

PRODUCTION COLOR INKJET MEANS BUSINESS.

DIGITAL PRINTING INSIDER | JULY 2015 | FOR COMMERCIAL AND INTERNET PRINTERS

INKJET TECHNOLOGY: FOLLOW THE PAGES!

High-speed production color inkjet technology is closing the gap between offset and digital print. With high productivity and low consumable costs, today's run length cross-over point makes digital printing very competitive with offset. All the advantages of digital printing are retained, including personalization, electronic collation, just-in-time manufacturing, workflow automation, high speeds, and productivity. During this webinar, InfoTrends' Group Director Barb Pellow discusses how inkjet technologies are creating new business opportunities while Canon Solutions America's Senior Marketing Manager Michael Poulin focuses on how Canon Solutions America is helping customers succeed with inkjet.

"The growth in production color inkjet volume is stunning," Pellow states. According to InfoTrends' *U.S. Production Printing & Copying Market Forecast*, production color volumes totaled about 160 billion impressions in 2013 and will reach 320 billion by 2018. By 2016, production color volumes are expected to exceed volumes produced by electrophotography. Furthermore, production color inkjet accounted for 37% of the

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Production inkjet is driven by three key applications—transactional print, direct mail, and book publishing. Hear how inkjet technologies are impacting these applications and opening new business opportunities for clients and producers.

WATCH TO LEARN MORE:
[INKJET: FOLLOW THE PAGES!](#)
[WEBINAR](#)



Canon Solutions America has three world-class labs dedicated to inkjet that test, qualify and fine-tune technology, media and ink, ensuring its production printer customers benefit from optimum output quality, productivity, and uptime.

WATCH THE VIDEO TO LEARN MORE:
[MEDIA AND SOLUTIONS LAB FROM CANON SOLUTIONS AMERICA](#)

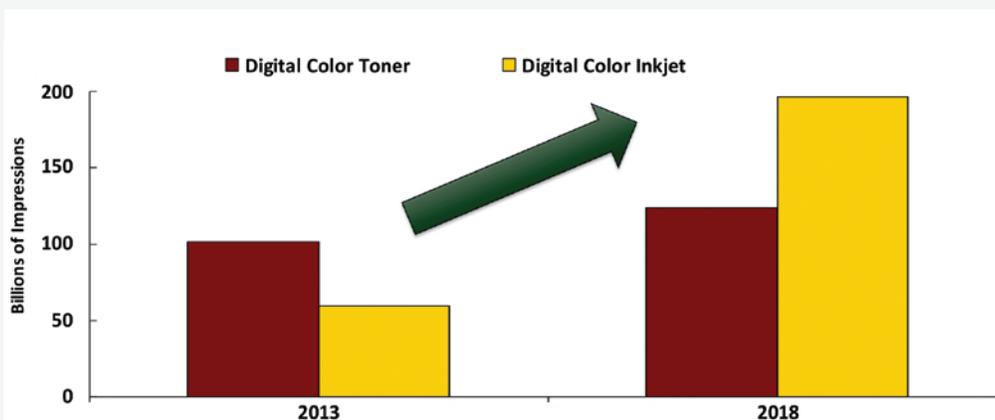
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Digital Color Toner and Color Inkjet Forecast



Source: InfoTrends' *U.S. Production Printing & Copying Market Forecast, 2013-2018*



total production digital color volume in 2013. This is all the more impressive when you consider that there was hardly any production color inkjet volume at all prior to 2008. By 2018, InfoTrends believes that production color inkjet will account for 61% of total production digital color volume. Pellow continues, "All of this is happening despite the fact that toner-based electrophotographic color is also growing at a healthy rate!"

In the Canon Solutions America webinar entitled *Inkjet: Follow the Pages!* presented by Canon Solutions America's PressGo customer program, Pellow goes on to describe the top applications that are driving the change for production inkjet volume—transaction, promotional, and publishing. She elaborates, "Within those categories, one or two key applications are dominant. For transaction, it's bills, statements, and TransPromo. For promotional, it's direct mail. And for publishing, it's books."

Joining Pellow in the webinar is Michael Poulin, a Senior Marketing Manager at Canon Solutions America. In his presentation, Michael covers the Canon Solutions America production print color portfolio and Canon Solutions America's process for helping customers to identify the best technologies for their businesses.

Eight Good Reasons for Inkjet Now

In addition to supporting the research and showcasing some application examples, Barb Pellow also offers the following eight good reasons for inkjet now:

1. Pre-production support for review copies, comps, and sales samples
2. Risk reduction for inventory, warehousing, and returns
3. Ability to bring reprints, backlists, and out-of-print editions back into circulation to generate new revenue streams
4. Time-to-market
5. Cycle time for on-demand production
6. Specialty and self-published books
7. Integration of interactive components
8. Bottom-line results

INKJET TECHNOLOGY: FOLLOW THE PAGES! (CONTINUED)

Next, Michael shares several case examples where Canon Solutions America helped customers increase their success with inkjet technology and grow their businesses. Examples include direct mail, transactional, and books customers.

Join Pellow and Poulin as they uncover the trends in inkjet technology, share how to use inkjet to add to applications and transform your business model, and describe how Canon Solution America is supporting customers like you that are following the pages to inkjet today!

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Production inkjet is driven by three key applications— transaction documents, direct mail, and book publishing. Hear from Canon Solutions America's Senior Marketing Manager, Michael Poulin, and Barb Pellow of InfoTrends on why these applications offer so much opportunity for clients and producers plus recommendations on how to evaluate the optimum inkjet solution to transform your business.



**WATCH THE WEBINAR TO LEARN MORE:
INKJET: FOLLOW THE PAGES!**

CANON SOLUTIONS AMERICA NAMED TOP "COMPANY TO WATCH" BY INKJET SUMMIT 2015 ATTENDEES

INKJET CORNER

Recognizing Canon Solutions America's innovations in production inkjet printing, attendees of the Inkjet Summit 2015 voted Canon Solutions America the number one "Company to Watch." The highly regarded industry award was presented to Canon Solutions America's Production Print Solutions division. "We take great pride in this honor as it once again comes at a critical point in the evolution of inkjet," said Mal Baboyian, executive vice president, Large Format Solutions and Production Print Solutions, Canon Solutions America. "This award signifies our commitment to staying at the forefront of the production inkjet movement and introducing new technology that will help shape the industry."

[Click here](#) to read more about this prestigious award and the Inkjet Summit 2015.

TUNE IN FOR THE NEXT PRESSGO WEBINAR!



Océ ImageStream™ 3500 Press: Inkjet on a Roll

July 16 | 2:00 PM EST

In May 2014, Canon announced the Océ ImageStream 3500 press, the first Océ full-color press that can print on offset coated paper stocks. This system helped strengthen Canon's position in the publishing and commercial printing markets, and the latest development enables print service providers (PSPs) to consistently produce the same high-quality output across offset and digital production lines—eliminating the need for two different types of paper. The Océ ImageStream 3500 press can run up to 525 ft/min (160 m/min) at 1,200 x 600 dpi, with flexible droplet modulation for even higher perceived image resolution. PSPs now only require one type of paper stock, giving customers the freedom to choose between technologies, whether it is digital or conventional, depending on job requirements (run length, turnaround time, print window). During this webinar, you will hear about how the product and its technologies will contribute to bottom-line results. [Click here](#) to register for this webinar.

REVOLUTIONARY PRINTING. INKJET INNOVATIONS ARE COMING.

Offering both speed and quality, the Océ ImageStream® 3500 web press will print on virtually any paper. The Niagara Inkjet Technology cutsheet device offers an attractive price and runs at lower operating costs than conventional digital presses.

SEE A SNEAK PEEK OF WHAT'S COMING! VIEW THE *INKJET INNOVATIONS* VIDEO AT: PPS.CSA.CANON.COM/THEFUTUREOFINKJET

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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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