



## HOW TO TRANSITION YOUR BUSINESS TO INKJET — NEW BUSINESS-ORIENTED INKJET REFERENCE BOOK (CONTINUED)



Based on extensive interviews with Canon Solutions America production print customers, solution partners, and print industry experts, this book captures the experience and knowledge of those who have already made the transition to inkjet. In one concise resource, you can benefit from the advice and lessons learned by print service providers about such topics as the inkjet justification process, what you should know when transitioning from offset and from toner-based printers, media and ink considerations, finishing options, workflow integration requirements, inkjet's impact on various departments in your organization, and the power of customization and personalization.

"This book captures the knowledge and insights of some of the most successful inkjet service providers in the country."

"One of the key objectives of thINK is to provide an educational forum that enables our members to share best practices and learn from each other, industry leaders, and solution partners," said Victor Bohnert, Director of thINK. "This book captures the knowledge and insights of some of the most successful inkjet service providers in the country. We hope it will be an excellent resource for the print industry."

Make your production inkjet transition more informed and successful with the insights available in this book. You can purchase this book for \$25 through the Printing Impressions store.

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

There are important considerations and preparations to be made when incorporating inkjet printing into any printing operation. Gain insight and advice from print service providers, industry analysts, and solution partners to help you make the switch smoothly and successfully.

**GET THE BOOK:  
THE INKJET EDGE: HOW TO TRANSITION  
YOUR BUSINESS TO INKJET**

The book cover features a colorful, abstract geometric pattern of triangles in shades of blue, green, yellow, and red. Below the pattern, the title 'THE INKJET EDGE' is printed in a bold, sans-serif font, followed by the subtitle 'HOW TO TRANSITION YOUR BUSINESS TO INKJET'. At the bottom of the cover, the logos for 'Canon' and 'thINK' are visible.



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QUESTIONS?

1-877-623-4969

[us.oceinfo@csa.canon.com](mailto:us.oceinfo@csa.canon.com)



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