

**DIGITAL  
PRINTING  
INSIDER**

FOR TRANSACTIONAL,  
DIRECT MAIL, AND  
INPLANT PRINTERS  
MAY 2013

**LOOKING TO  
SOLVE TOUGH  
CHALLENGES?**

**STRONGER TOGETHER.**

Canon Solutions America unites the power of Océ production printing solutions with the strength of Canon. Together, with our customers, we can do anything.

**TOGETHER WE CAN DO ANYTHING.**

**A LETTER FROM: ERIC HAWKINSON  
DIRECTOR OF MARKETING, CANON SOLUTIONS AMERICA**



Hi! I'm Eric Hawkinson. On April 1, 2013, I joined Canon Solutions America as Director of Marketing. Formerly I served as Executive Director for Dscope since its inception in 2005, and played a key role in growing the user community to over 7,000 members worldwide.

My passion is building dynamic communities that take the print industry – and the people in the industry – to a whole new level. I strongly believe in the power of networking, sharing, and strategic partnerships. I see new and incredible solutions every day, and encourage people to share and communicate the new and emerging value of print.

That passion, and Canon's corporate philosophy, *Kyosei*, blend nicely. *Kyosei* is a Japanese word that means harmoniously living and working together for the common good. That is the heart of the Canon Solutions America brand, business and sponsorship activities.

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ERIC HAWKINSON,  
Director of Marketing, Canon Solutions America

With this in mind, my team and I will be focused on partnering with our customers for their success. That means not only providing industry leading solutions and services but the resources, tools and community needed to thrive. We already have a robust foundation to build on – innovative technology, award-winning service, Customer Advisory Councils and the PressGo! business development program. Now we will take it to the next level to help you solve your toughest challenges.

**THREE KEY AREAS OF FOCUS:**

To do this, we will focus on three key areas that we believe will make our partnership with you even stronger.

Learn more, Visit:

[OceProductionPrinting.com/CE](http://OceProductionPrinting.com/CE)

Francis A. McMahon shares how Canon Solutions America's addition of Eric Hawkinson will make us, with our customers, STRONGER TOGETHER.

View the Video:



Take a short survey and you will be entered for a chance to WIN a Canon EOS Rebel® Camera!

[ProductionPrintingSolutions.com/CE](http://ProductionPrintingSolutions.com/CE)



Questions?

Call Us:  
1-877-623-4969

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



## A LETTER FROM: ERIC HAWKINSON (CONTINUED)

### 1. EXPANDED BUSINESS DEVELOPMENT EFFORTS

We will expand upon the PressGo! business development program to build a robust learning community designed to provide tools, resources, product information, training and educational forums for information sharing.

### 2. KNOWLEDGE SHARING

We will communicate, demonstrate and team with our customers to assist them in streamlining operations, building new revenue streams, and increasing customer loyalty. We will provide guidance to help our customers with investment decisions around existing and emerging technologies that address key business needs.

### 3. PARTNERING FOR SUCCESS

We will be a committed partner in our customer's success. From strategy and planning to implementation of complete systems. From reducing downtime and job delays to streamlining operations. From efficiently printing books in run lengths of one to complete finishing of high-volume print runs. From helping retain valued customers to helping find new ones.

Together, with our customers, we can do anything.

Sincerely,

Eric Hawkinson

Visit [OceProductionPrinting.com/CE](http://OceProductionPrinting.com/CE)

#### View the Video:

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Please take 5 minutes and tell us YOUR pain points and key challenges in this ten-question survey. As a thank you, all completed surveys will be entered for a chance to win a Canon EOS Rebel camera!

#### WE KNOW PRODUCTION PRINT.

Canon Solutions America helps you stay on the leading edge of our quickly-changing industry with valuable resources. Easy to access, easy to use, and FREE!

#### NOT YET A CUSTOMER?

Access our robust Digital Printing Resource Center for a wide array of educational and informational resources such as:

- Customer videos
- Press demos
- Webinars
- White papers

Visit [OceProductionPrinting.com/CE](http://OceProductionPrinting.com/CE)

#### ALREADY A CUSTOMER?

Tap into even more robust business development resources by logging into your PressGo! account to access:

- Valuable development resources
- Training invitations
- Free marketing templates
- Peer engagement opportunities

Register or login at [MyPressGo.com](http://MyPressGo.com)

#### STRONGER TOGETHER.

The Océ brand has a reputation for high-speed production printing solutions that are built to last. From cutsheet to continuous feed, monochrome to full-color, and toner to inkjet, these scalable printing and workflow solutions are customized for your business and backed by award-winning service. As part of Canon Solutions America, we have the brightest R&D minds advancing tomorrow's innovations to help you grow your business, control costs and practice environmental stewardship. Whether it's improving productivity or opening new markets and applications, together, with our customers, we can do anything.

Visit [CSA.Canon.com](http://CSA.Canon.com) or call us at 1-877-623-4969.

**Canon**

CANON SOLUTIONS AMERICA



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Download a QR code reader app and scan with your smart phone to learn more about Canon Solutions America Production Printing Solutions!