

OPPORTUNITIES ABOUND

8 BENEFITS OF SWITCHING TO
HIGH-SPEED INKJET



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

HIGH-SPEED INKJET: BOOK PAGES ARE ON THE RISE FOR 2018

Book printers and publishers have faced a number of serious challenges over the past several years. Customers' expectations have changed dramatically in a short period of time, leaving businesses to play technological catch-up. With the proliferation of smartphones, e-readers, tablets, and e-books, understanding how consumers are going to access content has become difficult or impossible to predict. Historically, the publication of each and every book has been a gamble, and the profitability of a given book often depended on the publisher's ability to accurately forecast demand. For publishers and book manufacturers alike, emerging technologies and consumer preferences for print appear to be converging. The result is that print is alive and

well even in today's digital age, and the tools and techniques for effective supply chain management are readily available.

Driven by transformations in market demands, business climates, and technologies, the book printing supply chain has undergone a series of significant changes. Traditionally, publishers focused on unit cost when making printing decisions. When longer-run offset printing was the only option, unit cost was a good way to compare suppliers' bids. Of course, a low unit cost is a clear advantage when it comes time for a publisher to set the price of a given book. Low unit cost is why publishers generally preferred offset printing—it is an excellent and cost-effective manufacturing process for large quantities. At the same



Canon Solutions America delivers innovative inkjet technology with three iconic Océ inkjet presses to help you realize new opportunities in commercial print, direct mail, and transactional applications while creating unparalleled opportunities with books and magazines.

[VIEW THE VIDEO:](#)
PRODUCTION INKJET IS DRIVING PRINTING



Discover high-speed inkjet—on sheets. This remarkable sheet-fed color inkjet press boasts impressive productivity-boosting features like sheet entry control, inline quality control, nozzle failure detection, and real-time correction. Create robust prints on a wide range of media with the Océ VarioPrint® i300 inkjet press.

[VIEW THE PRESS DEMO:](#)
OCÉ VARIOPRINT i300—
iQUARIUS™ TECHNOLOGIES



”

PRINT IS
ALIVE
& WELL

even in today's
digital age

time, however, publishers also want control over inventory and they need to manage the supply chain. Inventory that does not sell after a specific period (usually six months or a year) becomes a financial liability. A publisher might get a great deal on a large quantity of offset-printed books, but what happens if those books don't sell?

When the focus moves away from unit cost and shifts to cash outlay, inventory control, supply chain management, or simply access to titles, digital printing comes to the rescue. Digital printing has redefined the entire book supply chain by mitigating the inherent risks of mass production and offering advantages such as faster time-to-market, reduced waste, and lower fixed costs. Furthermore, although limitations associated with quality, speed, flexibility, and affordability have traditionally slowed the widespread adoption of digital, high-speed production inkjet systems have changed all of that. This has had the single largest impact on the book supply chain, positioning digital print platforms as essential to the success of printers and publishers alike.

In its most recent U.S. Application Forecast, Keypoint Intelligence — InfoTrends shares the largest applications by page volume in 2016 and their growth through 2021. All of the top applications account for more than 10 billion impressions in 2016. By 2021, the top three applications will be books, direct mail, and bills/statements. Their combined volumes are expected to reach about 286 billion impressions, or 41% of the total volume. Digitally printed book pages are expected to see substantial growth in the future. Digital book pages are forecasted to increase from 87 billion pages in 2016 to nearly 124 billion pages in 2021, representing an increase of 37 billion digital pages. (See Figure 1)

Beyond the fact that producing pages on inkjet represents an opportunity to grow page volume, there are a variety of other important benefits to making the technological migration for publishers as well as book printers. InfoTrends has identified eight good ways that inkjet can deliver significant value and a revenue opportunity for publishers — while also growing volume for book manufacturers.

1. Pre production support for comps and sales samples
2. Decreased risk for inventory, warehousing, and returns
3. The ability to bring reprints, backlists, and out-of-print editions back for new revenue streams
4. Improved time-to-market
5. Decreased cycle time for on demand production
6. The ability to print lower volume custom, specialty, or self-published books
7. The ability to include NFC tags, augmented reality, and QR codes to make books more interactive
8. The opportunity to improve bottom-line results

Print volumes and demand for traditional books have clearly stabilized, and the statistics for 2018 look promising. With customer demand for shorter runs and faster turnarounds, the availability of inkjet technology has created a number of new opportunities for publishers and book manufacturers alike. If you haven't yet explored the inkjet value proposition, now is the time!

Figure 1: Application Overview — Publishing



Source: U.S. Digital Production Printing Application Forecast: 2016–2021; InfoTrends 2017

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](http://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](https://twitter.com/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, N.Y. 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 like:

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

REGISTER OR LOGIN AT THINKFORUM.COM



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

