

PRINT INNOVATION WALL

at Canon Americas Customer Innovation Center

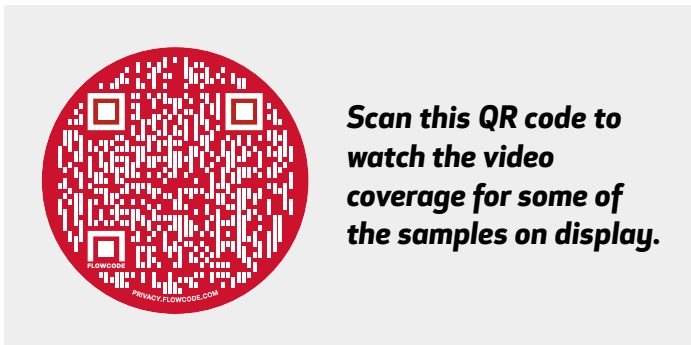
A SHOWCASE OF INNOVATIVE PRINT,
PRODUCED ON CANON INKJET TECHNOLOGY

Canon
CANON SOLUTIONS AMERICA

think.

Spotlighting Innovative Inkjet Print

The Print Innovation Wall at the Canon Americas Customer Innovation Center is designed to spotlight innovative inkjet print projects, all created by Canon customers and made possible by Canon inkjet print technology. This booklet highlights all projects that were selected for display on the Print Innovation Wall.



Have you recently completed a project that sets your organization apart or demonstrates an interesting application? We'd love to display it so that visitors can see it and be inspired.

Why submit your work to be featured?

- We take professional photographs and video footage (optional) of all print innovation projects, which you're welcome to use for your own marketing purposes.
- We actively promote featured customer projects, which may help generate new leads for your business.
- You'll be joining the company of other industry thought leaders and innovators who are known for their boundary-pushing creativity.

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Cincinnati Boychoir Concert Promo

Cincinnati Insurance

Cincinnati Insurance helps to promote season announcements and events held by the Cincinnati Boychoir every year. The choir is dedicated to embracing the creativity of boys in the community by fostering an inclusive and welcoming environment where they can express themselves. This flyer promotes a concert that was held on three separate dates.

The 8.5x4.25 flyer was printed on Sappi EuroArt 100 lb Cover and features full coverage of ink on the sheet. The color story is yellow and black to stay consistent with Cincinnati Boychoir's unique brand identity.

Company: Cincinnati Insurance

Press: Canon varioPRINT iX-series

Paper: Sappi EuroArt 100 lb Cover

Standout Innovation: Full-coverage color for vibrant branding



Cincinnati Boychoir Season Announcement

Cincinnati Insurance

Every year, Cincinnati Insurance offers pro bono promotion for the Cincinnati Boychoir, a local choir that exists to foster self-expression and personal growth amongst boys in the community through the art of singing.

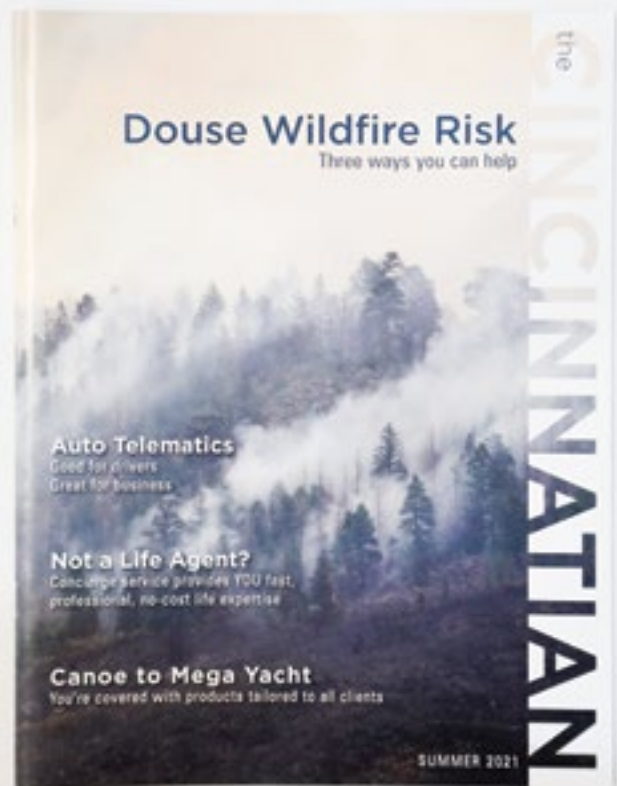
This promotional piece features details about the upcoming season. The flyer includes a QR code which leads to the choir's website for information on how to donate and attend the season's concerts. The 8.5x11 postcard was printed on Sappi EuroArt 100 lb Cover and features large areas of solid yellow design to match the Cincinnati Boychoir branding.

Company: Cincinnati Insurance

Press: Canon varioPRINT iX-series

Paper: Sappi EuroArt 100 lb Cover

Standout Innovation: Using interactive QR codes for a worthy cause



Quarterly Newsletter

Cincinnati Insurance

Each quarter, Cincinnati Insurance produces a newsletter in the style of a signature booklet and sends it to all agents and internal associates. Designed in-house, the newsletter highlights the latest product offerings and company happenings.

This quarter's 8.5x11 booklet was printed on Sappi EuroArt 100 lb Text and mailed in large envelopes. In the past, Cincinnati Insurance printed the newsletter on toner equipment, but with this edition, the company has transitioned it to inkjet. The 24-page booklet is full color, with large blocks of color, and Cincinnati Insurance used the Canon varioPRINT iX-series to do a run of 3,500 that was both economical and demonstrated outstanding inkjet quality.

Company: Cincinnati Insurance

Press: Canon varioPRINT iX-series

Paper: Sappi EuroArt 100 lb Text

Standout Innovation: Improving internal communications through inkjet



Photography Gala Invitation

Compu-Mail

When professional photographer Tom Burns, who specializes in taking photographs of architecture and scenery in the Buffalo, NY area, reached out to Compu-Mail for a unique promotional piece, the company knew they had exactly the right press for the job.

Using the varioPRINT iX-series, Compu-Mail printed an invitation card for an upcoming gala at which the customer's work would be displayed. Their pre-press team designed a custom logo for the back of the card, which was printed on an 11x17 sheet and folded into a 6x9 finished piece.

The end result is a high-quality piece that highlights the details in the photography. While the piece was created for a particular event, it was designed to have longevity and — like the architecture in the photographs — to be timeless.

Company: Compu-Mail

Press: Canon varioPRINT iX-series

Paper: 70 lb Accent Opaque

Standout Innovation: Putting the spotlight on the customer's art to create a timeless piece



Theater Posters

Compu-Mail

Compu-Mail worked with a local theater production company to produce two original art posters for its upcoming season, which included the shows *Joseph and the Amazing Technicolor Dreamcoat* and *The Secret Garden*. Both posters required a press that could achieve vibrant color quality — particularly the former, which featured the many colors of Joseph's coat.

For *The Secret Garden*, Compu-Mail designed the poster in-house to create a printed piece that reflects the details of the story. Both posters were brought to life by the combination of a quality paper stock and colors that jump off the page.

The production company reported an impressive ROI on the posters. For every dollar invested in print marketing for *The Secret Garden*, they saw \$3-4 in returns. For each dollar invested in print marketing for *Joseph*, they saw \$15 in returns.

Company: Compu-Mail

Press: Canon varioPRINT iX-series

Paper: 80 lb Blazer Satin

Standout Innovation: Earning ROI with outstanding color quality



Book Segment Direct Mailer

Copy General

Before it finds its home in the hands of a reader, every printed book must undertake a unique journey just to come into being. When Canon Solutions America launched its Book Smart Suite, a fully automated book production workflow, they teamed up with Copy General to get the word out with an attention-grabbing direct mail piece — and to tell the story of that journey.

The mailer is uniquely shaped and space-themed, emphasizing the forward thinking of the Book Smart Suite solution. The piece unfolds to reveal a narrative arc that follows one book through the digital production process, from PDF to digital printing to finishing. From the rising action to the satisfying resolution, this direct mail piece shows how the Book Smart Suite unifies and streamlines the book production cycle.

Personalized with variable data, the piece comes with an additional offer: a complimentary book printed using Canon technology so that each recipient can see and feel the results for themselves.

Company: Copy General

Press: Canon varioPRINT iX-series

Paper: Verso Blazer Satin 100 lb Cover with soft-touch UV

Standout Innovation: Storytelling that captures the imagination



Distinctive Direct Mail

Copy General

think Ahead is a fun and interactive event focused on educational sessions to address the challenges and opportunities the print industry faces. Taking place in beautiful Boca Raton, Florida, the exclusive conference is designed to highlight the topics that matter most to print professionals.

To promote think Ahead, Copy General printed materials for an eye-catching mailer that tells a story. Two versions were mailed; one to those that had already registered and one to those that had not yet registered. Both packages included a message in a bottle with a personalized note from the think Board President. Tied around the neck of the bottle was a card with a QR code linking to the registration page or the conference agenda. The invite card, bottle tag, and box label, produced by Copy General, highlighted the think Ahead branding with gradients and beach imagery.

Company: Copy General

Press: Canon varioPRINT iX-series

Paper: Veritiv Endurance Gloss 100 lb Cover

Standout Innovation: An invitation package that captivates with dimension



Executive Planner

Copy General

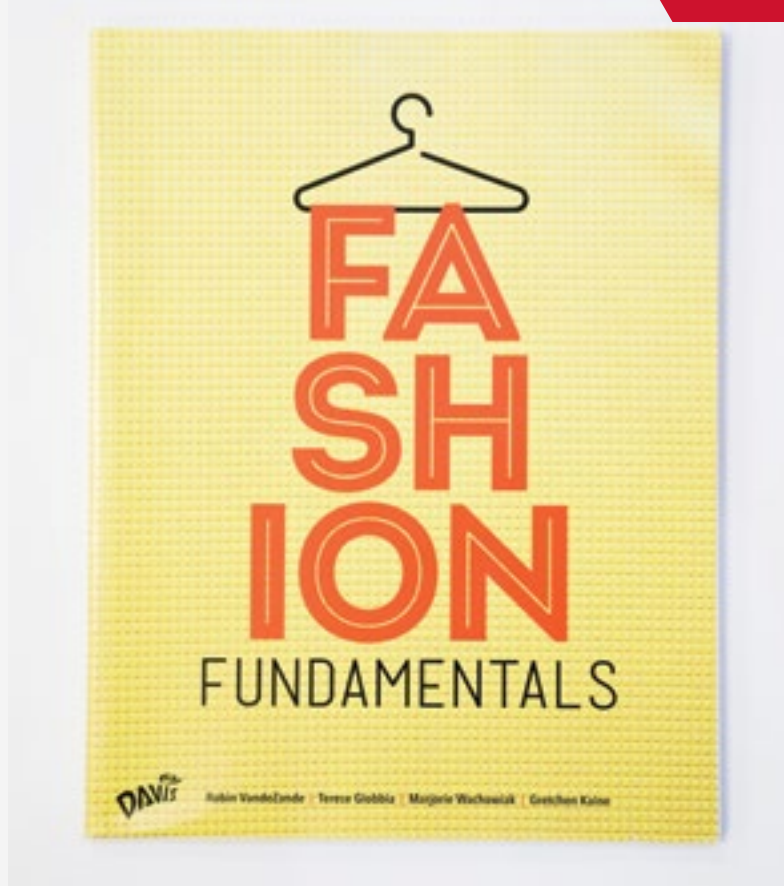
think Ahead attendees received a high-quality executive planner — printed entirely on inkjet. Using the Canon varioPRINT iX series, the cover is printed and finished to resemble leather. Each month in the calendar features a different callout for a think membership benefit that members can take advantage of. Included in the planner are plenty of pages for notes.

Company: Copy General

Press: Canon varioPRINT iX-series

Paper: Cover printed on 110 lb Felt Cover, Interior pages printed on Accent Opaque 80 lb Text

Standout Innovation: A practical planner with a high-end, leathery texture made possible by inkjet



Fashion Fundamentals Book

DS Graphics | Universal Wilde

Davis Publications, a publisher of art education curricula and resources, historically printed more copies of their Fashion Fundamentals textbook than they needed in order to get the unit cost down, which made the title a great candidate for digital printing.

Davis worked with DS Graphics | Universal Wilde to transition the perfect bound book over to digital printing and now they can order small runs that fall within the same general price range and provide quality as good as — or better than — offset. Plus, Davis loves that digital printing allows them to receive a hard copy proof.

DS Graphics | Universal Wilde printed the textbook using the Canon ProStream on an 80 lb dull silk text. They recommended a UV ink that dries extremely hard, which allowed Davis Publications to go without a protective coating such as lamination or varnish. The finished book has a natural matte finish, which Davis loved so much, they decided to switch all their titles to print with the same method.

Company: DS Graphics | Universal Wilde

Press: Canon ProStream 1800

Paper: 80 lb Dull Silk Text

Standout Innovation: A sleek, matte cover to suit a fashionable textbook



Impact Magazine

DS Graphics | Universal Wilde

Impact Magazine is the premiere magazine of Boston's North Shore, written for and by members of the North Shore Chamber of Commerce. Printed with the Canon ProStream on 60 lb coated gloss text and 100 lb coated gloss text for the cover, the magazine features member news as well as columns on topics such as leadership, human resources, and the law.

While the cover was printed offset, DS Graphics | Universal Wilde printed the interior on inkjet due to the quantity required. With 1,500 copies, running the pages through the ProStream provided for greater cost efficiency while maintaining a high level of quality.

Company: DS Graphics | Universal Wilde

Press: Canon ProStream 1800

Paper: 60 lb Coated Gloss Text (Interior) and 100 lb Coated Gloss Text (Cover)

Standout Innovation: An informative magazine with impressive cost efficiency



Postcard with Augmented Reality

DS Graphics | Universal Wilde

The marketing team at DS Graphics | Universal Wilde created this unique postcard as part of an omni-channel campaign to promote a series of educational webinars on USPS promotional savings. Leading up to the start of the webinar, DS Graphics | Universal Wilde also crafted a number of posts on social media and sent recipients three follow-up emails promoting the event.

The overall theme of the campaign was “Traveling through the Decades.” This postcard features a funky 70s design and focuses on the Emerging and Advanced Technology promotion. To demonstrate these exciting new technologies, it also includes an augmented reality (AR) experience created with Blippar. Scanning the QR code takes the viewer inside of the lava lamp. Bubbles float by, and one of them features a link to the webinar registration page. Overall, the AR experience had 190 visits with an average dwell time of 9.26 seconds.

The 8.5x5.5 postcard was printed on 12pt coated stock on the Canon ProStream 1800 continuous form color inkjet press and included variable data personalization. The coated paper held up beautifully in the mail and served as an eye-catching invitation.

Company: DS Graphics | Universal Wilde

Press: Canon ProStream 1800

Paper: 8.5x5.5 12pt Coated Stock

Standout Innovation: An interactive AR experience that transports viewers through time



Commercial Catalog Print Sample

Darwill

Darwill hasn't traditionally printed perfect bound books or booklets, but bringing in the ProStream has enabled the company to both transition jobs that would have been offset to inkjet and expand their reach to new markets.

The company printed this sample — which is 102 pages with a finished size of 8.5x11 and features content about fictitious brands — in order to demonstrate the capabilities of the ProStream on a piece with high ink coverage and solid black color. The piece is proof that the press can achieve near-offset quality, printing areas of solid ink coverage with no dot pattern (like one might see with other inkjet presses).

The sample, developed in partnership with Canon, is especially useful for demonstrating Darwill's capabilities to companies that have high-trust imagery, where iconic brand colors need to be an exact match. The company has already used it to open up new print opportunities and put their ProStream to work.

Company: Darwill

Press: Canon ProStream 1000 (interior) and Canon imagePRESS C10000VP (cover)

Paper: Sappi Opus Gloss Web Text 60 lb

Standout Innovation: Pushing the boundary with bold ink coverage in solid black



Variable Supermarket Signs

Goodway Group

Goodway Group developed a unique application to meet the needs of a large New England-based supermarket chain.

What the customer desired was eye-catching, engaging signage throughout its stores that could be frequently updated to reflect price adjustments, promotions, and new products. To meet this need, Goodway Group set up an automated program that prints more than 5,000 variable signs per day, every single weekday, 52 weeks a year.

At 5pm each day, the automated program receives the next day's data from the supermarket's system. Printing takes place from 6 to 8pm, and then the signs are moved into bindery, where they are cut, sorted, and boxed for delivery to around 100 different store locations. They are distributed overnight so that stores can have them displayed by the time they open each morning.

The signs contain more information and are more colorful than the signs the supermarket used previously, and the automated nature of the system means that stores can change out that information daily. Plus, leveraging the benefits of inkjet printing cut the customer's printing costs substantially.

Company: Goodway Group

Press: Canon VarioPrint i300

Paper: 80 lb Endurance Coated Stock

Standout Innovation: An automated data-driven signage program that prints more than 5,000 signs each weekday evening, every evening, 52 weeks a year



St. Joe's Picnic for the Kids Fundraiser Mailer

HighNote

St. Joseph Children's Home provides loving homes to the most vulnerable children in the Louisville, KY area, and St. Joe's Picnic for the Kids is their primary fundraising strategy. When a global pandemic shifted the event to a virtual format, the organization worked with HighNote to get the word out.

As part of an omnichannel campaign that included social media and online ads, HighNote created an interactive mailer. The envelope features a full-color image and two pieces inside — a card with scratch-off labels that revealed things participants could experience during the virtual picnic and a schedule of events.

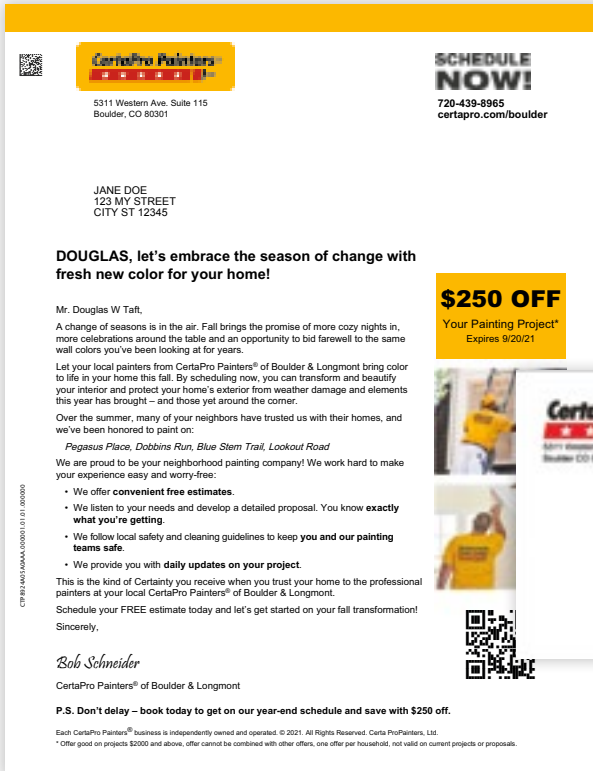
The mailer achieved an impressive 478% ROI and earned St. Joseph Children's Home 7,500 website visitors and 2,500 new donor leads. Best of all, the organization exceeded its fundraising goal by 50%.

Company: HighNote

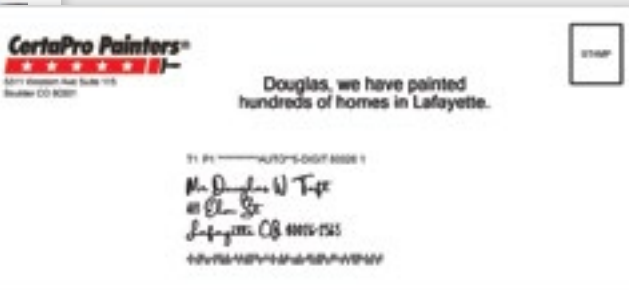
Press: Canon VarioPrint i-series+

Paper: 8.5x5.5 80 lb Uncoated White Stock, 6x9 70 lb Silk Text Envelope

Standout Innovation: Inspiring donors via omnichannel marketing and an interactive scratch-off mailer



\$250 OFF
Your Painting Project*
Expires 9/20/21



Hyperlocal Personalized Mailer

IMS, Inc.

IMS, Inc. handles print and mail for a number of CertaPro franchises throughout the country. This mailer features design and variable data for a franchise located in Colorado, with messaging that references CertaPro’s experience painting homes in each recipient’s unique location.

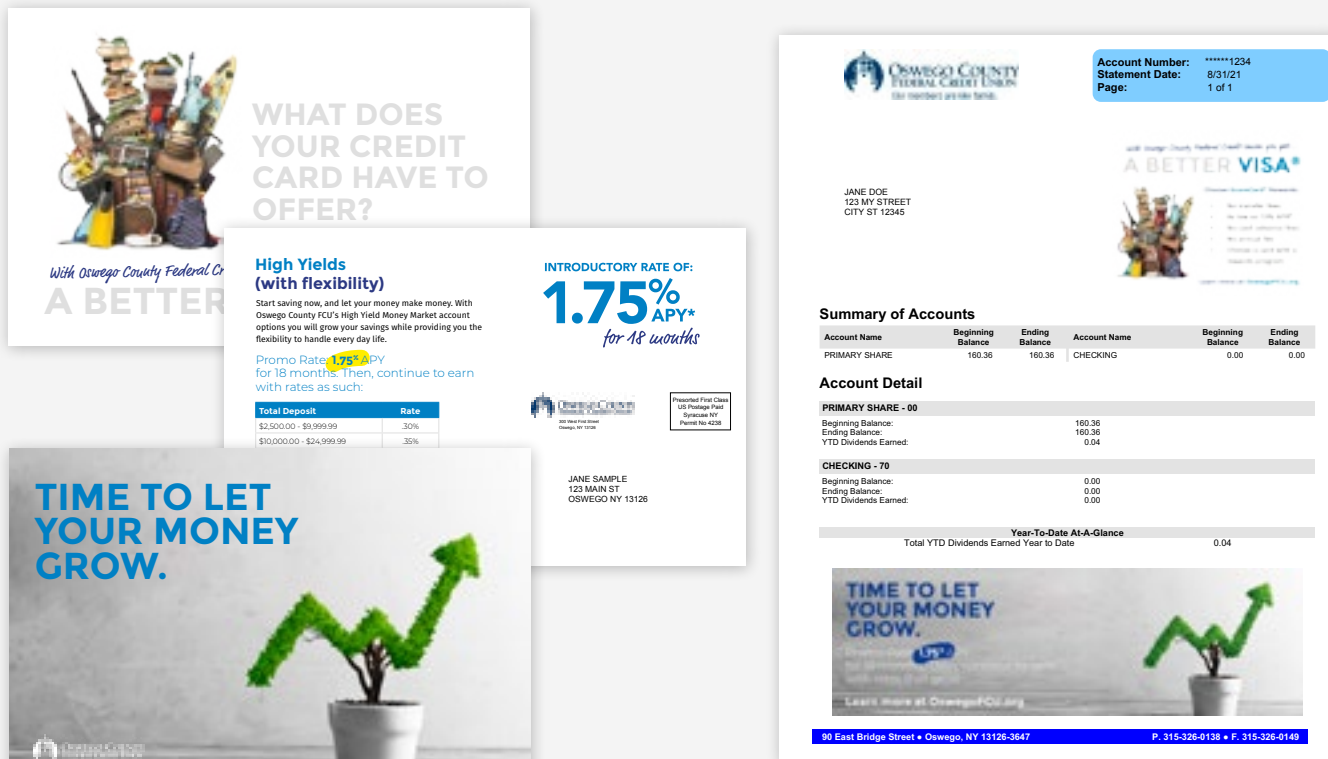
Printed on an 8.5x11 sheet and #10 envelope, the letter includes several variables, including personalized name, a unique offer, and — most importantly — references to nearby work done in the recipient’s own neighborhood, with specific, familiar street names. Additionally, a QR code is included, which links the recipient to a personalized offer with direct contact opportunities and a call to action.

Company: IMS, Inc.

Press: Canon ColorStream 6900

Paper: 8.5x11 sheet and #10 envelope

Standout Innovation: Pushing the boundaries of variable data for a highly personalized experience



Oswego County Federal Credit Union Mailer

IMS, Inc.

This multi-touch, multichannel campaign for Oswego County Federal Credit Union utilizes deep data insights to rotate different offers to highly targeted audiences on a monthly basis. IMS, Inc. worked with the business to identify products they wanted to sell while using data analysis to find the right audience.

The campaign began with a standard, government-regulated transactional statement printed on 8.5x11 letter mail. This was followed up with both physical and digital touchpoints with matching offers and calls to action. Every touchpoint was designed to complement the others, using a multichannel approach to optimize effectiveness.

The result was a direct response rate of 4.9% and \$4 million in new accounts over a period of about 10 months. The indirect response rate was 24% – compared to an industry average of 18% – and saw results close to \$13 million.

Company: IMS, Inc.

Press: Canon ColorStream 6900; Canon VarioPrint i300

Paper: 8.5x11 letter mail

Standout Innovation: Strategic use of physical and digital touchpoints to drive outstanding ROI



Sprinkles the Fire Dog Children's Book

JPS Graphics

Printed by JPS Graphics for Clarion Events, *Sprinkles the Fire Dog* is an inspirational story about a dalmatian puppy who dreams of becoming a fire dog. In pursuit of that dream, Sprinkles must conquer challenges and his own self-doubt. Printed on 80 lb house silk cover (content), and 100 lb Sterling Gloss Text (cover wrap), 65 lb house opaque cover (endsheet), the children's book was Clarion Events' first release in the children's book market.

They began with a limited run of 5,000 copies, which was intended to last eight months, but the book was so successful that 50% of all available copies sold within the first two months, breaking multiple records. Two major highlights are the laminated cover and printed end sheets, which level up the finish of the books to an incredibly high quality and durability.

Company: JPS Graphics

Press: Canon varioPRINT iX3200

Paper: 80 lb House Silk Cover (content), 100 lb Sterling Gloss Text (cover wrap), 65 lb House Opaque Cover (endsheet)

Standout Innovation: A vibrant, laminated cover that brought a children's book to the next level



A/B Testing for Guideline

MWI Direct

Guideline helps small business to easily and affordably offer 401(k) plans. When they wanted to A/B test their direct mail marketing messaging and creative, they partnered with MWI Direct.

MWI Direct set up a test to see which offer generated the best results: 3 months free or waiving the \$500 setup fee. Both offers were sent as 8.5x11 letters, and they did a 50,000 piece test. The Canon ProStream 1800 eliminated the need for plate changes, so MWI Direct was able to print and mail both versions at the same time.

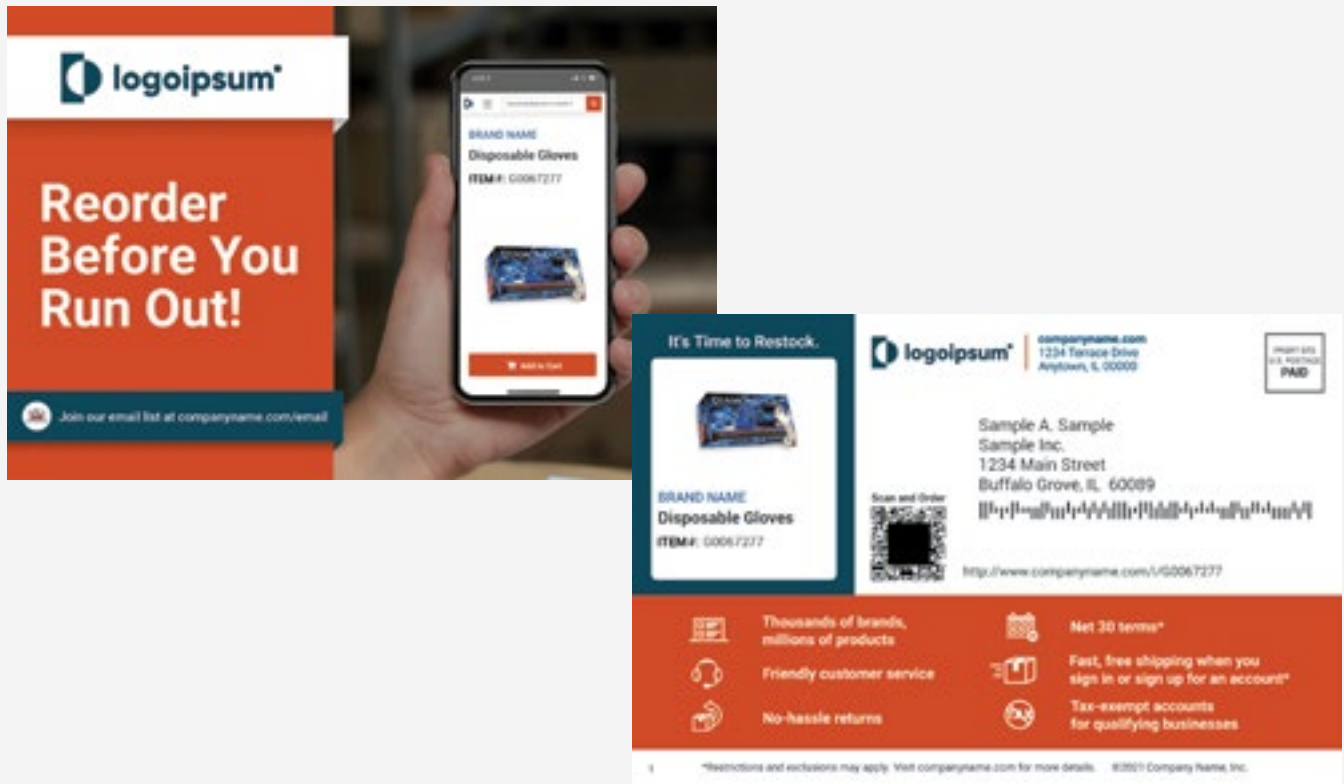
So which offer performed better? While the results were close, the winner was waiving the \$500 setup fee. Confident in their messaging direction, Guideline was able to roll out the campaign to a larger audience and continues to work with MWI Direct to test different creative.

Company: MWI Direct

Press: Canon ProStream 1800

Paper: 70 lb Opaque Smooth

Standout Innovation: A smart approach to ensuring direct mail ROI



Consumable Trigger Program

MWI Direct

MWI Direct's client sells business consumables such as office supplies, cleaning supplies, and personal protective equipment — the kind of products that run out and need to be replaced on a fairly regular, predictable schedule.

To help this client get in front of their customers at exactly the right time, MWI Direct ran a consumable trigger program utilizing a data feed from the client. Based on the date of the customer's last purchase, the program triggered postcards personalized with images of the item they ordered and a reminder to reorder before they ran out.

The message was simple yet effective thanks to variable data printing, the timing was right thanks to a smart data feed, and the results were excellent. After the first eight weeks of testing with 4x6 postcards, the customer decided to expand the program, rolling it out at larger volumes and incorporating additional postcard sizes.

Company: MWI Direct

Press: Canon ProStream 1800

Paper: 100 lb C2S Gloss

Standout Innovation: Generating repeat business for customers with expertly timed direct mail



Meals on Wheels Thank You Postcard

MWI Direct

Personalization is incredibly important to MWI Direct client Meals on Wheels. The nonprofit, which is the oldest and largest national organization supporting community-based senior nutrition programs, uses direct mail to keep in touch with donors. And since MWI Direct works with over 40 Meals on Wheels providers across the country, personalizing each mailing to the individual donor — and doing so efficiently — is key.

This 6x9 postcard was not an effort aimed at either renewals or acquisition — in fact, there is no donation request or call to action at all. It's simply a postcard to say "thank you" to existing donors and express appreciation for their support. Each message was tailored to the recipient, with variables including not just name and location, but different artwork and content. MWI Direct used the ProStream 1800 to run all versions of the piece in one mail stream, eliminating the need for plate changes — and saving the client time and money.

Company: MWI Direct

Press: Canon ProStream 1800

Paper: 9pt C1S Gloss Text

Standout Innovation: Highly personalized postcards, with all versions run in one mail stream



Wild Onions Publication

Penn State Health

Every year, the Department of Humanities at Penn State College of Medicine releases *Wild Onions*, which is a journal of poetry, writing, and art that is produced and printed in-house. With contributions from community healthcare professionals, students, and more, the publication encourages creativity while showcasing experiences surrounding health, treatment, and caregiving.

In the past, *Wild Onions* was produced using toner equipment. This year, Penn State Health decided to try printing it on inkjet. Using the varioPRINT iX-series, the 2021 edition was printed on Versa Blazer silk text and silk cover, then saddle-stitched with a square edge applied to the spine using a Duplo DC-600i collator.

Before the switch to inkjet, the team at Penn State Health would typically go through five or six rounds of press proofs then 8.3 hours on press for the final run. Even after adjusting color and tints on their toner equipment, the result was often just “acceptable.”

This year, the team did just one press proof and a final run lasting 3.2 hours on press. Everyone involved in the publication loved the results. Plus, one press proof meant that Penn State Health saved both time and money, approximately \$800, by transitioning the publication to inkjet.

Wild Onions has always been beloved by Penn State students and staff, but this year’s edition in particular shows how inkjet has evolved to become a time-saving way to produce spectacular work.

Company: Penn State Health

Press: Canon varioPRINT iX-series

Paper: Versa Blazer 80 lb Silk Cover and Text

Standout Innovation: Using inkjet to efficiently produce a stunning and vibrant publication



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