

# Inkjet/Innovation

INNOVATIVE INKJET PROJECTS

**Canon**  
CANON SOLUTIONS AMERICA | **think.**

# JOIN THE INKJET INNOVATION WALL

at Canon Americas Customer Innovation Center

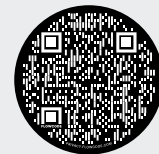
Have you recently completed a project that sets your organization apart or demonstrates an interesting application? We'd love to display it so that visitors can see it and be inspired.

### 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.

### Spotlighting Innovative Inkjet Print

The Inkjet 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 projects that were selected for display on the Inkjet Innovation Wall.



Scan this QR code to watch the video for some of the samples on display.

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## Speed and Quality Combine to Elevate Large-Volume Book Printing

### Camelot Print & Copy

Camelot Print & Copy has decades of experience in a wide range of commercial print applications, with an emphasis on providing customers with custom, cost-effective pieces that demonstrate a high level of print quality. Camelot's commitment to these principles was tested when their customer, the Christian Brothers Academy, wanted to print a full-color, perfect-bound book to help promote the organization and its renowned marching band and music program.

The CBA wanted to print the book on a heavier paper stock — 100 lb. Gloss — to create a more unique feel and look, and the CBA needed a large print run quickly in order to meet publication deadlines. The book also needed to contain a large number of black-and-white and color photos to highlight the marching band during various performances.

The process efficiency and rapid, continuous print speed of the Canon varioPRINT iX sheetfed inkjet press helped control print costs and meet tight production deadlines. What's more, the versatility of varioPRINT iX made it possible to produce crisp, clean images on a heavier paper, and the press also printed vibrant, stunning color to help showcase the CBA's popular gold and purple branding.

**Company:** Camelot Print & Copy

**Press:** Canon varioPRINT iX sheetfed inkjet press

**Paper:** 100 lb. Gloss

**Standout Innovation:** Digital inkjet technology helps increase the speed, efficiency, and quality of high-quality books in large quantities



## Simplified Print Processes Help Enhance the Quality of Book Projects

### Cincinnati Financial Corporation

Cincinnati Financial Corporation executes a large volume of transactional print each year, but the insurance provider was looking to print two book-length projects to help educate new customers and also inspire the next generation of insurance and financial services professionals.

The company's prospectus is an informational booklet that provides a detailed look at the insurance industry landscape, and how the company's products and services compare to the competition. The booklet needed to be a high-quality piece that demonstrated the exceptional value and professionalism the company provides customers.

*A is for Actuary* was something entirely different. An illustrated book project designed to educate kids on what actuaries do and the role they play in financial organizations, *A is for Actuary* required full-color printing with superior quality and clarity to help the illustrations come to life and create a more dynamic reading experience. The need to print in full color also proved challenging in executing a cost-effective print process.

Canon's varioPRINT iX sheetfed inkjet press removed the need for manual intervention and enhanced process efficiency for quick turnarounds without sacrificing color vibrancy or print quality. Eliminating these touchpoints also reduced the potential for production errors and helped save time and money, while also creating a superior end product that delighted both customers and kids.

**Company:** Cincinnati Financial Corporation

**Press:** Canon varioPRINT iX sheetfed inkjet press

**Paper:** 100 lb. EuroArt Cover  
60 lb. Lynx Text

**Standout Innovation:** Digital inkjet technology helped reduce the number of manual touchpoints and production time necessary to print high-quality book-length projects



## An Annual Planner that Invites Users to Climb to New Heights

Copy General

One of the fun projects that Copy General executes each year for THINK is an annual planner. Each planner in the series has a unique theme and features images selected to demonstrate the complimentary think benefits available exclusively to Canon Solutions America production inkjet customers. 2023's planner featured a call to action to "Go Further" along with adventure-themed outdoor imagery.

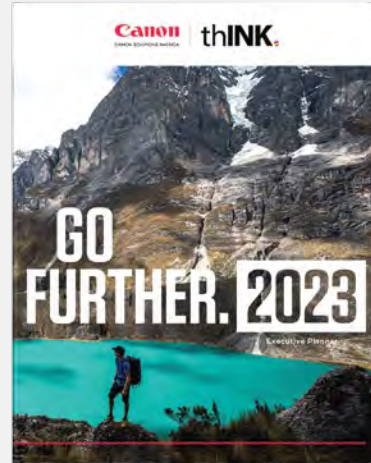
Copy General wanted to do justice to the exciting outdoor landscape photography in the planner, so they selected heavy, high-quality stocks that would help to capture the blue-green lake water and rocky mountains. Then, they finished the planner with a soft-touch laminate and a spot gloss UV coating, resulting in not only deep, vivid colors but a rich tactile experience, evoking the great unknowns of nature and inspiring users to imagine their next adventure.

**Company:** Copy General

**Press:** Canon varioPRINT iX sheetfed inkjet press

**Paper:** Moorim Pro-Digital 100 lb. Cover and Moorim Pro-Digital 100 lb. Silk Text

**Standout Innovation:** Soft-touch and spot gloss transport users to this rugged mountain scenery



## Production Efficiency and Color Quality Help Nonprofit Group Fulfill Mission

Core Publishing Solutions, a Thomson Reuters Company

Nonprofit organization DARTS has spent more than 45 years helping seniors in St. Paul, Minnesota lead rewarding lives through educational and assistance programs. Thomson Reuters has partnered with DARTS for several years to print the group's annual performance report, but the time and process to print the report had grown and become more complex as the nonprofit needed to print additional sheets with full-color spreads to represent their accomplishments.

Core Publishing Solutions, a Thomson Reuters Company, moved the job to their Canon varioPRINT iX to help them overcome a number of obstacles, including pre-production timelines, print speed, and color and image quality.

The varioPRINT iX made it possible to print 7,300 copies of the annual DARTS publication — totalling more than 117,000 individual sheets — in a single pass while cutting the print cycle time in half. What's more, the stunning photo and image quality of the iX helped Thomson Reuters vividly capture how DARTS helps senior citizens discover the rewards of independent living.

**Company:** Core Publishing Solutions, a Thomson Reuters Company

**Press:** Canon varioPRINT iX sheetfed inkjet press

**Paper:** 80 lb. EuroArt Gloss Text; Sword Inkjet Gloss 9 pt. Cover

**Standout Innovation:** Inline production of booklets in a single pass reduces print time by 50%



## Digital Inkjet Enables High-End Book Manufacturing in Short Runs with Superior Quality

HF Group

HF Group is a short-run, fully digital book manufacturer located in North Manchester, Indiana. The company specializes in short runs of color and black-and-white softcover and hardcover books, catering to small-to-mid-sized publishers.

Among this collection of application samples is a hardcover book with printed end sheets. The publisher came to HF Group in need of additional small runs of the book, which was previously printed offset. HF Group was able to consistently match the quality of the offset-printed book in runs of 20 to 50 copies at a time. What's more, the publisher said the digitally printed books were just as good, if not better, than the original.

Another sample featured here is a softcover art book with a full-color cover that needed to be printed at the quality of a museum or gallery art book. Other samples included here demonstrate the quality of the varioPRINT iX combined with HF Group's finishing capabilities; these include a case-bound hardcover book with printed end sheets and a softcover perfect-bound book. HF Group does all finishing and binding in-house, which enables them to produce these high-quality books efficiently.

While HF Group has been in business for nearly a century, the company's strategic shift to entirely digital book production has allowed it to streamline its operations while continuing to deliver the quality and customer service that its high-end publishing customers expect.

**Company:** HF Group

**Press:** Canon varioPRINT iX sheetfed inkjet press

**Paper:** Various

**Standout Innovation:** Fully embracing digital book production in order to meet the evolving needs of publishing customers



## Optimized Production of High-Quality Graphic Art Books with Superior Color Coverage

Independent Publishers Group (IPG Ink) | Merlin Technology Inc.

Independent Publisher Group (IPG) partners with book publishers across the country to print and distribute a variety of titles ranging in quantity from 500 to 15,000 copies, often with relatively accelerated turnaround times and full coverage pages. IPG needed the ability to facilitate continuous print cycles and the flexibility to accommodate a wide range of book genres and formats without print defects such as color streaks or jetting errors.

The Canon varioPRINT iX sheetfed inkjet press proved to be ideal for the job, particularly with two new graphic novels where the content of each demanded the ability to print highly saturated color and black-and-white pages with consistent coverage. Plus, the superior process efficiency of the Canon varioPRINT iX streamlined the production time necessary to print 500 copies of each graphic novel quickly and without incurring delays.

Printing the high-quality graphic books at fully optimized press speed was supported by the innovative humidity control system by Merlin Technology Inc. Merlin's humidification equipment helped ensure a consistent humidity level of 47% on the press room floor, which is ideal to optimize the print speed and quality of Canon's digital sheetfed inkjet presses.

**Company:** Independent Publishers Group (IPG Ink) | Merlin Technology Inc.

**Press:** Canon varioPRINT iX sheetfed inkjet press

**Paper:** 60 lb. uncoated for advanced review copies (ARCs); 80 lb. Gloss Text for market copies

**Standout Innovation:** High-ROI print process on Canon varioPRINT iX supported with Merlin Technology Inc.'s humidity control system enables press to run uninterrupted at full speed while producing fully saturated pages in graphic art books with consistent, stunning quality and color coverage



## MidSchoolMath Workbooks

JPS Books + Logistics

One Friday afternoon, JPS Books + Logistics received a web query from a New Mexico-based math curriculum provider for fifth through eighth grade students. The client was seeking a solution for pages falling out of their books and needed a little over 1,000 books within a few days. From this modest beginning, the client's success story followed the evolution of print, with the two companies' collaboration moving from a simple toner-based solution to inkjet and finally culminating into a fully digital web operation, with upwards of 100,000 books manufactured to date.

Initially, JPS produced book blocks on toner devices, but as the client's orders grew, they invested in the Canon varioPRINT iX sheetfed inkjet press to produce higher-quality prints at a faster pace. When their client base continued to expand, they added the Canon ColorStream 3900 web-fed inkjet press, which revolutionized their production capabilities with its advanced features, allowing JPS to print larger runs at lightning speed with superb quality. In the first few months, they produced well over 30,000 book blocks for their client on the ColorStream.

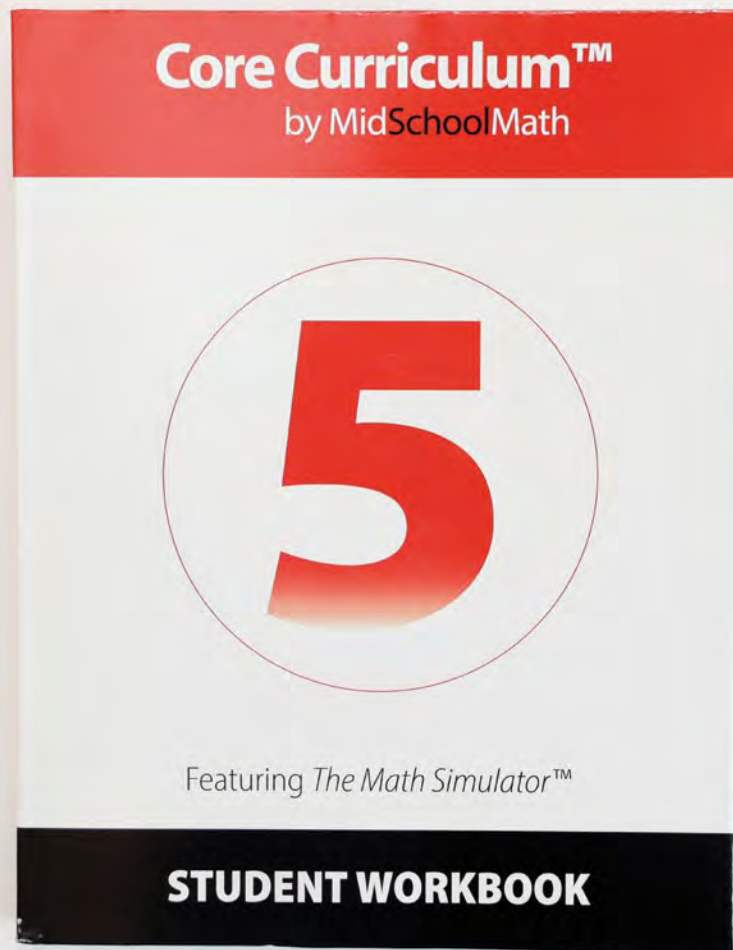
The Canon varioPRINT iX sheetfed inkjet press, paired with the Canon ColorStream 3900 web-fed inkjet press and two varioPRINT 6000 TITAN monochrome presses and complemented by a wide range of binding options — including saddle stitch, coil binding, wire-O binding, PUR perfect binding, and hardcover case binding — all delivered through fulfillment services and fast nationwide shipping from their Dallas, Texas hub, has culminated in creating a powerful competitive differentiator for JPS Books + Logistics.

**Company:** JPS Books + Logistics

**Press:** Canon ColorStream 3900 web-fed inkjet press

**Paper:** Husky Jet 60 lb. Opaque Offset

**Standout Innovation:** Flexibility to grow that mirrors the evolution of digital print



## Magnificent Color Quality Helps Department of Nursing Infuse New Life into Their Annual Report

Penn State Health

Penn State Health Milton S. Hershey Medical Center's Magnet Nursing Program publishes an annual report that documents the accomplishments of students and faculty, charts the growth and development of the program, and entices new faculty and staff to join the Penn State Health team. The report includes photographs, images, and visual representations of key department data to paint a compelling picture of how the department performs each year.

However, the toner press technology the health system used to print the report lacked the color consistency and quality to reproduce photographs, images, graphs, or charts. The poor color stability of their toner press resulted in suboptimal print pieces that didn't do the nursing program justice, and the limitations of the toner press technology made it difficult for the health system's design team to innovate and create a dynamic, engaging piece.

With the superb color consistency of the Canon varioPRINT iX sheetfed inkjet press, Penn State Health could confidently design and print a full-color report with brilliant solids, halftones, photos, and images. Plus, the color detail and sophistication of Canon's digital inkjet press provided designers the freedom to explore how the annual report could transcend a simple departmental overview to become a vibrant showpiece that highlights everything Penn State Health has to offer.

**Company:** Penn State Health

**Press:** Canon varioPRINT iX sheetfed inkjet press

**Paper:** 80 lb. Blazer Silk Cover and Text

**Standout Innovation:** Digital inkjet technology makes it possible for a university-based healthcare system to print high-quality solids, halftones, and photos to unlock new levels of creativity in print



## Color Consistency and Quality Create Stunning Booklet for Nonprofit Arts Group

The Cincinnati Insurance Companies

For more than a decade, The Cincinnati Insurance Companies has partnered with the Cincinnati Boychoir, a nonprofit arts organization, to support a variety of their print marketing and communication efforts including pamphlets, brochures, direct mail, and more to help drive fundraising and community interest in the group. Additionally, this project allows the graphic design team to enjoy the opportunity to grow their creative talent by stepping outside traditional business designs.

This year, the choir wanted to recap their achievements and highlight their future event programming with a high-quality, glossy booklet that needed to be printed with a relatively quick turnaround time in order to promote upcoming concerts. The Canon varioPRINT iX sheetfed inkjet streamlined the process of printing a 5x8 signature booklet titled *Connecting For Good* that showcased the choir's spring season of programming and concerts.

What's more, the varioPRINT iX maximized print uptime and efficiency while also providing outstanding color consistency to create a visually engaging booklet that demonstrated the importance and impact the Cincinnati Boychoir has in the artistic growth of the community.

**Company:** The Cincinnati Insurance Companies

**Press:** Canon varioPRINT iX sheetfed inkjet press

**Paper:** Sappi EuroArt 100 lb. Silk Text

**Standout Innovation:** Outstanding color and image quality combined with production efficiency help showcase community importance and talent of a nonprofit boys' choir



## Vibrant Print Quality and Efficiency Make Quarterly Newsletter a Showcase Piece

The Cincinnati Insurance Companies

Every quarter, The Cincinnati Insurance Companies prints a newsletter called *The Cincinnati* for current agents and associates to highlight outstanding associates, update readers on news and upcoming events, and create a sense of connection and community within the company.

Though each edition adheres to established brand and style guidelines, the content of the quarterly publication often calls for unique design flourishes or one-off uses of images or photos to help capture the spirit of a diverse and dynamic company. The Cincinnati Insurance Companies utilized the Canon varioPRINT iX inkjet press to achieve the color quality and print flexibility they needed to consistently reflect the branding of *The Cincinnati*.

Not only did the Canon varioPRINT iX sheetfed inkjet press provide superior color control and outstanding image quality for *The Cincinnati* newsletters, but the press also streamlined print workflows and helped The Cincinnati Insurance Companies maximize uptime to create a more productive and cost-effective process for this kind of print communication.

**Company:** The Cincinnati Insurance Companies

**Press:** Canon varioPRINT iX sheetfed inkjet press

**Paper:** Sappi EuroArt Silk 100 lb. Text

**Standout Innovation:** Superior color control and consistency paired with maximized production uptime create a vibrant quarterly newsletter that informs and delights



## The Next Generation of Inkjet Designers Demonstrates Their Skills

### Canon University Inkjet Program (UIP)

Canon's University Inkjet Program (UIP) was established in 2019 with a mission of educating and inspiring college students about the print industry and inkjet printing. Developed in partnership with graphics communications programs across the country, Canon's curriculum incorporates both classroom learning and trips to Canon customer print shops so that students can get hands-on experience. At the end of the program, students are tasked with designing a campaign for a fictitious university, which must include a poster, a direct mailer, a booklet, and an envelope.

By the end of their time in the UIP program, students have designed at least one sample for each of the major inkjet markets. Canon uses these samples as sales collateral and showcases them in the Customer Innovation Center, and the students love seeing their designs used in real-world applications.

These samples were selected from a recent UIP class at Clemson University. So far, Canon has partnered with Clemson, the Rochester Institute of Technology, and Arizona State University and is honored to help inspire the next generation of inkjet designers and printers.

**Company:** Canon University Inkjet Program (UIP)

**Press and Paper:**

- Rainier Booklet: Canon varioPRINT iX sheetfed inkjet press, Verso Blazer Digital Gloss 100 lb. Cover
- Rainier Postcard: Canon varioPRINT iX sheetfed inkjet press, Accent® Opaque Super Smooth 100 lb. Cover
- Rainier Poster: Canon varioPRINT iX sheetfed inkjet press, Sappi Flo Dull Digital 80 lb. Text 14" x 20"

- Rainier Envelope: Canon ProStream 1000 series web-fed inkjet press, 9 pt. Influence Matte Cover
- COCA Envelope: Canon ProStream 1800 web-fed inkjet press, 9 pt. Influence Matte Cover
- COCA Booklet: ProStream 1000 series web-fed inkjet press, Sappi Opus Gloss Web 7 pt. Cover

**Standout Innovation:** Excellent brand consistency across multiple campaign pieces, including an envelope converted on the ProStream



## This Year's University Inkjet Program Designs Preview the Future of Print

### Canon University Inkjet Program (UIP)

The program partners with higher education institutions across the country and offers a course curriculum that covers topics like designing for inkjet and branding. The program includes field trips to customer sites where students can see production inkjet in action, as well as a career day where students learn about the different career paths available in the print industry.

The program culminates in a hands-on design project, allowing students to demonstrate what they've learned. As part of the project, students create a fictitious brand and design a magalog for that brand. These magalogs are then printed on Canon production inkjet so that each student can see the results of their hard work in the final printed piece — and use it for their portfolios.

This year's winning designs, which represent partner institutions Arizona State University (ASU), Clemson University, and Rochester Institute of Technology (RIT), are a testament to what the up-and-coming generation of graphic designers can already do with inkjet thanks to the University Inkjet Program and its partner universities. Five years in, the program is going strong and is proud to support the future of print.

**Company:** Canon University Inkjet Program (UIP)

**Press:** Canon ColorStream 8000 series web-fed inkjet press (Cast Iron Cooking from ASU and Peacenic from Clemson); Canon varioPRINT iX sheetfed inkjet press (Enchanted Islands from RIT)

**Paper:** Pixelle Enhance Hi-Brite, 100 lb. Text (Cast Iron Cooking, ASU); Billerud Sterling Premium (Enchanted Islands, RIT); CVG LetsGo Matte, 78 lb. Text (115 gsm) (Peacenic, Clemson)

**Standout Innovation:** Founded in 2019, Canon Solutions America's University Inkjet Program is on a mission to educate the up-and-coming generations of designers about inkjet print.





## Revealing the Beauty of a Remarkable Region through Photorealism

### Compu-Mail

Each year, Compu-Mail designs and prints an annual calendar to send to all their customers and prospects. This piece serves to celebrate the closing of the year and welcome in the new year while demonstrating Compu-Mail's print capabilities and helping them stay top of mind for their contacts.

For this year's edition of the calendar, Compu-Mail decided to celebrate their region of Western New York. The team began working on the calendar six months in advance, planning destinations they wanted to feature and securing artwork. From breathtaking images of cherry blossoms in the summer to snow-covered historical landmarks in the winter, the calendar they created showcased unique regional landscapes in all seasons.

To help drive traffic to the Compu-Mail website, each calendar month also featured a QR code leading to a landing page with information on the featured photo and geographic location. This helped make the calendar a more effective marketing piece, because Compu-Mail could monitor and report on QR code scans and website traffic generated.

This calendar is a duplex piece with wire binding at the top, but what really makes it special is the way the image quality of the varioPRINT iX results in high-resolution photos that jump off the page. In the end, the team produced a high-quality gift that Compu-Mail customers can use and enjoy all year long, and that really does justice to one of the most beautiful parts of the United States.

**Company:** Compu-Mail

**Press:** Canon varioPRINT iX sheetfed inkjet press

**Paper:** Verso Blazer 100 lb. Silk Text

**Standout Innovation:** Impressive image fidelity on art photography that transports the viewer to a particular place and time



## An Award-Winning Brochure that Puts the Environment Front and Center

### Copy General

A local designer came to Copy General with a brochure for Waterborne Environmental, a renowned global environmental consulting firm. The design of the brochure paired rich images of natural landscapes — forests, waterways, and underwater scenes — with vibrant macro photography of plants and insects as well as lab photography to communicate Waterborne's commitment to research-backed science.

To accommodate the wide variety of colorful photography in the brochure, Copy General chose to print the piece on the Canon varioPRINT iX. The reliability of the iX meant they knew the image quality would be top-notch. To elevate the piece further, Copy General finished it with a soft-touch laminate and spot UV enhancements.

The client was exceptionally happy with the results and used the brochure to enter — and win — several design and print competitions.

**Company:** Copy General

**Press:** Canon varioPRINT iX sheetfed inkjet press

**Paper:** Moorim Pro-Digital Silk 100 lb. Text and Cover

**Standout Innovation:** Finishing choices designed to accentuate environmental photography



## Showstopping Color Quality Brings the Nashville Music Scene to Life

DNI Corp.

Part of DNI Corp's diverse customer base is the Nashville music industry. Through their long-term partnership with Hollis Halford, President of Halford Company and CD Guys, DNI has been serving solo musicians and musical groups looking for posters and other marketing materials to promote their shows and albums. What sets DNI apart from the competition is their ability to deliver stunning color quality and fine detail on a wide variety of substrates with their Canon varioPRINT iX.

For example, this poster for musician Charley Crockett was used to promote his first sold-out concert at the Ryman. Because it was designed in a classic style that involves heavy coverage, DNI knew that toner and even offset could result in ghosting and streaking. Using the varioPRINT iX, however, there was no ghosting and no streaking, and even print industry veterans can't tell whether the piece was printed on inkjet or offset.

Other popular Nashville poster styles, such as one requested by the music group The Isaacs, require fine details on country stars' faces. Printing these high-resolution photographs with incredible fidelity is possible with the varioPRINT iX.

One of the key benefits of the varioPRINT iX has been its media versatility. For Tom Morello, DNI printed two beautiful art pieces, one on a metallic sheet and the other on a linen sheet. Because the press can handle 16 lb. text weight all the way up to 130 lb. cover, DNI has been able to help Nashville musicians create promotional materials that tell their stories — and blow them away with the quality.

**Company:** DNI Corp.

**Paper 1:** 100 lb. Cougar Natural Cover

**Press:** Canon varioPRINT iX sheetfed inkjet press

**Paper 2:** 100 lb. Gloss Coated Cover

**Paper 3:** 100 lb. Cover and 100 lb. Solar White Linen

**Standout Innovation:** Stunning color quality on a wide variety of substrates

1



2



3



## Superb Color and Streamlined Print Process Showcase a Bank's Community Involvement

First Financial Bank

As an important player in the wellbeing and positive growth of the Cincinnati, Ohio community, First Financial Bank wanted to create a brochure that chronicled the bank's involvement in a variety of community-based initiatives, and that also told a compelling story about all the city has to offer its residents and how community members can work together in creating a bright future for The Queen City.

However, First Financial Bank's toner press lacked the ability to consistently produce the vibrant colors and high-quality images necessary for this kind of piece, and First Financial Bank realized early in the design process that they needed to print this piece on their Canon varioPRINT iX in order to achieve an engaging, dynamic piece efficiently and in a cost-effective manner.

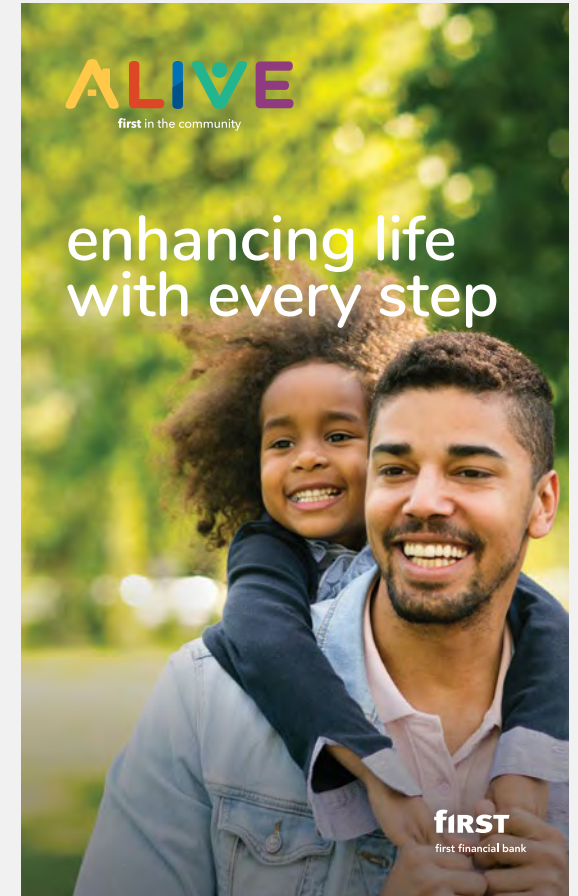
As a result, First Financial Bank's community development trifold featured superior print consistency and unparalleled color quality that put the city's true colors on display and highlighted the bank's investment in the community it serves.

**Company:** First Financial Bank

**Press:** Canon varioPRINT iX sheetfed inkjet press

**Paper:** 100 lb. Blazer Satin Text

**Standout Innovation:** Crisp, vibrant images help tell the story of a bank that invests in and cares about the community it serves



## Durable Paper Stock and Variable Data Printing Prove to Be Just the Ticket for Movie Theater Chain

### Impact

Impact — a full-service commercial printer in Minneapolis, MN — was asked by their client, AMC Theatres, to help create a coupon booklet to offer moviegoers a free fountain drink as part of the theater chain's latest promotion.

The coupon books needed to be padded so each individual coupon could be easily removed and distributed to patrons, and they required custom variable data barcodes that could be scanned for fulfillment. The coupons needed to demonstrate exceptional color quality on a hefty, more rigid substrate, and they needed to showcase superior color consistency to help maintain AMC's brand guidelines.

To meet these needs, Impact utilized their Canon varioPRINT iX sheetfed inkjet press to achieve the vibrant color quality and superior color consistency that is the hallmark of Canon's digital inkjet presses. The combination of variable print technology and seamless compatibility with the finishing equipment necessary to pad each coupon book helped streamline the print process and significantly reduced the time it took to get the coupon booklets in the hands of their client.

**Company:** Impact

**Press:** Canon varioPRINT iX sheetfed inkjet press

**Paper:** 9 pt. paper stock

**Standout Innovation:** Custom offer codes and vibrant, consistent color application on a thick substrate to create a high-quality, padded coupon booklet



## Exceptional Color Quality and Process Efficiency Help Deliver Next-Level Transactional Print

### Bacompt

Bacompt is a leading provider of on-demand secure print services with 40 years of proven experience, particularly in the financial services and healthcare industries. An expert in high-security document processes and printing, Bacompt executes transactional and direct mail jobs with quick turnaround times and unparalleled data privacy and accuracy.

When a customer wanted to print a personalized thank you postcard that went a step beyond the status quo, Bacompt was tasked with infusing this standard piece of transactional mail with the kind of crisp, vibrant print quality that's usually reserved for high-value sales and marketing collateral. The challenge was balancing the data security, compliance, and process efficiency that Bacompt is known for with brilliant color and image quality for a postcard that would delight a target audience.

The ability of the Canon varioPRINT iX sheetfed inkjet press to print at 1,200 dpi produced a postcard with remarkable color expression. What's more, the varioPRINT provided exceptional consistency printing on a 100 lb. Gloss Cover sheet, which can prove challenging with other types of digital inkjet presses. The capability to facilitate multiple print runs of the personalized postcard with little to no manual intervention also helped Bacompt deliver this next-level piece quickly and with an eye toward workflow efficiency.

**Company:** Bacompt

**Press:** Canon varioPRINT iX sheetfed inkjet press

**Paper:** 100 lb. Gloss Cover

**Standout Innovation:** Digital inkjet technology combines exceptional print consistency and quality with production efficiency for a whole new approach to transactional print



## A Stunning Suite of Holiday Cards

### Copy General

Canon Solutions America wanted to produce a series of memorable holiday cards to send to their customers. The cards needed to celebrate the season while also demonstrating the exceptional print quality of Canon inkjet press technology and the advanced finishing techniques that can be used to complement Canon inkjet.

Trekk designed four unique holiday cards, each one featuring rich colors and at least one fun technique or finish, including soft-touch laminate, spot gloss UV, and intricate die cuts. For example, one card was designed to look like a holiday cookie tin, and this card was embellished with gold foil to bring the cookie tin to life.

Because of the die cutting and laser die cutting involved in these cards, Copy General selected a Hansol 100 lb. Cover. The team was able to add soft-touch UV using their Duplo machine along with spot UV and gold foil, resulting in Canon customers finding a fun, unique, and memorable holiday card in their mailbox!

**Company:** Copy General

**Press:** Canon varioPRINT iX sheetfed inkjet press

**Paper:** Hansol 100 lb. Dull and Gloss Cover

**Standout Innovation:** A combination of intricate die cuts and fun finishes helps to celebrate the season with maximum style



## Optimized Efficiency and Outstanding Print Quality Combine to Create a Powerful Self-Mailer

### Impact

Minneapolis, MN-based printer Impact was approached by their client U.S. Bank to help execute a direct mail campaign designed to drive interest in online account creation and monitoring for the bank's line of Harley Davidson credit cards. The large-scale mailing needed to utilize customer data and variable printing to create personalized pieces, and U.S. Bank wanted to use a more durable paper stock in order to make the mailer more distinctive in mailboxes.

The Canon ProStream 1800 web-fed inkjet press optimized the efficiency of the print process and accelerated the throughput time in order to print 1.5 million copies of the 8x5 folded self-mailer in just four days. Plus, the superior print and color quality of the ProStream allowed for the integration of a quick response (QR) code to create a personalized, multi-channel direct mail campaign that helped recipients explore the offer in greater detail, and also helped expedite the online sign-up process.

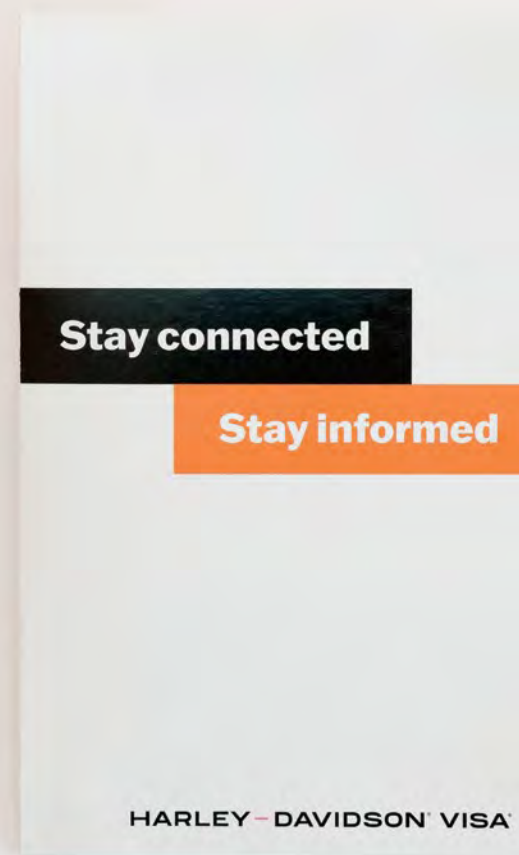
The use of a heavier paper stock without sacrificing print quality or process efficiency resulted in a unique piece that helped U.S. Bank's direct mailer hit the road in style.

**Company:** Impact

**Press:** Canon ProStream 1800 web-fed inkjet press

**Paper:** Sappi Somerset 9 pt. Gloss Cover

**Standout Innovation:** The ability to print 1.5 million copies of a vibrant, multi-channel direct mail piece with an accelerated print time



## Personalization and Print Quality Deliver Direct Mail that Qualifies for USPS® Postage Discounts

### Impact

With more than four decades of experience as a reliable partner in commercial print and mailing services, Impact has helped customers across a variety of industries leverage the power of direct mail marketing to acquire new customers and drive business growth. As a leader in direct mail printing and mailing technology, Impact knew the precise route to take to help a nonprofit organization create a direct mail campaign that delivered ROI.

This faith-based nonprofit group wanted to create a multi-piece direct mail campaign that included a branded letter, envelope, and reply form with phone, fax, and web-based response options. The nonprofit wanted to leverage personalized messaging to help increase its fundraising efforts, and the mailer also needed to incorporate a barcode to qualify for USPS Informed Delivery®, a program that allows recipients to digitally preview their mail and receive delivery updates and notifications.

The Canon ColorStream 3900 web-fed inkjet press gave Impact the ability to print pieces at 600 dpi to create high-contrast, easily scannable barcodes and exceptional text and image quality. The ColorStream also brought variable data printing (VDP) to the mix to create personalized, custom messaging to help better connect with donors and boost response rates. This combination of personalized messaging and smart barcode technology helped the direct mail campaign qualify for the USPS Informed Delivery promotion, which saved the nonprofit 4% on postage costs.

**Company:** Impact

**Press:** Canon ColorStream 3900 web-fed inkjet press

**Paper:** 70 lb. Lynx JET

**Standout Innovation:** Variable data printing and high-contrast barcodes help take advantage of Postal Service discounts to save big on direct mail



**Impact**  
Power to Connect

## A Personalized, Full-Color Direct Mailer Helps a Higher Education Provider Better Target Its Audience

### Pel Hughes

A higher education institution wanted to create a direct mail brochure that used audience data to print a highly-targeted, personalized piece that spoke to each recipient's educational interests and desires. This piece also needed to include high-quality images along with charts and graphs to not only engage and delight recipients, but to also demonstrate the value this higher learning institution provides students.

New Orleans-based commercial print service provider Pel Hughes has more than four decades of experience in helping partners print direct mail campaigns at large quantities and with superior quality. With a print run of about 500,000, Pel Hughes needed a high-performance press that blended the full-color quality of offset printing with the flexibility and versatility of an inkjet solution.

The Canon ProStream 1800 combined variable data capability and exceptional color and image quality to create a die-cut, personalized piece in a single pass that spoke to the education company's audience in a more targeted, strategic way. What's more, the ability to print on a variety of paper stocks and more efficient workflows via print automation helped Pel Hughes execute the order on time and in a cost-effective manner.

**Company:** Pel Hughes

**Press:** Canon ProStream 1800 web-fed inkjet press

**Paper:** Shandong Bohui FSC 216 GSM C25

**Standout Innovation:** Half a million personalized, die-cut pieces with stunning color quality at a cost-effective price that meets required SLAs



## Versioning and Variable Data Help a Casino Brand Go All-In on Direct Mail Marketing

ProDocumentSolutions

ProDocumentSolutions is a commercial printer that specializes in the production of secure print across a variety of applications, including ballots and other election materials, checks, medical documents, and educational materials. ProDocumentSolutions also has decades of experience in printing data-driven print and mail pieces that combine outstanding print quality and a high degree of data privacy and security.

One of ProDocument's clients, a regional casino brand, wanted to create more targeted direct mail pieces that leveraged high levels of personalization to better target a variety of audiences, from their high rollers to first-time customers. The casino brand also wanted to elevate the print and color quality of their mailers to create more visually interesting and sophisticated pieces.

The Canon ProStream 1800 web-fed inkjet press increased the speed, efficiency, and accuracy of using variable data to print personalized mailers with relevant messaging and offers designed to appeal to specific audiences. The ProStream also made it possible to transition to full-color variable data postcards that featured more exciting design elements to help the casino make the most of their direct mail marketing.

**Company:** ProDocumentSolutions

**Press:** Canon ProStream 1800 web-fed inkjet press

**Paper:** 100 lb. Titan Cover

**Standout Innovation:** Print versatility, efficiency, and data accuracy helps create visually engaging, data-driven direct mail postcards



## Customized Collateral Kicks Marketing into High Gear For Kona Ice Trucks

Vya

Kona Ice operates a number of franchise locations across the country that require custom print marketing pieces based on sales goals or loyalty initiatives of the individual franchisees. The challenge is providing franchisees with the tools and resources to create high-quality marketing collateral that adheres to brand guidelines in applications that range from business cards to fliers to point-of-purchase signage.

Vya, a Cincinnati-based marketing services and technology agency, created an online, print-on-demand marketing portal that utilized the speed, efficiency, and variable data printing (VDP) capability of the Canon varioPRINT iX sheetfed inkjet press to create custom print marketing pieces with stunning color and image quality. This also streamlines the process of ordering branded collateral on an as-needed basis.

Examples included a series of 3.5" x 2" die-cut promotional cards featuring offers and rewards customized for each franchise location that helped better establish brand recognition and fuel customer growth.

**Company:** Vya

**Press:** Canon varioPRINT iX sheetfed inkjet press

**Paper:** Tango 16 pt. Digital Coated Cover

**Standout Innovation:** Custom print marketing collateral with high-quality, consistent branding across a variety of applications



## Advanced Technology Investment Increases Speed of Check Printing by 2.5 Times

Financial Statement Services Inc. (FSSI)

FSSI is an employee-owned, WBE-certified document outsourcing company that has been in business since 1980. Headquartered in Santa Ana, California, with a second location in Coppell, Texas, FSSI has over 220 employees. Today, in addition to its longstanding reputation in the transactional print, mail, and electronic presentment world, FSSI also offers data-driven direct mail services.

FSSI invested in a Canon ColorStream 8160 web-fed inkjet press with the CMYK + MICR option to increase its efficiency, capacity, and overall capabilities while also positioning itself for continued growth and innovation. The addition of the ColorStream 8160 has revolutionized operations by improving print quality and increasing check print speed by 2.5 times.

This sample demonstrates what FSSI can accomplish — faster than ever — for a top insurance payment processing company. The client requires same-day turnaround on its customers' payments, giving FSSI a few hours upon receipt of files to print, insert, and mail the checks. FSSI's boost in efficiency allows the company to handle higher volumes, respond swiftly to client needs, and deliver exceptional results consistently.

With the latest in cutting-edge technology, FSSI is poised to meet the evolving needs of its clients with unmatched precision, efficiency, and reliability — with enhanced color printing capabilities to also be prepared for future success.

**Company:** FSSI

**Press:** Canon ColorStream 8160 web-fed inkjet press with CMYK + MICR

**Paper:** Domtar EXPRESSJET 24 lb. Quality Treated Roll

**Standout Innovation:** Transforming transactional and check printing operations by delivering exceptional quality and rapid turnaround



Document Outsourcing Specialists

## Exceptional Color Quality Helps Ensure Consistent Branding For a Professional Soccer Club

First Financial Bank

First Financial Bank in Cincinnati, Ohio is one of the primary sponsors of the city's Major League Soccer club, FC Cincinnati. As part of this partnership, First Financial Bank wanted to create a debit card using the team's colors and logo for fans to show their support for the soccer club, and to also help elevate FC Cincinnati's profile and grow the team's fan base.

To achieve the team's vibrant color scheme and branding with the color consistency and quality necessary to adhere to the soccer club's brand guidelines and create a debit card that both FC Cincinnati and the club's fans would take pride in, First Financial Bank printed the job on their Canon varioPRINT iX.

The varioPRINT iX proved to be the perfect press for the job because it could produce consistent, high-quality color without striations that adhered to the soccer club's brand guidelines. Plus, the ability to accurately reproduce the team's vibrant branding helped turn the card into a true showpiece that connects the club with fans across the region.

**Company:** First Financial Bank

**Press:** Canon varioPRINT iX sheetfed inkjet press

**Paper:** 100 lb. Endurance Gloss Text

**Standout Innovation:** Consistency in color and image quality to capture the essence of a sports franchise on the rise



# thINK MEMBER BENEFITS

thINK is an independent community of Canon Solutions America production inkjet print customers, solution partners, and print industry experts, and Canon Solutions America is a proud Executive Sponsor. Led by some of the most successful inkjet service providers in the country, it provides a forum for members to network, gain knowledge, discuss common challenges, and share best practices.



View the thINK Member Benefits Video to learn more!

To gain access to all of these benefits, visit [thINKForum.com](http://thINKForum.com)

## PROGRAMS

- Company Video & Press Release**  
 Request your free press release and inkjet innovation company video — Canon and thINK will help you promote it!
- Google Paid Search Program**  
 Participate in the Google paid search program funded by Canon Solutions America to drive traffic to your website.
- thINK Future**  
 Be part of the future of print! Learn more about the Graphic Communications Scholarship Foundation (GCSF), a not-for-profit, 501(c)(3) organization that supports students in the graphic communications media industry.
- thINK Ahead**  
 Through our Print[ED] program, you can hire high school vocational students trained on Canon production inkjet.
- Internship Program**  
 Through our Print[ED] program, you can hire high school vocational students trained on Canon production inkjet.

## SERVICES

- Marketing Services**  
 Need help promoting your Canon production inkjet press? Schedule a marketing consultation call and we will show you how you can leverage thINK tools to develop and launch your marketing plan!
- Project 360°**  
 Free of charge to Canon Solutions America inkjet customers and thINK members, Project 360° is designed to provide support beyond your initial installation — even several years later.

## TRAINING & EVENTS

- Online Learning**  
 Access marketing, sales, press operator, and print industry training, along with Canon “how-to” resource videos.
- thINK Academy Live Classes**  
 Learn from industry experts and interact with your peers on topics across every role including leadership, marketing, sales, and production.
- thINK Ahead**  
 Plan to attend the annual thINK Ahead conference in Boca Raton, Florida!

## TOOLS

- Designer Toolkit**  
 Learn inkjet design best practices and browse projects for inspiration.
- Marketing Toolkit**  
 Application samples, direct mail templates, Canon logos, inkjet press photo library, press skin templates — and more!
- Press Operator Toolkit**  
 Media profiles and packs, evaluated inkjet media, and training designed just for press operators.
- Sales Toolkit**  
 Presentations that help you sell the benefits of inkjet technology and application samples to share with your prospects.
- Student Toolkit**  
 Print industry scholarship and job opportunities, training for emerging print professionals, and resources to help you grow your career in inkjet.

## NEWS & RESEARCH

- Blog**  
 Read the latest thINK blog posts to get industry insights and see how other Canon Solutions America production inkjet customers are accelerating their success with inkjet.
- thINK News**  
 Make sure you know about all the newest tools, training, and resources that have been added to thINKForum.com and get updates on upcoming events like thINK Ahead.
- Market Research**  
 Explore current market research and expert insights from industry analysts to determine how to better serve your current customers — and gain new ones!



# Inkjet/Innovation

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CANON SOLUTIONS AMERICA

[csa.canon.com](https://csa.canon.com) | [thinkForum.com](https://thinkforum.com)

**Cover:** 100 lb. Moorim ProDigital Silk Cover **Body:** 80 lb. Moorim ProDigital Silk Text

**Press:** Canon varioPRINT iX sheetfed inkjet press **Finishing:** <TBD>

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