inkjet	10:00-10:50 a.m. Inkjet Color Basics: Color Management 101	10:00-10:50 a.m. PRISMA for Dummies: Introduction and the Ins and Outs of PRISMA	10:00-10:50 a.m. Ask the Experts: ColorStream Maintenance
11:00-11:50 a.m. Commercial Inkjet Applications and Trends: Customer Panel	11:00-11:50 a.m. Multi-Channel Marketing and the New Role of Print	11:00-11:50 a.m. Designing for Inkjet	11:00-11:50 a.m. Inkjet Workflow: Optimizing Workflow for Inkjet	11:00-11:50 a.m. Inkjet for Geeks: Everything You Want to Know About Inkjet Technology

12:00-1:30 p.m.  
Lunch

1:30-2:20 p.m. Profitable Print: The Role of Inkjet in Profitable Print	1:30-2:20 p.m. Data Driven Marketing: The Basics of Using Data – Get Started!	1:30-2:20 p.m. The Color of Money: Color Management Across Multiple Technologies (Advanced)	1:30-2:20 p.m. I Like Big Data and I Can Not Lie: Advanced Dynamic Content Management	1:30-2:20 p.m. Taking Ominous Out of Omni-Channel: Increase Revenue and Customer Loyalty
2:30-3:20 p.m. Make It Rain: How to Sell Inkjet	2:30-3:20 p.m. You Don't Know Jack: Print Buyer Psychology – Inside the Mind of a Print Buyer	2:30-3:20 p.m. Inkjet Color Basics: Color Management 101	2:30-3:20 p.m. The Perfect Finish: Planning a Strong Finish (Intermediate)	2:30-3:20 p.m. Inkjet Paper 101: The Right Paper for the Right Job

3:30-5:00 p.m.  
General Session – Keynote

Greg McKeown, CEO of THIS Inc  
Author of *New York Times* and *Wall Street Journal* bestseller,  
"Essentialism: The Disciplined Pursuit of Less"

5:00-7:00 p.m.  
Reception

7:30-10:30 p.m.  
Closing Event at Beach Club

## WEDNESDAY, Oct. 12

7:30-8:50 a.m.  
Breakfast

9:00-9:45 a.m.  
Jonathan Margulies  
(Winterberry Group)

9:45-10:15 a.m.  
Customer Panel

10:15-10:30 a.m.  
thiNK 2017 Announcements

10:30 a.m.  
Departure for Customer Experience Center

12:00-7:00 p.m.  
Lunch  
Customer Experience Center  
Departures

# FAST-TRACK INKJET ADOPTION

The addition of Océ ColorStream 3900 continuous-feed inkjet presses enabled Access Direct Systems to eliminate costly preprinted offset shells.

**One of the greatest selling points that Access Direct Systems** of Farmingdale, N.Y., has to offer is its acute sense of — and proficiency in handling — data, as well as the potential value it offers direct mail clients. That is not very surprising to hear, as the 550-employee firm produces more than one billion direct marketing and transactional mail pieces per year from three production facilities on Long Island.

The company supplies a full range of print and mail capabilities, from highly personalized digital printing and packaging segmentation, to data receipt and conversion, list hygiene, document creation/archiving, inserting and commingling. Access Direct Systems caters to markets including financial and banking companies, insurance firms, publishers, ad agencies, retailers and Fortune 1000 businesses.

An immutable fact drives the mail industry — response rates can easily be triggered via the acute use of data, not to mention personalization and color. When combined, they become the perfect storm. And there's a storm that's been brewing at Access Direct Systems that began in late 2013, one that washed away a once-mighty fleet of 20 toner-based digital printing devices.

**“Our move into cutsheet inkjet went a lot smoother and faster than we ever thought possible.”**

The company embarked on a five-year rebuild plan for its pressroom, intrigued by the prospect of high-speed production inkjet capabilities that could handle high-volume runs, deliver on quality, provide the color consistency customers sought and do so in a most economic fashion. It wouldn't be long before the rebuild timeframe became more compressed, as in two years.

Within that span, Access Direct Systems installed a quartet of Océ ColorStream 3900 continuous-feed inkjet printers from Canon Solutions America, then complemented the overhaul with an



Océ VarioPrint i300 sheetfed inkjet press. The ColorStream 3900s provided huge strides in color and paper management, while enabling the printer to phase out the costly and space-hogging custom of using preprinted offset shells.

“Our move into cutsheet inkjet went a lot smoother and faster than we ever thought possible,” observes John DiNozzi Jr., executive VP of Access Direct Systems. “Even though we were taking a jump into a new piece of equipment that didn’t have much of a history, we felt comfortable making the move. Once the VarioPrint i300 was operational, we moved all of our cutsheet volume onto it in a week. The transition was easy and the uptime on the VarioPrint i300 is incredible. I can’t say enough about it ... the press never stops.”

Before installing the VarioPrint i300, Access Direct Systems experienced a challenge in the quality differential between its ColorStream 3900s and the cutsheet toner work on crossover jobs. The inability to match the runs satisfactorily prompted the printer to just run those jobs on the continuous inkjet devices. When the VarioPrint i300 became available, Access Direct Systems executives didn’t need to have their arms twisted to make the move.

According to Lori Messina, executive VP, “It gives us the flexibility to run our business based on volume. Now, anything under 100,000 goes on the VarioPrint i300 and anything over that gets continuous. It also gives us flexibility when we need to do reprints. And if there’s any degree of spoilage during a production run for those customers who mandate 100% mail volume, we can just print [the lost sheets] on the VarioPrint i300 rather than setting up a ColorStream 3900.”

Messina is piqued by the advantages such as the new Océ ColorGrip and the increased number of qualified substrates. Having the option of digital variable printing in an inkjet environment for self-mailers and postcards is a particular bonus.

Access Direct Systems has its fleet of ColorStream 3900s set up in an “H” configuration, providing the flexibility to operate as four duplex systems or eight simplex systems. The additions also prompted the company to bolster its finishing capabilities, including a high-speed Hunkeler/Standard Horizon line. On the front end, Access Direct Systems procured Videk camera systems.

In adding more accumulating and inserting equipment, Access Direct Systems was able to expand its express product — the low-volume, quick-turnaround transactional jobs. With the VarioPrint i300 and the accumulating gear, Messina envisions the company getting into small booklet mailings in the not-too-distant future.

Having the choice of production inkjet options from a volume standpoint has made life easier for Access Direct Systems. One of the firm’s publishing clients had previously been running its publication on

the ColorStream 3900. It was originally a weekly mailing at upwards of 200,000 pieces, but volumes were being reduced. Instead of bulk mailings, it was being sent out in waves of 50,000 to 75,000 copies.

“[The client] was struggling with how they were getting the data to us,” DiNozzi remarks. “They wanted to mail multiple times throughout that week, and that was going to become a challenge for us from a production standpoint. But we were able to simply and seamlessly move their work onto the VarioPrint i300 and still maintain their mail base, without going through a difficult transition process for color matching and things of that nature.”

In turn, the move freed up capacity time on the ColorStream 3900, time better spent on longer runs. The color matching and auditing processes became seamless.

As the printer continues to flourish, it will look to keep pushing the envelope from a color standpoint. “A majority of our core business is preprinted shells with black ink,” DiNozzi states. “We’re pushing customers into full-color where it makes the most sense. In order to do that, we need to encourage them to take advantage of the data that they may not be using.”

“The big thing for us is getting them to utilize their data to increase their response rates. We’re also looking to educate our customers on how to use inkjet to create more insert mailings instead of inserts. Right now, a lot of customers are preprinting different components and putting them into the envelopes. But we now have the ability to take a form that we’re printing — because it’s done digitally and in color — and change the size of that piece to any size the customer wants. We’re trying to add more components onto the mail piece rather than them being preprinted someplace else.”



John DiNozzi Jr.  
Executive VP

## AT A GLANCE ACCESS DIRECT

Farmingdale, N.Y.

**Markets Served:** Publishing, financial/banking, insurance, retail, advertising and the Fortune 1000

**Capabilities:** Package segmentation, data receipt and conversion, postal presorting, list hygiene, document creation and archiving, and in-line and off-line affixing

**Ancillary Services:** Inserting, commingling and co-palletization

# ONE MAN'S TRASH IS ANOTHER MAN'S CONTRACT

Whoever said that the world of statement printing is drab and unimaginative needs to get clued into a fact that many printers have come to appreciate: a splash of color on a variable data printing job can do wonders for response rates.

Buoyed by the installation of an Océ VarioPrint i300 sheetfed inkjet press and an Océ ColorStream 3900 Z L Twin full-color, continuous-feed inkjet press, Impact Connects of Minneapolis has its long and short digital press runs covered.

Impact was primarily a marketing/mailer with pick-and-pack capabilities that also churned out transactional documents, and printing was done on toner-based digital printers. That all changed with its recent production inkjet press installations and now it is time to start chumming the waters for new applications and clients.

CEO Tim Johnson believes he has several hot leads. Some are garbage. Quite literally.

A potential waste management customer has been looking to bolster the marketing side of its business, and one route to doing this would be to add color to its printed statements and include promotions with the statement mailings. Impact is still immersed in a long sell cycle in an attempt to woo the

prospect, but Johnson is confident that Impact's inkjet capabilities will ultimately win the contract.

"The waste management company takes pride in its employees and wanted to put drivers' pictures on the statements. You simply can't do that without the inkjet technology," Johnson observes. "Their marketing people get that and it's one reason why we're going to secure this business. It's the ability to add color, and take something that is really just a cost of doing business and turn it into a promotional tool."

Impact COO Pete Studer sees similar opportunities existing with government and utilities clientele. For example, the inkjet presses can produce variable color bar charts that allow end users to compare usage levels with their neighbors.

"The print quality level needs to be the same as what's expected in the direct mail space," he says. "We can now do that kind of thing with variable color, where every statement comes out with different pie charts or bar graphs. This is disruptive technology, and you cannot do these types of embellishments for anywhere near a reasonable price without inkjet."

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# PAPER MILLS RESPOND TO NEW MARKET DEMANDS



John Crumbaugh  
Media Marketing Manager  
Canon Solutions America

**Sheetfed inkjet** has firmly arrived with the Océ VarioPrint i300 and, as with all new printing presses, there is a need for papers that can take advantage of that technology. The paper mills in North America have fully embraced the concept of sheetfed inkjet printing, and are developing and testing products in this space. Papers are being brought to market in various ways depending on the mill's capabilities and product mix.

Appvion, a relative newcomer into the inkjet market, has come on strong by developing inkjet treated and coated papers from the ground up specifically for the VarioPrint i300. These papers are designed as sheeted products and tailored to the inkjet process. This is possible due to the capabilities at the Appvion mill.

Domtar/Enterprise Group, one of the mills that first

introduced inkjet papers to the market, has an extensive offering of sheets that have been designed for multipurpose use, including inkjet, and these papers also work well in the VarioPrint i300. This existing product lineup, coupled with new products such as LynxJet, designed specifically for the commercial printing segment, creates many choices for sheets.

**Paper mills in North America have fully embraced the concept of sheetfed inkjet printing, and are developing and testing products in this space.**

Mills such as International Paper and Glatfelter have also successfully offered their well-developed inkjet web product lines in sheeted sizes that work well in the VarioPrint i300. The industry-leading efforts from these and other mills have ensured that a wide range of paper types is available for the VarioPrint i300 and sheetfed inkjet in general.

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# thINK FORWARD

inkjet networking and knowledge

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Total cost to print this issue of the thINK newsletter: 51¢  
Press Time: 3 hours  
Compare that to ~90¢ per piece and ~10 hours of press time  
on a competitive toner device, based on a quantity of 4,500.  
**That's profitable print!**

## PRODUCTION NOTES

Press: Océ VarioPrint i300  
Paper: Appvion 7 pt. Triumph Coated Ultra Brite-Matte

thINK is an independent community of Canon Solutions America  
Production Print customers, solution partners, and print industry experts.  
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.

