

## INKJET TECHNOLOGIES STREAMLINE VALUE-ADDED TRANSPROMO COMMUNICATIONS.



DIGITAL PRINTING INSIDER | APRIL 2015 | FOR TRANSACTIONAL, DIRECT MAIL, AND IN-PLANT PRINTERS

### FROM WHITE SPACE TO DOLLARS: TRENDS IN TRANSPROMO

There has been a lot of buzz surrounding TransPromo communication over the years, but what are the market realities? Does TransPromo offer an advertising opportunity, and how is it reaching consumers and generating higher response rates? The webinar entitled *From White Space to Dollars: Trends in TransPromo* (presented by the Printing Impressions and Target Marketing and sponsored by Canon Solutions America) explores some of the latest insights concerning transaction printing.

To kick off the webinar, moderator and InfoTrends Group Director, Jim Hamilton noted that white-paper-in /full-color-out jobs are the wave of the future. For many years, transactional printers have used pre-printed shells to provide color

**“Transactional printers have long desired a cost-effective color digital printer that could do it all in one step, and inkjet technology provides a solution.”**

JIM HAMILTON, INFOTRENDS

for invoices, statements, and other transactional documents. This two-step process proved to be cumbersome and labor-intensive because of the warehousing and extensive management required for inventories. On top of that, it limited customers’ abilities to change artwork for special designs and redesigns. Hamilton elaborated,

“Transactional printers have long desired a cost-effective color digital printer that could do it all in one step, and inkjet technology provides a solution.”

Inkjet technologies can meet a wide range of document needs, including monochrome, light coverage color, full color, and special effects (for example, magnetic ink character recognition (MICR)). The technologies that are available

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Grow your business and save money for your clients by incorporating relevant and targeted marketing or customer service messages into must-read transactional documents like invoices and statements.

**WATCH THE WEBINAR TO LEARN MORE: FROM WHITE SPACE TO DOLLARS: TRENDS IN TRANSPROMO**



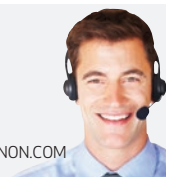
Learn how EMT and Canon Solutions America partner to create integrated end-to-end solutions that provide high-quality finished output across a variety of applications at full production speeds.

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#### QUESTIONS?

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today enable a true white-paper-in / full-color-out workflow that eliminates two-step processes. According to Hamilton, "This truly is a revolution in the production of transactional print." During the webinar, Hamilton defined the opportunity for TransPromo, discussing how adding TransPromo printing can become an integral part of a company's cross-media mix because it cuts through the clutter.

The first guest speaker during the webinar was Thomas Harter Jr., CEO of Microdynamics Group (Naperville, Illinois). He supported Hamilton's comments, noting that in addition to good call-to-

action messaging and cross-selling opportunities, it's important to have marketing buy-in and engaging advertisers to create value. Harter explained, "The technology and the market seem to be connecting today more than they ever have before." For his financial clients in particular, Harter believes that quality has caught up with marketers' expectations. With about 25% of customers leveraging color graphics and variable text and about 60% using monochrome variable text, Harter has seen firsthand how using TransPromo (or "onserts") can add value for clients as well as printing businesses at large.

### CANON SOLUTIONS AMERICA INTRODUCES OCÉ VARIOPRINT® i300 DIGITAL PRESS TO U.S. CUSTOMERS

Canon Solutions America, Inc., a wholly owned subsidiary of Canon U.S.A., Inc. announced today that the first units of the Océ VarioPrint i300 press, the first high-speed, sheetfed inkjet press in Canon's portfolio, have been shipped to four customer sites in the U.S. Canon Solutions America played an integral part in introducing this important new product to the production print market, working closely with customers during the developmental and testing phases, as well as providing support during installation and training.

### INKJET CORNER



OCÉ VARIOPRINT i300 PRESS

## TRENDS IN TRANSACTIONAL PRINTING: FROM WHITE SPACE TO DOLLARS (CONTINUED)



The next guest speakers were Lori Messina and John DiNozzi, both of Access Direct Systems (Farmingdale, New York). Executive Vice President Messina started off by explaining some of the benefits of implementing a TransPromo program. First and foremost was the benefit of customer engagement. Messina stated, "Bills, invoices, and statements—while not always welcomed by consumers—will often receive more attention and time than any other direct mail pieces that are received." She further described the benefits of TransPromo in detail, including flexibility, cost savings, and cycle time reduction. Next, Senior Vice President DiNozzi offered some pointers on how to effectively create and implement a TransPromo mail program. He elaborated, "Without the data, it's virtually impossible to create a TransPromo program." Once concepts are developed—whether for marketing, cross-selling, and up-selling, or providing effective communications—it's important to take inventory of the various technology requirements and determine the best method for executing the concepts.

When working with marketers, TransPromo translates into dollars and makes a lot of sense. As the webinar panelists indicated throughout the presentation, TransPromo is a way to drive marketing and customer service messages more effectively. The technologies are readily available to leverage the opportunity, so now is the time to act.

### VISIT [POWERFULPRODUCTIONPRINT.COM](http://POWERFULPRODUCTIONPRINT.COM)

Grow your business and save money for your clients by incorporating relevant and targeted marketing or customer service messages into must-read transactional documents like invoices and statements. Listen to how two transactional and direct mail services providers did so with continuous production color inkjet technology.



**WATCH THE WEBINAR TO LEARN MORE:  
FROM WHITE SPACE TO DOLLARS: TRENDS  
IN TRANSPROMO**

# TUNE IN FOR THE NEXT PRESSGO WEBINAR!



## The Océ VarioPrint i300 Press: Everyone is Talking Inkjet, But What About Cutsheet?

May 14 | 2:00 PM EST

Everyone is talking about inkjet. 2015 marks the official launch of Canon Solutions America's Océ VarioPrint i300 press. This high-speed, sheet-fed, digital inkjet, full-color press was unveiled at the Print 13 event and launched this year. The system combines the best, market-proven, sheet-fed technologies from Canon's portfolio with an innovative, patented four-color ink system. The Océ VarioPrint i300 press produces up to 3,800 duplexed B3 sheets and up to 8,500 duplexed letter sheets per hour, with volumes of up to 10 million letter-size images per month. This new digital inkjet cutsheet press offers integrated end-to-end digital workflows built atop the Océ PRISMAsync® digital front end controller and the Océ PRISMA® software platform, along with robust feeding, output and online finishing capabilities, managed by full process quality controls. This webinar will help you understand the full range of capabilities of a product that is designed to serve applications like direct mail, transaction documents, and books on demand.

### 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, N.Y. and has sales and service locations across the U.S. For more information on Canon Solutions America, please visit [csa.canon.com](http://csa.canon.com).

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