

thINK FORWARD

thINKforum.com | Winter | 2017

Inkjet Networking and Knowledge

GET THE INKJET EDGE

thINK member benefits extend beyond the annual conference. Explore the educational resources available to members throughout the year to sharpen your inkjet edge in 2017.

APPLICATION HIGHLIGHT

With the Océ ColorStream 3900Z monochrome inkjet press and PRISMAproduction software, Gasch Printing produces more than 37,000 custom, personalized books in a year — all with a quick turnaround.

THE MAILWORKS SPOTLIGHT

The addition of an Océ VarioPrint i300 enabled The Mailworks to bring its outsourced work in-house and has given it the ability to offer customers the full-color personalization they need in the price range they want.

A photograph of two men in a conference setting. The man on the right is sitting on a stool, holding a microphone, and speaking. He is wearing a light blue shirt, dark trousers, and a red lanyard with a badge. The man on the left is standing and listening, also wearing a light blue shirt and a red lanyard. In the background, there is a whiteboard and a flip chart.

INKJET SUCCESS

Discover best practices from your peers that you can implement to ensure inkjet success.

thINK.



PROFITABLE PRINT

Get the Inkjet Advantage
See back for details

WELCOME 2017! As we move into 2017 the thINK board wants to wish you a very successful — and profitable — new year ahead!

Speaking of profit ... have you noticed the "Profitable Print" icon on the cover? Turn to the back cover — there you will see the total cost to print this issue of the thINK newsletter was just 48¢, with 3.5 hours of press time. Compare that to ~90¢ per piece and ~10 hours of press time on a competitive toner device, based on a quantity of 4,500. As the largest production print inkjet user group, we thought it was important to demonstrate just how profitable inkjet can be. What's important to remember is that this is just a breakdown of paper, ink, production costs and press time. Inkjet's value increases exponentially once you start bringing in its dynamic capabilities.

The thINK community is designed to assist you in achieving this type of profitable success as you enter the rapidly growing inkjet print market, forecasted to reach \$67.3 billion in 2017 according to a report from Smithers Pira. Are you taking full advantage of the thINK community?

Here are 5 resolutions you should make in 2017:

Ensure you are a thINK Member: Visit www.thinkforum.com to register. Membership is free but exclusive to Canon Solutions America production print customers.

Visit the Resource Center: While you are on the website, ensure you are aware of all of the tools and resources available to you. (By the way, all 2016 thINK Conference presentations can be found right there in the Resource Center!)

Stay Plugged In: Ensure monthly thINK emails aren't getting caught in your spam filter. Add mark.deboer@thinkforum.com to your contact list and watch for the thINK monthly eNewsletters. Also, be sure to follow thINK on Twitter, Facebook and LinkedIn.

Plan to attend thINK 2017: thINK 2016 attracted more than 400 production print professionals, analysts, partners and press, establishing it as the largest inkjet user group in the world. We are poised to continue the growth and build on the success of thINK 2016. That's why we are already planning for thINK 2017 and will soon share date and venue details!

Share Your (Inkjet) Story: An important component of the thINK community is about learning from one another. While it's great to learn, it's equally important to share so that others can learn from you. Help us create a dynamic community — raise your hand to participate in a thINK Forward article, blog or webinar by sending an email to ShareYourStory@thinkforum.com!



Mark DeBoer
thINK President
Darwill
Director of Customer Experience

INKJET TRANSITIONS

The Mailworks transitions to the Océ VarioPrint i300:

INSTALLED
September 2016

**UPTIME ON THE
VARIOPRINT i300**
95%

**TYPE OF WORK
TRANSITIONED**
Since September 2016, The Mailworks has moved 4.2 million mail pieces to the VarioPrint i300. Previously, the pieces would have been printed on a toner press or black laser on an offset shell.

NEW APPLICATIONS
The Mailworks is now able to offer customers increased variable data pieces in full-color.

WHAT'S INSIDE

3 / THE BIG PICTURE

5 / APPLICATION HIGHLIGHT

5 / MEDIA MATTERS



8 / THE MAILWORKS SPOTLIGHT >

The Mailworks wanted a way to bring its outsourced work in-house without adding offset capabilities. An Océ VarioPrint i300 helped meet those needs.

< 6 / GASCH PRINTING SPOTLIGHT

See how smart technology investments over the last few years continue to drive Gasch Printing's success.



GET THE INKJET EDGE

THINK MEMBER BENEFITS EXTEND BEYOND THE ANNUAL CONFERENCE.

The **thINK 2016** conference may be over, but that doesn't mean the education stops. During the three-day event, both new and existing thINK members united to share inkjet experiences, learn from experts, and hear from some of the most successful inkjet service providers in the industry. More than 30 sessions — designed for all levels of inkjet experience and awareness — were held throughout the event. Now, all of the thINK conference presentations are available in the resource center at thINKforum.com, giving thINK members unprecedented access to a robust library of inkjet-related knowledge.

Visit thINKforum.com to Access 2016 Conference Sessions

Leading off thINK 2016 was the first of three general sessions. This 2-hour presentation included welcomes from thINK leadership, insights into Canon Solutions America, new products on the horizon and tools that drive customer print volumes. The opening keynote followed, with David Humphreys providing insights into the new 2015 PRIMIR study, "The Future of Print in the U.S. — Landscape, Implications and Opportunities."

Profitable print is what every print service provider aims for. How can production inkjet provide a path to profit? In the "Profitable Print" session, Christian Kropac, president of PCI Group; Mitch Anderson, CRO, Pinnacle Data Systems; and Chuck Werninger, senior manager of administrative services, Houston Independent School District, shared



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BE PART OF THE COMMUNITY

Sharpen your inkjet edge in 2017 — visit thINKforum.com to register to become a thINK member.

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.

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Mark DeBoer, thINK president, and Dave Johannes, thINK board VP and conference chair, address the audience on Day 1 of the thINK 2016 Conference.

how they have added inkjet presses — specifically the Océ VarioPrint i300 — to their manufacturing environment and the effects this had on their bottom line. In this session, moderator Susan Moore, vice president of Thastern, explored how to increase profits through every point of the print manufacturing process — all possible with an investment in inkjet technology.

“The Data Driven Marketing” session highlighted the basics of variable messaging techniques and how to introduce your customers to its power. After an overview presentation, Debora Haskel, VP marketing and corporate communications, IWCO Direct; Peter Barzach, vice president of operations, Data-Mail, Inc.; and John Downing, CTO, Impact, discussed examples of successful campaigns, challenges and the lessons learned.

High-speed color inkjet digital print, whether produced by a rollfed or a sheetfed system, may overwhelm existing finishing assets. Over time, working with leading finishing system vendors, end users have learned how to leverage the benefits of new high-speed inkjet technology in conjunction with innovative postpress systems. In “The Perfect Finish” session, Jim Hamilton, group director, InfoTrends, offered a trends report from InfoTrends’ research, followed by a discussion of best practices for in-line and automated off-line finishing with John DiNozzi, owner and executive VP, Access Direct and Andrew Hennings, director of operations, Epiq.

Inkjet technology is different, and proper media selection becomes a large variable in the printing process.

In “Inkjet Paper 101” attendees learned the ins and outs of different presses, paper types, treatments, and finishes from a variety of mills and merchants — both the technical and supply standpoints. This session united several of the most knowledgeable professionals from various mills who manufacture paper, and merchants who distribute paper. John Crumbaugh, senior marketing executive, ink and media, Canon Solutions America, moderated this session featuring David Field, senior business manager, inkjet technologies, Midland Paper Company; Rick Williams, digital printing expert, International Paper; Jeff Luehring, business team leader, Appvion; and Jay Abraham, technical sales manager, Domtar.

In the final day’s general session, “Lessons Learned: What a Decade of Disruption Tells Us About Direct Mail’s Future” Winterberry Group’s Managing Director, Jonathan Margulies discussed the growth of personalized direct mail and the 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. As an added bonus, this session ended on a high note, with a keynote interview with former tennis pro Chris Evert.

The recordings of all 30 sessions featuring more than 60 different speakers is available at thINKForum.com. As a member, you have immediate access to watch them all. Not a member? Membership is free — and exclusive — to Canon Solutions America production print customers and partners. Join now at thINKforum.com/join-think.

INKJET SOLUTION FOR CUSTOM BOOKS

Digital printing — especially digital production inkjet technology — is perfectly geared for creating highly-customized, highly-personalized books with turnarounds of under 24 to 48 hours.

For Gasch Printing, a family business specializing in book printing based in Odenton, Md., their customized book program features more than 9,000 titles.

“A large amount of the 9,000 titles are changing on a regular basis,” says Jeremy Hess, director, sales and marketing, Gasch Printing. “The files are spread across three different types of products that each have varying specs where sizes, paper, binding configuration and finishing all can be different. In total, we have about 30 different configurations that are possible on any given day.”

If you consider the 15 different prepress imposition variables and combine those with the 30 different configurations on the print and finishing side, in theory you can be dealing with about 450 different specifications for a print model that produces more than 37,000 books in a year. To handle the volume and all of the customizations, Gasch Printing built an automated, hands-off system for handling the files and then created an automated system for processing daily orders. This system can also track individual books throughout the entire process — from prepress to fulfillment.

When Gasch Printing started they were using a Canon toner digital web press. But even with the digital technology, Gasch Printing’s biggest challenge now was how to handle the large volume of files, release the correct quantities and then handle all of the individual orders coming off of the press in an efficient way.

That is where a good partnership with an equipment manufacturer is key. “Canon plays an integral role in the growth our company has experienced. In this case, the PRISMAproduction software plays a very important role enabling us to print these one-off books in an efficient manner and allows for some very custom and tricky impositions letting us come off with one-off books trimmed to final size with full bleeds and no paper waste,” Hess says. “We also invested in custom-made finishing equipment that enables us to finish these books in all of the different configurations in a very efficient and automated way.”

In October 2016, Gasch Printing installed the Océ ColorStream 3900Z monochrome inkjet press, which more than doubled its print speed and dramatically increased its capacity to account for present and future growth.

“All of these technology and equipment investments helped us accomplish this very unique print-on-demand program and positions us to continue capitalizing on the growing need for ultra-short run printing,” Hess says. “Going back to 2014, our book of one print-on-demand (POD) sales accounted for less than 1% of our total sales. Now that number, through the addition of numerous custom POD programs for different customers, is more than 20% and we expect that number to increase even more in the years to come.”

MEDIA MATTERS

INKJET PRINTING WITH SPECIALTY PAPER

Designers are increasingly using paper as an extension of their design in order to create a unique look and feel to the printed piece. This, in turn, makes it common practice for commercial printers to print using specialty papers, such as linens, smooth opaques and synthetic paper substitutes like Teslin.



John Crumbaugh
Media Marketing Manager
Canon Solutions America

With the rapidly growing inkjet market, forecasted to reach \$67.3 billion in 2017 according to the Smithers Pira study “The Future of Inkjet Printing to 2017: Global Market Forecasts,” it is critical that inkjet presses are enabled to meet these specialty paper print requirements.

While specialty papers have proven difficult for inkjet in the past, the Océ VarioPrint i300 press offers iQuarius technology with Océ ColorGrip, allowing high-quality inkjet printing on a variety of cost-effective media including specialty substrates.

ColorGrip technology enables print service providers to meet customer requirements for specialty paper while getting the “inkjet advantage” of speed, quality and cost savings, in addition to production benefits such as the ability to score and crease without adhesion issues. Print service providers will also find textured papers that typically confound many toner-based systems print well in an inkjet environment.

The future is bright for inkjet printing as ColorGrip technology assists in exponentially expanding the overall paper range into areas of higher margin specialty printing, while paper mills and merchants continue to invest to expand the inkjet paper range at a brisk pace.

“Our printing operation relies solely on Canon devices, including the Océ VarioPrint i300 and ColorStream 3000 presses. With this technology we are able to provide our clients with high quality prints on specialty media at expedited turnaround times,” says Steve Hegna with the N.J.-based direct marketing company, Arna Marketing.

INKJET INVESTMENT PAVES PATH TO GROWTH

With the installation of the Océ ColorStream monochrome 3900Z inkjet press in the summer of 2016, Gasch Printing paved the way for another 10 years of growth.

Founded more than 30 years ago, Odenton, Md.-based Gasch Printing, along with seemingly every major print provider, has undergone major transitions as the industry evolved. Early in 1982, Doug and Linda Gasch started the company in their 100-sq.-ft. basement. For two decades, the shop operated with a handful of employees, a one-color duplicator and a homemade lamp to expose printing plates.

Understanding the need to adapt to the ever-evolving industry, the company's forward-thinking leadership team — now under the guidance of Doug Gasch, Jr. — moved from an offset environment to a fully digital toner operation in 2002. Four years later, in 2006, the shop teamed up with BrightKey, a large warehouse and distribution company that wanted to partner with a print provider to cater to its publishing and association customers.

“Our clients demand a high level of quality and the ColorStream 3900Z inkjet press maintains and exceeds their quality expectations.”

That move has led to more than 10 years of sustained growth and has ushered in a new era for the company and its industry-leading book printing services.

Today, digitally printed books represent more than 95% of all the jobs produced at Gasch Printing. Its offerings include perfect bound books, case bound books, saddle-stitched booklets, catalogs and an array of other specialized digital book printing projects. With its dedication to becoming an all-encompassing book printing provider, the company recognized the need to take its technology even further and adapt to the emergence of inkjet.

“We never want to take a step back — in terms of quality,” says Jeremy Hess, director, sales and marketing, Gasch Printing. “We had been looking at inkjet technology for a long time. But within the last year the quality improved to a point that made us take a closer look.”

With the installation of the Océ ColorStream monochrome 3900Z inkjet press in the summer of 2016, Gasch Printing paved the way for another 10 years of consecutive growth. Since installing the inkjet press, the company has experienced success in a number of different areas. Production speeds have doubled, a 50% capacity and volume increase was experienced almost immediately and, perhaps most importantly, Gasch Printing noted unprecedented levels of high print quality.

“We replaced one toner device with monochrome inkjet,” Hess says. “The vast majority of our work is still black-and-white only, with half tones for photos. But still, our clients demand a high level of quality and the ColorStream 3900Z inkjet press maintains and exceeds their quality expectations.”

For Gasch Printing, the transition to inkjet was an easy one internally, since they were already using the PRISMA system for their workflow. And on the finishing side, Gasch has been using Hunkeler equipment in-line with their previous Canon toner press for several years. The Roll-to-Stack system currently in-line with the ColorStream 3900Z combines a Hunkeler UW6 unwinder, a CS6 rotary cutter, an SE6 offset stacker and a LS6 non-stop stacker. The solution is capable of producing up to 1,650 book blocks per hour. That speed was essential. It needed to keep pace with the press, and it does.

In 2015, Gasch Printing invested in an entirely new bindery in anticipation of their move into production inkjet. “We looked at our systems holistically and decided to start with our finishing department. We didn’t want it to be the bottleneck,” Hess says. With the help of its local dealer, Atlantic Graphic Systems of Columbia, Md., Gasch Printing purchased a Standard Horizon BQ-470 Perfect Binder with PUR adhesive at GRAPH EXPO 15. The machine was a complement to the Standard Horizon BQ-470 EVA solution they already had in-house. The new BQ-470 is configured in-line with the HT-1000V Three-knife Trimmer, and it manages the finished book blocks coming off the combined Canon Standard Hunkeler line.

But it was the consumables side of the business that was impacted the most with the installation of the new press. “We changed all of our paper,” Hess says. “We moved to all inkjet-treated papers. There were substantial quality improvements in the inkjet-treated sheets compared with non-inkjet treated papers.”

From the very beginning, Gasch Printing got its customers involved. “Quality is very subjective,” Hess says. “So it was critical that our customers were satisfied with the quality of the new inkjet press, and paper choice was a key component in the process. We print a lot of halftones and photos, so we made sure to get feedback from our customers to ensure the press and paper met their expectations.”



The team at Gasch Printing and their Standard Hunkeler Roll-to-Stack solution. (L to R): Doug Gasch, president; Jeremy Hess, director of sales and marketing.

For Gasch Printing, technology continues to drive its success in the market. “We try to build our print models around our clients’ needs,” Hess says.

The company’s printing — and even variable data and personalization offerings — have all been hugely enhanced with the new inkjet press. “Inkjet is far more reliable than even our toner press. There are far less moving parts, which means it’s more reliable and we have better uptime,” Hess says.

The quality and reliability Gasch Printing gets from the ColorStream 3900Z allows the company to offer updated solutions to existing customers while tapping into new markets and customers. At the same time, Canon Solutions America aids Gasch Printing in recognizing new business opportunities now possible with inkjet technologies.



Doug Gasch, Jr.
President and CEO

AT A GLANCE GASCH PRINTING

Odenton, M.D.

Markets Served: Book publishers, self-publishers

Capabilities: Monochrome rolled digital web printing; finishing and mailing to support book printers

Ancillary Services: Full color children’s books, custom POD models, variable data

BRINGING IT ALL IN-HOUSE



Stacy Brewbaker (left), inkjet specialist and The Mailworks designated VarioPrint i300 specialist, reviews proofs with Brandy McPeck, operator.

About a decade ago, after years of steady growth, Brianne Baggetta Noonan, president of Albany, N.Y.-based The Mailworks, had a revelation: How can you market your product to new customers if you're outsourcing your work and you're not passionate about it? At the time, the company was receiving 60-70% of its work via outsourcing from print brokers or offset printers. But Baggetta Noonan wanted to bring work in-house to set them apart from their competition. She knew that if they wanted to grow their business, they couldn't continue to outsource all of their work to offset printers, but she also knew that they wouldn't be able to add offset capabilities in-house. That is when The Mailworks installed its first color digital printer, transitioning from a letter shop to a direct mail marketing firm.

Since 2012, the company has seen 100% growth, attributed to new technology and services as well as the acquisition of FS marketing, an Albany-based company offering complete marketing solutions for hearing aid dispensing locations.

"We went from being order-takers to order-makers," Baggetta Noonan says.

"[The VarioPrint i300] gives us control and a sense of pride."

But being order-makers meant that The Mailworks would need to meet the demands of its customers. Although the company already had a fleet of digital presses, including two Océ VarioPrint 6000s, Baggetta Noonan explains that the time came for the company to make a decision: It needed to either continue down a path of growth while outsourcing personalized direct mail that it couldn't do in-house, or it could take a "calculated risk" and add an inkjet press.

In September 2016, The Mailworks decided it was time to reap the rewards of inkjet with the installation of an Océ VarioPrint i300. The addition of the VarioPrint i300 enabled The Mailworks to bring the last of its outsourced work in-house and offer its customers the full-color personalization that they need in the price range that they want, cost-effectively and quickly.

Baggetta Noonan notes that customers are happy with the increased flexibility the VarioPrint i300 has brought them. For example, the company can now print card offers as an incentive in direct mail campaigns with colors that vary by segment, allowing cards with multiple companies or offers to be printed on the same sheet.

One of the aspects of The Mailworks' newly established flexibility is that it can offer customers variable data in full-color rather than just black and white. Previously, The Mailworks had to limit what customers could choose for a direct mail campaign. Now, Baggetta Noonan says customers can change multiple variables on the piece, but she advises her customers to "embrace the new color with caution," solely from a marketing perspective. Customers who are excited about the new possibilities may make too many changes to their existing products, resulting in brand recognition implications.

Although the transition to add inkjet has gone smoothly, Baggetta Noonan explains that the company did rely heavily on Canon to assist in training and ink optimization. The company worked with Canon to determine the amount of ink needed from both a quality standpoint and an acceptable price point.

That's one thing about inkjet that encouraged The Mailworks to transition most of its self-mailer work to the VarioPrint i300. By using a 9-pt. matte substrate, the company is no longer experiencing scratch-offs from optical character readers (OCR) at the post office. With inkjet, the ink sinks into the substrate, resulting in beautiful, high-quality mailers that can withstand the stressors of going through the mail stream. The Mailworks has also transitioned four-card inserts on 9-pt. matte, as well as its letters, which are undeniably unique. The company worked with a paper manufacturer to develop 9x19" converted inkjet sheets for its 8.5x18.75" finished letters, of which The Mailworks has printed more than one million since the installation of the VarioPrint i300.

The Mailworks, which was founded in an attic by Baggetta Noonan's mother in 1984, doesn't just offer unique inkjet options, and it isn't your typical direct mail provider in general. The woman-owned business runs on a non-traditional business model. The company doesn't employ any sales people; it does all of its sales by marketing its capabilities. The company is not only led by young professionals, it is a generally young company, which lends itself to a team that has an extensive understanding of SEO, social media marketing, sequence marketing and AdWords. Its unique marketing strategy is what Baggetta Noonan says differentiates The Mailworks from its competition, but it is also what gave the company the opportunity to add the VarioPrint i300 press.

The Mailworks operates with a unique incentive based program: gamification. There is a point system, with points awarded for achieving specific goals. Each department gathers points, for things such as mistake-free production, inking a new customer or printing a record number of pieces in one week. When 100 points is reached, the whole company is



The Mailworks' boutique division, Pretty Polite, typically printed promotions on another digital press. However, using the VarioPrint i300, the promotion pictured above was printed with stunning results.

treated to lunch. Personal days are also awarded for reaching certain goals. The departments work as a team to meet the same end goal — a better and more efficient workflow. Baggetta Noonan says this incentive based system encourages young people to feel excited about their work and their accomplishments. It's crucial that The Mailworks team feels pride for their end product, otherwise Baggetta Noonan says, they aren't succeeding with company culture.

In all, adding inkjet and bringing work in-house has made a difference in The Mailworks' output and morale. Baggetta Noonan adds that other companies interested in the technology would be surprised at the breadth of work that the VarioPrint i300 can take on. For The Mailworks however, the most important thing the press has given them is pride.

"We used to be so reliant on offset," Baggetta Noonan says. "When you're outsourcing that much work, you can't take full ownership of it. ... [The VarioPrint i300] gives us control and a sense of pride."



Brianne Baggetta Noonan
President

AT A GLANCE THE MAILWORKS

Albany, N.Y.

Markets Served: Direct mail, hearing health industry

Capabilities: Digital printing, mailing, marketing, design, finishing and programming

Ancillary Services: Graphic design, programming and copywriting



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BEYOND A SMALL FOOTPRINT FIND BIG IDEAS

INKJET CAPABILITIES IN A SLIMMER DESIGN

Experience outstanding quality, productivity, and reliability in your high-speed inkjet printing, now with a streamlined design. Building on the proven technologies of the Océ ColorStream® 3000 series, the Océ ColorStream 3000 Z series is a high-volume inkjet press that uses approximately 30 percent less floor space than its predecessor. Plus, with the Z-factor—the fully integrated Océ z-fold power stacker—the Z series can handle an unprecedented range of demands.



LEARN MORE. VIEW THE OCE COLORSTREAM 3000 Z
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Inkjet Networking and Knowledge

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48¢ / 3.5 HOURS

Total cost to print this issue of the thINK newsletter: 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

Paper: 80# MacGregor XP Gloss for Océ VarioPrint i300 from Mac Papers

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.

