



WOW! at Work

# Digital Printing Insider

Corporate Enterprise | March 2012



**Canon**  
CANON GROUP

## Welcome to Océ... Welcome to WOW!

Wow is... full-color variable data and image-oriented documents, even in instances where personalized information has historically been limited to monochrome text. Today's high-speed inkjet printing technology is providing organizations with more choices for addressing high-volume transactional and direct mail applications, and offering an affordable alternative to pre-printed color shells.

### Custom Solutions to Address Unique Business Challenges



Rick Foley, Vice President,  
Strategic Solutions for  
Océ North America

Océ realizes the importance and significance of custom solutions. Every customer is unique and has different business challenges. Twenty-seven year Océ veteran Rick Foley is Vice President of Strategic Solutions for Océ North America. His mission is to work with customers on their specific problems and deliver tailor-made solutions.

According to Foley, "My team has expertise in both print technology and software solutions. We are responsible for the in-house customization of solutions and associated professional services. We communicate local needs to the international development group as well as build product extensions based on our core products. We work closely with customers to evaluate their existing business processes while suggesting technological solutions as well as providing application development."

Océ offers a full range of cut sheet and continuous feed color and monochrome digital printing systems that make printing books on demand or in short runs, cost-effective and profitable. Foley says, "This is a big market opportunity for print service providers and my team is working closely with select customers to simplify the process of creating a book of one. Clearly, with new high-speed inkjet technology, end-to-end automation is critical."

According to Foley, "With our roll-fed devices, the most efficient way to produce books is 2-, 3-, or 4-up depending on finished book format. Large manufacturers like Lightning Source and R.R. Donnelley developed software tools to appropriately gang books to automate production and finishing. Smaller book printing companies didn't have the resources to create complex IT infrastructure. Smaller printers told publishers there was a minimum order quantity based on imposition requirements or produced what the publisher requested and generated waste."

The strategic solutions team took that on as a challenge and created a "Book of One" Océ PRISMA® software extension to facilitate efficiently producing books in a run length of one. The "Book of One" solution automates book production through a highly efficient batch, barcode and scanning process. This software groups jobs based on parameters that improve process efficiency. This includes

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#### FREE Downloads!

- Digital Book Production Brochure
- InfoTrends White Paper: *The Opportunity in High-Speed Color Inkjet*
- Data-Mail, Inc. Customer Video



#### View the Press Demos!

- Océ JetStream® Dual Series
- Océ ColorStream® 3500

#### View a Press Go! Webinar On-Demand:

- Building a Loyal Customer Base
- InPlants: Opportunities in Value-Added Services
- From PSP to MSP:
  - Making the Transition
  - Business Plan Modification
  - Go-to-Market Strategies
- Social Media Marketing

#### Questions?

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## Custom Solutions to Address Unique Business Challenges (continued)



Océ PRISMA Software

WORKFLOW LEADERSHIP



trim size, media, imposition, finishing (perfect bound or saddle stitched), and most importantly page count. Every five seconds orders in each queue are read and sorted by page count. If the copy count allows for multiple impositions, the software immediately breaks a job into appropriate quantities to optimize production capabilities. This automation helps reduce production costs while maximizing revenue. With automated Book of One production, print providers of all sizes and capabilities are better prepared to enter the digital book printing arena or expand on an existing business.

Foley wraps up by saying, “I have a team of people that looks at each business challenge as an opportunity. We saw a way of solving run length as one of the obstacles for book printers of all sizes. Delivering books cost effectively in a run length of one is just one example of how we can take a complex problem and deliver a solution to drive more business for our customers.”

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Learn more about how Océ can help streamline your book production. Download the Océ Digital Book Production brochure.

## High-Speed Inkjet Delivers the Mail

With marketers seeking more relevant, variable, and personalized marketing messages, today's high-speed inkjet printing technology has become the main contender to meet this growing demand. Inkjet technology is taking hold, providing organizations with more choices for addressing high-volume transactional and direct mail applications, and offering an affordable alternative to pre-printed color shells. These new developments make it possible to produce full-color variable data and image-oriented documents, even in instances where personalized information has historically been limited to monochrome text. Océ JetStream and Océ ColorStream inkjet systems offer high quality and are cost-effective at the highest speeds, even if the document contains the corporate logo and footers only, or graphs, pictures, and full-color photos. The result is the ability to significantly enhance marketing communications while substantially improving overall operational effectiveness.

### Effectively Communicating in Color

There is no denying the importance of color in business communications. The use of color increases brand recognition and improves response rates. Organizations can use color strategically depending on the purpose of the document. By blending transaction data and full-color customer-specific messages into sophisticated communications, you can turn transaction documents such as bills, statements, and purchase orders into attention-grabbing marketing tools that reinforce branding and promote a dialogue with customers to cross-sell and up-sell products and services. Marketers can transform direct mail pieces into documents that drive action by blending enhanced personalized messaging in full-color with unique “calls to action.”

Early adopters of Océ JetStream technology are seeing opportunities to leverage the technology for an array of new applications. Data-Mail, Inc. is one of the nation's largest volume direct mail processing and computer services companies. Founded in 1971 by Andy and Joyce Mandell, this firm has grown from modest beginnings to a full-service print and mail processing company. Today, its facilities encompass more than 450,000 square feet located in the towns of Newington and Windsor, Connecticut. Every project is completely processed without ever leaving the Data-Mail, Inc. premises.

Data-Mail, Inc. has a client base of Fortune 500 companies and major ad agencies based in New York and Boston. With the ability to produce over 5 million mail pieces per day, Data-Mail, Inc. has consolidated high-quality offset printing, advanced computer personalization technology, and traditional letter shop capabilities to create a full service, state-of-the-art print and mail processing facility. Data-Mail, Inc. employs over 850 people in a three-shift production environment.

Business documents that need to communicate important information rely on color to make them more reader-friendly. With inkjet technology, business document content that was previously printed in monochrome can be affordably rendered in vivid full color using unprinted paper. Color logos, branding elements, charts and data-driven graphics, key marketing messages, and critical document elements (e.g., amount due) can be printed simultaneously in color on Océ JetStream and Océ ColorStream inkjet systems along with transaction data and variable information.

## High-Speed Inkjet Delivers the Mail (continued)

According to Andy Mandell, “The ability to handle a ‘white paper in and color out’ process has created a tremendous new digital color application opportunity for our business.” While Mandell was not at liberty to share customer names, there is no shortage of examples of the new types of work that Data-Mail, Inc. is producing for its clients today. In the highly competitive retail environment, the ability to analyze and utilize data for customer-centric marketing is critical. Data-Mail, Inc. is working with its retail clients to drive traffic for store promotions. The company has integrated full-color maps with directions to the store on direct mail pieces based on zip code.

Major credit card providers offer “affinity partnerships” to University alumni associations. Alumni members who use credit cards provided by these partners also assist the alumni association. The credit card company that is an affinity partner provides financial support to the alumni association, normally through a percentage of sales. Data-Mail, Inc. works with these large credit card providers on direct mail campaigns. The credit card provider may have more than 50 schools with different color logos and associated messaging. Through its “white paper in and color out” capability, Data-Mail Inc. can produce these in zip code sequence to optimize postal savings for the credit card company.

### The Bottom Line

The simple message is that high-speed inkjet and the ability to take a roll of plain paper in and deliver full-color out is providing



value to marketers and service providers alike. It means enhanced communications and market opportunity through affordable digital color and the associated improvement in response rates, time-to-market, and reduced call center traffic. For high-volume producers, it is also becoming an operational imperative for overall cost reduction.

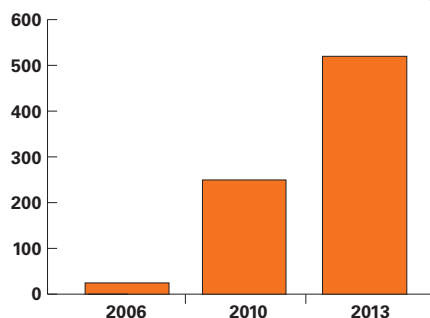
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View the Data-Mail, Inc. customer video to learn more about their success with high-speed inkjet printing.

## The Opportunity in High-Speed Color Inkjet

Almost every printing industry show these days is labeled “the inkjet show,” and there are now so many color continuous feed inkjet printers on the market that it is difficult to keep track. A few years ago, the color continuous feed market barely existed. Today, an ever-increasing range of suppliers, often with multiple models, are battling for a piece of this rapidly-growing market. Installations increased from about 20 engines in 2006 to more than 200 in 2010. By the end of 2013, the number of installations is expected to be more than double those of 2010 (see figure 1).

**Figure 1:**  
Global color  
continuous  
feed engine  
installations,  
2006–2013



With their high productivity, compelling cost of operation, and quality levels that greatly exceed what was previously available from high-speed inkjet systems, today’s color inkjet continuous feed devices are creating new market opportunities. They also produce much higher volumes than other types of digital color printers.

By 2015, InfoTrends anticipates that color inkjet will account for about 40% of digital color pages. In fact, color inkjet printing is the fastest-growing sector in the printing industry.

The shift toward high-speed inkjet color can be partially attributed to print technology advances that allow high-speed color printing at higher quality levels, combined with strong cost metrics. It is important to find the right applications that match the capabilities of today’s technologies as there is no guarantee that an inkjet printer will fill the order books and create profit. It is also important to understand the evolution of the technology and what applications will be addressed by the next generation of devices. To obtain a better idea of the impact that these systems are having on the market, InfoTrends published a new multi-client study entitled *The High-Speed Continuous-Feed Color Inkjet Opportunity: Global Insights from Leading Customers*. This research includes interviews with 52 sites using this equipment in 15 countries around the world. The case studies record the responses of company Presidents, Senior Managers, and Production Managers who were interviewed through a combination of on-site (face-to-face) and telephone interviews. The information gathered provides a unique insight into the opportunities and challenges within in this rapidly-growing segment of the market.

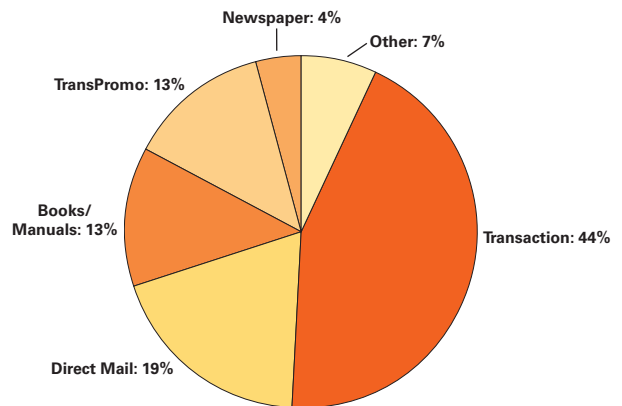
To date, it has been difficult to quantify the actual application split produced on these machines. InfoTrends’ research has clearly shown that the majority of installations occur at transaction

## The Opportunity in High-Speed Color Inkjet (continued)

printing sites or sites performing a combination of transactional and direct mail applications. Pure direct mailers are still rare in Europe, as are installations at book printers, commercial printers, and newspaper printers. Transaction is the leading application, accounting for 44% of all color inkjet prints. Direct mail is the second largest application as transaction sites are increasingly adding direct mail to the application range. Books and TransPromo tie for the third largest application. The share of TransPromo (statements with added personalized messaging) is substantial, and it is now estimated that every fifth transaction page is currently a TransPromo page. Now that TransPromo is gaining ground, documents are increasingly becoming enriched with personalized messages. Book printing might not be the main application for many user sites, but it has gained popularity in filling up spare capacity. A number of diverse applications are produced on inkjet devices as well, but volume shares across the base are small (see figure 2).

It is no surprise that transaction is the leading market for color inkjet. Replacing offset color pre-print and monochrome variable data imprinting on toner printers with a clean sheet inkjet solution offers a strong potential for savings. These savings benefits stretch far beyond not needing to purchase pre-printed rolls. Having a white paper solution can offer savings in storage and logistics. It also reduces the number of paper rolls for inserters, allows better postal code pre-sorting, and enables faster throughput.

**Figure 2: Application Shares of the Volumes Produced on Color Continuous Feed Inkjet Printers**



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Download the InfoTrends White Paper: *The Opportunity in High-Speed Color Inkjet* to learn more about how high-speed color inkjet can maximize your productivity.



Océ knows production printing. With a company history of 130+ years, Océ has a reputation for high speed and rock-solid reliable solutions that produce outstanding quality prints. Customers recognize the application versatility, workflow expertise, and award-winning service that Océ consistently delivers across a broad range of end-to-end solutions – from cutsheet to continuous feed, monochrome to full-color, and toner to inkjet. These proven, scalable solutions are customized for your business, backed by unparalleled award-winning service, and built to last. Grow your business, improve profitability, and wow your clients with Océ production printing solutions.

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### Questions?

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