


think FORWARD

thinkforum.com | Summer | 2019

Inkjet Networking and Knowledge



think.

think ahead.
2019

SNEAK PEEK

See what's in store at
think Ahead 2019!

AGENDA AND SESSION COVERAGE

think Ahead offers something for
everyone. This issues explores the event
agenda and educational sessions.

5TH

ANNIVERSARY

think.



PROFITABLE PRINT

Get the Inkjet Advantage
See back for details

YOU WON'T WANT TO MISS thINK AHEAD 2019!

We have an amazing thINK Ahead 2019 conference in store for you. With more than 75 presenters — 50 inkjet press customers and 25 industry analysts and experts — you can be assured learning and networking will be at an all-time high.

thINK Ahead 2019 takes place at the Boca Raton Resort & Club, Sept. 16-18, 2019. If you haven't yet registered, it's time! Check your inbox for your invitation — if you don't see it, visit thinkforum.com/attend to request one.

Have you been to a thINK conference before, or are you a first-timer? Either way, you are in store for learning and networking as the thINK board strives to make the conference fresh and exciting each

year for all of those that attend. We want you to be inspired.

Here are just a few things to look forward to:

- **Speakers:** Ever notice other inkjet conferences have an equipment manufacturer talking in all of the sessions? Not thINK! While thINK has industry experts and Canon executives to round out our learning, the majority of our speakers are inkjet customers. Come learn best practices from more than 50 inkjet customers!
- **Educational Sessions:** With five tracks and 30 educational sessions, you won't leave without being inspired.
- **Ask The Experts Sessions:** New this year, thINK attendees can

participate in Ask The Experts sessions. A full day of inspiring sessions will likely spark a few thoughts and additional questions you'd like to discuss. Attend Ask the Experts sessions led by thINK guest speakers, customers, and industry leaders to take a deeper dive into learning.

- **Inspiring Keynotes:** We have two amazing keynotes lined up for you this year. Opening keynote Adam Markel is a recognized expert in professional and personal reinvention who guides individuals and businesses to capitalize on change and magnify their impact. Our closing keynote, Rorke Denver, has held many titles including, Navy SEAL commander, *New York Times* best-selling author, leader, and founder of Ever Onward. He will share Navy SEAL principles to call leaders to take action, to suffer, and to be bold so they can perform at their highest levels.

- **Canon Solutions America Experience Center (CEC) Tours & Demos:** Each year, Canon Solutions America offers thINK attendees the opportunity to tour the CEC. Even if you've visited before, make plans to go again and see what's new.

- **Inkjet Innovation Awards:** See best practices in action. The second annual Inkjet Innovation Awards, designed to recognize Canon Solutions America inkjet customers who are pushing the boundaries of this game-changing technology, will be judged based on design aesthetics and business effectiveness, as well as the degree of innovation used in the printed piece.

Looking forward to seeing you at thINK Ahead 2019!



Bob Radzis
thINK President
SG360°
Chief Customer
Officer

WHAT'S INSIDE

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Although Camelot Print & Copy doesn't do the type of high-volume direct mail, variable data work typically associated with inkjet printing, it realized an Océ VarioPrint i300 would help it produce high-quality work while saving money.



thINK AHEAD 2019 – A SNEAK PEEK OF WHAT'S IN STORE

THE FIFTH ANNIVERSARY OF THE THINK CONFERENCE SHOWCASES THE POWER OF THE INKJET COMMUNITY.

The annual **thINK conference** has grown every year, and to mark its fifth anniversary, the event now has a fresh look and a new name: **thINK Ahead 2019**.

Over the past five years, the **thINK** community has continued to grow, establishing itself as the largest inkjet user group in the world. Last year's conference attracted more than 600 production print professionals, analysts, partners, and press, as well as 40 sponsors. By being a part of **thINK Ahead 2019**, you can join this rapidly growing inkjet community.

Get Ready for an Action-Packed Agenda

This year, guests can expect more than 30 educational sessions, valuable networking opportunities, inspiring keynote speakers, and special evening events.

Session tracks this year are divided into five main topic areas: Direct Mail Innovation, Transactional/In-Plant Innovation, Commercial/Book Innovation, Inkjet Innovation, and Innovate for Page Growth. See page 6 for session details.

New this year, **thINK** attendees can participate in Ask The Experts sessions. A full day of inspiring sessions will likely spark a few thoughts and additional questions you'd like to discuss. Plan to attend Ask The Experts sessions led by **thINK** guest speakers, customers, and industry leaders to take a deeper dive into learning.



ANNIVERSARY

OPENING KEYNOTE

Adam Markel

As a resilience and reinvention expert, Adam Markel guides and empowers high achievers to increase their performance, cultivate greater resilience, and strengthen their voice as a purpose driven leader.

Today, constant and never-ending innovation in the face of change is the key to creating sustainable success. Imagine being better equipped to not just navigate, but utilize change to create new opportunities and achieve maximum performance in your business and life.

No one knows more about reinvention and lasting personal, professional, and business growth than Markel. His latest book is the best seller “PIVOT: The Art & Science of Reinventing Your Career and Life.” Markel was most recently CEO of North America’s largest human potential company and now leads More Love Media Inc., a company that works with individuals and organizations to build work cultures of greater inspiration, resilience, and connection.

For more than a decade, Markel has trained and led programs around the globe in the areas of business and entrepreneurship, resilience, leadership, transformation, relationships, and public speaking. His talks offer a unique bridge between self-development and business mastery. They are crafted to inspire, empower, and guide people to achieve a greater impact through greater awareness, authenticity, and action.

During his keynote, Markel will share skills, tools, strategies, and practices that can be used outside the event setting to achieve sustainable results.

Markel employs “accelerated learning” techniques to ensure that the substance of what is being taught is learned faster and participants retain more of what they learn.

Prior to his current business, Adam founded a multi-million dollar law firm specializing in finance, commercial, and employment litigation. Over the course of his 20-year practice, Markel represented more than 1,000 matters with hundreds of clients including Citibank, Wachovia, and HSBC. He has also built and invested in a variety of businesses, from restaurants to real estate.

Markel has reinvented what it means to be a heart-centered and authentic leader. He’s admired for his refreshing and inspiring impact on entrepreneurs, creative thinkers, and leaders worldwide. He brings this perspective to his podcast “The Conscious PIVOT,” where he shares his insights on pivoting in today’s fast paced market and interviews experts, innovators, and influencers in the areas of business and life.



think Ahead 2019 – Sneak Peek (Continued)

Honoring Innovation

The second annual Inkjet Innovation Awards will take place during think Ahead 2019. The Inkjet Innovation Awards, designed to recognize Canon Solutions America inkjet customers who are pushing the boundaries of this game-changing technology, debuted at think 2018. Entries are judged based on design aesthetics and business effectiveness, as well as the degree of innovation used in the printed piece.

Partners Make It Possible

Attendees have the opportunity to network and learn from more than 40 of Canon Solutions America’s partner companies during several networking events in the Partner Pavilion. Partners provide many of the components that have helped make inkjet the fastest growing segment in the digital print market. From paper companies to finishing equipment, software and workflow solutions, our partners help make production print customers productive and profitable.

Product Demos

During the conference, attendees are invited to visit the Canon Solutions America Customer Experience Center (CEC) on Monday, Sept. 16, or Wednesday, Sept. 18, for an in-depth look at the innovations changing the printing industry. At the CEC, attendees will be able to take part in product demonstrations of the latest technology, including the Océ Prostream 1000, Océ VarioPrint i300, and Océ ColorStream 6000, as well as its latest PRISMA technologies, the Canon imagePRESS series, and Océ VarioPrint TITAN.

think AHEAD AGENDA

Monday, September 16, 2019

7:30 a.m. - 3:30 p.m.	think 2019 CONFERENCE ARRIVALS REGISTRATION
10:00 a.m. - 3:00 p.m.	CANON SOLUTIONS AMERICA CUSTOMER EXPERIENCE CENTER (CEC) TOURS & DEMOS
5:00 - 7:00 p.m.	think AHEAD: WELCOME KEYNOTE & KICKOFF
7:00 - 9:00 p.m.	NETWORKING, FOOD & COCKTAILS IN PARTNER PAVILION

Tuesday, September 17, 2019

7:30 - 8:20 a.m.	BREAKFAST
8:30 - 11:20 a.m.	think AHEAD SESSIONS (SEE NEXT PAGE SPREAD FOR DETAILS)
11:30 a.m. - 12:50 p.m.	LUNCH IN PARTNER PAVILION
1:00 - 2:50 p.m.	think AHEAD SESSIONS
3:00 - 4:00 p.m.	ASK THE EXPERTS
3:00 - 6:00 p.m.	PARTNER PAVILION
7:30 - 10:00 p.m.	INKJET INNOVATION AWARDS & DINNER CELEBRATION

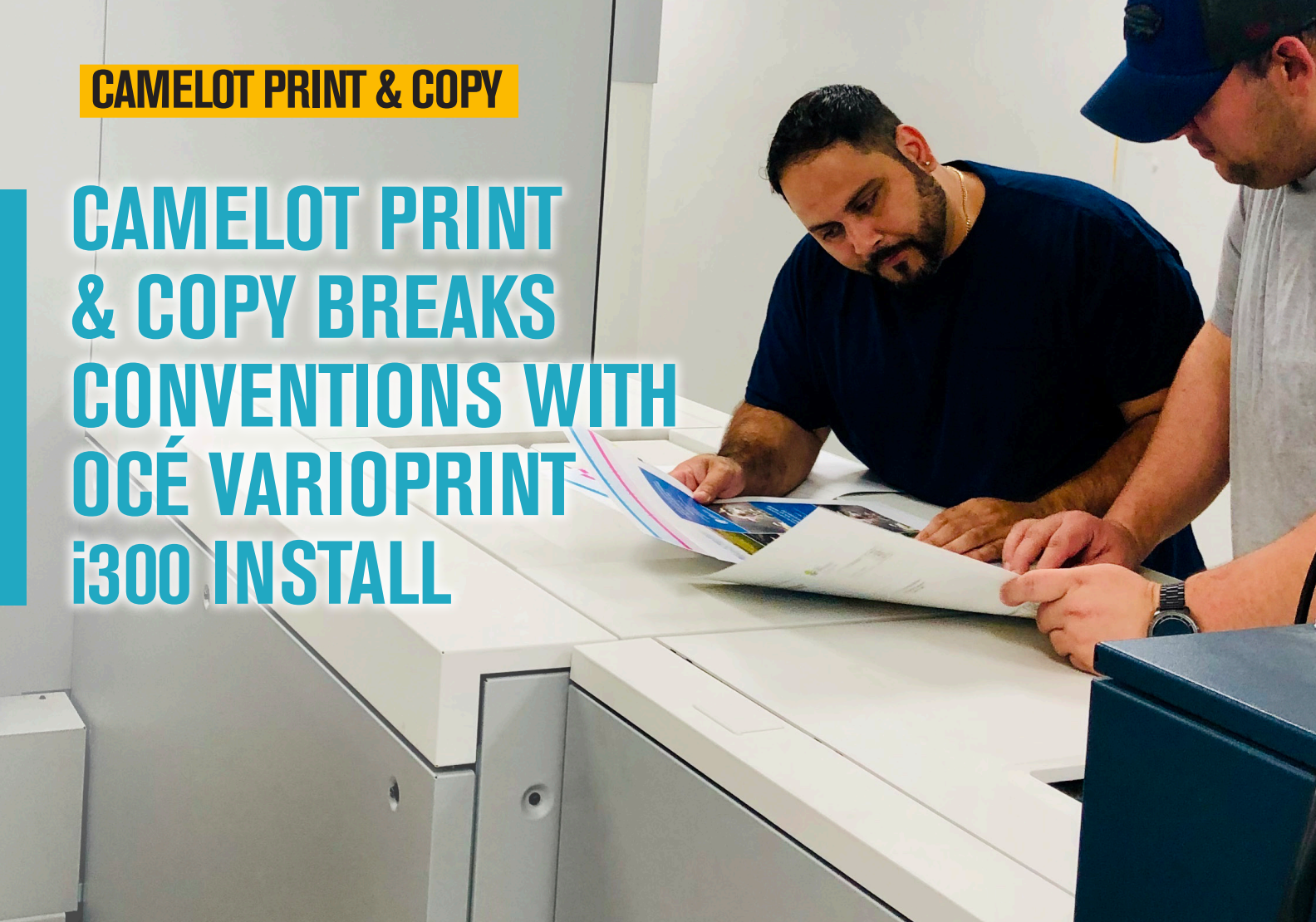
Wednesday, September 18, 2019

8:00 - 9:00 a.m.	BREAKFAST
9:15 - 10:45 a.m.	think WRAP-UP & CLOSING KEYNOTE
12:00 - 3:00 p.m.	CANON SOLUTIONS AMERICA CUSTOMER EXPERIENCE CENTER (CEC) TOURS & DEMOS
ALL DAY	DEPARTURES

TRACK	DIRECT MAIL INNOVATION	TRANSACTIONAL/ IN-PLANT INNOVATION	COMMERCIAL/ BOOK INNOVATION	INKJET INNOVATION	INNOVATE FOR PAGE GROWTH
8:30 - 9:20 a.m.	<p>Direct Mail: Trends and Opportunities</p> <p>In a world where all channels are on, marketers want innovative ways to reach consumers. Studies indicate that consumers of all ages and genders open and read direct mail documents. Direct mail maintains a prominent share of the direct marketing budget though more direct marketing dollars are being directed to online and mobile channels. Marketers remain committed to direct mail and anticipate modest growth in their direct mail volume over the next few years. They cite the effectiveness of targeting and personalization as well as the ability to leverage direct mail to move consumers to digital channels as key drivers. This session will explore critical direct mail trends and challenges, as well as how your peers are responding to changing market dynamics.</p>	<p>Transactional Print: Trends and Opportunities</p> <p>Non-stop changes in technology combined with changing customer patterns has reinvigorated the use of TransPromo solutions in transactional communications. Think a bill is just a bill? Think again. It is often the most overlooked opportunity in customer engagements. Keynote Intelligence - InfoTrends research tells us that more than a third of every age group is inclined toward receiving essential communication in their mailbox - though it may be one of several channels they prefer for the same content. Join this session to learn industry trends and opportunities, along with a panel discussion of best practices among your peers.</p>	<p>Commercial Print: Trends and Opportunities</p> <p>The commercial print industry continues to consolidate and seek efficiencies that will increase profit margins. The trend toward shorter run jobs is relentless, forcing commercial printers to find new ways to become more efficient, but also more flexible. Inkjet is poised to overtake digital toner-based and conventional printing for many general commercial printing applications thanks to enhanced inks; greater substrate choices, and more finishing options. Inkjet's lower cost of ownership, higher press uptimes and reduced press operator skill requirements are driving that transition - not to mention the new product applications that inkjet printing enables. This session will explore critical commercial print trends and opportunities as well as how your peers are responding to changing market dynamics.</p>	<p>E7 & Process Control: Why Color Management Reporting is Critical</p> <p>Process control is a culture. Measuring your capital output for quality, repeatability, and customer satisfaction is imperative to the success of your business. Learn how to leverage standardization, process control, and a culture built on production excellence to drive operational efficiency, profitability, and customer retention.</p>	<p>Mergers and Acquisitions: How to Sell or Rapidly Expand Your Business</p> <p>Trying to sell or rapidly expand your business? In this session:</p> <ul style="list-style-type: none"> ● Receive a Mergers & Acquisitions market and valuation overview specific to the printing industry ● Explore how to diversify your net worth and/or expand your business with a private equity partner ● Learn how to transition ownership to family and/or key management without giving the company away ● Receive a crash course on the process that XLCS Partners has used to maximize transaction value for hundreds of clients
9:30 - 10:20 a.m.	<p>Direct Mail: End-to-End Solutions</p> <p>As a direct mailer, you face increasing challenges in running your business efficiently while also trying to grow it: shorter print runs, more diverse jobs, customization and personalization and managing numerous order submission channels, to name a few. Service providers of all sizes are both building and implementing "end-to-end" solutions with partners that encompass the entire content workflow, from data acquisition and capture to getting finished pieces in the mail and delivered to the end consumer. In this session, you will hear from direct mailers who have focused on direct mail "end-to-end".</p>	<p>In-Plant Inkjet Directions: Public Sector</p> <p>Are you an in-plant looking to increase production? Cut costs? Bring in more work? Address customer color requirements at competitive costs and with quick turnarounds? Moderator Chuck Weminger, senior manager & records management officer of IT Administrative Services at the Houston Independent School District, will lead a panel of speakers who will address these questions and more, and will also shed light on the market landscape for educational and government in-plant printers. Learn from public sector customer panelists as they discuss the issues facing their in-plants today.</p>	<p>Books: Trends & Opportunities</p> <p>The book printing industry has seen four years of consecutive growth in the US. Much of this is due to the shift back to print from e-books, whose share has declined from a peak of ~ 30% in 2014 to about ~ 20% in 2019. Despite the positive trend, publishers are concerned whether it is sustainable in light of the continuing proliferation of alternative sources of entertainment like gaming and social media. Book manufacturers are concerned what will happen to print volumes as the industry becomes more efficient and less books are returned for pulping to the publishers. This panel will explore all these topics and more.</p>	<p>Implementing Keynote Adam Markel's Words of Wisdom</p> <p>Keynote speakers often spark ideas and inspiration... but how can you actually apply those strategies once you get home? In this session, led by Victor Bohner, a diverse panel of customers will discuss key takeaways from keynote speaker, Adam Markel, and how they have applied, or plan to apply, the actionable insights to benefit their companies.</p>	<p>Engaged Marketing in a Digital Age</p> <p>As brands large and small compete with the Amazons and the Ubers of the world, they are also challenged to re-imagine the end-to-end customer experience. This session will illustrate the growing consumer demand for a combination of traditional and digital communication as well as a unique customer experience, and how these demands are re-shaping traditional marketing. Join us as we explore best-in-class strategies for omnichannel marketing in a digital age.</p>
10:30 - 11:20 a.m.	<p>Selling Direct Mail</p> <p>Your clients won't be able to tell the difference between a piece printed on offset or digital print technology. And they won't care, either. Remember, your new audience does not speak the language of a print buyer. Instead, they live and breathe results. Starting a conversation with speeds, feeds, run lengths, unit costs, or other technical specifications is a sure dead-end. Use your knowledge on the specific vertical your customer competes in and the information you've gathered on their company to lead a strategic dialogue that solves their pain points. In this session you will hear from peers about how they</p>	<p>In-Plant Inkjet Directions: Transactional Print</p> <p>Accuracy, security, and integrity are essential attributes for transactional documents. As a result, bills, statements, and other transactional communications must leave a verifiable audit trail. Branding and color accuracy remain key as are legacy workflow issues associated with overprinting on pre-printed offset shells. The ability of production inkjet systems to drive white-paper-in/full-color-out workflows has provided long sought-after efficiency and flexibility to the transactional in-plant market. In this session, led by Ron Gaglia, Operations Director of Output</p>	<p>Selling Commercial Print</p> <p>The biggest hurdle commercial printers face when adopting production inkjet technology is not technical, or even operational. It is learning to sell a new type of product, one that doesn't compete on using a hoop to evaluate quality - or a spreadsheet to calculate the lowest cost per piece. In this session, learn how panel members have aligned their sales teams to sell the true value of inkjet</p>	<p>The Book Smart Suite: Digital Book Manufacturing</p> <p>The Book Smart Suite enables book manufacturers and publishers to keep inventory down, move product to the market quickly, and keep backlist titles available. Canon Book Smart Suite allows book manufacturers to connect the entire digital book manufacturing process from pre-press to print to finishing. During this session, you will hear from industry experts on technology that streamlines the entire manufacturing process.</p>	<p>High Performance Digital Marketing: Brand Owner Panel</p> <p>High performing campaigns are the funding fuel for marketers and their printer partners. When clients experience campaigns that outperform, they will come back for more! We have heard about the convergence of digital and direct response channels, but how can you really make it work. Cyndi will share campaign strategies for programmatic, trigger and performance marketing success. We will explore the building blocks that successful agencies and brands are using today to break through the clutter and deliver maximum return on</p>

	have transformed the conversation into a focus on business results for the client including better targeting, opportunities to cross sell and upsell, enhance customer loyalty and ultimately deliver bottom line ROI.	Distribution Services for Cigna, panelists will explore the role of production inkjet in their operations.			marketing investment using today's multi-channel tools and media. Additionally, Chris will share with you three powerful case studies of brands who have experienced what high performing campaigns have done for their businesses, and why they are coming back for more!
11:30 - 12:50 p.m.					
1:00 - 1:50 p.m.	<p>I've Printed It – Now I Have To Mail It</p> <p>Marketers grimace when the inevitable postal rate increases go into effect as they assess the impact the increases will have on their budgets. While the first inclination may be to cut back on the number of direct mail drops and/or the list size, this doesn't need to be the case. This session will discuss strategies to manage postal costs while maximizing the effectiveness of your direct mail. Participants will discuss an array of topics including:</p> <ul style="list-style-type: none"> ● Incentives from the USPS ● Enhancing data management techniques ● Reassessing format sizes ● Leveraging co-mingling opportunities 	<p>Transaction: End-to-End Solutions</p> <p>According to Keypoint Intelligence, less than 15% of print shops are mostly or fully automated. That lack of automation leads to production errors, delivery delays, customer attrition and low margins. Join a panel of your peers who have automated their workflow from beginning to end. They will share what drove them to make key investments, why they chose the solutions they did and how they have eliminated touches, decreased production time and increased profits.</p>	<p>Commercial: End-to-End Solutions</p> <p>Workflow and finishing are often afterthoughts during deployment of production inkjet technology, with islands of automation disconnected from the one print process. Yet the biggest opportunity to differentiate one's print shop lies in workflow and finishing. In this session learn how panel members do this and how you can too.</p>	<p>Paper Talk: Media News</p> <p>Substrates are at the heart of inkjet success. During this session you will learn the latest developments with inkjet medias, the various media categories, and performance expectations of media used in both continuous-feed and sheetfed inkjet presses and how the Canon Solutions America Media Program can help you with your success. In addition, you will hear about recent trends in inkjet media development as well as new print applications using Inkjet technology.</p>	<p>Leadership Optimization Between the Generation</p> <p>How can you optimize your leadership when you have employees of all generations, each having their own unique characteristics, traits and preferred leadership style? In this session we will discuss how employee engagement is assessed and what mechanisms and actions are key to fostering engagement and development across generations. In addition we will address how the differences amongst employees and managers can be leveraged as an asset.</p>
2:00 - 2:50 p.m.	<p>The Inkjet Tipping Point: The Road To Profitability</p> <p>The criteria in determining when it is cost-effective and more efficient to produce a print job on a production inkjet press instead of an offset press have typically revolved around the run-length of the job. Of course, this is only feasible on a press that can produce the level of quality on the type of paper that is required within a timeframe and cost that is acceptable to the customer. During this session, we will explore a full print application portfolio, with each application type having a different cross-over point between offset and digital. You will hear first hand from a panel of your peers about their success in their cross-over journey to profitable production print with inkjet</p>	<p>Selling Transactional Print</p> <p>The addition of inkjet technology can broaden an organization's capabilities, but these capabilities will mean little if they don't translate into new sales. To make the most of your investment and win more business, each person in your organization must fully understand the value that the purchase delivers. Join this session for a panel discussion with your peers as they discuss how they have trained their sales team to focus on value and are reaping rewards from their efforts by landing new customers, upselling existing customers and improving margins.</p>	<p>In-Plant Inkjet Directions: Commercial Print</p> <p>Did you know that the annual page volume printed on production inkjet printing systems is now higher than that produced by toner-based digital printing systems? Have you seen how production inkjet printing systems are now competing cost-effectively for volume versus conventional offset lithographic presses in commercial print production? Competitive running costs and high levels of reliability, as well as ease of operation, are helping inkjet drive an unprecedented transition. This revolution is playing out in many environments, including in-plants. In this session, hear in-plants that are focused on this session, hear in-plants that are focused on accounts of how cut-sheet and continuous-feed color inkjet printing systems are driving their in-plants to new levels of productivity.</p>	<p>What's New in Production Inkjet</p> <p>Canon Solutions America continues to lead in inkjet technology. The reasons are clear. Join this session to learn competitive differentiators of the ProStream, ColorStream, i-Series and Colorado and how they can help you grow your business.</p>	<p>Empowering Millennials in Print</p> <p>Dr. Ashley Pricant, SHRM-CP, Author and Square Peg Solutions president, will moderate a panel of print industry millennials who will share their insight into the future of the print industry, their career aspirations, where they fit, what they bring to the table and how best to leverage their talent within your organization.</p>
3:00 - 4:00 p.m.	<p>Direct Mail: Ask The Experts</p> <p>Still have questions? A full day of inspiring Direct Mail sessions likely sparked a few thoughts and additional questions you'd like to discuss. Attend this Ask the Experts session for Direct Mail led by think guest speakers, customers, and industry leaders to take a deeper dive into learning.</p>	<p>Transactional Print: Ask The Experts</p> <p>Still have questions? A full day of inspiring Transactional Print sessions likely sparked a few thoughts and additional questions you'd like to discuss. Attend this Ask the Experts Session for Transactional Printers led by think guest speakers, customers, and industry leaders to take a deeper dive into learning.</p>	<p>Commercial Print: Ask The Experts</p> <p>Still have questions? A full day of inspiring Commercial Print sessions likely sparked a few thoughts and additional questions you'd like to discuss. Attend this Ask the Experts Session for Commercial print led by think guest speakers, customers, and industry leaders to take a deeper dive into learning.</p>	<p>In-Plant: Ask The Experts</p> <p>Still have questions? A full day of inspiring In-Plant sessions likely sparked a few thoughts and additional questions you'd like to discuss. Attend this Ask the Experts Session for in-plants led by think guest speakers, customers, and industry leaders to take a deeper dive into learning.</p>	<p>Books: Ask The Experts</p> <p>Still have questions? A full day of inspiring Book sessions likely sparked a few thoughts and additional questions you'd like to discuss. Attend this Ask the Experts Session for Books led by think guest speakers, customers, and industry leaders to take a deeper dive into learning.</p>

CAMELOT PRINT & COPY BREAKS CONVENTIONS WITH OCÉ VARIOPRINT i300 INSTALL



Camelot Print & Copy Production Manager Luis Crespo (left) looks over a proof from the Océ VarioPrint i300 with Senior Color Operator Brian Welsh.

When John DerBoghossian, CEO of Camelot Print & Copy in Latham, N.Y., says his company isn't "your typical print shop," he's not kidding. Camelot is not your typical Océ VarioPrint i300 production inkjet press installation either.

Originally opening its doors in 1997, Camelot Print & Copy Centers began as a small copy shop specializing in litigation copy services. Today, after years of steady growth, it has become one of the top copy centers and print providers in the Capital District of New York.

Camelot specializes in legal copying and services, graphic design, B2B services, oversize color, and displays, among other types of high-quality commercial print.

Camelot describes itself as a "customer service oriented" shop, and it's no wonder. With every job, it delivers a batch of fresh baked cookies. (At one point, Camelot was considered the largest distributor of Otis Spunkmeyer cookies in the Northeast. All of its CSRs know how to bake them.) It offers free pick-up and delivery during business hours, and in addition to its bread-and-butter work, it has done everything from making elevators for trade shows to designing stages for red carpet events.

Camelot is a \$6 million shop, with 55 people on staff. But unlike your typical printer, in which one-third or more of the employees are in production, more than one-third of Camelot's employees are dedicated to customer service, whether in sales, as CSRs, or behind the scenes.

"We started out doing your typical copy shop type work, then added a wide variety of other services," DerBoghossian says. "Now customers call us and say, 'Can you do this?' and we never know what it's going to be. Sometimes it's very unexpected, which is why we say, 'We are not just your copy center, but an extension of your business.'"

That extension of customers' businesses makes Camelot your atypical VarioPrint i300 shop, too.

Camelot started out running all toner devices, but in 2016, when its rented building was being sold, Camelot's Canon Solutions America sales rep suggested the shop use the opportunity to retool in a more efficient way. That included thinking about inkjet. "I said, 'Inkjet? That

is what I use at home to make color copies,” DerBoghossian recalls. “He said no, it was much more than that. The VarioPrint i300 could produce very high-quality work, and we could even save money doing it. He ran some numbers, and to my surprise, they worked.”

Part of the surprise was that Camelot was not doing the kind of high-volume direct mail and variable data that we tend to associate with high-speed inkjet. Its business was (and remains) high-quality color commercial, such as full-bleed brochures and booklets and rack cards. Its runs are short. Sixty percent of its jobs are rush — within 48 hours.

“We aren’t doing financial services, insurance, or many of the other verticals run on these presses,” DerBoghossian says. “But in a cost comparison, when we considered all of the factors, including the increase in throughput, the ROI on the VarioPrint i300 compared favorably with toner over a five-year period. That was if the volume stayed the same. But our volumes have grown, so we expect the return to be even sooner.”

Camelot moved into its new, fully renovated building in December 2016. The first thing in was the new VarioPrint i300. “It went in while we were still working on the floors,” DerBoghossian says.

The installation took only two weeks. “That is incredible when installing something that complex,” DerBoghossian says. “The team from Canon Solutions America worked like a well-oiled machine. They were in and out and even took all their garbage with them. Other than leaving our new press, it’s like they were never there.”

By the end of the first year, Camelot was running 30% of its color jobs off the VarioPrint i300. Today, that has grown to 50%. Quality has exceeded all expectations. With all the work Canon Solutions America has done developing color profiles and adding substrates, DerBoghossian says, the color matches are dead on. In fact, when New York State changed its logo to a new blue-purple, Camelot was the only print shop around that could hit it.

“A lot of our customers don’t realize the work they are getting is off our inkjet,” DerBoghossian says. “When I tell them, they say, ‘No, it’s not!’ I have to assure them that, yes, it is!”

The press has also exceeded expectations when it comes to profitability. Today, in addition to its VarioPrint i300, Camelot has more than 10 other Canon and Océ products on-site. For the VarioPrint i300 and its two Canon imagePRESS C10000VPs, it uses Océ PRISMAprepare and PRISMAsync workflows. For its Colorado wide-format devices, it uses ONYX.

Thanks to the new, highly efficient workflows, Camelot has gone from being able to run 500 jobs per hour to 3,000 to 4,000 jobs per hour. “The pricing hasn’t changed, but the efficiency has,” DerBoghossian says. “On some jobs, we have been able to boost our profitability to as much as 35%.”

DerBoghossian gives the example of a 35,000-piece job with a mix of papers, versioned and tabbed. Previously,



Camelot specializes in a variety of services, including legal copying and services, graphic design, oversize color, and displays, as well as other types of high-quality commercial print.

the color portion of the job was run off the imagePRESS C10000, then transferred to an Océ VarioPrint 6250 for the black-and-white, inserting, and tabbing. Now Camelot can run the entire job on the VarioPrint i300, including the mixed media, in a full “white paper in, full-color out” workflow. Paper waste is minimal.

“Profitability on that job went from 17% to 30%,” says DerBoghossian.

Finishing has become far more efficient, as well. The package put together by Canon Solutions America includes Borg finishing equipment for bookleting and Plastikoil spiral binding equipment. Just on the spiral binding machines, Camelot’s efficiency has increased by 1,000% to 1,500%. “We used to get two books per minute (and it took two people to do that, sometimes three),” says DerBoghossian. “Now, a single person can do ten books per minute. Two people can do 20 books per minute. We do 100,000 spiral bound books per year. That machine paid for itself in 18 months.”

The efficiencies are so great that, while sales volumes are up, DerBoghossian’s employees actually feel as if business is slowing down. “In reality, our volume is growing,” DerBoghossian says. “It just feels like things are slower because there aren’t stacks of stuff everywhere while the press operators wait for the job to go to the next station. They are just boxing up the jobs and sending them out the door.”

While Camelot has no immediate plans to add another VarioPrint i300, DerBoghossian did anticipate and plan for the purchase of a second machine. “We made sure the space was big enough for another one, and we have water and air ready to go,” he says. “All the behind the scenes work is done.”

If the past is any indication, it shouldn’t take long before Camelot is ready to further boost its capacity. When the shop left its old building, the biggest year it had in sales was \$4.8 million. Now, it is on pace for \$6.3 million. “That’s without adding any staff,” DerBoghossian says, “and we are running only at 65% capacity. We haven’t really begun to touch all of the opportunities.”

NEW AT thINK AHEAD 2019: ASK THE EXPERTS

In the past, the thINK conference has featured 25 different educational sessions that span a wide range of topics. This year, an additional five sessions are being added, and they will collectively be called Ask The Experts. The idea, says Sheri Jammallo, senior advisor, Marketing, for Canon Solutions America, is to expand the opportunity for attendees to deepen their knowledge of the subjects, while at the same time providing a chance to form more lasting networking connections.

“This year, to wrap up each of the five segment tracks, we are having all of the expert presenters come back for a final session,” she explains. “It will be a panel session, where the floor will be open for attendees to ask additional questions, further probe into topics that were touched on earlier in the event, share ideas, and more.”

The session tracks this year are Direct Mail, Transactional Print, Commercial Print, In-Plant, and Book. While attendees are invited to move freely between the tracks and sessions throughout each day, they will need to specifically choose the single Ask The Experts session they want to attend when first registering for the event.

In addition to opening up the floor to audience questions, the Ask The Experts sessions will also be a chance for the speakers to expand on trends, opportunities, sales techniques, workflow, finishing, and more that they might not have been able to spend as much time on as they would have preferred in their original presentation.

“This is an additional opportunity for our attendees to talk directly to the experts who will be at the event,” Jammallo

says. “Before, the only real opportunity they had to ask questions was at the end of each presentation, where there was a short time period set aside for Q&A. And in between sessions, they were moving from one subject to the next. Now, if they want to know more, they will have the opportunity to dive deeper and get all the information they want before leaving the conference.”

Every year, attendees at thINK get more sophisticated, Jammallo notes, and the content is designed to keep up with that expanding need for more enriched education. “They will learn more advanced skills and ideas this year and hear what the latest and greatest is in the industry,” she says. “We are very diversified this year — we made sure we will hit on every level of customer, in every aspect of the business. We want to give attendees the opportunity to build their own unique curriculum that will meet their personal needs and help them excel and grow their business.”

This year, more than 600 people are expected for the thINK conference, although each Ask The Experts session will be limited to keep it intimate enough that everyone will feel comfortable enough to engage with the group, Jammallo says. “This is an opportunity to network with your peers with a common business interest, and we believe relationships will blossom over time. The end result is that every attendee will leave with more knowledge than they came with to help grow their business.”



CLOSING KEYNOTE: Commander Rorke T. Denver

A special closing keynote at thINK Ahead will feature Commander Rorke T. Denver who has run every phase of training for the U.S. Navy SEALs and led special-forces missions in the Middle East, Africa, Latin America, and other international hot spots. He starred in the hit film *Act of Valor*, which is based on true SEAL adventures. His New York Times bestseller, “*Damn Few: Making the Modern SEAL Warrior*,” takes you inside his personal story and the demanding SEAL training program. In his second book “*Worth Dying For: A Navy SEAL’s Call to a Nation*,” Rorke tackles the questions that have emerged about America’s past decade at war — from what makes a

hero to why we fight and what it does to us. Rorke was most recently seen on Fox’s “*American Grit*.” The series followed 16 of the country’s toughest men and women as they faced a variety of military-grade and survival-themed challenges set in the wilderness.

As assistant officer in charge of Bravo Platoon at SEAL Team Three, he was deployed to SOUTHCOM, the Central and South American Area of Operations. His platoon was the “alert” SEAL team for maritime interdiction, hostage rescue, counter-insurgency, and counter-narcotics.

In 2006, Denver was the officer in charge of the platoon in Iraq’s Al Anbar Province in one of the most combat-heavy deployments of any regular SEAL team since Vietnam. Stationed in Habbaniya, his team conducted more than 200 missions including sniper operations, direct assaults, special recon-

naissance, and ground patrols. Denver’s team has been widely credited with propelling the “Tribal Awakening” that helped to neutralize Iraq’s insurgency. Denver was awarded the Bronze Star with “V” for valorous action in combat.

After returning to the United States, Denver was appointed flag lieutenant to Admiral Joseph Maguire, commanding officer of Naval Special Warfare, traveling to Afghanistan and briefing Congress on SEAL operations. In 2009, he became First Phase officer of SEAL Basic Training including Hell Week, then rose to Basic Training officer. He went on to run all phases of training including advanced sniper, hand-to-hand fighting, communications, diving, and language.

In his role as the founder of Ever Onward, Denver will share Navy SEAL principles to call leaders to take action, to suffer, and to be bold so they can perform at their highest levels.

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