

HARNESS INDUSTRY CHANGES FOR A MORE SUCCESSFUL BUSINESS.

DIGITAL PRINTING INSIDER | APRIL 2015 | FOR BOOK PRINTERS AND PUBLISHERS

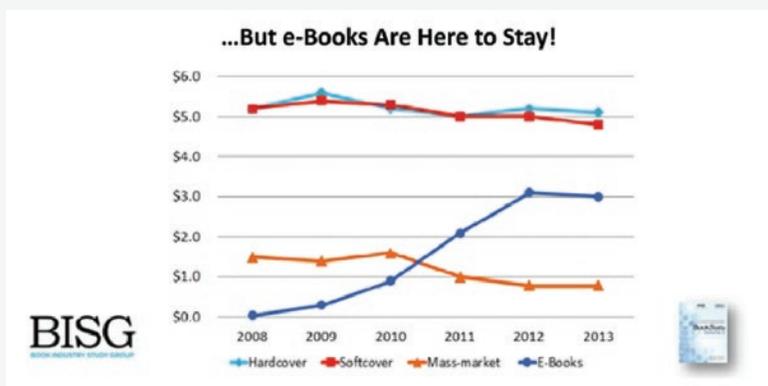
THE DEMAND FOR ON-DEMAND BOOKS

Over the past few years, the industry has seen a shift in digital book manufacturing, driven by changing balance sheets and publishers' needs to better manage inventories. In the recent past, few industries have been through more changes than the book business. This market is facing changing reading habits, the emergence of tablets and mobile devices, and the demise of many brick-and-mortar bookstores. All of these shifts are signaling a major industry transformation.

The webinar entitled *On-Demand is in Demand for Books* was presented by Printing Impressions and Book Business and sponsored by Canon Solutions America. According to Barb Pellow, moderator of this webinar and a group director at InfoTrends, "We need to look at digital disruption as a transformation rather than a displacement. In many cases, paper books are not being replaced but are instead being blended with new technologies to make them more and more interactive."

Nadine Vassallo, guest speaker and Project Manager of Research & Information at Book Industry Study Group (BISG), supports Pellow's comments with the recently launched Book Stats, Volume 4. According to BISG, the book industry represented \$27 billion in revenues and has seen flat growth, suggesting that there is no associated decline in

Revenue Trends of Different Book Formats



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Book publishers are more interested than ever in embracing book production efficiencies that generate greater profits. Learn about market trends and business implications for digital technology.

WATCH THE WEBINAR TO LEARN MORE: **ON-DEMAND IS IN DEMAND FOR BOOKS**



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readership overall. Vassallo notes, “While printed books account for about 75% of the market, e-books have had a large impact in the market and are here to stay.” Her research highlights the trends in the top four publishing categories—trade, professional/scholarly, K-12, and higher education. Vassallo also explains the trends for print and digital book formats and the results of a recent study by BISG on e-book buyer preferences.

Angela Bole, Executive Director of the Independent Book Publishers Association (IBPA), delved into the importance of on-demand book publishing during the webinar. As the largest not-for-profit trade organization for publishers in the United States, IBPA’s mission is to lead and serve the independent publishing community by providing advocacy, education, and tools for success. According to Bole’s member data, about 40% of IBPA’s publishers

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.

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THE DEMAND FOR ON-DEMAND BOOKS (CONTINUED)



produced less than 2,000 books in the past year yet still consider themselves successful. Representative of the smaller publishers around the world, Bole highlights why and how print on-demand books are critical for the success of these independent publishers.

The third and final guest speaker during the webinar was John Edwards, President and CEO of Edwards Brothers Malloy. As the fifth-largest book manufacturer in the U.S., Edwards Brothers Malloy reports annual sales of \$100 million. Edwards comments, "As printers, we need to do more with less and recognize that one size does NOT fit all." While Edwards' company is still 70% offset (sheet-fed and web-fed), it also has digital toner and inkjet technologies. Edwards explains the differences in the technologies and how his company adjusts the various book types based on customer preferences and expectations in terms of quality, speed or quantity. Edwards continues, "The majority of the titles on our inkjet presses are short-run reprints of originally offset printed titles." In wrapping up the webinar, Edwards outlined several manufacturing trends and offered practical suggestions for dealing with the print demands of publishers.

When you put it all together, the area of on-demand books creates an opportunity for publishers and print service providers alike to grow sales, revenues, and profits. This webinar is great for publishers and book printers of all sizes who are interested in adapting to industry changes to become more successful in the book market.

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While huge demand for books continues to exist, book publishers are more interested than ever in embracing book production efficiencies that generate greater profits. Watch this webinar to hear industry leaders discuss critical market trends, the importance of on-demand technologies, and business implications for digital technology.



**WATCH THE WEBINAR TO LEARN MORE:
ON-DEMAND IS IN DEMAND FOR BOOKS**

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.

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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.

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