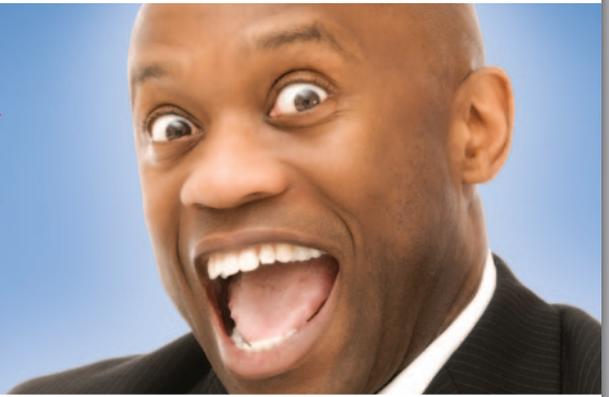




Canon
CANON GROUP



Transactional Printing

Welcome to Océ... Welcome to WOW!

Wow is sustainability. Océ delivers a single supplier showcase of end-to-end solutions while remaining committed to sustainable environmental practices. Managing and supporting the media supply chain through environmentally sustainable business practices creates significant revenue opportunities. At Océ, green business practices are good business practices.

October 2011

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Visit www.OceWowFactor.com

Available for Download:

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Questions?

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us.oceinfo@oce.com



Caring About the Environment



Harry Loozen
Senior Vice President
of Corporate Public Affairs
& Sustainability

When it comes to operating sustainably, several phrases come to mind. These include *practice what you preach, don't ask anyone to do what you wouldn't do yourself, put your money where your mouth is*, and others. This attitude has made sustainability a real deal at Océ. Harry Loozen, Senior Vice President of Corporate Public Affairs & Sustainability, shared how Océ approaches sustainability to protect the environment. According to Loozen, "Being sustainable for Océ is not just a slogan or something we recently adopted. We have been green since our inception over 130 years ago. More importantly, we make it our mission to help our customers achieve their sustainability by providing them with state-of-the-art, environmentally friendly printing solutions and systems."

Loozen outlined a series of specific actions that illustrate Océ's deep commitment to being the best sustainable business technology partner in the industry.

1. A commitment across the entire organization:

According to Loozen, "Sustainability is top-of-mind for management and employees alike. Responsibility for the environment needs to be firmly anchored in the organization." Océ established a Corporate Sustainability Forum that advises the Board of Executive Directors on sustainability issues, including organization, policies, procedures, and reporting systems. On an annual basis, this forum conducts a Stakeholders' Dialogue that includes employees, customers, suppliers, partners, and investors. During the event, these various stakeholders discuss issues ranging from being an employer of choice and carbon savings to responsible supply chain management. Most recently, Océ conducted its Sustainability Week. All over the world, Océ staff participated in a corporate campaign to help raise sustainability awareness among all Océ employees. Locations were recognized for recommendations to "minimize incorrect and unnecessary prints" and to "maximize the re-use of materials and minimize landfill."

2. Products designed with the environment in mind:

Loozen noted, "Océ actively designs sustainability into its products. Systems are designed for low heat, noise, dust, and ozone emissions. Paper usage can be cut in half with automatic single-pass duplexing. Many of our printers and copiers are designed with short paper paths to reduce misfeeds, which saves energy and reduces waste. We have been recognized as an ENERGY STAR® partner, committed to products that meet ENERGY STAR guidelines."

3. Giving products a second (and sometimes a third) life:

A key element in the Océ sustainability strategy is giving products a second life, or even a third one. Loozen explained, "Océ has emerged as a leader in re-use, remanufacturing, and recovery by organizing appropriate collection, transport, and processing facilities for products that have reached the end of their useful life. Many of our products are given a second or even third life at our Asset Recovery facilities. A lot of our products are modular and upgradable, so they can be upgraded in the field to higher performance levels rather than being replaced."

4. Compliance with environmental practices around the globe:

"Océ's commitment to compliance is unquestioned around the globe," Loozen stated. This commitment has attracted product awards, certifications, and recognition. Océ was one of the first companies to become RoHS (Restriction of Hazardous Substance) compliant. The firm is also almost ISO 14001 compliant, indicating that it has met one of the world's most respected standards for environmental responsibility almost everywhere. Océ was also recognized for sustainability by organizations like FedEx during its supplier summit, and the company has also received Germany's Blue Angel award.

The Bottom Line

Loozen summarized Océ's commitment by concluding, "Sustainability is about our people, the quality and design of our products, the suppliers we choose to do business with, and the everyday choices we make to reduce our carbon footprint. At Océ, we truly believe that green printing is good business."



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InfoTrends Analysis of Océ's Production Printing Summit

InfoTrends' Opinion

Rokus va Iperen, Océ's CEO, believes that the merger with Canon will make Océ stronger, bigger, and more distinct. To that end, Océ's Production Printing Summit was a landmark event. The scope and scale were remarkable, as was the focus on applications rather than print engines. It was a high point for Océ, particularly since it came not long after tough economic times. It's encouraging to see such a compelling and extensive display. The following is an excerpt from InfoTrends' assessment of the Production Printing Summit. For the full White Paper, visit your personalized URL.



Océ's first Production Printing Summit was held from June 7–10 at its facility in Poing, Germany. The Summit is a customer event that included a large group of industry analysts attending and reporting along with customers, prospects, and Océ staff from around the world.

Océ Showcased the Following:

- Launch of the Océ JetStream® 1400 and Océ JetStream 3000
- Océ ColorStream® 3500
- Océ ColorStream 10000 Flex enhancements
- Océ VarioPrint® 6000TP
- Océ PRISMA® workflow management software

Océ has a long history of market leadership in high-speed continuous feed printing. In the four years since Océ announced its first inkjet color machine – the Océ JetStream – at its North American headquarters in Boca Raton, Florida, the company has expanded its offering to meet a broader range of applications and volumes. Océ now manufactures a total of eight continuous feed, color inkjet production printing systems.

Océ Launches the Océ JetStream 1400 and Océ JetStream 3000

On the opening day of its Production Printing Summit, Océ announced two new members of its Océ JetStream Family to round out its color continuous feed range.

- The paper transport in both devices was modified to move the print web faster and to provide the additional drying power required for the acceleration.
- To achieve a higher overall image quality, Océ offers multi-level imaging capabilities.

The Océ ColorStream 3500

There are several features unique to the Océ ColorStream 3500 within Océ's inkjet portfolio:

- Perfect data center infrastructure fit
- Modular offering in various single and twin configurations
- Head Safe technology provides printhead protection for high productivity
- Consistent high-quality printing during speed ramps
- InkSafe technology to ensure correct ink type is installed
- Helps in the transition from monochrome to full-color inkjet

Océ ColorStream 10000 Flex Enhancements

While the main thrust of the event was inkjet, there were toner-based developments as well:

- Multi-level dot modulation is now supported at the maximum web speed for improved image quality in monochrome production
- A new magenta toner was introduced that offers a closer match to offset magenta ink
- Océ reported a strong uptake of the Océ ColorStream 10000 Flex in the on-demand book production market, especially in the U.S. and in paperback production.

The Océ VarioPrint 6000TP

Océ also introduced its newest version of the Océ VarioPrint 6000 line of printers. The Océ VarioPrint 6000TP has been optimized for transactional and direct mail applications and includes:

- The addition of an Océ PRISMAsync™ controller that can handle the necessary PCL and AFP/IPDS datastreams, in addition to PDF and PostScript
- MICR-capable toner for check printing requirements



Océ PRISMA Workflow

During the summit, Océ hosted a dedicated workflow zone, highlighting:

- Integrated, easy to use workflow for job creation, pre-press, production, delivery, and archival
- Scalable, modular system
- Open architecture for seamless integration
- Support for a wide variety of high-margin applications, including TransPromo, books, collateral, manuals, and direct mail

 Visit www.OceWowFactor.com to:
Download the complete InfoTrends analysis
of the Océ Production Printing Summit

WOW! Océ ColorStream

Future-proof your business with the Océ ColorStream® 3500 system – the high-speed inkjet press that lets you smoothly and safely transition from monochrome to high-quality full-color.

WOW! Océ JetStream

Now you can have it all: productivity, speed, and quality. The Océ JetStream Family offers high-speed, full-color printing with consistent, outstanding quality.



Federal Direct – Transforming with the Needs of Customers

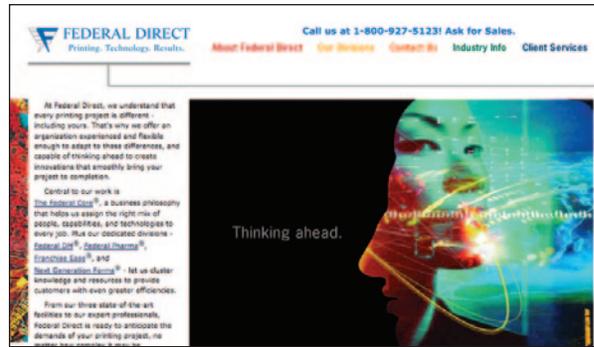
Federal Direct traces its origin to 1926 when it traded as Federal Printing Company. Federal was originally located on Gold Street in New York City in the heart of the then burgeoning financial district. Federal's initial business was to provide printing and related services to some of the largest financial service firms in New York City. The company's trademark then – as it is now – was to manufacture what the customer wanted. When ledger cards were ultimately replaced with multiple part carbon interleaved forms, Federal was a pioneer in the “new” technology. When continuous forms for impact printers became en vogue, Federal Direct was a leading distributor. Many years later, when the migration to single-ply printed rolls for laser printers became what customers wanted, the company delivered. Federal has grown from a small 30,000 square foot facility to an organization that owns over 5.5 acres of manufacturing/office space in Hazleton, Pennsylvania and Torrington, Connecticut as well as a headquarters/pre-production facility in Clifton, New Jersey.

According to Project Manager Laura Hresko, “Our organization is entering the next phase in its evolution and focusing on expanding the level of marketing services we offer to our customer base. The printing industry talks about making the migration from a print service provider to a marketing service provider... and that's where we are taking our business.”

From its art department and data processing specialists to its printing, lettershop, mailing, and distribution professionals, Federal Direct has been serving Fortune 500 insurance, pharmaceutical, and banking customers. The company continues to be a market leader in variable data solutions. It utilizes web offset presses to create full color forms and then blends them with Océ continuous feed black & white print technology (466m Océ PageStream™ MICR and the Océ VarioStream® 7550) for laser printed personalization and MICR. Federal Direct combines its state-of-the-art printing capabilities with a full range of advanced services, including off-line finishing for unique mail formats, high volume mailing and inserting operations, proprietary equipment for cost-effective postcard and self-mailer production, and extensive client security procedures.

Customers Are Changing... And So is Federal Direct!

Hresko stated, “Our most recent investment was in a Canon imagePRESS® from Océ. Our clients started to change. They wanted to send a more limited number of personalized mailers in full color to their customer base. They also wanted someone that could do everything for them, including postcards and direct marketing materials.



Our relationship with Océ and changing client needs for high-quality, short-run color made the Canon imagePRESS C7000VP a logical choice.”

Hresko continued, “We are beginning a journey into marketing services. We have an advantage based on our skills at managing massive amounts of data and our deep understanding of variable data, mailing, and fulfillment. Our customers trust us with their data. We are expanding into a full range of cross-media offerings, and we're excited about the future. We can complement the high-end, long-run direct mail support that we provide to our customers with short-run, ultra-targeted materials from the Canon imagePRESS C7000VP.”

An Eco-Friendly Approach

Hresko also discussed Océ's eco-friendly approach to the market. She explained, “When you serve Fortune 500 corporations, you need to be focused on contributing to the future of the planet. We most recently worked with our utility provider, Constellation New Energy, so that a portion of our electrical supply is now generated through renewable wind power energy. In addition, we are FSC Certified. We recycle every waste stream we can. Paper, cardboard, metals, etc. are recycled to create new products. Of equal importance, we encourage our clients to increase effectiveness and reduce costs by cleansing and qualifying customer and prospects lists, thereby greening the mail. By following a ‘Get it clean, keep it clean’ mantra, our clients can reap the benefits of clean addresses for years while protecting the environment by reducing landfill waste.”

The Future is Bright

From a business perspective, Federal Direct is opening new possibilities for its business as well as the support that it provides its customers. Understanding customer needs and taking the right steps to transform business will lead to a bright future for the company. Furthermore, the steps that Federal Direct is taking to ensure that it is eco-friendly contribute to a bright future for the planet.

 Visit www.OceWowFactor.com to:
Download the Canon imagePRESS brochure

Why Green Business is Good Business



Why Sustainability? Why Now?

We are experiencing an awakening among consumers, marketers, and print and digital media professionals regarding the challenges and opportunities associated with sustainability and climate change. Collectively, media supply chains employ more than 2 million people in the U.S. and generate more than \$1 trillion in economic activity. An increasing amount of attention is being devoted to the media's impact in terms of greenhouse gas emissions, biodiversity loss, water quality, air quality, and other measures concerning the quality of our lives or the sustainability of the ecosystems that we all share and depend upon.

Defining Sustainability for Printing

Sustainability encompasses an array of issues that are tightly bound to printing. It includes the recycling of papers, substrates, inks, toner, and all types of equipment. It is about working to ensure less waste, reusing rather than destroying, avoiding the use of toxins and heavy metals, and limiting the production of noxious gases. Equipment manufacturers and paper companies are addressing the environmental and sustainability issues, making them part of their respective ongoing corporate strategies. All recognize that the entire "supply chain" of printing – the process from tree to press to mailbox to trash – has historically not been "green." Given the shadow of climate change, companies are taking the initiative and setting an example for customers and other companies.

Taking Action to Make a Difference

Print manufacturers can make a difference in protecting the environment for today and tomorrow. The printers in today's market are initiating a number of best practices and actions, including:

- 1. Evaluating the entire chain of custody:** To be effective, any meaningful environmental impact must focus on all stages of a document's lifecycle from materials to processes and practices. Printers must explore how the document is designed, where the paper came from, what type of power the paper mill uses, the impact of the mill's water use, whether documents are designed for digital or offset, the type of inks and solvents employed, energy efficiency, the volatile organic compound emissions of the production process, and whether products are incinerated or go to landfills at the end of the lifecycle.
- 2. Using FSC certified paper:** The FSC (Forest Stewardship Council) sets the standards for responsible forest management. If paper is FSC certified, it comes from forests that are managed in an ecologically and socially responsible manner that prohibits forest conversion (turning natural forests into chemically managed pine plantations) and ensures that social conflicts with indigenous communities are resolved fairly by consensus.



3. Leveraging digital print technology: There are benefits to producing documents using digital technology. Reducing overproduction using digital printing techniques is a key recommendation of the Environmental Trends and Climate Impacts Report. It reduces the technology footprint, consumes less energy, is more adaptable to recycled paper, uses fewer volatile pigment components, and creates less waste than traditional printing.

4. Reducing your carbon footprint: A carbon footprint is “the total set of GHG (green-house gas) emissions caused directly and indirectly by an individual, organization, event, or product” (UK Carbon Trust 2008). An individual’s, nation’s, or organization’s carbon footprint is measured by undertaking a GHG emissions assessment. Once the size of a carbon footprint is known, a strategy can be devised to reduce it. Printers are deploying a number of strategies, including prudent purchasing of reusable and returnable ink totes and recyclable plate chemistry containers and buying paper to best fit the job with minimal trim waste. They are utilizing soft proofing to minimize make-ready waste. There is an emphasis on chemistry-free plate making and the use of environmentally friendly inks and coatings.

5. Establishing partnerships with eco-friendly vendors: Whether you are a commercial print shop or corporate print center, you should seek partners and suppliers with a history of sustainable practices, including recycling, efforts to give products and parts a second life, energy-efficient engineering, and a forward-looking approach to waste and emissions handling.

The Bottom Line

The environment is everyone’s responsibility. Green business practices are good business practices. All of us need to remember that good planets are hard to find... and it’s our job to preserve the resources in our environment!



**Visit www.OceWowFactor.com to:
To download the full Océ white paper titled:
*Environmental Sustainability – Why Green
Business is Good Business***

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