

thINK FORWARD

thINKforum.com | Spring | 2018

Inkjet Networking and Knowledge

L & D MAIL MASTERS

With its new Océ VarioPrint i300 and a fleet of new finishing solutions, L & D Mail Masters has been able to keep more work in-house.

ARCIS SOLUTIONS TECHNOLOGY

This issue features Arcis technology on every page. With this technology, PSPs can secure documents using digital presses.

INKJET INNOVATION AWARDS

It's time to submit your best work for the thINK Inkjet Innovation Awards. Learn more on page 9 of this issue.

SECURE INKJET

This special issue features security technology you can implement for your customers.

thINK



PROFITABLE PRINT

Get the Inkjet Advantage
See back for details

L & D Mail Masters Inc. transitions to the Océ VarioPrint i300:

The thINK Community is kicking things up a notch in 2018.

As the thINK Community continues to grow, so do the valuable resources and learning opportunities.

Of course, the crown jewel of being a thINK member is the opportunity to connect, learn and network at the annual thINK Conference — and registration is now open for the September 5-7 conference in Boca Raton, Fla. — be sure to look for your thINK invitation in your email or visit thinkforum.com to get registered! However, the advantages of a thINK membership extend beyond the conference. That's why I want to take a moment to outline new thINK initiatives that you may not be aware of:

New thINK Initiatives:

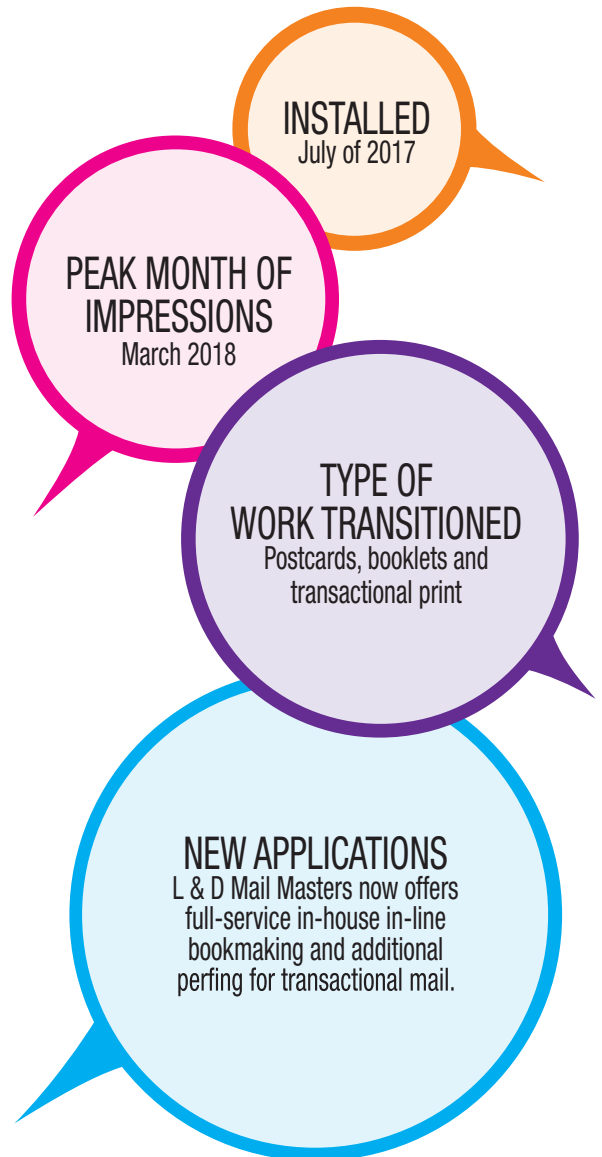
- **thINK Inkjet Innovation Awards:** This year we are kicking off the annual thINK Inkjet Innovation Awards. Read more in this issue of thINK Forward and be sure to submit your entries.
- **thINK Master Marketing Virtual Workshops:** This series of free, personalized workshops led by marketing industry experts will guide a limited number of participants through hands-on, practical examples. Expect to walk away with real strategies you can put to work for your business
- **Creating community takes sharing:** We've started a new Share Your Story series within the thINK blog. It gives every member of the community an opportunity to contribute. If you want to share your story, reach out to shareyourstory@thinkforum.com. We'll even help you write it.
- **Media profiles update:** Did you know you can download media profiles for the Océ VarioPrint i-series right from the thINK Forum website? Profiles for other inkjet presses are coming soon.
- **Print Provider Locator Tool:** Did you know that we have a print provider locator tool on thinkforum.com? All Canon Solutions America inkjet customers can participate — and get a free listing. Visit thinkforum.com for more information.

I hope you are as excited as I am about the growth of this community. I encourage you to utilize these resources and get involved in this great community.



Bob Radzis
thINK President
SG360°
Chief Customer Officer

What changes would YOU like to see going forward? Email me with your ideas and suggestions at bob@thinkforum.com



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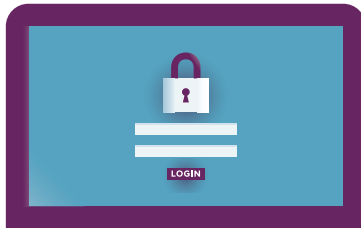


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PROTECT AND SERVE

In a data-filled world, protecting your information – and you customers' – is more important than ever before.



Cyber security spending will exceed \$1 trillion dollars from 2018 to 2021. Breaches by Target, Equifax and many government agencies have brought the risk of personal

information to awareness in every home in the country. Every day new threats are revealed and there is a continual change of policies and procedures to address risks in all aspects of our processes and operations. Patches and updates happen almost daily to keep our devices protected from malicious code and cyber theft. Cyber insurance rates are rising as incidents increase and the coverages required to maintain business relationships with customers are increasing.

With the daily pressure to build and deliver efficient services for our customers and the continual need to react to cost pressure, how can print service providers maintain the high standards and absorb the costs that are rising at alarming rates. What are the answers to this question? How do we manage our business through these conditions while minimizing the risk and exposure of our customer's data?

As I regularly attend industry conferences and meet with companies that face the same challenge, we often speak of some key points:

- Not all data is the same.
- As the sensitivity of the data increases so should the charge.
- We don't want to house the data, process it and then destroy it.
- We need a better understanding of what is in the data that we are receiving and processing.

With all of the challenges we are faced with in providing secure processing environments and the absorbing liabilities associated with them, it is critical that we deploy solutions that minimize the risk to the organization. I believe some best practices have emerged that should be considered within the IT infrastructure of organizations.

Managed Security Service Providers (MSSP) provide dedicated resources and expertise in maintaining a secure operating environment for the organization. These service providers not only provide the connectivity but all the supporting infrastructure, patch management and system monitoring 24 hours per day, 365 days per year. In addition to services and infrastructure, they provide specialized consultative services when faced

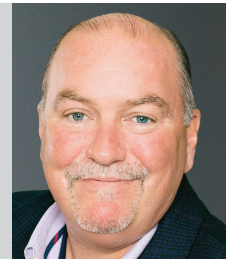
with decisions needed to support new business or infrastructure requirements.

Secure Cloud Service Providers extend the resource support to include processing and storage infrastructure. Again, dedicated security resources focused on maintaining patched and updated security perimeters coupled with the ability to have flexible processing environments offer cost effective solutions minimizing capital investment. Often the cloud carries the stigma that it is an unsecure operating environment. I would counter that when you truly look at the security and the process in place to support these environments, opinion will change.

Often overlooked, education is probably the most important preventative measure an organization can deploy. Educating all employees on the importance of maintaining a secure operating environment both digital and physical is critical. Training employees on what to do when they suspect a mail message that looks suspicious, maintaining a clean desk policy and ensuring that perimeter doors remain secure. Often simple things — when done by all in the organization — raise one's consciousness and can prevent or detect an impending issue. Because we cannot see the faces of the cyber criminals, it often does not resonate within us the seriousness of the crimes these people or organizations are committing, until it happens personally to us.

Finally, contract a professional security auditing firm to review and audit your systems and controls. Conduct penetration tests and identify vulnerabilities that require hardening or patching. Perform social engineering testing to ensure information is not flowing from your organization through employees. Our philosophy to successfully navigate these turbulent waters is to surround our organization with as many qualified professional organizations to assist us in awareness, management and prevention of cyber security crime.

John Slaney is Executive Vice President and Chief Technology Officer at Content Critical. John is one of the founding members of Content Critical Solutions and oversees all aspects of the technology infrastructure and programming development. John's focus is on developing and implementing automated processing platforms, which include secure processing, proofing and approval protocols which enable clients to access user-friendly production controls and custom reporting at their desktops.



L & D MAIL MASTERS REVAMPS PRODUCTION CAPACITY WITH OCÉ VARIOPRINT i300

With its Océ VarioPrint i300 and new finishing equipment, L & D Mail Masters has been able to keep more of its work in-house than ever before.

Have you heard the expression “less is more”? At L & D Mail Masters Inc., a full-service direct marketing firm and woman-owned business in New Albany, Ind., this is expressed in the recent purchase of its Océ VarioPrint i300. Since the installation of this powerhouse in June of last year, L & D Mail Masters fleet of production devices has been whittled down. With so much horsepower in the barn, they don’t need as many presses anymore.

This really says something. With 180,000 square feet of secured facilities and 71,000 square feet of climate-controlled fulfillment storage space, L & D Mail Masters is a sophisticated operation. Clients include insurance companies, financial institutions, universities, national sales organizations, publishing companies, and health care organizations, among others.

“Ninety-five percent of L & D’s projects have some level of personalization. That may be simple targeting like name and address or more sophisticated targeting with deeper levels of personalization and images.”

—Diane Fischer, president of L & D Mail Masters

Unlike many production facilities that use inkjet primarily or exclusively for statements and invoices, L & D Mail Masters uses its Océ VarioPrint i300 for commercial documents such as highly personalized direct mail, postcards and magazines, as well. “We added a bookletmaker, which allows us to staple and saddlestitch in-line,” says Diane Fischer, president of L & D Mail Masters. “We added a perfer, too. With these capabilities, we have been able to take back a lot of previously outsourced work, including magazines and color booklets.”

L & D Mail Masters has become a full white paper factory. It also operates Pitney Bowes mail sorters and offers comingling.

Complex Programming

Ninety-five percent of L & D Mail Master’s projects have some level of personalization. That may be simple targeting like name and address or more sophisticated targeting with deeper levels of personalization and images. “Our salespeople sell VDP on everything,” Fischer says.



L & D Mail Masters offers a full range of data management and customer profiling services as well as VDP design. L & D Mail Masters designs in PCL Jetletter and Fusion Pro. All files, including those that come into the shop as ADF, are converted to PDF.

Some clients invest heavily in customer profiling and personalized messaging, studying the data with every mailing. Others not so much. Either way, L & D Mail Masters encourages them to do a lot of A/B testing, and many of its customers do. “Because we can program different data mail streams, doing A/B splits is part of our everyday process,” Fischer says.

With L & D Mail Master’s clients making a high level of investment in data, profiling, and high-value targeting, L & D Mail Masters emphasizes what it calls “measurable results.” Most of its mailings have a personalized URL or general URL to help track their programs’ effectiveness. Because many of its customers are using marketing dashboards too, programming for these jobs can become very complex.

“In some cases, we may have 25 data sets, and we program them all into the same print run,” Fischer explains. “In health care, for example, there are tons of variables related to different pharmaceuticals. Our clients sell different programs into different customer segments and different markets, so they always have lots of mail streams going out at the same time. All of that is being measured in the same dashboard. That keeps our programmers busy!”

Programmers may be busy, but the new VarioPrint i300 is busier. Thanks to its high production speeds (up to 294 letter ipm), much of the volume on L & D Mail Master’s older toner-based devices has already been replaced, including all of its black-and-white work. The volume on its four-color toner presses is shifting to the VarioPrint i300, too.

“We are getting more and more paper stocks in-house all the time and our profile library is growing,” Fischer says. “We are switching more and more jobs every day.”

The ability to transfer volume from older presses is exciting for Fischer, since one press is able to solve many of the challenges of an aging fleet. “Most of our equipment was around 10 years old,” she says. “We were thrilled when we found that the Océ VarioPrint i300 could replace nearly all of it.”

As a result of the added in-line perfing, L & D Mail Masters has easily transitioned the reprint and rush jobs to the VarioPrint i300 from other devices. L & D will continue to maintain additional production capacity for short-run jobs, particularly those under 15,000-20,000 impressions.

Because L & D Mail Masters will maintain some additional devices on the production floor, it has been important to work toward perfect color match between all available devices. With the help of Canon Solutions America training, Delta Es between presses are now within one and three, and the operators are

matching that every time.

“Canon Solutions America came in and did a color matching class for us,” says Fischer. “It really helped us to be able to match across all of the platforms, including the VarioPrint i300. We learned a number of tricks that we weren’t aware of.”

Hitting these Delta Es is also helped by the fact that the VarioPrint i300 has a wider range of substrates than any other presses on the floor. “We are pretty much able to use the same stocks on all devices,” Fischer says.

As work continues to migrate to the Océ VarioPrint i300, L & D Mail Masters is working toward maximum overlap in substrates between the inkjet and toner presses, as well. “Every day, they are working diligently to get us as much substrate overlap as they can. They are doing a great job,” says Fischer.

Speed Is Paramount

The Océ VarioPrint i300 was installed in June 2017. The time from installation to running commercial jobs was less than 30 days. Fischer credits this fast ramp-up in part to Canon Solutions America’s excellent training. “The equipment is very easy to use, and you can cross train people very easily,” she says. “We hit the ground running.”

That has been very important since L & D Mail Master’s customers won’t tolerate interruption in service. Quality and personalization are critical, but turnaround is just as much so. Average turnarounds have dropped from five to three. “It’s all about how fast can you get a job done,” says Fischer. “Turnaround and output quality are on our minds more than anything. We are doing custom programming in shorter and shorter timeframes, as well.”

The Océ VarioPrint i300 leverages printhead technology from Océ ColorStream inkjet web presses, which provides 600x600 dpi output with drop size modulation to deliver 1,200 dpi perceived image quality. While inkjet has a different look than toner, Fischer says customers readily accept the output. “Inkjet definitely has a different look, but customers are used to seeing that look more than they used to,” she explains.

The Océ VarioPrint i300 is rated for 12 million impressions per month. Currently, L & D Mail Masters is running it a single shift — around the clock — and volume is building.

With fewer presses come labor savings, too. Even as the number of necessary operators shrinks, L & D Mail Masters is considering adding additional shifts and expanding its hiring.

This also means an increase in other services, such as design and campaign development. In addition to L & D Mail Master’s wide variety of print services, statement processing and web fulfillment, it handles websites, corporate brand identities and marketing materials. All of those are services experiencing growth to match the increased production volumes and capacity.

Truly, at L & D Mail Masters, less is more.

SECURING DIGITAL PRINT

Using Arcis technology, PSPs can create secure documents using digital printers.



Arcis Solutions offers a simple and smart approach to securing all important print documents. The features are produced in a single pass, on demand, so shops no longer need to keep pre-printed security stock on hand.

THIS CHECK CONTAINS A FULL COLOR PHOTO BACKGROUND EMBEDDED WITH AN ANTI-COPY VOI

EAGLE EXCAVATING

3345 Military Way
Dover, Arkansas 22891

Pay to the order of: Shafer's Heating & Air

Two thousand four hundred eighty

Memo: Hot Water Tank

⑆042000314⑆ 2925 59

In 2005, Arcis Solutions, which created technology that allowed printers to produce secure documents on offset presses, was approached with an inquiry on achieving those same capabilities with a digital printer. That prompted a small team to begin finding a way to upgrade their technology, and several years and patents later, they achieved what they set out to do.

Today, Arcis has a close partnership with Canon Solutions America, providing its technology on the Océ VarioPrint i300, as well as the Océ ColorStream and Océ JetStream lines. In fact, the issue of *think Forward* you are holding in your hands right now was printed on an Océ VarioPrint i300 using this technology — and the entire issue is protected with Arcis' "Dupe Proof" features, preventing it from being copied, scanned or duplicated without detection.

According to Judy Wu, Chief Technology Officer for Arcis, this issue contains the entire suite of technologies that printers can take advantage of when they use certified Canon printers. These include features such as text that is invisible on the original, but which shows up when someone attempts to photocopy the page. There are also authentication features, which will allow someone looking at even a beautiful color reproduction to know they are not holding the original. All told, there is a range of features included on every page.

"There are so many different platforms and so many ways to reproduce something," Wu says. "We try to have three to four features on every page, so if any single one fails, another will always work. You have to have layers of security — I liken it to securing your house. If you leave the door open, you invite people in to take things. Closing the door is your first layer, but you're still vulnerable. So you lock the door, and that's a bit better. Then you install an alarm system. That's what we do with documents; we ensure there are multiple layers of security."

PENN WAY BANK
Dover, Arkansas 22891
13-31/420

2925

Date: 10/24/2018

Conditioning

\$ 2,489.50xxx

nine dollars and 50/100 Dollars



Authorized Signature

MP

2 483 29

Arcis Solutions' Digital Security Pantograph is one of the best received security measures for hard copy documents. The original shows a flat or patterned background, while a photocopy reveals a hidden message or graphic.

Please make a photocopy of page 6 to see the VDot Technology and/or the Void Pantograph Technology.

Please make a photocopy of page 7 to see the Void Pantograph, Verification Grid, and MicroPrint in action.

The Digital Difference

While security printing isn't new, Arcis is the only company currently bringing it to a digital production inkjet platform. Previously, to produce a secure document, first a printer would need to create the templates on their offset press, embedding the technology and features in the paper. Then the paper would need to be stored, until a digital inkjet or toner printer is used to print the text on top — think of checks, for example, or tickets for a professional sporting event.

With Arcis technology, however, that two-step process is pared down to just one. They can create the same security features in a single pass on the printer, along with the content itself — so white paper goes in, and secure, variable documents come out.

"We looked at the ROI and broke it down," Wu notes. "Starting with a plain piece of paper it is under one cent per page. Using the traditional, two-step method with offset-printed shells, it costs almost three cents per page. That is a savings of two cents per page, or one third of the cost — and that's just on the cost of the paper. If you print a million checks a month — do the math. If you print 12 million checks a month — do the math."

But it's not just checks. Digital technology allows printers to create variable security features right alongside their variable content. Wu notes that the possibilities for printers are endless. One example she gave is coupons. One retailer issued a coupon for a free sample of their product that was worth \$20. It was supposed to be a highly targeted campaign to encourage new users to try their product. Instead, users copied the coupons and reused them multiple times, and the retailer ended up losing money on the campaign. With anti-copy technology features, users would not have been able to create exact duplicates cashiers could not distinguish from the originals.

Another example she gave was a location that issued parking passes for their lot. They knew the lot

could hold 40,000 cars, but they were only selling 25,000 passes — and yet their lot was always full. When they implemented security features to prevent copying and sharing passes, they were able to better gauge the traffic in their lots and increase their sales of passes according to actual demand.

"It's not just checks that need to be secured," Wu says. "Any document that you print that has a value should be secured. Without that, you're just inviting people to attempt to copy it."

In November, Arcis took this concept one step further, with a new, patent pending product and around a digital image pantograph — technology you can see in the pages of this issue as well. With this new technology, rather than having security features be a monochrome feature that needs to appear in specific areas of a document, they can now be embedded across full color images, and even photographs.

"This is something that can only be done using digital technology — you can't reproduce this on an offset press," Wu says. "We play on the fact that the registration on digital is very tightly controlled, with the last image in a run exactly the same as the first. When it comes to CMYK, registration is not so dead on, and can't be consistently held throughout an offset run. So now, you don't have to have a boring security form. You can have the full benefits of going digital, with beautiful, branded, colorful images, and it is still fully secure."

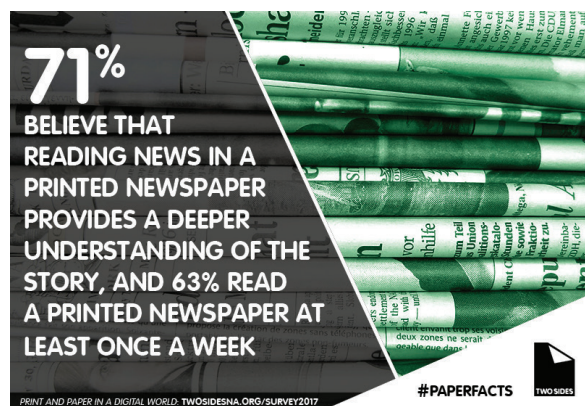
For PSPs, this can be a differentiating factor when it comes to standing out from the competition. The ability to offer every client unique, secure features, on every job, protecting their information, images, copyrights and more, is a powerful message. And the ability to do it in the same pass as the printing, for almost no additional cost in time or money, is a powerful message. Whether the shop prints checks, concert tickets, prescription pads for doctors, coupons, gift certificates or anything else that can be imagined, Arcis Solutions and Canon technology together make it possible to achieve incredible results.

Please visit partners.arcis.solutions/think to find out more information.

PRINT AND PAPER IN A DIGITAL WORLD

From financial transactions to reading the news or a magazine, the world is moving rapidly towards an electronic interface. But is this actually what we want? A 2017 survey commissioned by Two Sides and conducted by Toluna in June 2017, “Print and Paper in a Digital World,” examined the preferences of U.S. consumers for print versus electronic over a wide range of communications.

First and foremost, the large majority of U.S. consumers surveyed (90%) felt they should have the right to choose how they receive communications (printed or electronic) from financial organizations and other service providers. Most (82%) also do not want to be charged more for choosing a paper bill or statement and 57% would consider switching to an alternative financial organization or service provider if they are forced to go paperless.



Contrary to popular belief, the issue of choice isn't just confined to older age groups. As may be expected, 92% of U.S. consumers aged 55+ agreed that they should have the right to choose paper or digital, but 88% of the 18 to 24-year-olds also agree. Furthermore, 49% of that same young age group would consider switching companies if they are forced to go paperless.

Security concerns

Part of the consumer support for printed documentation may be due to the increase in data breaches in the financial, business and health care sectors. Survey results revealed that 79% of consumers keep hard copies of important documents filed at home as they believe this

is the safest and most secure way of storing their information. A similar number is increasingly concerned that personal information held electronically is at risk of being hacked, stolen, lost or damaged.

Having a printed copy, whether it be a newspaper, an invoice or a health or financial record, is generally perceived to be a more secure and comprehensible way of receiving information than its digital counterpart.

The preference for print on paper also has a lot to do with convenience. Overall, 68% agree that it is easier to track their expenses and manage their finances when information is printed on paper.

Print preference

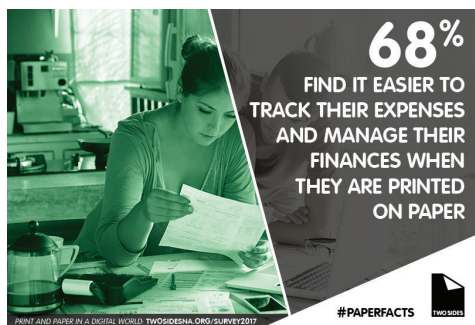
Overall, 62% of respondents prefer to read books in print versus electronic devices. Surprisingly, the youngest age group (18 to 24) feels the same way about books, with 63% responding in favor of print. Both groups strongly agree (72-73%) that reading a printed book is more enjoyable than its digital counterpart. The preference for print also extends to reading magazines with 73% agreeing that print is more enjoyable than digital. Even the youngest group's response is 66% in favor of print.

When asked if reading news in a printed newspaper provides a deeper understanding of the story than digital options, the majority of respondents agreed (71%), and this was very similar to the response of the 18-24 age group (68%).

The fact that we trust and understand printed media more than digital has direct implications for advertisers.

The majority of consumers (70%) indicate that they do not pay attention to most online ads and 69% find them irrelevant. The youngest age group surveyed (18-24) feels only slightly less strongly about online ads with 65% saying they do not pay attention to them. Many in both age categories (66%) could not remember the last time they willingly clicked an online ad.





When advertising turns up in our in-boxes, do we read it? Less than half the time according to the survey; 49% of all consumers and 43% of the youngest age group say they read marketing emails at least once per week.

Trust is an issue in advertising. Well over half the respondents (59%) do not trust many online ads. About half (54%) pay more attention to messages and ads on printed leaflets and mail than messages and ads delivered by email. A similar number agree they would be more likely to take an action after seeing an ad in a printed newspaper or magazine than if they saw the same ad online.

What about printed ads that turn up in the mailboxes of our homes? Of all the consumers surveyed, 59% said they read leaflets, flyers and other unaddressed mail delivered to their home at least once per week. Slightly higher numbers of respondents (63%) read advertising mail (at least once a week) addressed to them and delivered to their home.

The Toluna survey commissioned by Two Sides points out that print on paper plays a strong role in our daily lives, whether it is reading recreationally, carrying out financial transactions, maintaining our personal financial records or responding to advertising. The push to digital communications by many companies suggests that there is a disconnect with what their customers, young and old, actually want.

The full survey report and key findings for the U.S. are available at www.twosidesna.org/Survey2017. To obtain a printed version of the materials, please contact Two Sides North America at info@twosidesna.org.

Phil Riebel is president of Two Sides North America, an independent non-profit organization created to promote the sustainability of print and paper. For more information about Two Sides North America, visit www.twosidesna.org and follow Two Sides on Facebook (@TwoSidesNorthAmerica), Twitter (@TwoSidesNA) and LinkedIn (Two Sides North America Group).

YOUR TIME TO SHINE!

thINK 2018 announces inaugural Inkjet Innovation Awards

For a relatively new technology, we've made leaps and bounds in the capabilities of high-speed production inkjet presses, its ever-growing media options, and the skills shops have acquired by using it. To honor the unique innovation, forward-thinking strategy, and proven excellence in inkjet printing, thINK is announcing its inaugural Inkjet Innovation Awards competition. thINK wants to use this awards competition to celebrate the creativity and innovation of its members — and the positive business impact their work is having on their customers' success. The winners will be announced at the thINK 2018 conference, taking place September 5-7, 2018 in Boca Raton, Fla.

"If you consider yourself a leader or a true innovator in inkjet, this is the opportunity to show how you're using this next-generation technology to transform not only your business, but your customers' as well," says Bob Radzis, thINK President. "We welcome all members of this great thINK community to showcase what is possible with an inkjet press, and in doing so demonstrate the far-reaching impact this technology has on our industry."

The thINK Inkjet Innovation Awards will recognize Canon Solutions America production print customers who are pushing the boundaries of this technology. Judges will look for design aesthetics and business effectiveness, as well as the degree of innovation used in the printed piece. Contestants can enter as many projects as they'd like, and as Radzis noted, "creativity, above all, will help determine the winners!"

"To recognize these achievements, trophies will be awarded for all entries that have achieved a winning level of innovation and will be eligible for 'Best of Show' and 'People's Choice' Awards," Radzis says.

Now is the time to start looking at the jobs you've already produced, as well as the ones you'll be printing over the next three to four months. If you think an upcoming project could be a good fit, save five print samples for entry.

For more information about this new awards program, go to thinkforum.com.



SECURITY... PLAIN & SIMPLE

What you have in your hands is a fully secured publication. That is, every single page of this magazine has been embedded with at least two document security features that will distinguish a copy from the original if any page is replicated. A suite of Dupe Proof technologies was used in securing the pages of this magazine and printed on the Océ VarioPrint i300. The outcome is a fully secured publication printed using a single pass process.

Below, we show two pages from this magazine and demonstrate the various results you can expect to see when you try to photocopy these pages. We have also highlighted some of the key security features on the original and what you can expect to see in a photocopy, demonstrating how easy it is to verify the original from the copy.

Dupe Proof – no duplicates, no forgeries and no alterations! Simple, smart and secure. Find out more on pages 6 and 7.

Page 6

Original

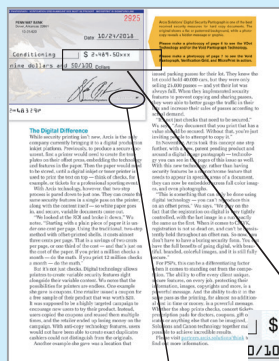


Photocopies



Page 7

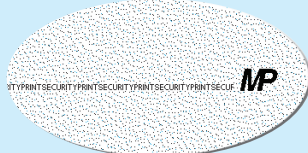
Original



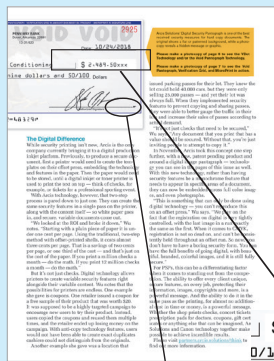
Verification Grid



MicroPrint



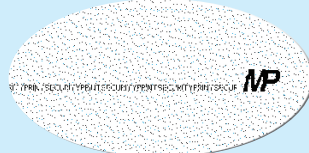
Photocopy



Verification Grid



MicroPrint



OUTSTANDING QUALITY



DISCOVER A NEW APPROACH TO PRODUCTION INKJET PRINTING

Canon Solutions America introduces a new breed of fast, high-productivity continuous feed production inkjet presses with the Océ ProStream™ series. The series combines the vibrant colors of offset with the variable-data versatility of digital printing — providing a powerful platform for publishing, direct mail printers, and commercial printers.

The Océ ProStream series excels when:

- Run lengths become too short for offset to operate profitably
- Overall volumes are beyond the capability of toner engines
- Media requirements are beyond traditional inkjet presses

Océ ProStream series



VIEW THE PRESS DEMO:
PPS.CSA.CANON.COM/PROSTREAM

877-623-4969 CSA.CANON.COM

Canon

CANON SOLUTIONS AMERICA



CANON SEE IMPOSSIBLE

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Sterling, VA 20166

PRESORT STD
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PAID
Dulles, Va
Permit No. 22

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thINK FORWARD

Inkjet Networking and Knowledge

 **21¢ / 4.80 HOURS**

The total cost to print this issue of the thINK newsletter is 21¢ per piece and 4 Hours and 48 minutes. Compare that to 42¢ per piece and 8 Hours and 20 minutes of press time on a 100 page per unit toner engine, based on a quantity of 4,500. Supply and service cost of inkjet was 8¢ per set and 30¢ for toner per set. No Labor or lease cost was included. **That's profitable print!**

PRODUCTION NOTES

PRESS: Océ VarioPrint i300

PAPER: Verso Blazer Digital® 100# Satin Text

thINK is an independent community of Canon Solutions America production print customers, solution partners, and print industry experts and Canon Solutions America is a proud executive sponsor. Led by some of the most successful inkjet service providers in the country, it provides a forum for members to network, gain knowledge, discuss common challenges, and share best practices. Learn more: thinkforum.com

