

thINK FORWARD

thINKforum.com | Spring | 2017

Inkjet Networking and Knowledge

TIME TO THINK VERTICALLY

Six new Vertical Market Analysis reports enable thINK members to dive deeply into vertical markets and build their own go-to-market plans based on InfoTrends's data and in-depth knowledge.

HOW TO STAND OUT IN A TONER WORLD

For Bacompt, production inkjet technology was a game-changer, bringing new capabilities to its bank, credit union, hospital and government clients.

YOUR SEARCH IS OVER

Trying to find the right paper for the job? Look no further than the NEW paper selector on thINKforum.com. Learn more about all available papers that have been tested and approved for Canon Solutions America inkjet presses.

THE INKJET DIFFERENCE

Explore how inkjet technologies continue to offer best-in-class solutions to companies and brands worldwide.

thINK



PROFITABLE PRINT

Get the Inkjet Advantage
See back for details

Get Ready for thINK 2017! The thINK 2017 date and venue have been announced! Mark your calendars to join us at the Boca Raton Resort & Club, October 9-11, 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. Throughout the three-day event, there were more than 30 sessions, designed for all levels of inkjet experience and awareness. In addition, post-event resources provided thINK members with unprecedented access to a robust bank of inkjet-related knowledge.

New to this year's event, thINK members who want an in-depth look at a particular line of inkjet presses will have access to two product-centric sessions: the sheetfed Océ VarioPrint i300 and Continuous Feed Inkjet. Additionally, Business, Advanced and Technical tracks will also be included, further expanding the scope and breadth of information for thINK 2017.

Registered thINK members will receive more information and registration details in the months to come. In the meantime, planning is underway! We welcome your input on what YOU would like to see at thINK 2017 – email ShareYourStory@thINKforum.com!



Mark DeBoer
thINK President
Darwill
Director of Customer Experience

“We expect thINK 2017 to be even more successful than 2016, and have no doubt that it will help both new and existing members expand their inkjet knowledge by interacting with some of the great minds leading this industry,” Mark DeBoer, thINK President, said. “With dynamic intermediate and advanced educational sessions last year, attendees left with best practice techniques they could apply immediately. We know they will want to come back to continue the learning process.”

INKJET TRANSITIONS

Bacompt transitions to the Océ VarioPrint i300:

INSTALLED
October 2016

PEAK IMPRESSIONS
No. of impressions as of 3/8/17: 19 million

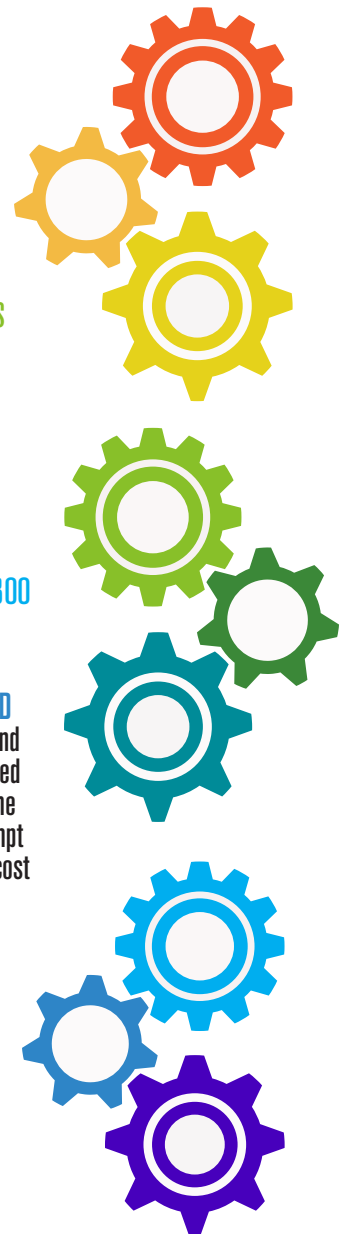
PEAK MONTH OF IMPRESSIONS
February 2017 | 5 million

WORK TRANSITIONED
100% of laser color toner-based printing

UPTIME ON THE VARIOPRINT i300
98%

TYPE OF WORK TRANSITIONED
Transactional, statement, billing and financial work has been transitioned to the VarioPrint i300. Some of the work was in black, and now Bacompt is able to offer that work in color cost efficiently.

NEW APPLICATIONS
Bacompt is going to target short-run, traditionally offset jobs, such as marketing collateral, as well as continue to identify monochrome jobs that can be upgraded to color.



WHAT'S INSIDE

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High security document printing requires fast turn-arounds, and with the addition of an Océ VarioPrint i300, Bacompt has been able to provide high-quality products efficiently and cost-effectively.

< 6 / DMS ink SPOTLIGHT

Shortly after installing an Océ ColorStream 3900, DMS ink added an Océ VarioPrint i300, resulting in increased efficiencies and automated workflows.



thiNK VERTICAL

NEW VERTICAL MARKETING KITS CAN HELP DRIVE SALES

Enhancing sales productivity, differentiation and maximizing individual markets are ultimate goals for today's print businesses. Understanding a specific market's dynamics by vertical or company size can provide lucrative opportunities for the shop, but can be challenging. Gaining a greater insight into specific markets and the key verticals within their local markets can help print providers make decisions regarding what services to offer to their customers.

More often than not, the U.S. market for various print offerings is treated as a whole. In fact, it is made up of a number of key vertical segments that have critical differences. Each of these key vertical segments has unique structures in terms of the number of firms and establishments, the distribution of these firms in terms of size (both employees and revenues), ownership, overall concentration (or lack thereof), average profitability and cost ratios, and the nature and degree of competition. This type of data is important for print providers to have in order to build a comprehensive slate of service offerings.

The differences between the various vertical market segments present themselves in terms of:

- **Overall opportunity:** Specific product and service offerings will have varying levels of attractiveness to different vertical segments.
- **Go-to-market strategies:** What are the most effective means of introducing new products or services? What are the key "hot buttons" for each vertical?
- **Sales and distribution strategies:** Which are most effective sales and distribution strategies for each vertical segment?

Canon Solutions America, with the help of Key-point Intelligence (formerly InfoTrends), has created six new Vertical Market Analysis reports for thiNK members. These reports enable print service providers to dive deeply into specific vertical markets and build their own go-to-market plans based on InfoTrends's data and in-depth knowledge of the key differences between the verticals.

Reports included in the new 2017 Vertical Markets Kit are:

• Targeting the Financial Services Market

Financial services are the economic services provided by the finance industry, which encompasses a broad range of organizations that manage money, including credit unions, banks, credit card companies, insurance companies, accountancy companies, consumer finance companies, stock brokerages, investment funds and some government sponsored enterprises. Communication products and services must fill financial services firms' needs to support operations, deliver and sell services, support marketing and sales, drive revenue streams and meet regulatory requirements. Financial services firms have many interactions with their customers, from account updates to service alerts to investment advice. Examples of key printed materials include marketing promotion, statements and educational materials.

• Targeting the Healthcare Market

Hospitals and healthcare providers are among the most document-intensive businesses. These organizations use print to educate patients, market services, explain the benefits of medical services and track patient care. Printed materials such as brochures, flyers, direct mail, statements and postcards are important communication tools. In addition, communication products and services must fill healthcare organizations' needs to support operations, deliver services, support marketing and sales, and drive revenue streams.

• Targeting the Higher Education Market

The education market offers a wide breadth of opportunities for print service providers to sell digital printing. This vertical market analysis on the higher education market examines how the industry operates, reports on key trends and market influencers, and offers tips for successfully selling to the market.

• Targeting the Insurance Industry

Insurance providers are big purchasers of printed



THE BIG PICTURE

materials, as insurers have many interactions with their policyholders throughout the customer lifecycle. In this document intensive industry, insurance agents are asked to provide printed information about their products and services. Marketers and sales staff are interested in using targeted marketing to stand out in a competitive field resulting in demand for variable data printing services. Additionally, government regulations and changing legislation require frequent updates of documents.

◆ Targeting the Nonprofit Market

Print is a core component of the nonprofit sector's communication mix. Its success depends on efficient operations, cost control and solid communication channels to educate its clients and donors, maintain existing donors and recruit new ones, and fund operations. Digital printing plays an important role in accommodating these needs, as it offers the ability to address both the operations and marketing sides of an organization. Nonprofit

marketers are well-suited to take advantage of the benefits of production inkjet printing — short-run, high-quality, personalized, fast turnaround, just-in-time and efficient production — to generate interest, communicate with donors and fill contribution boxes.

◆ Targeting the Retail Market

The retail industry is highly competitive and visually-focused. Imagery can influence the purchasing decision regardless of the communication type, whether it is an online ad, a catalog or direct mail piece or an in-store sign. In addition, today's customer communications are increasingly being versioned and/or customized with messaging that is targeted toward specific audiences based on their buying habits or demographics.

Interested in learning more about each of these dynamic vertical markets? Head over to thINKforum.com to download the full PDF reports in the Resource Center.



GET READY!

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Registered thINK members will receive more information and registration details in the months to come. Make sure you are a registered think member — visit thINKforum.com and select "Join". Membership is free — and exclusive — to Canon Solutions America production print customers.

- Leading Keynote Speakers
- Foundational & Advanced Inkjet Tracks
- Business, Technical Tracks
- Product-Centric Tracks
- Networking Opportunities
- Customer Experience Center Demos & Tours

ENSURE YOU STAY UP-TO-DATE

as more **thINK 2017** information is released



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.

OCTOBER 9 - 11, 2017

think.2017

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THANK YOU TO OUR EARLY BIRD SPONSORS!

Special Thanks to our Early Bird think 2017 Sponsors!

We appreciate you and your support of the think Community!

Partners Make It Possible

Our 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 Canon Solutions America production print customers productive and profitable.

think 2017 Partner Sponsor Opportunities

think 2017 is your chance to show off new products and services, meet potential customers, and deepen relationships with existing ones. Download the prospectus to view the think 2017 sponsorship opportunities.

think 2017 Partner Sponsor Registration is Now Open!

Don't Wait! think 2016 Partner Sponsorships sold out and we want YOU to be a part of think 2017!

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to Sponsor think 2017! thinkforum.com**

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STANDARD

OPENING DOORS TO NEW BUSINESS OPPORTUNITIES WITH INKJET TECHNOLOGY

With the new Océ VarioPrint i300, DMS *ink* has the speed, quality and technology to go after it all.

Yellow Springs, Ohio-based DMS *ink*, originally known as Dayton Mailing Services, was founded in 1983 by Robert Hale. In 2005, Hale's daughter, Christine Soward, purchased the business she had worked at since its inception. The company thrived in the direct mail space for more than 30 years through its ability to adapt, staying at the forefront of the industry with cutting-edge concepts and solutions while serving a dynamic customer base.

Since its inception, DMS *ink* has been known throughout the region for providing best-in-class mailing services, and handling its customer projects from design to distribution. With a team of dedicated professionals, the direct mail marketing leader helps a wide range of businesses including healthcare, financial, retail, insurance and many others to reduce their costs by offering unique capabilities that go beyond industry benchmarks.

When DMS *ink* went looking for an answer to its crucial digital print needs, it specifically searched for improvements in print quality and a press that could provide commercial-type color at transactional-type costs.

"Our struggle has always been having the ability to scale as we continue to grow with a solution that allows us to do that predictably. Traditionally we were in the toner market, and it is a very tough platform

"Being able to put white paper in and create a document specifically for that particular product is a game changer."

to scale. The maintenance is unpredictable and it's expensive," says Soward, president and owner of DMS *ink*. "People in our industry are struggling on the coated and cover stock with an acceptable market quality. Toner is what we were pushing and we were struggling with being able to meet the volumes and the scale that was happening in our shop. We were looking for something that had the same quality — equal to or better — on a sheet."

Additionally, DMS *ink* needed the ability to move some fairly thick substrates at a very high speed in order to produce multiple projects on a web.

With a commitment to innovation, Soward and her team put an equal focus on finding a digital press — or presses — that could help diversify their client roster and overall offerings while handling new and more diverse applications with an eye toward profitability.

"We spent a good amount of time looking," Soward comments. "Tom [Cooper, VP of operations] and I looked at many types of equipment and continually looked at the toner because that's what everybody is comfortable with."

After nearly a year of research and testing, DMS *ink* initially installed the Océ ColorStream 3900 from Canon Solutions America. But DMS *ink* knew that with the emergence of new inkjet technologies, that was the direction they needed to go to grow, so an installation of the Océ VarioPrint i300 quickly followed.

"The new Océ products have allowed us to run jobs at an unbelievable rate and with incredible quality," adds Jim Hoffman, vice president of business development at DMS *ink*. "Of course you always want to get the most out of your investment, and with the Océ VarioPrint i300 and Océ ColorStream 3900 we can now fully leverage our finishing capabilities, which has resulted in heightened efficiency and automated workflows. Our core goal of becoming less of a mail house and more of a strategic partner has been greatly enhanced with the print functionality we now have with our newest acquisitions."

"I cannot stress enough the level of activity and excitement within DMS *ink* as we continue our migration to a critical document company with state-of-the-art digital print capabilities," says Soward, whose commitment to innovation and emerging technologies has grown the company's revenue by double digits over the last several years. "You're not making money when a piece of equipment is being serviced and maintained. Having a machine that has a predictable uptime: that's crucial to meeting SLAs. You can predict your maintenance and it's a smaller footprint. It's a no brainer to me."

"We were up in two to three weeks. We were actually pushing print through in four days," says Cooper.

"With the VarioPrint i300 we are able to get a much more robust color, much more pop from it onto standard substrates," says Hoffman. "Now with the VarioPrint i300, we've got the speed, we've got the quality and we have the technology to go after it all."

According to Soward, the VarioPrint i300 was a "game changer" for her company. The VarioPrint i300 specifically has been a "great bridge" which allows the company to capture more direct mail business. "Being able to put white paper in and create a document specifically for that particular product is a game changer for anyone who manages inventory."

As witnessed by DMS *ink*, the digital press was designed to offer premium quality output with proven inkjet productivity and flexibility. "We didn't expect to transition the black over to the VarioPrint i300. It ended up that we are moving more work than we thought we would, and the machine just runs. It doesn't stop," says Soward.

Uptime is crucial to meet today's demanding SLAs. For Océ VarioPrint i300 presses, uptime is enhanced by automated maintenance routines which help secure

uninterrupted production; simultaneously helping maintain print quality, productivity and uptime.

According to Soward, DMS *ink* has "every toner machine known to man" and was only seeing 45% to 70% uptime. Now with the VarioPrint i300, they are seeing about 95% uptime. "That's really a big deal. That's a number you can't make up. It's either running or it's not."

DMS *ink* has transferred about 90% of its color work to the VarioPrint i300. At this point in time, there is only one job that has to print on their toner presses, but they are working with ColorGrip and the substrate to transition that over. "It's a big job that has to happen every day and it's getting hard to manage because we have to print it on a roll toner environment, cut it down, UV coat it and then we have to re-print all the time because of color issues. We are working very hard to transition it over to the VarioPrint i300."

Leveraging printhead technology from the Océ ColorStream inkjet web presses, the VarioPrint i300 provides 600x600 dpi output with drop size modulation to deliver 1,200 dpi perceived image quality. Automated in-line quality control detects nozzle failure and automatically applies compensation to help maintain quality. "It's exciting," Soward says. "Being able to print from the VarioPrint i300 and compare it to quality we had previously. It's always consistent on the VarioPrint i300, so I don't have to worry about getting the best one out of the stack. Every one is the same."

Research is essential when it comes to purchasing a production inkjet device since it's a big investment. Soward advises looking at what you're spending now on toner and clicks. "We took about six or seven toner boxes out and replaced them with the VarioPrint i300. You're talking about an operator and a half for every machine — and when they're all down at the same time you're not getting any production," Soward says. "I think, to me, being able to scale predictably and have a scheduled maintenance is more important than anything as you grow. Time to market is crucial."



Christine Soward
President & Owner

AT A GLANCE DMS *ink*

Yellow Springs, Ohio

Markets Served: Healthcare, financial, retail, insurance

Capabilities: Sheetfed and continuous-feed production inkjet, variable data printing (VDP), laser

Ancillary Services: Data management, creative services, comprehensive bindery, extensive mailing and fulfillment capabilities, offset printing, envelope converting, postal optimization

FINDING THE PERFECT MATCH

With the addition of an Océ VarioPrint i300, Bacompt has been able to offer new capabilities to its customers and plans to expand its services.

When most of your competition is still living in a digital toner-based world, what can you do to stand out? For Carmel, Ind.-based Bacompt, a provider of data processing, printing and mailing for high-security documentation, the solution was production inkjet. High-security documents necessitate fast turnarounds, a low cost per piece due to the sheer volume of jobs, and data-intensive printing and processing. So when Bacompt needed to update its capabilities, an Océ VarioPrint i300 color sheetfed inkjet press fit the bill.

Founded in 1980 as a laser printing service bureau, Bacompt has come a long way to serve customers in the healthcare, financial, collections, insurance and government markets. In the late 1990s, around the same time HIPAA and other healthcare privacy laws were enacted, Bacompt began printing documents that required a high level of security standards and data management. Now, Bacompt provides its customers — banks, credit unions, hospitals, the government and others — with custom programming for data-intensive projects.

“This is game-changing technology; it establishes a whole new price point and brings capabilities that [clients] were never able to achieve before.”

“We are not an offset printer that got dragged into handling data due to adding digital printing capabilities,” points out Larry Bauer, chief strategy officer of Bacompt. “Bacompt is a unique company in that it has always been involved in data-driven printing and some form of digital printing. For most printers, it usually ends up being a migration, but that wasn’t the case for us.”

Bacompt was perfectly primed for a sheetfed inkjet output press because of the volume of customized work it produces. And although a former Xerox executive founded the company, the last six presses Bacompt installed have been Océ presses.

"We have all Canon equipment in our 50,000-sq-ft. on-demand printing facility, so I like to say it's a match set," Bauer says. "The Canon team can service anything and we have consistency across the board."

The new VarioPrint i300 inkjet press, installed last October, was also a high-end production press that Bacompt management believed would engage employees at a high level. But it's not just the allure of a new digital output device and the fact that Bacompt has had great experiences with Canon equipment that lead it down the path to install the VarioPrint i300; it was the press' speed and quality attributes that clinched the deal.

"The fact that the VarioPrint i300 is an inkjet production press, combined with ColorGrip technology and its great output quality, has allowed us to improve everything on the transactional side," adds Dwayne Hurt, Bacompt COO. "Low cost, high quality and the right time. Before, it was always a tradeoff: if you wanted inkjet's low cost of operation, you had to give up some of the quality work. We don't have to do that anymore."

Bacompt already had decades of experience with customized jobs, so combined with some brief training from the Canon technology group, there wasn't much of a learning curve. Hurt says that the VarioPrint i300's ColorGrip technology has also allowed Bacompt to continue to use its tried-and-true substrates, because it eliminates the need for treated stocks. That also helped to streamline the installation process.

The addition of the VarioPrint i300 has also enabled Bacompt to venture into marketing-oriented print jobs. Lisa Thomas, marketing director of Bacompt, explains that the VarioPrint i300 opened up new branding capabilities that the company couldn't offer in-house before.

"Anything that our clients send out, including monthly statements, can now be branded with their corporate colors, logos and typefaces," she says.

Bacompt is also starting to venture into transpromotional printing using the VarioPrint i300, especially for credit unions, which can benefit from improved branding, according to Bauer. "There will always be some clients who say 'Why should I care about digital inkjet printing?'" Bauer says. "So, we try to stress to them that this is a game-changing technology; it establishes a whole new price point and brings capabilities that they were never able to achieve before."

Hurt notes that 70 of Bacompt's clients are credit unions and, prior to the installation of the VarioPrint i300, most of their print jobs were produced on preprinted forms with monochrome overprinting to add the variable data.

"One of our initiatives was to migrate that work over to the VarioPrint i300 because of its low operating costs. And now we can provide them with a color-branded statement digitally printed with their logos and watermarks," he says. "It's been a big success. And we've picked up a lot of extra work because we have been able to upgrade them to color without many extra costs."

Although there were a multitude of reasons to bring the technology onboard, Bauer points to one customer project in particular that proved to be the catalyst.

"The real impetus to install the VarioPrint i300 was that we won the data portion of a large state contract, which required very high volumes. We were looking at buying multiple toner-based digital presses versus the VarioPrint i300," he says. "We were able to get this great new technology, which was a lot more affordable and gave us more open capacity to run other jobs while taking on that large contract."

As for long-term goals for its new inkjet capabilities, Bacompt intends to expand its marketing material production, as well as delve more into commercial printing products with a data component. Hurt also saw the new in-line booklet-making, stitching and perfin in-line finishing equipment available for the VarioPrint i300 while he was at drupa 2016, something it doesn't currently have on the new equipment.

And with the 98% to 99% operating uptime that Bacompt has been experiencing, Hurt adds that the VarioPrint i300 press has proven to be reliable and efficient. "It's a great piece of equipment," he concludes. "It's made to run."



Dwayne Hurt
COO

AT A GLANCE BACOMPT

Carmel, Ind.

Markets Served: Finance, healthcare, collections, insurance, government (state and federal levels)

Capabilities: Digital printing, mailing, marketing, data-driven printing, custom programming

Ancillary Services: Data management, reseller for third parties

INTERACTIVE PRINT DRIVES ATTENDEE ENGAGEMENT AT THINK 2016

When Canon Solutions America and thINK were ready to hold its inaugural conference in 2015, they chose Trekk to create a unique identity for the event. When 2016 rolled



around, a new theme and identity were needed. thINK and Trekk were inspired by the location in Boca Raton, Fla. — a popular vacation spot. Working with the thINK team, Trekk helped to develop the “Greetings from thINK” campaign. This augmented reality (AR) game called “Greetings from thINK” included a unique postcard for each partner booth using Florida motifs.

Additionally, since all of the postcards were printed on the Océ VarioPrint i300, they served as effective samples of the print quality users can expect from high-speed inkjet technology.

“The purpose of the campaign was to encourage event attendees to visit each of the sponsor’s booths. Sponsors play a vital role in the development of the thINK community. One of the critical components to their participation is the opportunity to have productive conversations with would be partners, customers and colleagues,” says Sarah Mannone, vice president, client services, Trekk. “As such, Trekk and the thINK team work each year to develop traffic driving campaigns that help facilitate these conversations. ‘Greetings from thINK’ was an effective way to get event attendees to visit every partner booth, as they needed to collect all of the postcards in order to be entered to win a grand prize. Additionally, the AR component prompted a lot of attendees to spend more time in sponsors’ booths. The time it would take them to scan their card was long enough and the experience was unique enough that it functioned as an ice breaker to get attendees and sponsors talking.”

Trekk designed and developed all aspects of the campaign, including the postcards themselves, as well as the AR browser app called thINK AR. Once the postcard designs were approved by the thINK team, they were turned over to Progressive Impressions International (pii) to print on its VarioPrint i300 with ColorGrip technology. The postcards were printed on Mitsubishi Sword 7 pt. - Mitsubishi Paper Mills Limited, Sword iJet 4.3 198 gsm and the front side of the cards with the images were laminated to create a true to life postcard look. There were 36 unique cards — one design for each sponsor — and 600 of each were printed.

Additionally, this program was entered into the 2016 Summit Emerging Media Award competition and came away with an Innovator Award.

MEDIA MATTERS

FINDING THE RIGHT PAPER

Trying to find the right paper for the job? Now thINK members can access the NEW paper selector on thINKforum.com. There you will find all available papers that have been tested and approved for Canon Solutions America inkjet presses. With media labs in North America, Germany and the Netherlands, we can test more sheets, optimizing performance and helping our media partners bring products to market faster.



Michael Poulin
Director, Marketing
Canon Solutions America

Over the past several years our mill partners have been key in assisting us in creating the category of sheetfed inkjet production papers in a broad range of product categories. Papers are available for book, transpromotional, direct mail and general commercial printing.

In addition to the paper selector, you will also find media catalogs, including:

Inkjet Media Catalog – Dye Inks: This tool is designed to help you select paper for a wide range of applications. Every sheet included is available in North America and has been optimized and qualified for Océ inkjet platforms. Each printed sample uses the same artwork, allowing for direct, one-to-one comparison that highlights the performance and unique value proposition of each sheet.

Inkjet Media Catalog – Pigment Inks: Inside you’ll see printed samples of the same artwork on 79 different papers from 15 mills, allowing you to compare the unique qualities of each sheet. All of the papers included in the book are widely available in North America and have been optimized and qualified for Océ inkjet platforms.

The key to success with inkjet, especially in direct mail and commercial print is to have a wide variety of choices in paperweights, shades and finishes. Inkjet technology and paper mill inkjet offerings have evolved, making the available selection of inkjet products larger and more diverse.

This diversity of paper is also very important to the continuous feed inkjet market, where many customers who have traditionally only printed statements and transactional documents on 20-lb. and 24-lb. bond stocks are realizing opportunities to onboard more transpromotional and marketing jobs. The range of paper now available for this higher end printing allows customers to use their current inkjet presses and print a much wider variety of jobs successfully, growing their business opportunities.



BEYOND INNOVATION DISCOVER SOLUTIONS

CANON SOLUTIONS AMERICA NAMED A LEADER IN WORLDWIDE HIGH-SPEED INKJET PRESS BY IDC MARKETScape FOR 2016¹

The IDC MarketScape 2016 recognition encompasses Canon Solutions America Production Print Solutions' breadth of product offering—as well as innovative workflow software and service expertise—with end-to-end solutions ideal for specific industries including financial, insurance, retail, healthcare, higher education, non-profit, advertising, and publishing.


A trusted partner and recognized leader in the industry, Canon Solutions America's commitment to its customers has led to a digital production lineup unrivaled in the marketplace.

There's only one name you need to know in production printing—and beyond. We're one Canon. We're here for you. Download our *Portfolio of Innovative Print Solutions*: [PPS.CSA.CANON.COM/NEWOPPORTUNITIES](https://pps.csa.canon.com/newopportunities) 



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thINK FORWARD

Inkjet Networking and Knowledge

thINKforum.com | Spring | 2017

 **51¢ / 3.5 HOURS**

Total cost to print this issue of the thINK newsletter: 51¢
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: Neenah Classic Crest Solar White 80# Text Smooth

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.

