

BECOME THE TRENDSETTER

DIGITAL PRINTING INSIDER | JULY 2018 | FOR BOOK PRINTERS AND PUBLISHERS

TOP TRENDS IN TODAY'S BOOK MANUFACTURING

Not too long ago, book printing seemed like a dying breed, with e-books and easily accessible internet content being all the rage. However, book printing has not only stuck around, it's become a trend—a "new" and cool way to digest content in today's overly saturated digital world. Even though print is rebounding, there is emerging technology that has disrupted today's book market. Printers need to evolve with these trends to help meet the various demands of publishers and readers.

Shorter run lengths

Publishers want to have better control over costs and inventories as well as find new revenue streams from

reprints, backlists, and out-of-print titles. This has led to a need for shorter print runs, especially for reprints. The ability to cost-effectively print smaller runs is creating the growth of custom publishing, self-publishing, and book versioning—something that's only been possible recently.

Production inkjet technology is ideal for providing cost-effective production for short to medium run lengths due to its flexibility, high speed, low waste, and low running costs. In fact, I.T. Strategies, custom consultants for digital print vendors, predicts a 29 percent compound annual growth rate in inkjet book pages from 2014–2019.¹

¹"Research on Emerging Print Markets," I.T. Strategies, April 2015, p. 16.



More and more, publishers, book manufacturers, and authors are pressed to rethink their business strategies to stay competitive. Now, emerging print technologies are making it possible to not only compete in today's book manufacturing landscape, but also create new opportunities in the years to come.

**WATCH THE VIDEO:
WHAT PUBLISHERS, BOOK MANUFACTURERS,
AND AUTHORS NEED TO KNOW**



Our commitment to customer growth and the advancement of production inkjet has placed us as the worldwide leader in total high-volume inkjet market share for the seventh consecutive year. View this infographic for the official numbers of our inkjet market share in 2017.

**VIEW THE INFOGRAPHIC:
CANON SOLUTIONS AMERICA:
INKJET EVOLUTION
AND LEADERSHIP**





Increased use of print on demand

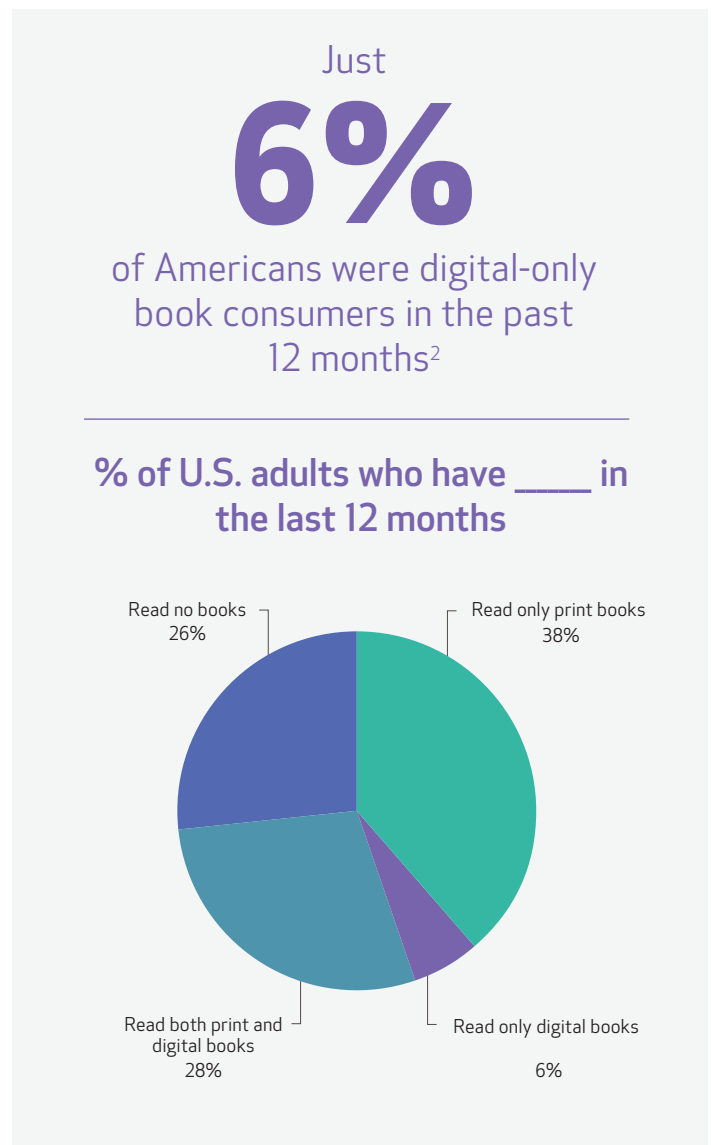
With print on demand (POD), books can be available for as long as the publisher and reader want. POD also allows self-publishing authors and independent publishers that don't have the financial resources to print and store thousands of books to instead print only what's needed—quickly and inexpensively.

In a world where readers are bombarded with digital content, print is making quite the comeback.

Also, the latest digital printing technology, such as production inkjet, provides high-quality POD books that are comparable to offset and other traditional printing processes used today. With an array of high-speed, high-quality commercial inkjet printers, workflow solutions, and finishing options to choose from, book printers can help increase efficiency, print quality, and keep costs down.

Making content available across all channels

Today's readers are in control of how they access content, and they expect it to be easily accessible in their channel of choice, both in digital and in print. Publishers, authors, and book manufacturers can drive readership and make content



²"Book Reading 2016," Pew Research Center, conducted March 7–April 4, 2016. (Note: "Digital Books" includes e-books as well as audio books.)



available where and when readers want it by providing access to content across a multitude of channels. Interestingly, print has emerged as a crucial part of the multichannel mix. In a world where readers are bombarded with digital content, print is making quite the comeback. There's nothing quite like the impact and timelessness of a favorite book.

Interestingly, print has emerged as a crucial part of the multichannel mix.

In conclusion

Today's emerging trends in book manufacturing are creating new opportunities for book printers as well as enabling them to meet the demands of publishers and the modern reader. Book printers that are willing to embrace and implement these trends will open the doors to success today and in the future.

³INTERQUEST, 2016.

Print runs of
100–500 copies
account for the largest portion
of book printers' and
publishers' print volume.³

VISIT POWERFULPRODUCTIONPRINT.COM

More and more, publishers, book manufacturers, and authors are pressed to rethink their business strategies to stay competitive. Now, emerging print technologies are making it possible to not only compete in today's book manufacturing landscape, but also create new opportunities in the years to come.



**WATCH THE VIDEO:
WHAT PUBLISHERS, BOOK MANUFACTURERS,
AND AUTHORS NEED TO KNOW**

Welcome to **thINK** Forum



Be Part of the Community

More than an inkjet user group, **thINK** is a collaborative and connected group of digital production print professionals who are at the forefront of inkjet technology. They come together to discuss the rapidly growing inkjet curve, discover new ways to capitalize on new inkjet applications, and share their experiences as pioneers in this new age of digital print.

Find all of your favorite resources and be part of the Customer Community at thINK Forum. Look for these essential market and business development tools at **thINKForum.com**:

- Marketing templates
- Webinars
- Training tools
- Industry guides
- thINK blog
- And much more!

[Click here](#) to learn more about the thINK Forum now and check out all of the resources, information, and events this engaging community has to offer! Follow thINK Forum on Twitter: [@thINK_Forum](#).

ABOUT CANON SOLUTIONS AMERICA, INC.

Canon Solutions America provides industry leading enterprise, production, and large format printing solutions, supported by exceptional professional service offerings. With the technology offerings of the Canon and Océ brands, Canon Solutions America helps companies of all sizes improve sustainability, increase efficiency, and control costs through high volume, continuous feed, digital and traditional printing, and document management solutions. A wholly owned subsidiary of Canon U.S.A., Inc., Canon Solutions America is headquartered in Melville, New York, and has sales and service locations across the U.S. For more information on Canon Solutions America, please visit [csa.canon.com](#).

PRODUCTION PRINT RESOURCE CENTER

Canon Solutions America helps you stay on the leading edge of our quickly changing industry with free access to our robust Production Print Resource Center, including:

- Customer videos
- Webinars
- Case studies
- Press demos
- White papers
- Articles

VISIT [PPS.CSA.CANON.COM](#)

THINK FORUM

thINK is an independent community of Canon Solutions America production print customers, solution partners, and print industry experts. Visit the thINK Forum for resources such as:

- Marketing templates
- Training tools
- thINK blog
- Webinars
- Industry guides
- And much more!

REGISTER OR LOG IN AT [THINKFORUM.COM](#)



QUESTIONS?
1-877-623-4969
us.oceinfo@csa.canon.com

