



- Inkjet Market Overview
- Market Drivers for Digital Print
  - Direct mailer needs
  - Technology
  - Finishing
  - Substrates
  - Software
  - Making direct mail interactive
- The Bottom Line

# Inkjet Market Overview



# Digital Color: Closing the Productivity Gap

Speed PPM

20,000

15,000

10,000

5,000

2,500

1,000

500

250

*Roll-fed inkjet systems  
have made significant  
productivity gains  
since 2008*

Roll-fed  
inkjet

Roll-fed  
dry toner

*Cut-sheet B2 digital  
systems are just  
beginning*

B2 Sheet-fed  
inkjet

A3 Sheet-fed  
toner

*At speeds up to  
3,000 fpm*

Inkjet  
imprinting

B0 - simplex

B1 - simplex

B2 - simplex

B3 - simplex

Full web

Half web

B0 - perfecting

B1 - perfecting

B2 - perfecting

B3 - perfecting

Digital Color

Sheet-Fed Offset

Web Offset

# A Spectrum of Color Products

Acquisition Price (list)

\$5,000,000

\$1,000,000

\$500,000

\$100,000

0 0 50 100 250 1,000 2,500 5,000

Throughput (A4 / Letter images per minute)

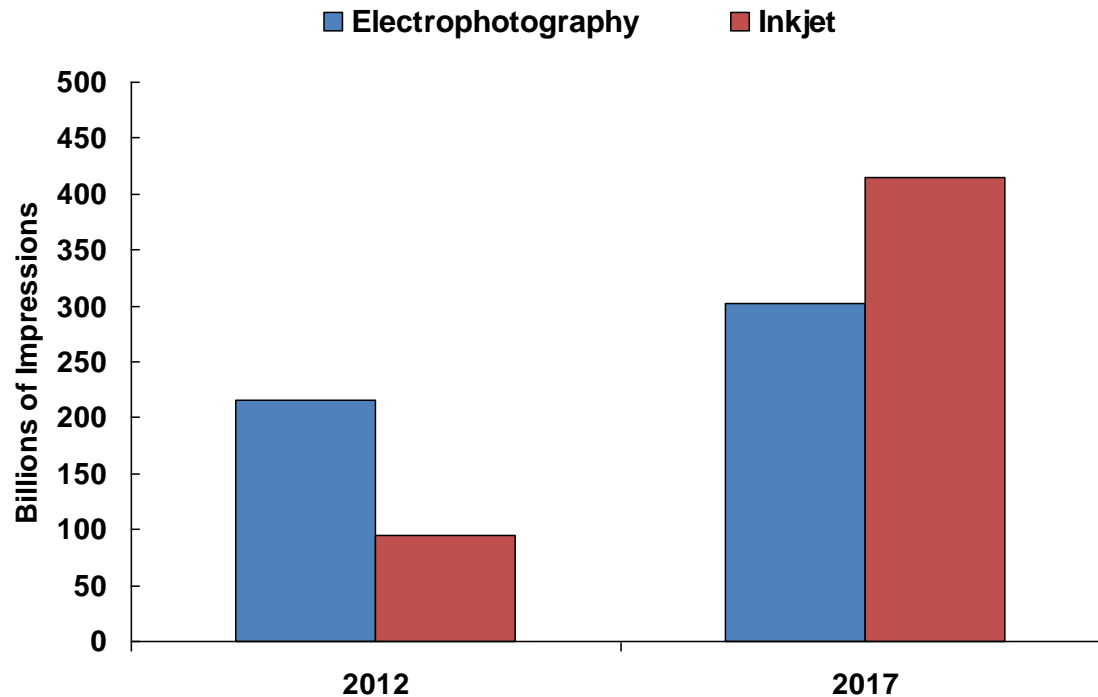
Cut-sheet Top

B2  
Cut-sheet

Zone of  
Disruption

Continuous-feed Inkjet

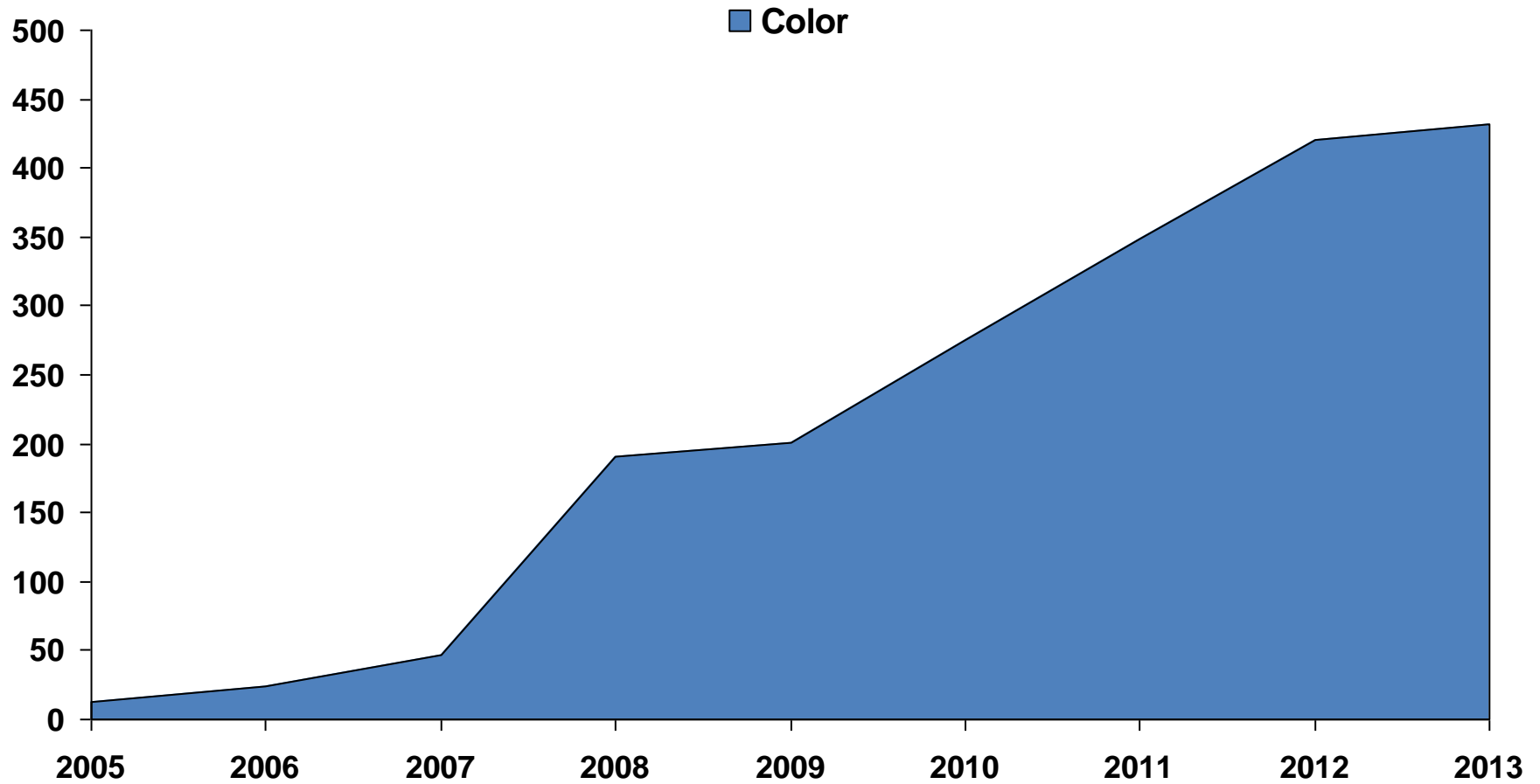
# Global Digital Color Print Volume by Technology



**Global production color volumes totaled about 310 billion impressions in 2012. InfoTrends expects them to approach 720 billion by 2017.**

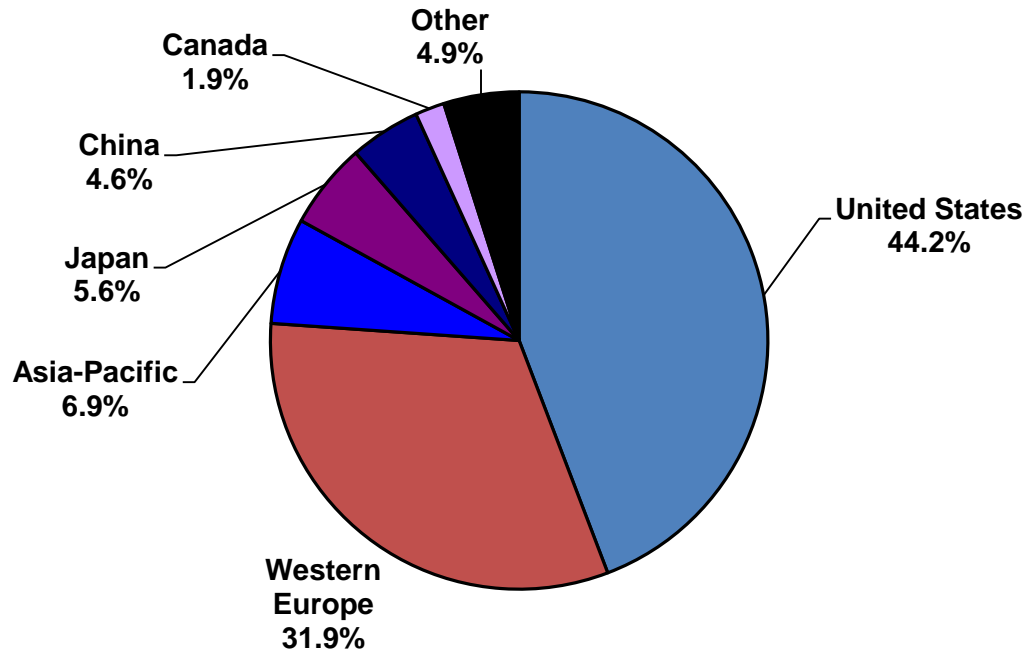
- Production color inkjet accounted for 31% of the total production digital color volume in 2012
- By 2016, production color inkjet volume will exceed that produced by electrophotography
- InfoTrends predicts that production color inkjet will account for 58% in 2017
- This occurs despite the fact that electrophotographic color is also growing at a healthy rate

# Production Color Digital Inkjet Printing Growth since 2005



Source: InfoTrends Quarterly Market Tracking Program

# Continuous Feed Inkjet Color Market



**2013: 432 units**

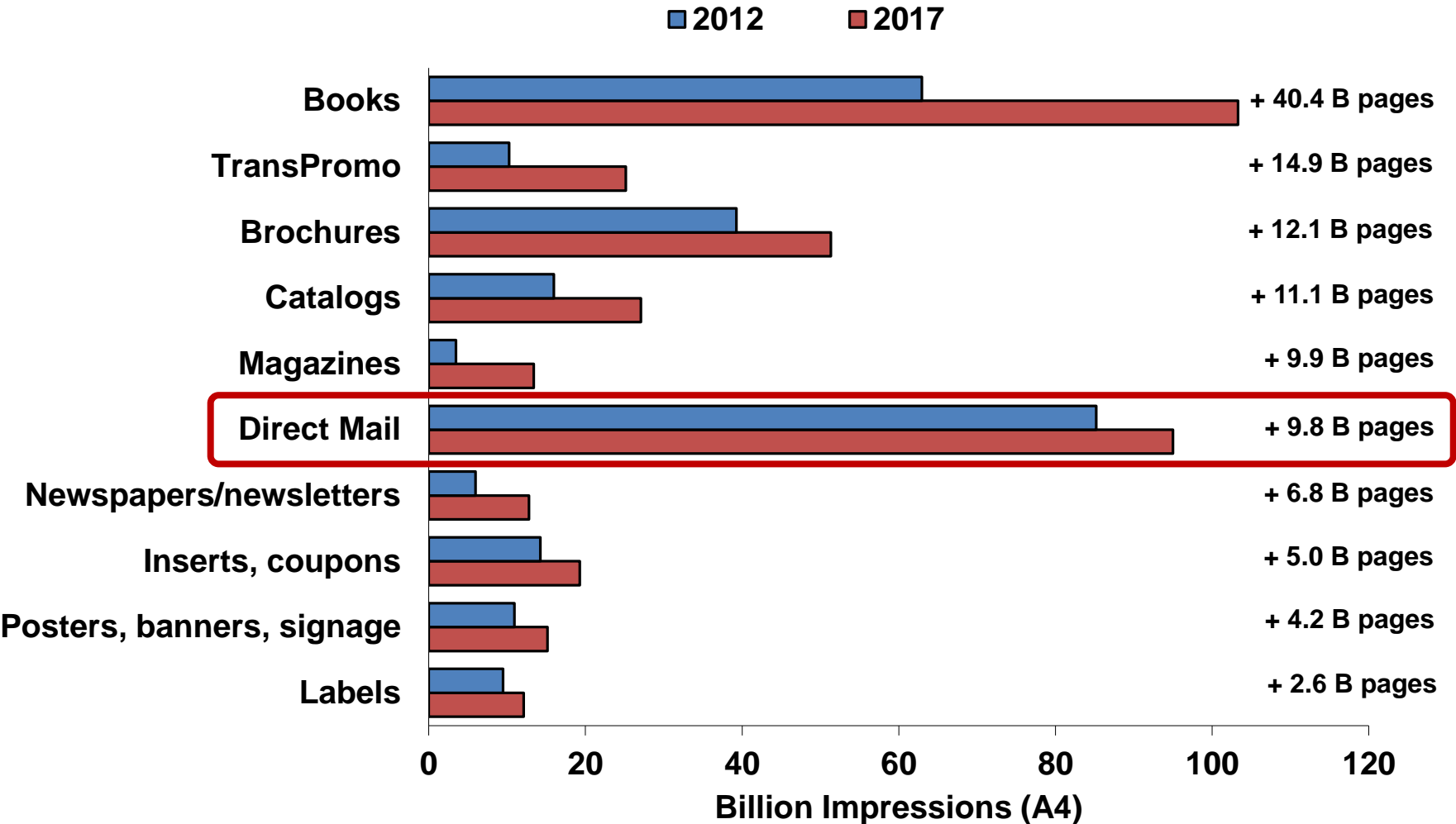
"Other" Breakdown	
Central/Eastern Europe	1.4%
Middle East/Africa	1.4%
South/Latin America	1.2%
India	0.9%

- The U.S. overtook Western Europe as the biggest market in 2013
  - W.E. sales were higher in 2011, but the U.S. came out on top in 2009.
- Developing countries still have a low share of placements
  - That share is bound to grow over time.



# 10 Fastest-Growing Applications

## Direct Mail Will Increase by 9.8 Billion Digital Pages

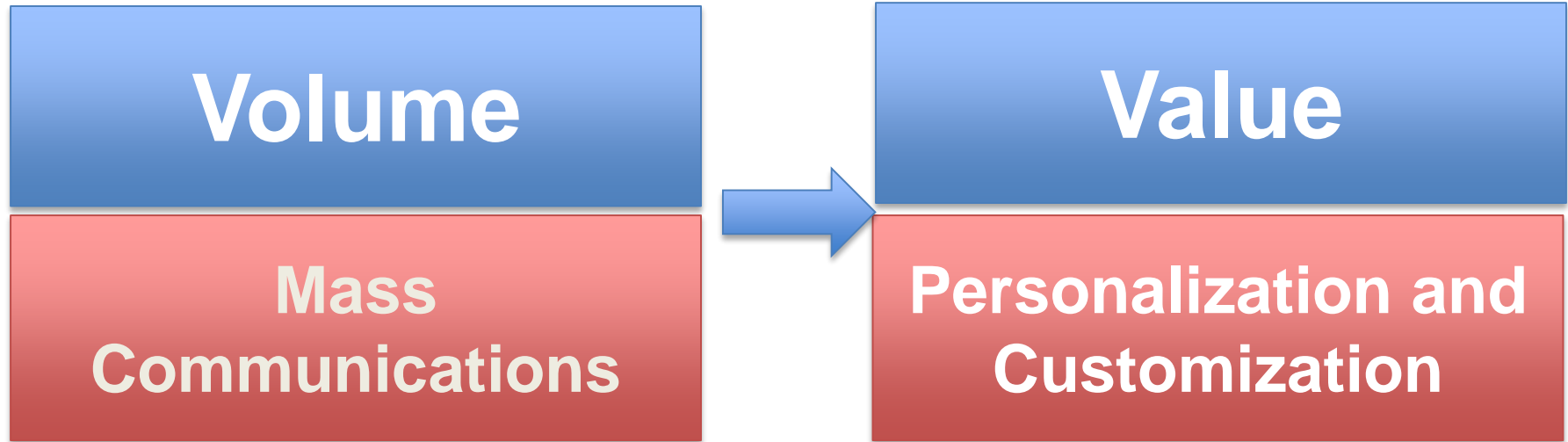


Source: U.S. Digital Production Printing Application Forecast, InfoTrends 2013

# Market Drivers for Digital Direct Mail



# Direct Mail = Intelligent Marketing



The RIGHT Customer  
The RIGHT Product  
The RIGHT Channel  
The RIGHT Time  
The RIGHT Message

# Relevance Reigns

**It's More than Variable Data;  
It's Engagement**

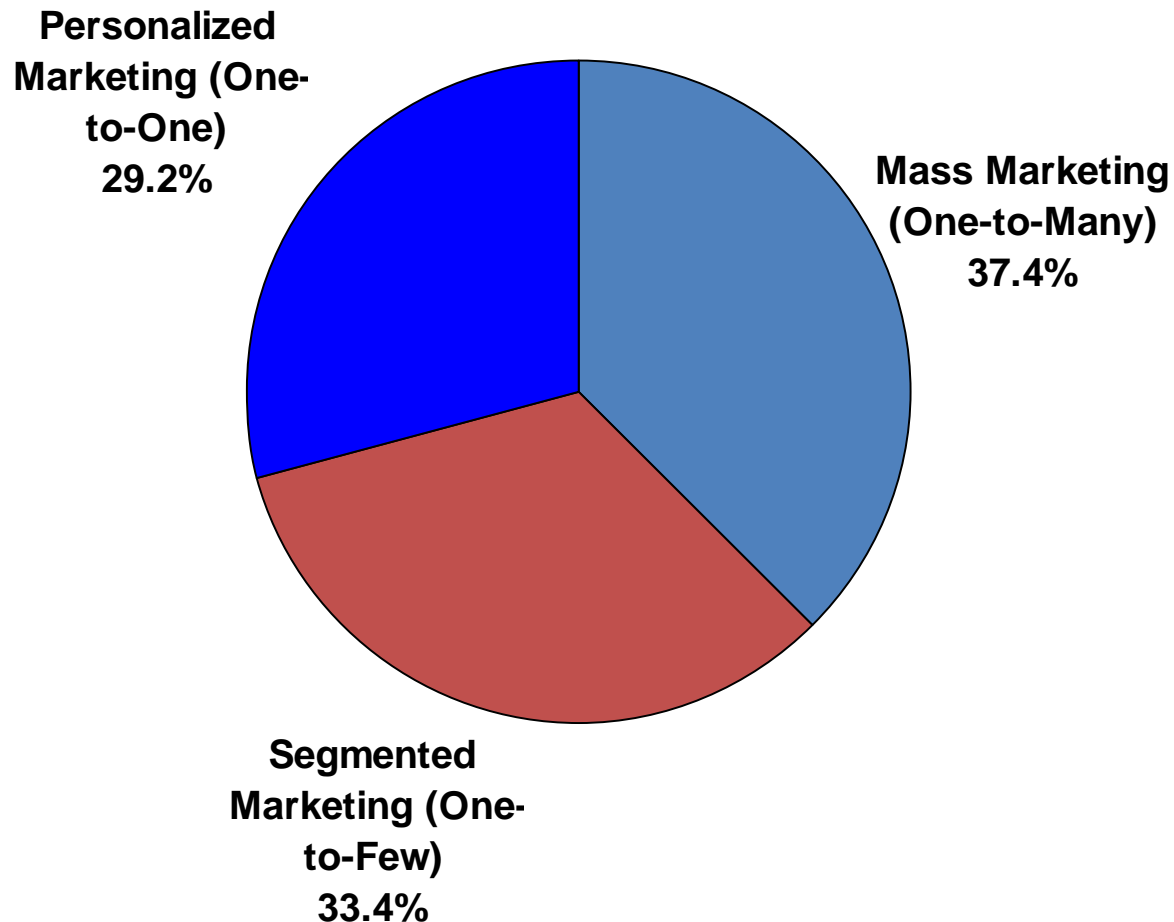
**You Need to Bring it to the  
Bottom Line**

# Direct Mail Plus High-Speed Inkjet to Drive:

- Lead generation: Arouse interest to request additional information for products and services
- Traffic generation: Motivate the recipient to visit a Website/store, attend an event, etc.
- Direct order: Communication designed to sell a product or service
- Loyalty generation: Continue and/or expand relationships with existing customers
- Generate referrals: Leverage customer base to forward offers via social media, e-mails, and URLs
- Information gathering: Collect information from customers about contact details, preferences, etc.

# Audience Targeting Approaches

What percentage of your customer communications or marketing campaigns fit into the following categories?

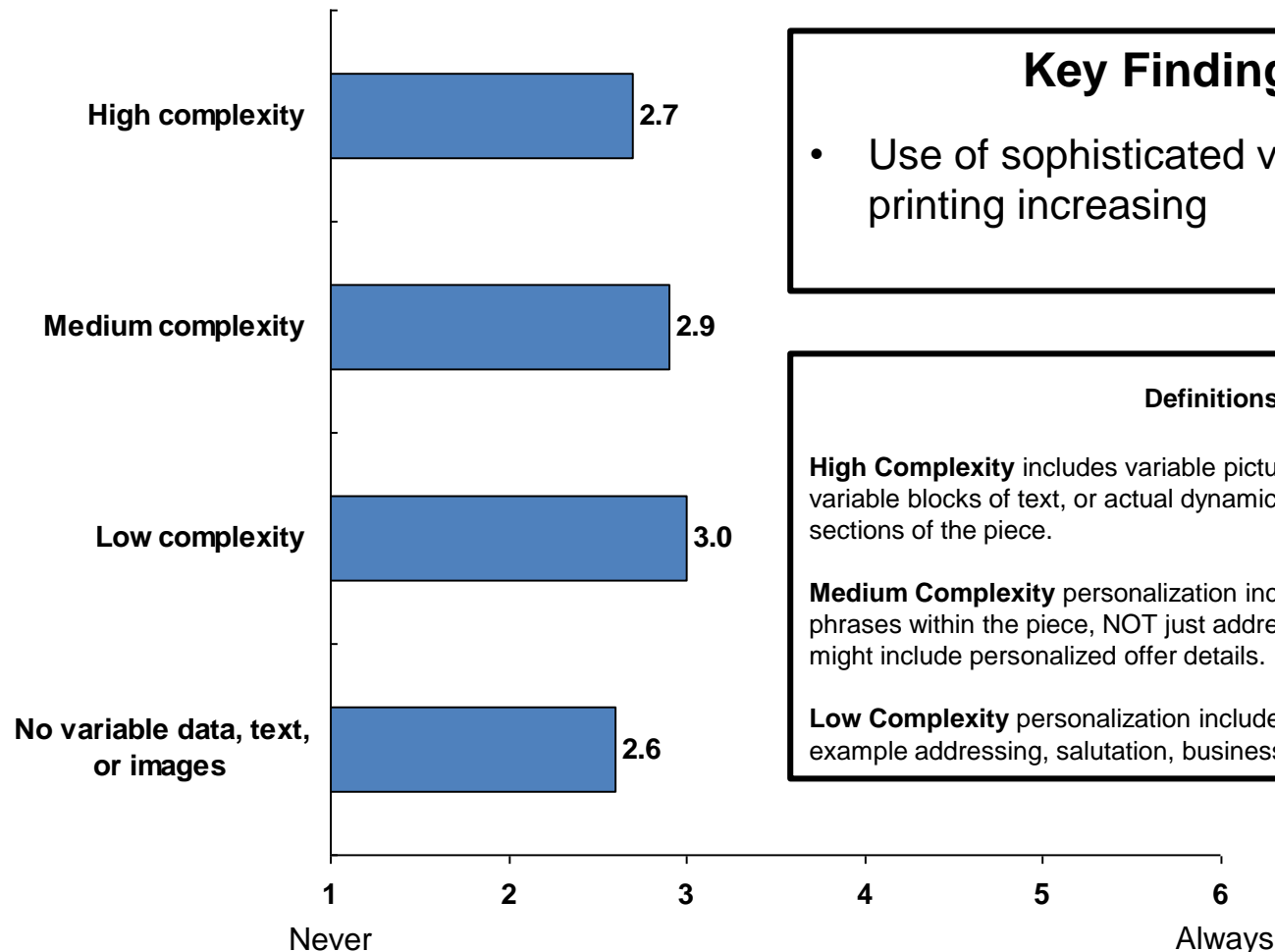


N = 1,026

Source: Understanding Vertical Markets: Enterprise Communication Requirements, InfoTrends, 2012

# Use of Variable Imaging

How often does your addressable print communications involve personalization/variable imaging? (Means)



## Key Finding

- Use of sophisticated variable data printing increasing

## Definitions

**High Complexity** includes variable pictures and / or images, variable blocks of text, or actual dynamic composition of all or sections of the piece.

**Medium Complexity** personalization includes personalized text phrases within the piece, NOT just address or salutation. Examples might include personalized offer details.

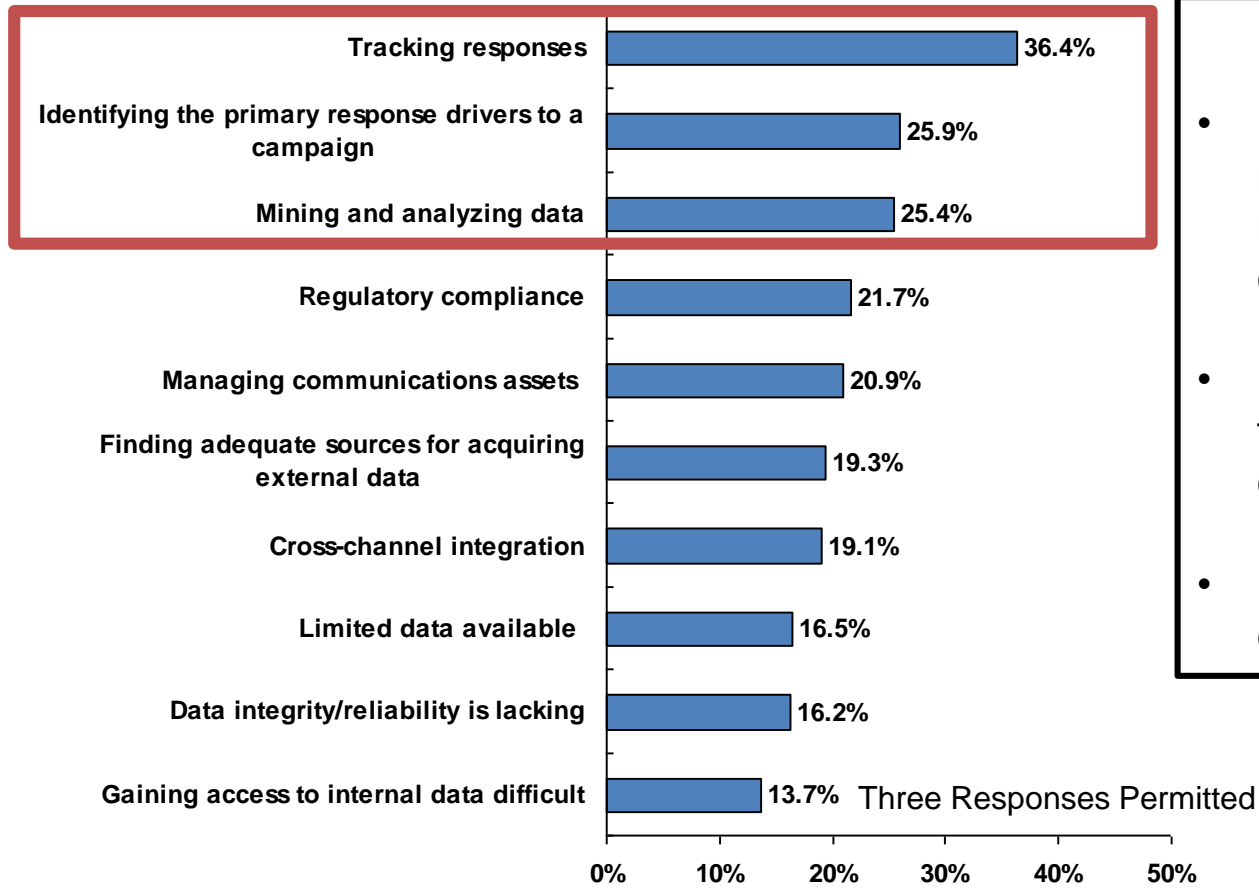
**Low Complexity** personalization includes name and/or address, for example addressing, salutation, business card data, etc.

N = 1,026

Source: Understanding Vertical Markets: Enterprise Communication Requirements, InfoTrends, 2012

# Data Challenges

What are your company's top THREE data-related challenges when executing a personalized communication or marketing campaigns? (Top 10)



## Key Findings

- Measurement a challenge in demonstrating the value in personalized campaigns.
- Lack of ability to identify the contribution made by each channel in campaign
- Mining and analyzing data challenge in execution

N = 1,020

Source: Understanding Vertical Markets: Enterprise Communication Requirements, InfoTrends, 2012



# I Don't Think We Question it BUT...

- You must customize messaging to each segment regarding their needs, goals, and pain points
  - Unique and Personal Offer
  - Clear Program Benefits
  - Strong Call-to-Action
  - Pricing
  - Terms
  - Testimonials



# From Loyalty Programs...

Variable Ad Space

**It's our business to care.**



Stay 3 separate times and earn a **free night**


REGISTER TODAY

CAA Members also earn **10% Bonus Points** with each stay. Save 10% or more at participating hotels.

REGISTER AT [BESTWESTERN.COM/SPRINGCAA](http://BESTWESTERN.COM/SPRINGCAA)


YOUR NEW BEST WESTERN REWARDS CARD

Let's get to your points.




Sample A. Sample  
123 Any Street  
Anytown, ST 12345-6789  
CANADA

Best Western Rewards



Sample A. Sample,  
WELCOME TO  
Best Western Rewards.



WELCOME TO BEST WESTERN REWARDS

LOYALTY REALLY DOES HAVE ITS REWARDS.

Best Western Plus Premier  
THE WORLD'S BIGGEST HOTEL FAMILY



**BEST WESTERN** | Midscale hotels with our promise of service and great value, for a comfortable stay.



**BEST WESTERN PLUS** | Upper midscale hotels with well-appointed rooms and premium amenities to suit any travel occasion.



**BEST WESTERN PREMIER** | Upscale hotels with a distinct style, offering deluxe amenities and a refined level of service and comfort.

Variable Letter Copy

- Our enhanced mobile app now makes it simpler than ever to book rooms and redeem points for the rewards you want. You can learn more about the latest promotions and important program updates and find contact info for your dedicated customer service team on [bestwesternrewards.com](http://bestwesternrewards.com). As always, your satisfaction with our program is important to us, so please do not hesitate to contact us for any reason.
- No blackout dates on your FREE night awards
- You can achieve Elite status FAST - quicker than any other program
- Status Match... No Catch? - Already Elite status with another hotel loyalty program? We will match it... for FREE
- Special bonus point offers when you subscribe to emails from Best Western Rewards
- 10 points for every dollar spent on airline & partner rewards
- Your points never expire

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TAMMY  
Tammy Lucas  
Managing Director, Marketing Programs  
Best Western International







REWARD YOURSELF AT OVER 4,000 HOTELS IN MORE THAN 100 COUNTRIES AND TERRITORIES WORLDWIDE.

Variable Images

Response Center  
P.O. Box 45007  
Phoenix, AZ 85080-2007


SHOW YOUR CARD & SAVE  
FROM BEST WESTERN




Show Your Card & Save

Let's get to your points.


Sample A. Sample  
123 Any Street  
Anytown, ST 12345-6789



# ...To Bills and Statements...



**ASPEN BANK**  
200 Main Street, Newark, CO 81655



**Statement** Questions? 24 hr. Customer Service 1-800-ASPENBANK  
 Free Checking Account Account Number 3343221 www.aspenbank.com  
 Date: 9/28/2009 Aspen Bank N.A. PO Box 1110, Denver, CO 12254

**Activity Summary**

Beginning Balance on 8/20/09	\$4,562.08
Deposits and Additions	\$1,569.50
Withdrawals and Subtractions	\$1,026.84
<b>Ending Balance on 9/21/09</b>	<b>\$5,104.80</b>

**Transaction History** (Check Card / Deposits / Withdrawals)

Date	Description	Amount
8/19	Check Card Purchase Getty's Grocery	\$34.11
8/23	Check Card Purchase Butter 'n Bread	\$9.06
8/24	Check Card Purchase Parkies Kiosk	\$2.00
9/01	Deposit	\$1,569.56
9/17	Check Card Purchase Subtop	\$2.79
9/14	ATM withdrawal	\$200.00
9/15	Check Card Purchase Major Dry Cleaning	\$8.56
9/15	Automatic withdrawal City Electric and Gas	\$45.00
9/15	Check Card Purchase Mike's Mechanic Shop	\$237.90
9/16	Check Card Purchase GoGo Gas	\$35.45
<b>Transaction Total</b>	<b>\$1,684.89</b>	

**Summary of Checks Written** (checks listed are not displayed in transaction history)

Number	Date	Amount	Number	Date	Amount
1824	9/2	\$65.00	1833	9/12	\$125.00
1826	9/3	\$1,320.00	1834	9/15	\$45.76
1828	9/2	\$50.00	1835	9/15	\$65.12
1829	9/3	\$359.00	1836	9/17	\$16.37
1830	9/5	\$14.28	1837	9/22	\$318.00
1831	9/6	\$59.87	1838	9/24	\$76.87
1832	9/7	\$32.90	Check Total		\$2,546.17

**Spending by Type**

- Groceries
- Entertainment
- Housing

**Tempting Interest Rates Got You Thinking?**

Refinance your existing home loan with Aspen Bank. Call us for the latest rates, qualifications and details.

**ASPEN BANK**  
1-800-ASPENBANK.COM

## Furniture

Tel: 954 45 87 00  
80020 City  
3108.2007

Ms Helen Smith  
54 Street  
48201 Town

### Furniture Statement

Page 1 / 4

#### Into the kitchen

We're dozens of great kitchens to choose from, including a wide range of materials, finishes and accessories. They're all guaranteed for 10 years and we can help finance, assemble and install your new kitchen too.



#### Smart Solutions

Want our clever planning service to help you design your dream kitchen. Or go to www.kitchen-planning.com - our kitchen planning tool can help you look up the perfect kitchen.



#### Visit more Get more

The more you visit Furniture, the more you get there is. Claim 20% off all products in the Furniture range and use the attached coupon before the end of March to claim further discounts in store.



#### Fancy a cup of tea?

Members enjoy money-off coupons, special rates and discount offers, and more free tea and coffee in our main restaurant, Monday through Friday.



#### Rational RATIONELL

Put everything in storage with smart solutions from our RATIONELL range. The RATIONELL planner is available online.



### Dear Ms Smith


**25% off**  
normal price



Get 25% off on this beautiful Designer Chair when you purchase it together with the footrest. Offer ends March 31, 2009.

PVR002 24850 5498487 02 0000 74 0000





**alpha AUTO**  
FINANCE COMPANY  
PO Box 123  
Anytown, USA 12345

**MONTHLY STATEMENT**

AlphaAuto Customer Service is available at 1-800-555-1234 weekdays from 9:00 AM to 5:00 PM PST. Up to date pricing information is available on the website 24 hours a day.

**ACCOUNT SUMMARY**


Date: September 20, 2009  
Account #: 001-100-5203400-0001  
Vehicle: 09 ALPHIA AUTO XAD J00MCP010C101011  
ID #: \_\_\_\_\_

Schedule Payment: \$136.96  
Due: 10/1/09  
Total Amount Due: \$136.96

Orig. Maturity: Mar 21, 2008  
Estimated Payoff: \$6,492.34  
Closed Through: October 31, 2009

**TRANSACTION SUMMARY**

DATE	DESCRIPTION	AMOUNT
09/09	Monthly Payment	Principal \$136.36 Interest \$39.64 Misc. \$0.00 Total \$266.00



**JOHN, YOU HAVE DREAMS. LET US HELP YOU ACHIEVE THEM.**  
[www.JohnDoc.LWCAutomotive.com](http://www.JohnDoc.LWCAutomotive.com)

Please Return This Pattern With Your Payment to:  
**alpha AUTO**  
FINANCE COMPANY  
PO Box 123  
Anytown, USA 12345

**PAYMENT COUPON**

STATEMENT DATE: September 20, 2009  
ACCOUNT NUMBER: 001-100-5203400-0001  
TOTAL AMOUNT DUE: \$136.96

Account Enclosed: \$ \_\_\_\_\_  
MAIL PAYMENTS TO:  
**AlphaAuto**  
PO BOX 123  
Anytown, USA 12345

# ...To Personalized Maps to Reduce the Stress of Relocation



**Boxes unpacked.  
Utilities turned on.  
Kids enrolled in  
school.**

**Now, time to find  
a doctor.**

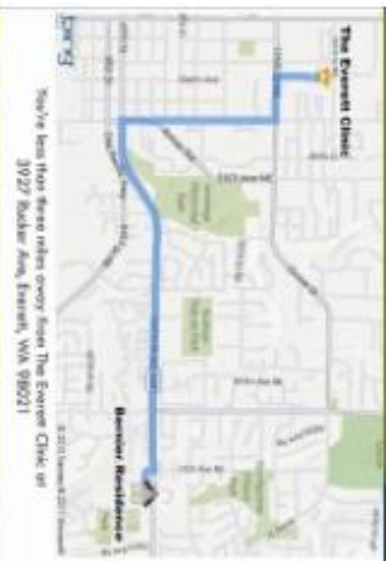
## Moving to a new home comes with a huge checklist.

While choosing a doctor might not be the first thing on your mind, it shouldn't be the last either. Fortunately, The Everett Clinic's world-class medical center offers expertise in pediatrics, orthopedics, cardiology, robotic assisted surgery and more. It's our commitment to helping you and your family live a long, healthy life.

Call today to make an appointment: **425.257.1440**.  
Visit [everettclinic.com](http://everettclinic.com)

## The Everett Clinic offers primary and specialty

- An advanced imaging center
- Two surgery centers with technology, such as 3D surgery
- Eight urgent care Walk-in centers, seven days a week with extended hours. We even post online wait times so your location works best for you.
- Three pharmacies
- A regional cancer partnership

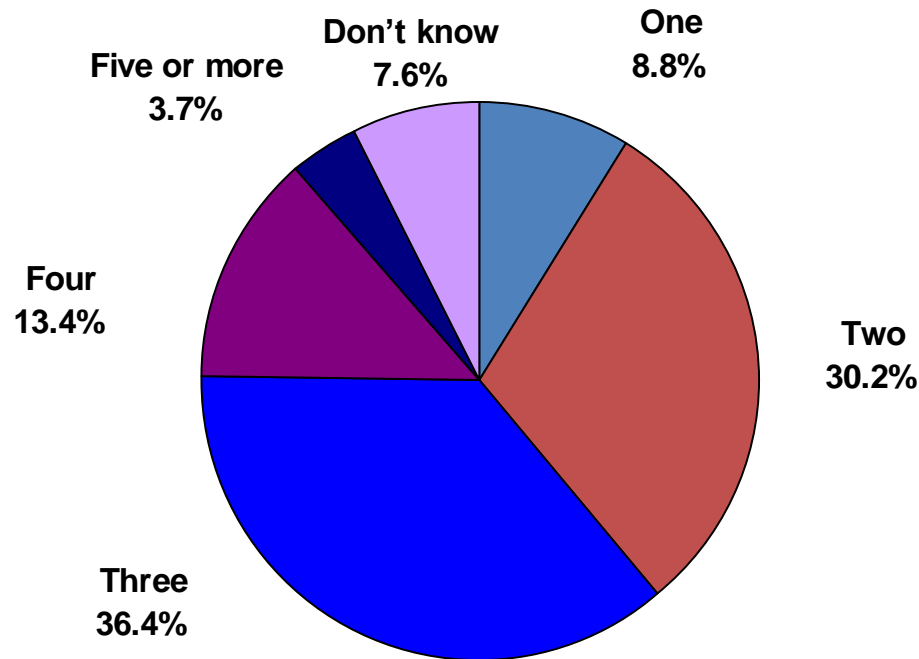


# Direct Mail/Marketing: It's About the Experience



# Number of Media Channels

How many different types of media does your company use for a typical customer communication/marketing campaign?



## Key Findings

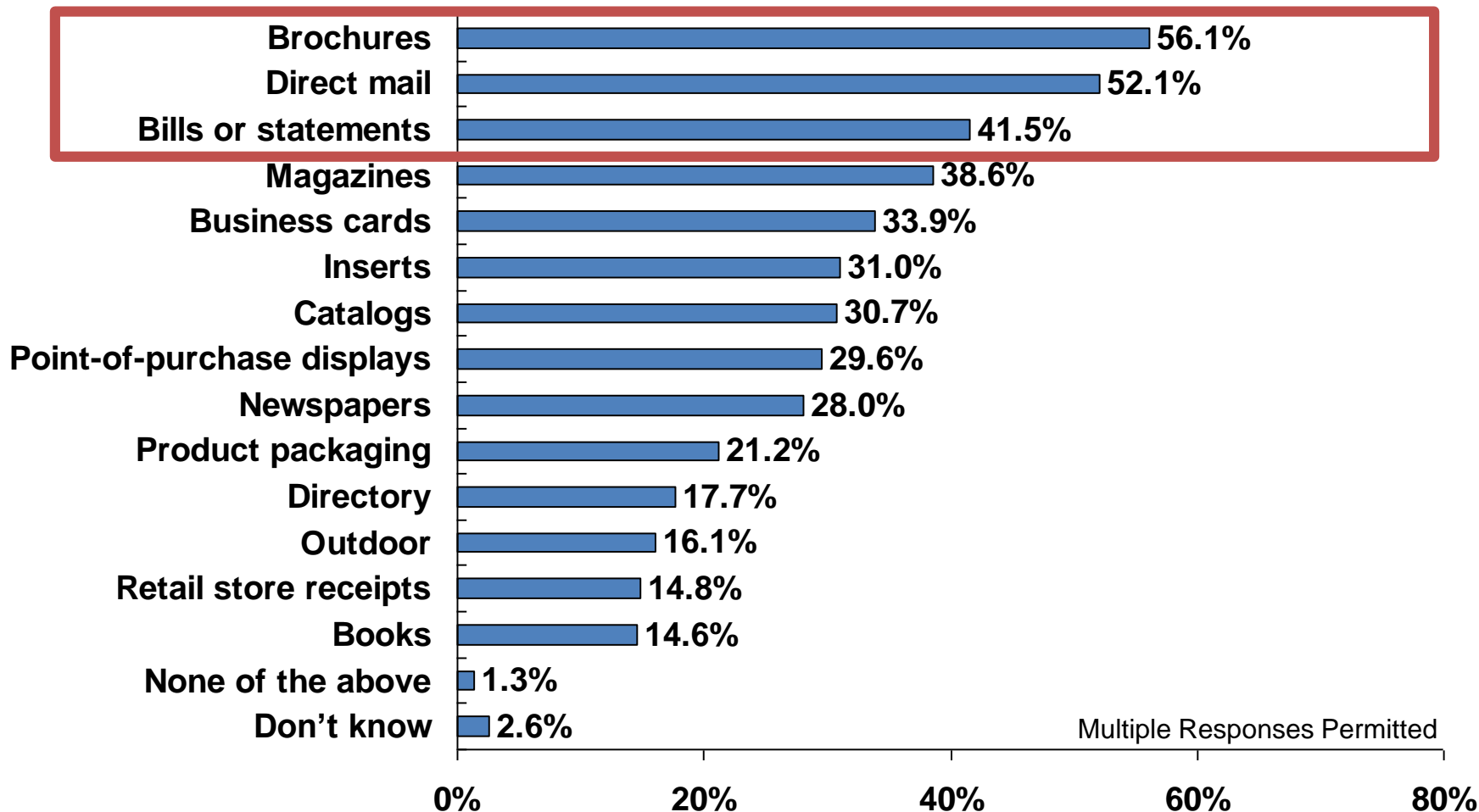
- Average number media types used in a campaign: 3
- 47% of printed marketing materials linked to online digital channels in past 12 months

N = 1,026

Source: Understanding Vertical Markets: Enterprise Communication Requirements, InfoTrends, 2012

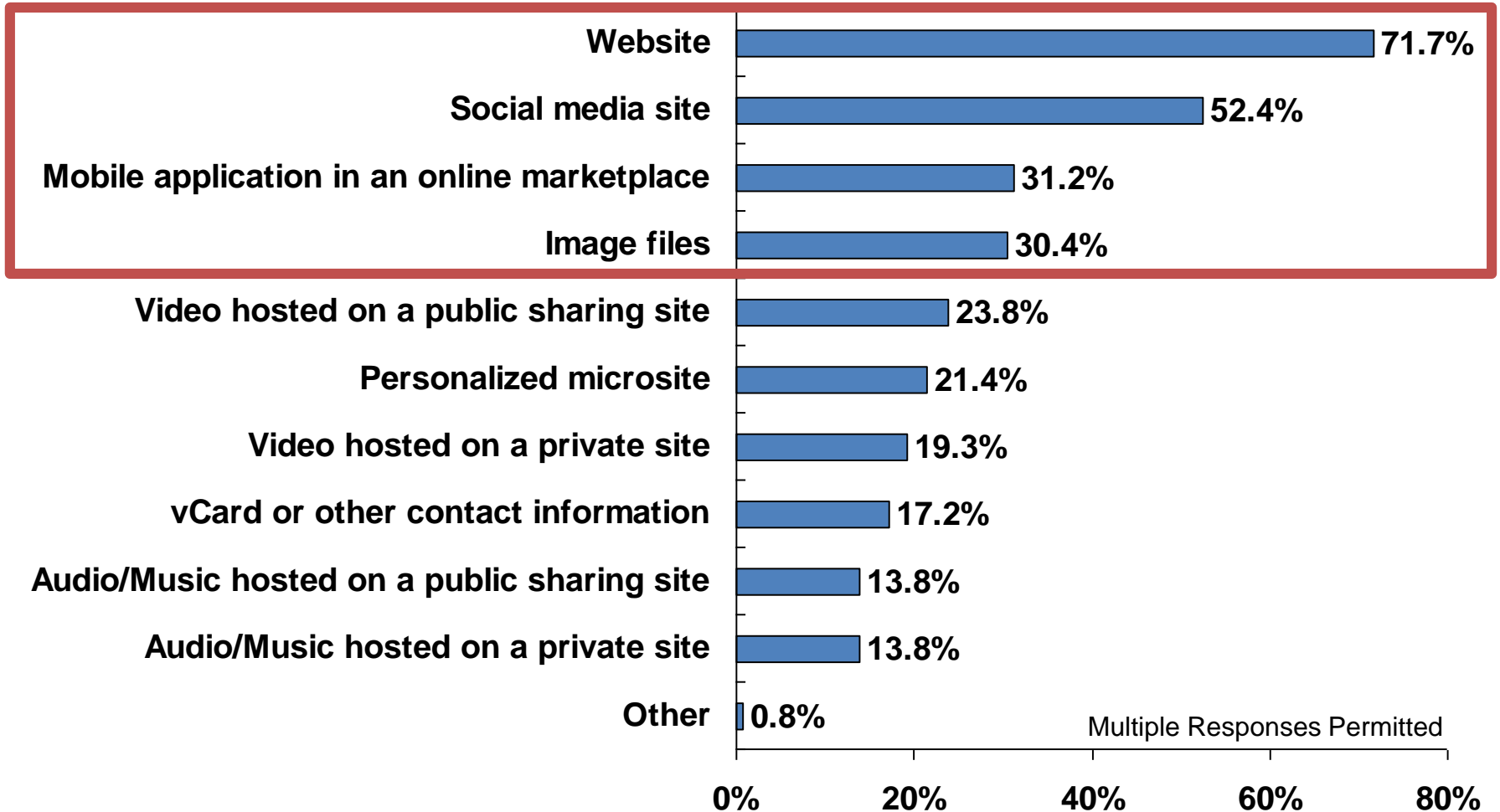
# Connecting Print to Digital Channels

What types of printed media have you included a link or connection to digital media over the past 12 months?



# Digital Channels Linked to Print

What types of digital content have you linked to print over the past 12 months?





# Direct Mail + Mobile = Engagement



# Why Integrate Print and Mobile?

**Interactivity**



**Media Extension**



**Measurability**



***Increased Value to Print***

# Making Print Interactive with Mobile

## Mobile Codes



## Mobile Messaging



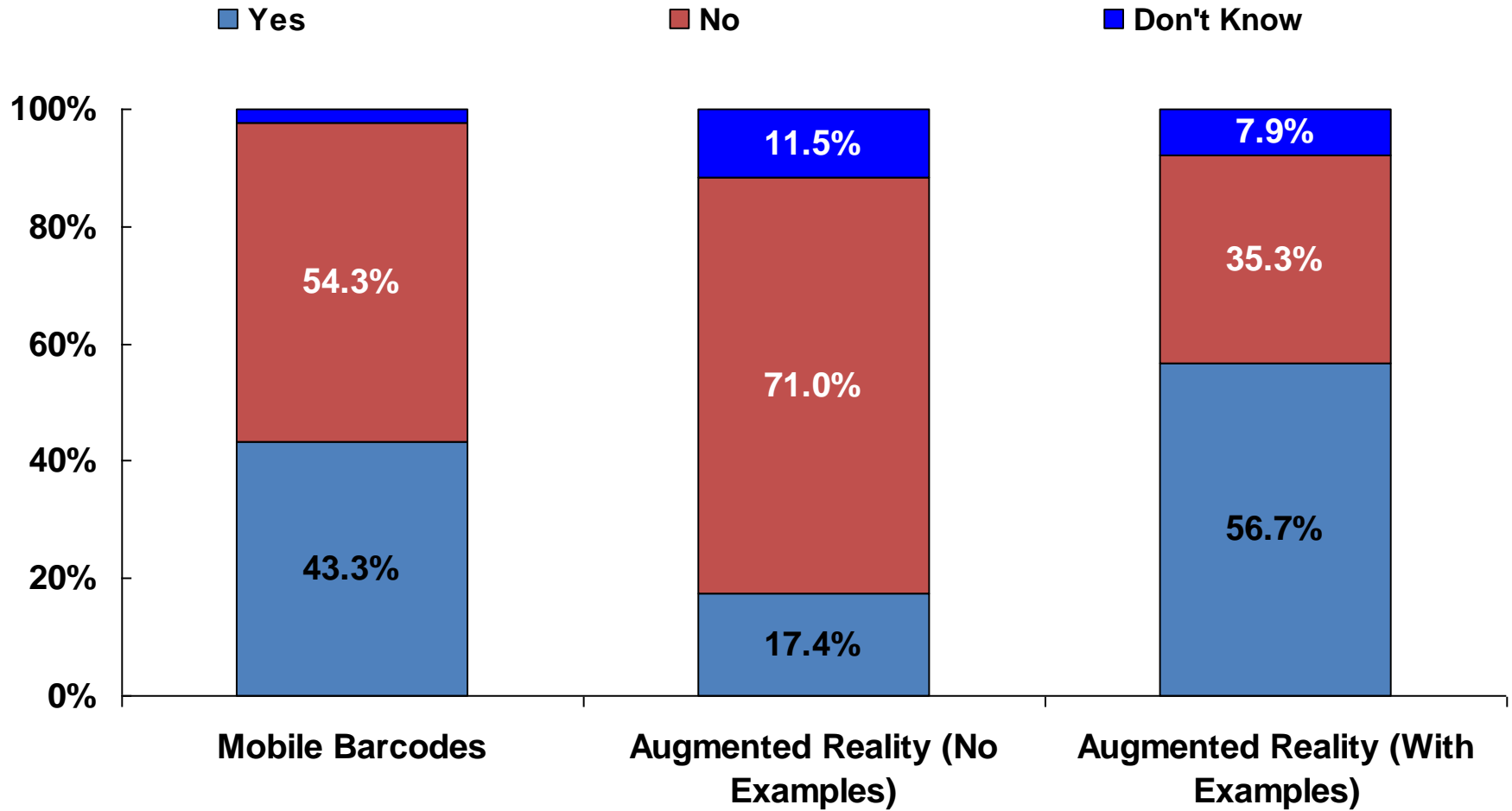
## Near-Field Communications



## Augmented Reality



# Adoption of Mobile Barcodes and AR



N = 988

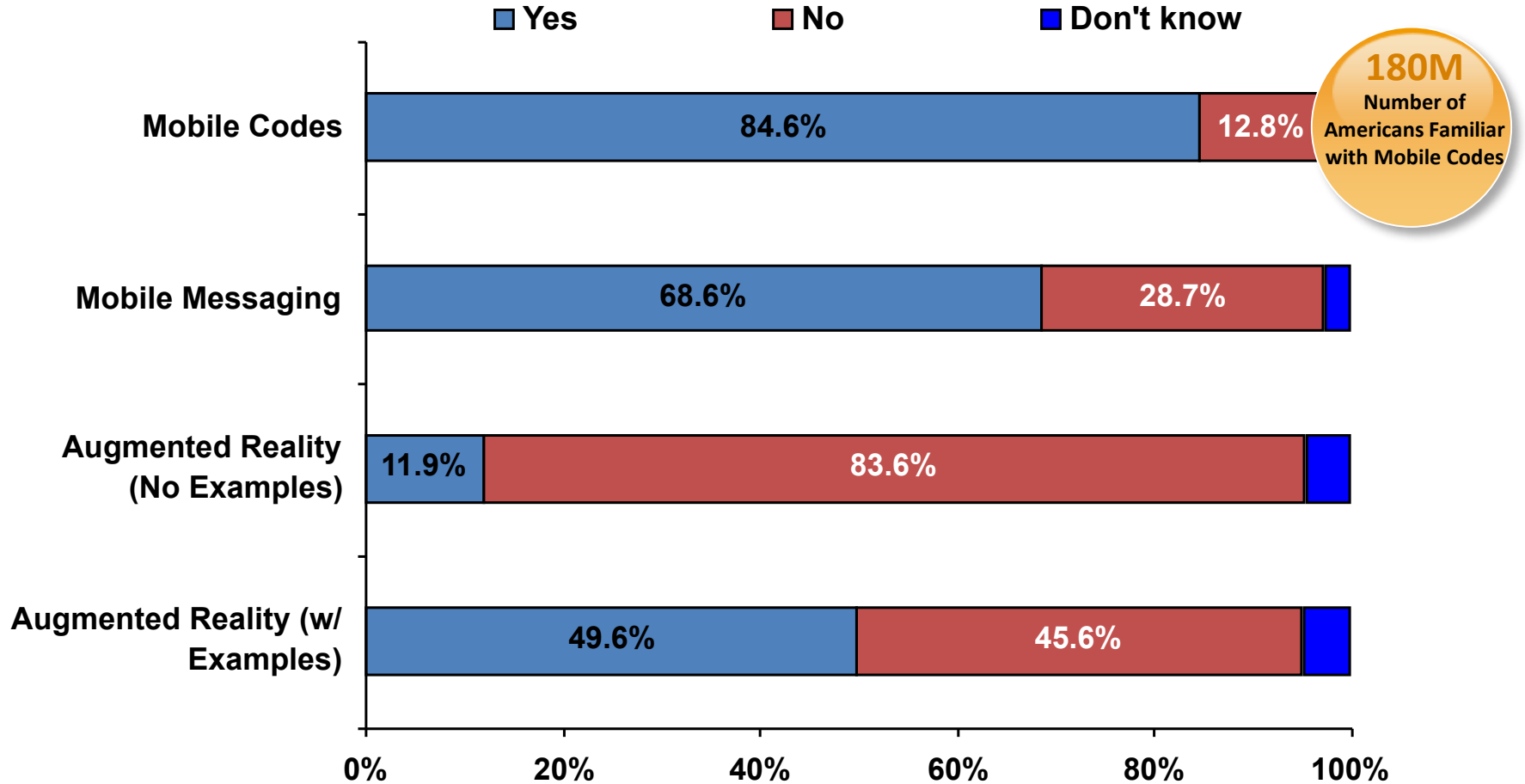
1,126

1,126

Source: *Consumer Media Trends Survey*, InfoTrends 2013

# Mobile Codes, Messaging Have High Consumer Awareness

Which of the following technologies are you familiar with?



N = 1,192 Consumers

Source: *Mobile Technology: Making Print Interactive*, InfoTrends 2011

# Near-Field Communications: The QR Code Replacement

- Technology for seamless experience for marketers and their audiences to pursue offline-to-online engagement
- Passing NFC tags in the form of stickers can be affixed to any surface or substrate
- NFC enabled phones projected to exceed 1 billion by 2015 despite security concerns



# A Number of Purchasing Options for Stickers

tagstand NFC TAGS STORE NFC TASK LAUNCHER NFC WRITER TAP HARDWARE

NFC Tags Store \$0.00 | 0 items


shipping info [checkout »](#)

- NFC Kits
- Type 2 NFC Stickers
- Mifare Classic 1K Stickers
- Type 1 NFC Stickers
- Anti-Metal NFC Labels
- Outdoor NFC Stickers
- NFC Reader Writers
- Bulk/Custom Order NFC tags

Subscriptions


### NFC Kits

Get started with these sticker packs containing a variety of our NFC tags.



Buy Some Learn More

Basic NFC Starter Pack - (4 Stickers) \$3.99



Buy Some Learn More

NFC Task Launcher Pack \$13.50

RapidNFC +44 (0) 20 7836 8566 - mail@rapidnfc.com

Home About Us NFC Advice Custom Print Z-Codes Contact Blog Prices exclude VAT ? Basket currently empty

## WE ♥ NFC

RapidNFC is Europe's largest supplier of NFC tags, stickers & products.

Whether you are looking for hundreds of thousands of encoded NFC tags, a few hundred custom printed NFC stickers or just a single unencoded NFC wristband, RapidNFC can deliver. It's what we do.

### NFC Starter Packs

A selection of brilliant NFC starter packs to get you going. All include wristbands, keyfobs and selection of NFC tags. From £6.25.

### NTAG203 In Stock

Get the latest NFC tags from RapidNFC. Faster response times, greater scanning distances.

Just £0.55 per tag when you buy 10 or more.

- Printed NFC Stickers
- Custom Print NFC Tags
- White NFC Tags
- Clear NFC Tags
- On Metal NFC Tags
- NFC Wristbands
- NFC Keyfobs & Hang Tags
- NFC Cards & Tickets
- Other NFC Products
- NFC Smart Packs
- NFC Starter Packs

NFC Encoding

You can encode our NFC tags yourself or we can do it for you. Have a look at our NFC tag encoding pages for more info. [Encoding NFC Tags »](#)

20% Off Micro NFC Task Launcher New NFC Sticker

BuyNFC FREE Tags on orders of 100 or more! NFC STICKERS

BuyNFCstickers.com

## Buy NFC Stickers Today

Android Compatible!

Returning Customers Save 10% [click here for details](#)

All Mifare Ultralight C NFC blank white labels are currently back ordered. Due to the large number of conferences recently, we have been experiencing an increase in sales. You may still place orders for these tags, but shipping will take an additional 2-3 weeks. We apologize for the inconvenience.

Welcome To BuyNFCstickers.com!

Near Field Communication, or NFC, is a contactless way to send and receive data - commonly via a mobile device and a tag. Popularity of NFC technology has been growing in Europe and has recently picked up speed in the United States as well. Tags are great for mobile marketing and can be applied to many different mediums, such as printed Marketing Materials, Business cards, posters, window displays.

COMMUNITY POLL

WHAT INDUSTRY ARE YOU INVOLVED WITH?

- Advertising
- Financial / Banking
- Software / Engineering
- Entertainment
- Health Care
- Biotechnology
- Food
- Publishing
- Real Estate
- Government
- Education

VOTE

NOW ACCEPTING PayPal

# USPS Demonstrates Augmented Reality Video at the 2013 Consumer Electronics Show (CES)





Social Loyalty =  
Propensity to  
Repurchase and  
Recommend



# The New Social Loyalty

- Engaging customers and enticing them to:
  - Write reviews
  - Participate in an online community
  - Answer other customers' questions
  - Tweet about a purchase
  - Comment about a shopping experience on Facebook
  - Upload a product photo on Pinterest
  - Share a deal with a friend via e-mail
  - Check into a brick-and-mortar store via foursquare
- Traditional rewards of financial incentives augmented with social motivators including badges, leaderboards, and public mentions



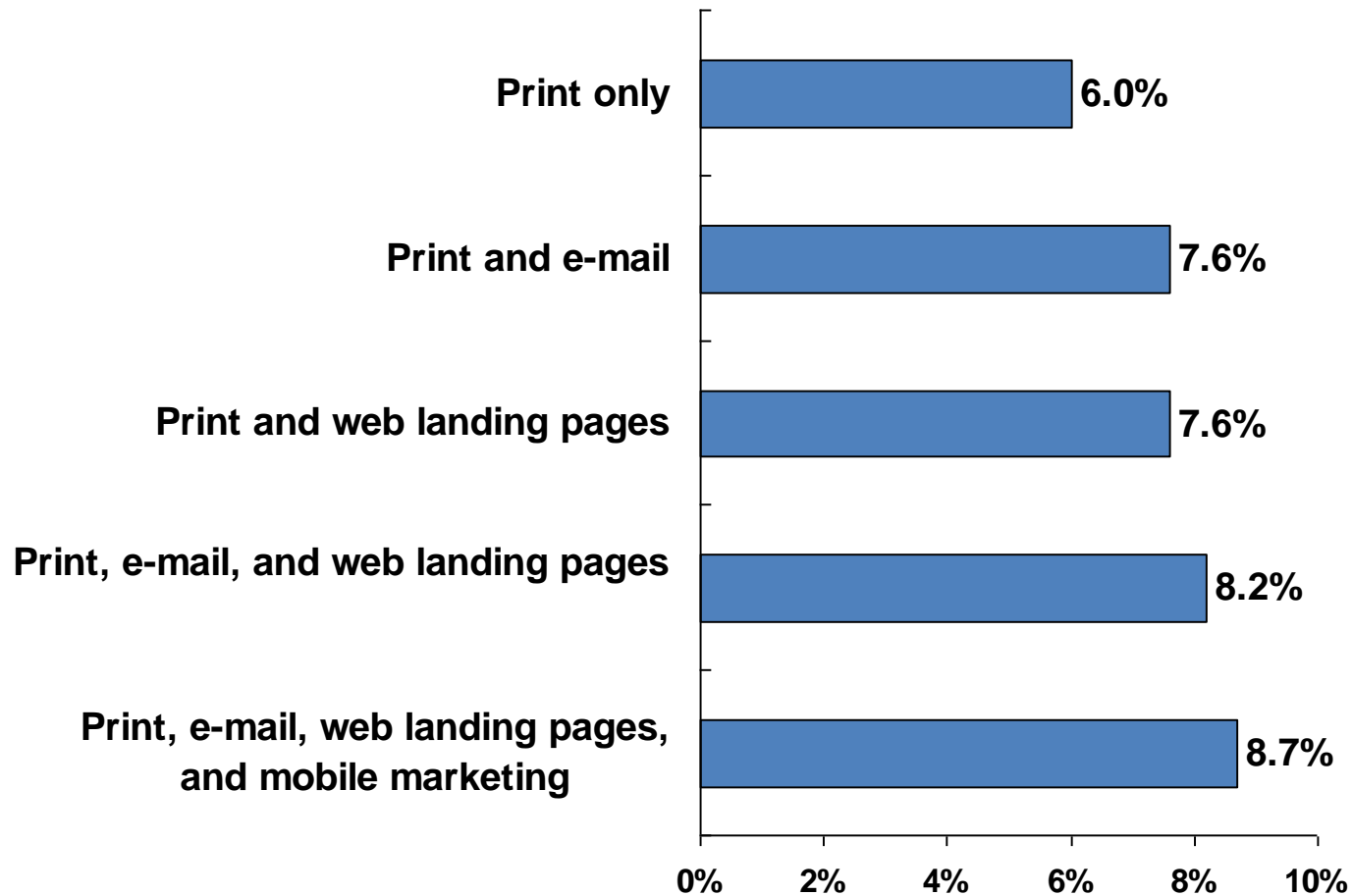
# Various Program Tools Available to Drive Referrals

- [www.500friends.com](http://www.500friends.com)
- [www.dukky.com](http://www.dukky.com)
- [www.preferredpatron.com](http://www.preferredpatron.com)
- [www.perkville.com](http://www.perkville.com)
- [www.parago.com](http://www.parago.com)
- [www.loyaltyconnect.com](http://www.loyaltyconnect.com)
- [www.nextbee.com](http://www.nextbee.com)
- Etc.



# More Campaign Channels = Better Response

Who would you rate the average RESPONSE rate of campaigns that use the following combinations of media channels? (Means)

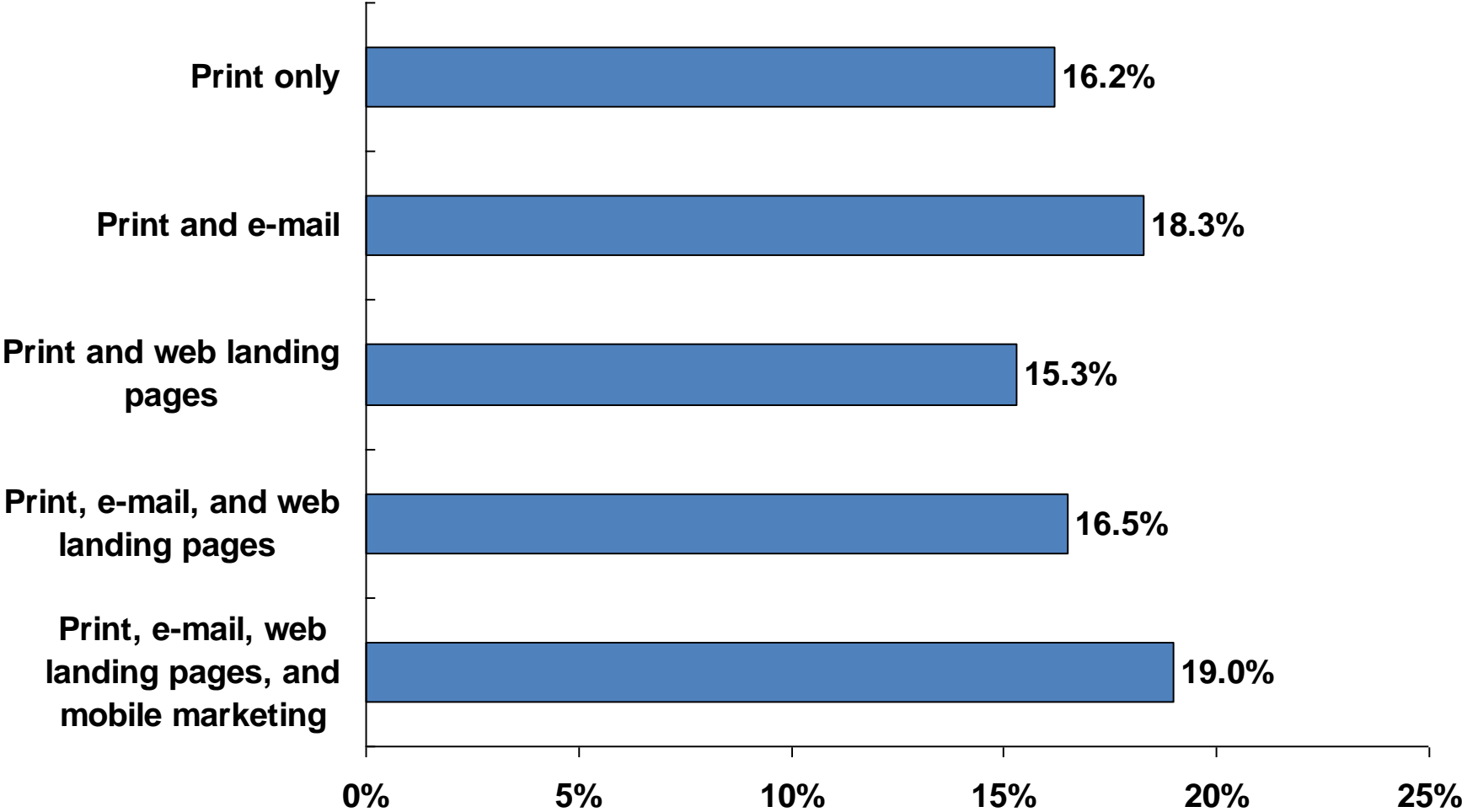


N = Varies

Base: All respondents

# More Campaign Channels Mean Better Business Results

Of the people who responded, what percentage purchased or were converted into new business?  
(Means)



N = Varies  
Base: All respondents

# Measuring Effectiveness

- Participation rate
- Attrition rate
- Spend/growth rate
- Accrual and breakage rates
- Engagement rates
- Number of referrals

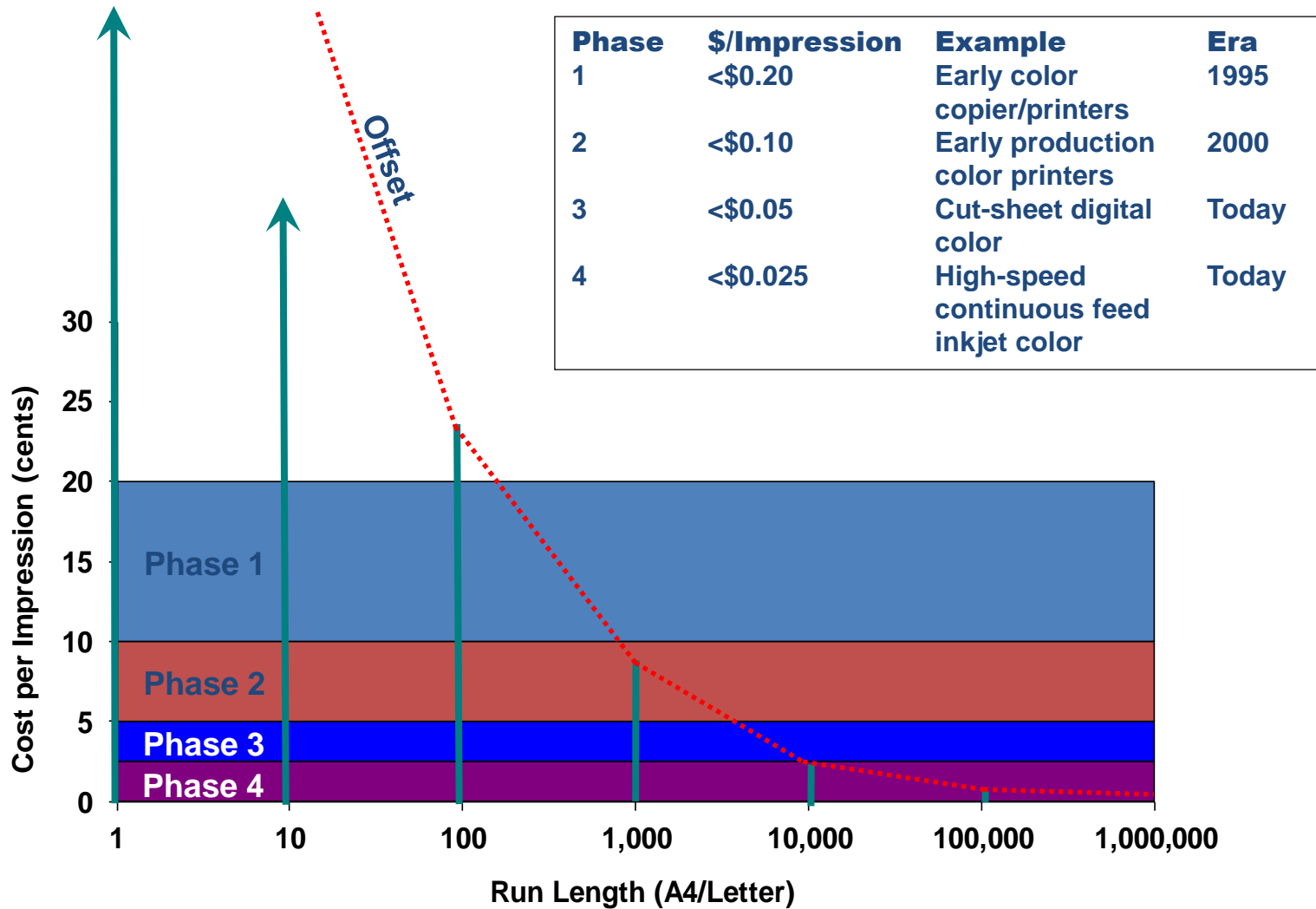


# Technology





# Color Digital Printing is Entering a Fourth Phase



Running cost: (1) includes cost of the equipment over expected life + plus service and supplies (2) excludes paper, labor, overhead

## **Several requirements for progress towards Graphic Arts/Direct Mail applications**

- Higher productivity
  - Wider width
  - Higher linear speed
  - Longer life components
  - More automation
  - Less set-up waste & time
- Lower running costs
  - Through productivity, lower ink costs, lower paper premium
- Higher print quality
  - Higher resolution
  - Better inks
  - Better color management

# A Perspective on Océ Technology and the Direct Mail Market (1)

- Widest portfolio of continuous feed inkjet products in the market
- Océ JetStream family with production from 1,074 to 5,452 letter-size images per minute



Océ JetStream 1000 Compact	246 fpm	1074 ipm	2-up duplex
Océ JetStream 1400 Compact	328 fpm	1432 ipm	2-up duplex
Océ JetStream 1900 Compact	417 fpm	1818 ipm	2-up duplex
Océ JetStream 1500 Dual	328 fpm	1432 ipm	2-up duplex
Océ JetStream 2200 Dual	492 fpm	2147 ipm	2-up duplex
Océ JetStream 3000 Dual	656 fpm	2863 ipm	2-up duplex
Océ JetStream 2300 Wide Mono	328 fpm	2147 ipm	3-up duplex
Océ JetStream 3300 Wide Mono	492 fpm	3221 ipm	3-up duplex
Océ JetStream 3300 Wide	492 fpm	3221 ipm	3-up duplex
Océ JetStream 4300 Wide Mono	656 fpm	4295 ipm	3-up duplex
Océ JetStream 4300 Wide	656 fpm	4295 ipm	3-up duplex
Océ JetStream 5500 Wide Mono	833 fpm	5452 ipm	3-up duplex
Océ JetStream 5500 Wide	833 fpm	5452 ipm	3-up duplex

# A Perspective on Océ Technology and the Direct Mail Market (2)

- Océ ColorStream 3000 series offers four web speeds from 157–417 fpm and print speeds from 344 to 1,818 letter sized pages per minute



# Unique Features for the Direct Mail Market (1)

- **Quality**
  - Leverages Océ DigiDot piezoelectric drop-on-demand technology
  - Varies the ink droplet size (multilevel dot modulation), yielding perceived 1,200 x 1,200 dpi quality
- **Inkjet HeadSafe Technology for the ColorStream**
  - Automatically caps inkjet heads for monochrome-only vs. full-color printing; prevents nozzle clogging
  - Critical for book market where lower cost papers that generate more dust are frequently used
- **Limited Paper Waste for the ColorStream**
  - The ability to print at varying speeds during ramp-up acceleration and ramp-down deceleration and to fully stop and restart without blank pages to reduce paper waste

## Unique Features for the Direct Mail Market (2)

- Kyocera drop-on-demand inkjet heads use water-based inks (either dye or pigment), as well as specialty inks (e.g., MICR, security inks, invisible inks)
- Extended inkjet head life providing optimum uptime
- Scalable Océ SRA MP controller offering full engine speed variable data printing in AFP/IPDS with built-in data integrity, error recovery, and full color management; also includes the Adobe Print Engine option

# Streamlining Operations: The Right Workflow



## Océ PRISMA Software

### Managing Document Workflows



PRISMA is an integrated family of adaptive workflow software that makes workflow faster and more efficient across a wide array of applications.

- **Compatible:** *Works your current workflow solutions and streamlines the business processes you already have.*
- **Comprehensive:** *Automates more completely across more departments in more places.*
- **Consistent:** *Makes printing simple, reliable, and cost-effective for customers and employees.*



# Océ PRISMA for Continuous Print Systems

Industry standard connectivity methodology enables solutions

Create/Design



Proof & Accept



Production Management



Production

MIS

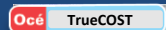


ERP

W2P



Virtual Proofing



Ink Usage & Estimation



## Job Management

- Workflow Management
- Automation
- PDL Conversion
- Book Publishing
  - > cover & content
  - > remake & track ISBN
- PDF & AFP Preflight
  - > signatures & ribbons
- Imposition
  - > SRA Controller
- RIP & Normalization
- Scan to Remake
- Accounting
- Document Viewer
- JDF/JMF Compliant
- API Connections
- Mainframe Connectivity
- Xerox Connectivity



Océ JetStream



Océ VarioStream



Océ ColorStream



Document Integrity

# Prisma: Driving Productivity for Direct Mailers

- Prisma: An integration platform for streamlining mail operations
  - Interfaces with partners for variable data document composition
  - Integration with Bell and Howell BCC Mail Manager for Postal Optimization
  - Forms resource manager for white paper in; full color out to replace pre-printed forms
  - Ironsides' Automated Production Tracking (APT) integration to ensure print/mail accuracy while providing users with the real-time data and reporting



# In-Line Finishing



PRINT 101:

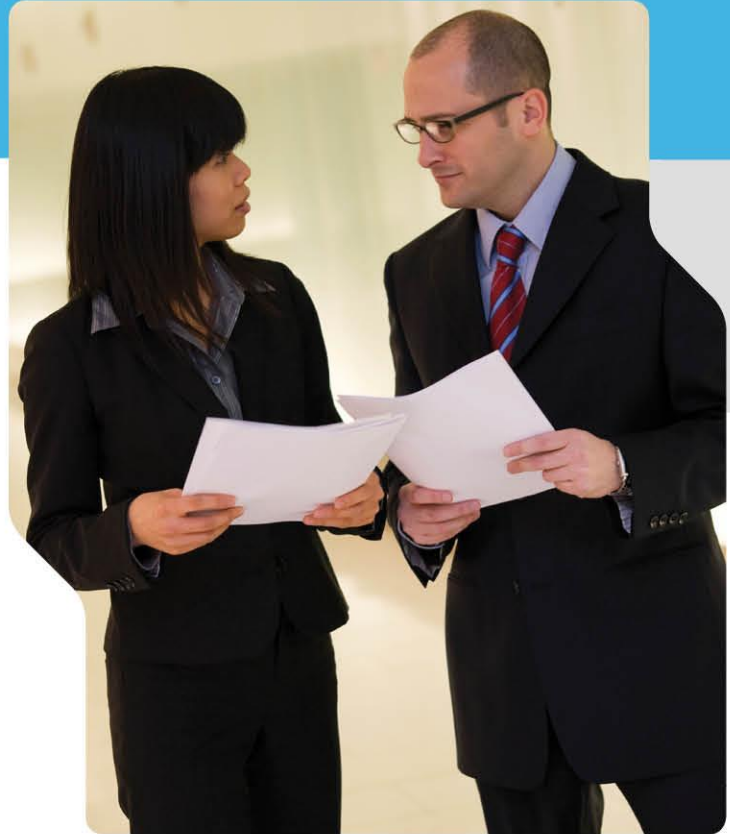
*all about  
finishing*

# The Finishing Options

- Océ JetStream and ColorStream printers include integrated pre- and post-processing capabilities, including folding, perforating, and hole punching.
- If additional finishing is required, future systems will support direct connection to third-party finishing systems. Offline finishing is always available.



# Expanded Substrate Options and Alternatives



# As Volume Goes Up, So Do Inkjet Paper Options

## Pixelle® High Speed Inkjet Papers Performance that Puts You Out in Front

In today's marketplace, you need every advantage to stay ahead. As the leading manufacturer of inkjet papers in North America, Glatfelter gives you a competitive edge with the industry's broadest, most innovative product portfolio. Delivering superb performance and exceptional image fidelity, Glatfelter Pixelle high-speed inkjet papers offer you the best value in the market across a wide range of demanding end-use applications. Ready to put your productivity into high gear?

## Mondi's high-speed inkjet portfolio



### High-speed inkjet printing

The high-speed inkjet printing technology is one of the fastest growing **digital printing** technologies in the market offering a tremendously increased productivity over other digital printing technologies when it comes to personalised colour printing. Its characteristics are the high printing speed of up to 200 metres / minute and more as well as the use of aqueous (water based dye) and pigment inks.

## Finch Uncoated Digital Papers Engineered for peak performance on digital presses.

Printers trust Finch uncoated digital papers to deliver better color and greater consistency at faster speeds. These high-quality digital papers feature a super smooth, bright white surface coupled with great environmental choices including recycled fiber and dual **certification** from both the Forest Stewardship Council (FSC®) and the Sustainable Forestry Initiative (SFI).



**Bringing it to the  
Bottom Line**





# Making a Difference at Universal Wilde



Marketing Services from Thought to Distribution

CUSTOMER LOGIN | CONTACT US: 866-825-5515

SERVICES INDUSTRY SOLUTIONS RESOURCES ABOUT US BLOG



It's not just about resources, it's about being resourceful.

## Personalized Communication

Digital printing and variable data publishing are cost-effective ways to



## Web to Print Solutions

Integrated web to print systems like our proprietary Xccelerate™ platform make



## Direct Marketing Services


Who's behind all of this? Somebody hit the lights and roll the video




# IWCO: Delivering Results

The image shows a screenshot of the IWCO Direct website. At the top, there is a navigation bar with links for Home, Careers, and Contact, a search bar, and a Sign In button. Below this is a dark header with the IWCO Direct logo on the left and navigation links for What We Do, Our Work, About, and Blog on the right. A light blue banner below the header contains a RSS icon and the text: Wednesday April 03 Make Sure Your Direct Mail Offers Don't Make Prospects Feel Foolish. The main content area features a large image of a lion on the right. To the left of the lion, the text reads: Cool, Calm & Very POWERFUL. Below this, a smaller line of text says: It's a jungle out there. So Power Your Marketing™ with the pride of direct mail. At the bottom of this text block is a red button that says Start the Roar.

Home Careers Contact  [Sign In](#)


 [What We Do](#) [Our Work](#) [About](#) [Blog](#)

 Wednesday April 03 [Make Sure Your Direct Mail Offers Don't Make Prospects Feel Foolish](#)

Cool, Calm & Very  
**POWERFUL**

It's a jungle out there. So Power Your Marketing™  
with the pride of direct mail.

[Start the Roar](#)



# SourceLink: Illuminated Marketing

## Science + Imagination

Statement & Transaction Processing

Database Services

We call it Illuminated Marketing.  
Let us put it to work for you.

We believe data drives understanding,  
understanding reveals insight and  
insight leads to illumination.



Click here to meet the new SourceLink.

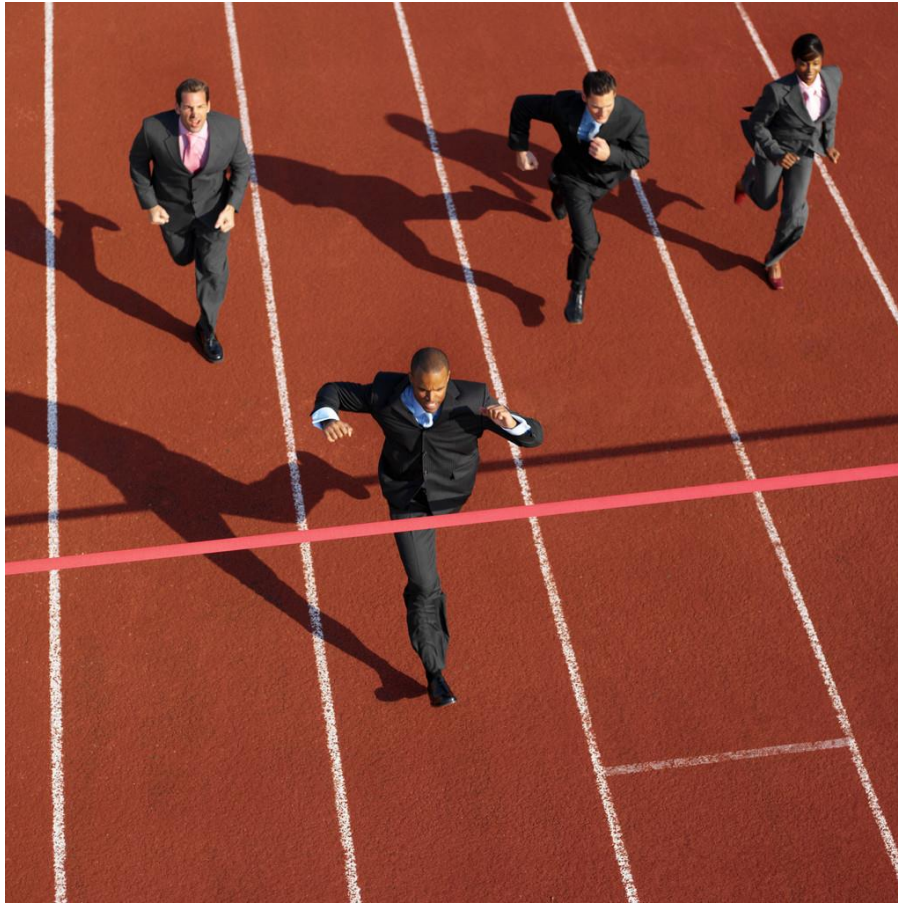
Strategy & Creative



Slide the bar from left to right to watch the balance shift for your business.

# **Recommendations and Conclusions**

# Critical Success Factors



- A customized communications marketing strategy
- Relevance of messages
- A valid offer
- Quality and design of the document
- Media channel-agnostic

# Combined With:

- The right technology
- Optimized workflow
- Partners to develop a complete solution



# Why Canon Solutions America?



# A Partner Committed to Your Success (1)

- **Long history of understanding and meeting customer requirements**
- Market-leading scalable technology
- End-to-end solutions
- Professional services for successful execution





## A Partner Committed to Your Success (2)

- Long history of understanding and meeting customer requirements
- **Market-leading scalable technology**
- End-to-end solutions
- Professional services for successful execution



# A Partner Committed to Your Success (3)

- Long history of understanding and meeting customer requirements
- Market-leading scalable technology
- **End-to-end solutions**
- Professional services for successful execution



## A Partner Committed to Your Success (4)

- Long history of understanding and meeting customer requirements
- Market-leading scalable technology
- End-to-end solutions
- **Professional services for successful execution**





**Canon Solutions America: A Partner that Wants  
to Help You Grow!**

**Canon**  
CANON SOLUTIONS AMERICA

**Questions?**

