

think FORWARD

thinkforum.com | Volume 1 | Issue 4

Inkjet Networking and Knowledge

think 2016 RECAP

If you weren't able to attend think 2016, don't worry. Inside is an exclusive look at The Largest Inkjet User Conference in the Printing Industry, including complete coverage and key takeaways.

APPLICATION HIGHLIGHT

Looking for a cool inkjet application to suggest to your clients? Consider printed onserts as a great marketing tool that can be tipped onto the covers of publications, books and even catalogs.

IMPACT SPOTLIGHT

After adding an Océ VarioPrint i300 inkjet press, an Océ ColorStream 3900 and Océ PRISMAproduction software, Impact increased efficiency and lowered costs.

INKJET OPPORTUNITY

Check Out Our think 2016 Conference Recap,
Including Interviews With Presenters and Attendees

think.



PROFITABLE PRINT

Get the Inkjet Advantage
See back for details

WOW! What a great conference! More than 400 attended thINK 2016, making it the largest inkjet user group event in the world!

Attendees enjoyed powerful keynote speakers. David Humphreys shared findings from the study, "The Future of Print," Scott Burrows shared his insights on turning setbacks into powerful comebacks, Jonathan Margulies discussed the future of direct mail, and local Boca Raton resident and tennis legend Chris Evert joined us as well!

The keynote information — coupled with more than 30 intermediate and advanced educational sessions — helped ensure that attendees left with best practice techniques they can apply immediately.

Canon Solutions America opened its doors for hundreds of attendees interested in touring the Customer Experience Center and seeing press demos. In addition, more than 30 partners joined us to add value to our conversations by providing information on solutions for finishing, software, paper and workflow tools.

One of the biggest benefits of bringing inkjet customers, partners and industry experts together is the opportunity to network — to create new relationships and share best practices and ideas. To help with that we all enjoyed fun networking opportunities during our three-day conference.

The thINK Conference is a great way to jumpstart your success with high-speed production inkjet printing, but thINK membership doesn't stop with the conference. I encourage you to stay plugged in and take an active role in creating a dynamic, collaborative inkjet community.

Visit thinkforum.com and register to be a thINK member. Once you register you will be able to access a wide variety of tools and resources, including all of the thINK 2016 Conference materials. Also be sure to follow thINK on Twitter, LinkedIn and Facebook!



Mark DeBoer
thINK President
Darwill
Director of Customer Experience

INKJET TRANSITIONS

*Impact transitions to the
Océ VarioPrint i300:*

INSTALLED
December 2015

PEAK IMPRESSIONS

No. of impressions as of 9/13/16: 5 million
Peak month of impressions: June 2016 | 1 million
Work transitioned: 60%

UPTIME ON THE VARIOPRINT i300
90%

TYPE OF WORK TRANSITIONED

Impact has transitioned transactional short-run shells and black overprint to its Océ VarioPrint i300, increasing efficiency and streamlining the workflow.

NEW APPLICATIONS

With the addition of the Océ VarioPrint i300, Impact is working toward eliminating its preprinted shell business. As the preprinted shell supply runs out for large volumes, the jobs are being converted to inkjet.

WHAT'S INSIDE

3 / THE BIG PICTURE

7 / APPLICATION HIGHLIGHT

10 / MEDIA MATTERS

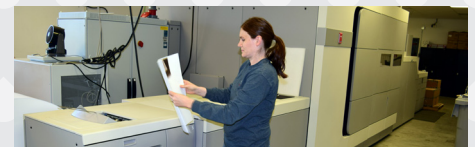


8 / IMPACT SPOTLIGHT >

To enter the world of full-color production inkjet printing, Impact installed an Océ VarioPrint i300, an Océ ColorStream 3900 and Océ PRISMAproduction workflow software to ensure a seamless transition.

< 4 / AN INSIDE LOOK AT THINK 2016

Review thINK 2016 key highlights in this feature article. Be sure to register to become a thINK member to access thINK 2016 conference materials. Register at thinkforum.com



OPPORTUNITY TO GO DIRECT

On Oct. 12th, thINK 2016 Conference attendees settled in to listen to a presentation given by Winterberry Group's Managing Director Jonathan Margulies. He came to thINK 2016 to relay a story that we have been hearing more often lately: personalized direct mail is growing and there is an opportunity for printers and marketers alike to integrate it into an omni-channel marketing plan, one that can marry production inkjet printing and big data in a cohesive way.

In his presentation, titled "Lessons Learned: What a Decade of Disruption Tells Us About Direct Mail's Future," Margulies explored the steady increase of direct mail spending and annual growth, specifically the 1.1% CAGR that was recorded from 2009-2015, according to a Winterberry Group analysis. And although Margulies pointed out that direct mail piece volumes have decreased — volume CAGR was -1.1% between 2009-2015, according to the same analysis — the fact that direct mail spending and growth are on the rise likely indicates that spending per piece has increased. This could be attributed to the increase in data-driven, more targeted and personalized direct mail campaigns, which boost the value-add to each printed piece.

Margulies also pointed out that the direct mail market has grown in "lockstep with the economy" since 2013 and that while "digital migration" remains top of mind as a threat, there has been no proven substitute for direct marketing.

In fact, when U.S. marketers were asked which media channels are "best suited to drive value in concert with the deployment of other media channels," direct mail ranked fourth (40%) behind only email, owned web content — such as websites and social media — and search, according to Winterberry Group's "From Theory to Practice: Bringing Omni-Channel to Life" report that was published in 2016. This means that direct mail is valued above print and broadcast advertising, event marketing, traditional and digital signage, and more, revealing its perceived value in the marketing space.

Across various marketing goals, omni-channel efforts also seemed to impress upon U.S. marketers a feeling of great value, according to IAB/Winterberry Group. With direct mail being one of the aforementioned top media channels that is perceived as driving the most value, it stands to reason that direct mail may be one of the great opportunities for direct mail professionals to pursue.

The report revealed that U.S. marketers overwhelmingly believe that direct mail is well-suited for the "acquisition of specific, uniquely qualified customers." The same group also believes that "acquisition of 'in-market' customers" and "win-back of previous/lapsed customers" suggests that "targeted acquisition" is unquestionably direct mail's true sweet spot.

Another interesting observation that Margulies pointed out in his presentation is that in today's world of data-driven marketing, direct mail poses a unique opportunity for growth. Personalized direct mail that specifically targets recipients based on specific data points will increase response rates and, ultimately, provide marketers with a better ROI in comparison to other channels.



The Winterberry Group's Jonathan Margulies talked about personalized direct mail opportunities with big data, analytics and inkjet printing.

So, what does this mean for print and marketing services providers? Marketers' desire for data-driven, omni-channel campaigns marry very well with the cost-effective personalization capabilities enabled by production inkjet presses. Margulies pointed out that with the economy expected to grow annually at approximately 2.5%, marketing budgets will continue to rise. However, it's not enough just to invest in direct mail, both printers and marketers will need to remain innovative and analytical to be successful.

Unlike other forms of omni-channel marketing, direct mail lands directly in the hands of the intended recipient; it's tangible; and, if done well, can be highly effective. The capabilities of high-speed production inkjet presses make it an agreeable fit for the intricacies of data-driven direct mail, making it a compatible match for the growing industry.

think 2016 SETS THE BAR HIGH

Conference attendees listened attentively as tennis legend Chris Evert was interviewed by SG360's Bob Radzis, a think board member.

The threat of Hurricane Matthew didn't dampen the spirits of attendees at the second annual think user group conference. The event, which attracted more than 400 Canon Solutions America production inkjet printing professionals, solution partners, analysts and trade press, was held Oct. 10-12th in Boca Raton, Fla., at the Boca Raton Resort & Club, a Waldorf Astoria Resort.

"There was a great deal of uncertainty with Hurricane Matthew, but we really had little falloff due to that risk. People were excited to be there to both learn from each other but also to contribute. The mood was very upbeat and energetic," said Victor Bohnert, executive director of think.

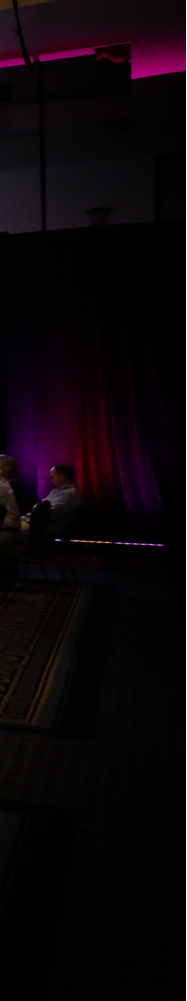
"I feel the biggest takeaway from the think 2016 Conference was continued recognition that the print community is made up of members who are in different stages in the evolution of inkjet."

Dave Johannes, Senior VP, Operations IWCO and think Board VP & Conference Chair

Word on the Street

Throughout the three-day event, a prevailing sense of community, interaction and education was ever-present as both new and existing think members united to share their production inkjet experiences, learn from experts and hear from some of the most successful inkjet service providers in the industry.

"I feel the biggest takeaway from the think 2016 Conference was continued recognition that the print community is made up of members who are in different stages in the evolution of inkjet," said IWCO Direct's Dave Johannes, think board VP who also served as think 2016 conference chair. "As a result of this realization,



we were able to provide great content for beginners, as well as great content for those who were there a second time. As the conference continues to grow, our new structure based around tracks for specific areas of interest will keep us both fresh and relevant.”

Coloring Inspiration

Bohnert spoke about disruption in the welcome session on the opening afternoon. While many think disruption refers to the technology, disruption is more behavioral. “Inkjet is disrupting the print industry — allowing customers to do more with inkjet technology,” said Bohnert. “The disruptions come because they are required to rethink their sales models, pricing strategies, workflows, supply chain ... the list goes on. The ones that stay ahead of this trend will be the ones that see the greatest benefits.”

“Being a part of a community like thINK allows attendees the chance to network with partners who can help them along on their journey but, even deeper than that, the chance to network with those who have gone before you and those who you can help,” added Darwill’s Mark DeBoer, thINK president. “The thought of creating a united front to help push the industry and learn from each other will help continue delivering the value and relevance of what print can do for our customers.”

Everyone at thINK is a part of the printing industry in some way or another and they are all working toward a common goal: to learn from each other and stay on the leading edge of technology and innovation, pushing the industry towards growth.

“Conferences like thINK build a sense of community and sharing that is really powerful. It brings together companies that might be considered competitors, and fosters an environment where those firms become each other’s advisors and advocates,” commented Francis A. McMahon, senior VP, Canon Solutions America; VP, Business Imaging Solutions Group.

Take the Tour

As part of the conference agenda, attendees also had the opportunity to tour the Canon Solutions America Customer Experience Center (CEC), which was only a short shuttle drive away from the resort. The CEC was the place to see all of the latest Océ inkjet technologies.

Attendees had the opportunity to get an in-depth look

at game-changing innovations, including the sheetfed Océ VarioPrint i300 and new Océ ColorStream 3900Z, as well as the latest PRISMA technologies, Océ Arizona flatbed printer and the Canon imagePRESS series. These demonstrations helped set the stage for the three days of education attendees received from fellow thINK production inkjet user members, industry pundits and Canon Solutions America executives.

Learning Inkjet

This year’s conference also set a new bar with its content — 30 breakout sessions featured 60 conference attendees who also participated as speakers and presenters. This emphasis on inkjet user panel discussions and presentations portrayed real-world success stories and best practices— as well as tips on what to avoid as part of an inkjet adoption. For users, it helped them get the most from their Canon Solutions America deployments.

“The knowledge gained from the industry experts at Canon Solutions America is phenomenal; however, the knowledge gained from your peers who use these presses on a daily basis is priceless,” said Johannes.

Canon Solutions America and its solution partners attending the conference were also able to hear firsthand the business and technical challenges facing printers today. “At the conference, people came together and shared things they may not have normally shared — information about their businesses, their pain points, their strengths and their advice. We saw more of an openness to sharing this year, which we think is advantageous for everyone,” pointed out McMahon.

“Simply put, this direct, unfettered engagement gives everyone a competitive advantage,” added Bohnert.



(Top, from left) Mark DeBoer, thINK president, and Dave Johannes, thINK board VP and conference chair, welcomed attendees to thINK 2016. (Bottom) Partners, board members and attendees gathered together for a picture to salute the thINK 2016 Conference.



thINK 2016 WRAP-UP

The 60 engaging speakers shared their inkjet stories over the course of the three days on topics that included:

- Profitable Print – The Role of Inkjet in Profitable Print
- Beyond Print – Capture More Marketing with Inkjet
- Inkjet Color Basics – Color Management 101
- A Map to Inkjet – Optimizing Your Workflow for Smooth Sailing
- Get the Inkjet Edge – Transitioning Your Business with Inkjet
- Inkjet Paper 101 – The Right Paper for the Right Job

Greetings from thINK

Nine new platinum partners joined the conference for 2016, which brought the total number of partners to 34. This resulted in an even larger Partner Pavilion this year, giving attendees the opportunity to learn and explore all of the finishing systems, paper and software tools specifically designed for production inkjet printing.

New for thINK 2016 was a special interactive, augmented reality (AR) program produced by Trekk. Each partner in the Partner Pavilion had a specially-designed postcard, which worked with a thINK AR app. Attendees who collected these postcards used the app to experience AR firsthand — and even became an instant winner. By collecting and watching all of the AR experiences, attendees were entered into a grand prize drawing, the winners of which were announced on the final day of the conference.

“There was a real sense of excitement from all of the members and partners at the thINK conference and all the free-flowing conversations between everyone truly helping one another learn more about inkjet technology,” said Thomas Printworks’ Larry Vaughn, a thINK board member.

Battle of the Keynotes

Four keynote speakers made it hard to pick a favorite. Keynote sessions included tennis great Chris Evert,



Scott Burrows, inspirational speaker and keynote presenter at thINK 2016, stunned the audience with a powerful story of his paralysis and his subsequent journey to be able to walk again.



Engaged attendees took part in one of the many breakout sessions that were held at thINK 2016.

inspirational speaker Scott Burrows, the Winterberry Group’s Jonathan Margulies and David Humphreys of *The Economist*.

Perhaps best illustrating the sense of inspiration cultivated by the event’s unique sense of unity and cohesion was a keynote speech delivered by Scott Burrows, an internationally recognized motivational speaker and bestselling author. During the height of Burrows’ collegiate career, his life changed dramatically and abruptly after surviving a horrific car crash. From the accident, Burrows suffered a serious spinal cord injury that left him paralyzed from the chest down and he was subsequently diagnosed a quadriplegic. Sharing his insights on turning setbacks into powerful comebacks, Burrows embodied the spirit of thINK with a stunning, moving and truly triumphant keynote that detailed his successful journey to one day walk again and overcome the toughest of obstacles.

A day later, guests were treated to a keynote from tennis legend Chris Evert that culminated the rousing event and served as a reminder to the spirit of community and achievement that defined thINK 2016.

Canon Solutions America production print customers can visit thINKForum.com to become members of the thINK community and access thINK 2016 conference materials and other great resources!

“The biggest takeaway from the thINK 2016 conference is the enthusiasm of our industry peers and the power that we have as a collective unit. One thing I learned from my parents was the importance of being selfless and sharing your passion and enthusiasm with others. Through thINK, I’ve learned that if you bring the right people together, and those people are selfless and believe in something that is much bigger than themselves, then those people can accomplish something powerful.”



Francis A. McMahon
thINK Board Member
Senior VP, PPS, Canon Solutions America
VP, Business Imaging Solutions Group, Canon U.S.A.

ONSETS PRESENT UNTAPPED POTENTIAL FOR INKJET PROCESS

Looking for a clever promotional mechanism to suggest to clients or their ad agencies? The use of full-color printed onsets — like the one on the cover of this publication — can be just the right vehicle to make messages stand out — and they fit perfectly in the application wheelhouse of continuous-feed and sheetfed production inkjet presses.

Examples might include onset advertisements that are tipped onto the covers of publications, or onto educational manuals and workbooks to promote an accompanying online component, as well as onsets applied to catalogs and books, to name just a few.

Building on the low-cost-per-page efficiencies that production inkjet provides, inkjet-printed onsets can also take advantage of a customer's big data by making them personalized and versioned based on geography, past buying habits and other selected criteria.

Canon Solutions America, for example, has been running onset advertisements tipped onto the covers of *Printing Impressions* and its sister publication, *In-plant Graphics*, since January 2015. According to Nicole Schappert Tully, who serves in a marketing communications role for Production Print Solutions, the onset campaign has proven to be a great mechanism from an awareness standpoint and especially as a

way to actually showcase the inkjet printing capabilities of Canon Océ sheet-fed and continuous-feed presses on various paper stocks.

And, by always placing a call to action on the backside of each onset — such as listing the url for a video or a

white paper — she reports that the advertisements generate higher response rates and an uptick in online traffic among magazine subscribers.

Nearly 30,000 onsets, appearing on the September issues, were printed by Bloomington, Ill.-based Progressive Impressions International (pii) on Mitsubishi 9-pt./249 gsm and SwordJet 4.3 Gloss Cover paper using its Océ VarioPrint i300 sheet-fed inkjet press, which was upgraded with ColorGrip technology in August. According to Dana Reischauer, VP of operations, ColorGrip enables pii to run more stocks that are dull or gloss, as well as to enhance the color reproduction on lower-quality papers.



thINK.

BE PART OF THE COMMUNITY

Register for membership now to join the pioneers of inkjet and gain access to all of the inkjet opportunities and resources thINK has to offer.

THE BENEFITS OF MEMBERSHIP

thINK RESOURCES: Visit thinkforum.com to access a wide range of tools and resources – including industry guides, white papers, webinars, thINK 2016 Conference presentations, valuable resource materials – and more!

thINK COMMUNITY: Gain a competitive advantage as you network and learn from some of the most successful inkjet service providers in the country.

thINK CONNECTION: Monthly communications keep you up-to-date on what's happening in production inkjet and the changing digital print landscape.

Join Now at thinkforum.com

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.

THE INKJET PRINTING JOURNEY

Installing an Océ ColorStream 3900 Z L Twin full-color, continuous-feed inkjet press helped transform the way Impact does business.

When it came time to make a decision on the digital printing path it needed to take — toner or inkjet — the executives at direct mail and transactional specialist Impact of Minneapolis followed a simple business axiom: If you don't take care of your customers, someone else will.

The Twin Cities stalwart had been experiencing growing pains for the past 10 years, acquiring five competitors within that time frame. It carved out a niche as a marketing/mailing provider with pick-and-pack capabilities and transactional documents for a rich cast of verticals, including franchises, nonprofits and financial services. During its 33-year history, Impact developed a well diversified set of service offerings; however offset lithography was not among them.

The acquisitions brought in a wide assortment of gear to the 190-employee operation, which has a sister facility in nearby Winsted. Impact mostly relied on “green button” cutsheet toner boxes

“We felt that the quality that we saw on Canon Solutions America’s platform was going to be able to serve direct mail as well as transactional mail.”

(Konica Minolta Bizhubs, Xerox DocuPrints and Digimasters), along with a host of continuous-feed solutions including IBM 4000s and 4100s.

“We really weren’t a printer going into this,” admits Pete Studer, COO at Impact.

The “this” Studer speaks of was a major transformation in the way that Impact does business, a transformation that came in the form of two press acquisitions: an Océ VarioPrint i300 sheet-fed inkjet press and an Océ ColorStream 3900 Z L Twin full-color, continuous-feed inkjet press. Helping to tie the workflows together is the Océ PRISMAproduction workflow and output management software.

If Impact didn’t consider itself a printer before, that distinction has gone by the wayside. CEO Tim Johnson notes that the company had been monitoring the world of production inkjet closely for

the past five to six years. Roughly 18 months ago, the firm decided it would “take the plunge” and make an investment in the technology. Frankly, while the final decision was easy, it was also necessary.

“The technology was moving fast enough and getting to the point where we could shift quite a few of our existing clients over to inkjet,” Johnson reveals. “We wanted to be the first ones to bring this technology to our customers.”

After auditioning all of the major competitive offerings in the inkjet space, the executive team at Impact had a bit of a conundrum. Did it make sense for the company to go with a cutsheet device or a continuous-feed press? After all, its direct marketing mail tended to consist of longer runs, while the transactional statement jobs were short-run.

“We felt that the quality that we saw on Canon Solutions America’s platform was going to be able to serve direct mail as well as transactional mail,” Johnson relates. “The fact that Canon Solutions America offered a roll-to-roll and a cutsheet solution was attractive in that we could drive both of those devices from the PRISMA software.”

While the presses have been in action only since last December, the results have been highly encouraging. The ColorStream 3900 Z has been the go-to device for the longer runs, ably constructed to handle the “white paper in, full-color variable paper out” needs for Impact. The ColorStream 3900 Z has increased per-hour productivity and can do it at a lower cost per page. One of the other benefits provided by the ColorStream 3900 Z is the use of dynamic perfin in-line (postpress dynamic perfin is done with the VarioPrint i300).

One of the biggest benefits the company has reaped from the inkjet press installations was the opportunity to decommission five digital toner printers. Several more are slated to be taken out of service by the end of the calendar year.

Jon Downing, chief technology officer, is especially impressed with the ColorStream 3900 Z and how it enables Impact to provide more added value. With the full-color inkjet capability, clients no longer need to provide offset-printed shells for black monochrome laser overprinting.

“Now, we’re capturing that revenue opportunity with respect to the color on the page,” he says.

The first six months were difficult for Impact, Downing admits. Because his company wasn’t a typical commercial printer, the new inkjet presses did require some fundamental changes, particularly in regard to color management and overall workflow. Impact did not formerly have a color prepress or premedia department; but that has all changed. And while Impact hasn’t reached the mountaintop, per se, the training and support provided by Canon Solutions America and the

addition of staff experienced in color management have moved the company along the learning curve quickly.

“Some of the biggest challenges involve explaining the benefits of inkjet output to our customers, some who have become used to using preprinted shells for the last 20-plus years,” Studer adds. “We were talking to them even before the equipment was installed to start building an understanding of a ‘white paper in, full-color document out’ process. There have been some challenges and hiccups.

“Color management is a big issue. Some customers don’t have a really good target; they just want it to look the same as the last time it was printed.”

As Impact becomes more proficient with the inkjet presses from an Xs and Os standpoint, one of the greater challenges will involve lead generation and adjusting the way the company currently sells to its customers.

Johnson notes that as many as five more toner boxes could be put out to pasture and once the conversion is complete, Impact will have no more than a couple such units in its operation. He estimates that about 50% of the firm’s volume has been moved over to the Océ presses.

Currently, Impact is pushing 3.4 million feet through the ColorStream 3900 Z per month and another 600,000 through the VarioPrint i300. Those figures are certain to climb significantly in the near future.

“We are converting our big volumes as we go through the customer lists,” Johnson says. “As the preprinted shell supplies run out, we convert them. Our aspirations are a lot higher.”



Tim Johnson
President and CEO

AT A GLANCE IMPACT

Minneapolis

Markets Served: Franchises, financial services, nonprofits

Capabilities: Color and monochrome cutsheet and continuous digital printing, finishing, dynamic perfin, and mailing to support direct marketing and critical document services

Ancillary Services: Order fulfillment services

THE COLORGRIP ADVANTAGE IN A COMPETITIVE MARKETPLACE



John Crumbaugh
Media Marketing Manager
Canon Solutions America

Speed, quality and cost savings of high-speed production print inkjet add up to powerful advantages that benefit printers and customers alike.

Now, with Canon Solutions America's ColorGrip technology, offered on all Océ VarioPrint i300 production print devices, increased flexibility in paper choice has become an added advantage.

Paper mills continue to produce additional paper options for high-speed sheetfed inkjet production printing at a rapid rate — and this has resulted in a large (and growing) array of sheeted papers available. That's a good start for flexibility in paper choices.

ColorGrip treats non-inkjet papers for the usage of a wide array of commodity uncoated and coated stocks.

Now, in addition to the rapidly growing selection of inkjet papers, the press itself has the capability to treat uncoated paper as part of the printing process. This technology, called ColorGrip, treats non-inkjet papers and allows inkjet printing on a wide array of paper designed for digital and offset printing.

By dynamically adding this treatment during the printing process, flexibility, low cost and high productivity come together to create significant advantages in a competitive marketplace.



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VOTED "COMPANY TO
WATCH" AT INKJET
SUMMIT 2016
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At Canon Solutions America, our history of award-winning products is inspired by our commitment to helping our customers do more. With the **Océ VarioPrint® i300** high-speed, sheetfed inkjet press, **featuring ColorGrip technology** and an enhanced ink set, you can print on a wider range of stocks, expand your application spectrum, and deliver outstanding color gamut. Or, for smaller spaces, the **Océ ColorStream® 3000 Z series** is a slim, high-volume, full-color, continuous feed inkjet press with the quality, speed, and reliability you need. Discover why Canon Solutions America is recognized by its customers year after year.



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thINK FORWARD

inkjet networking and knowledge

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 **48¢ / 3.5 HOURS**

Total cost to print this issue of the thINK newsletter and insert: 48¢

Press Time: 3.5 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 with Océ iQuarius™

Paper: Domtar 80# Cougar® Digital Text

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.

