

# 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. All Canon Solutions America production inkjet customers are invited to register for complimentary membership at [thinkForum.com](http://thinkForum.com).

# think MEMBER BENEFITS



REQUEST A think  
MEMBER DEMO

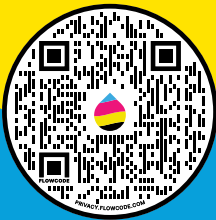


**think.**



# EXPLORE thINKFORUM.COM

Tap into FREE tools, training, programs, services, and resources — all designed to help you accelerate your success with inkjet.

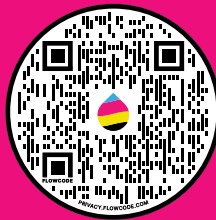


REQUEST A thINK  
MEMBER DEMO

## thINK MEMBER BENEFITS

There are advantages to being a Canon Solutions America production inkjet customer — and thINK membership is one of them! Request a thINK Member Demo to learn how you can tap into the tools, training, programs, services, and resources all available FREE to you and your entire organization on thINKForum.com!

The thINK website has something for everyone, including sales and marketing professionals, designers, press operators, and leaders.



TAKE A LOOK AROUND  
thINKForum.com

## NEWS & RESEARCH

Explore current market research and expert insights from industry analysts to determine how to better serve your current customers — and gain new ones!

## PROGRAMS

Take advantage of free programs including:

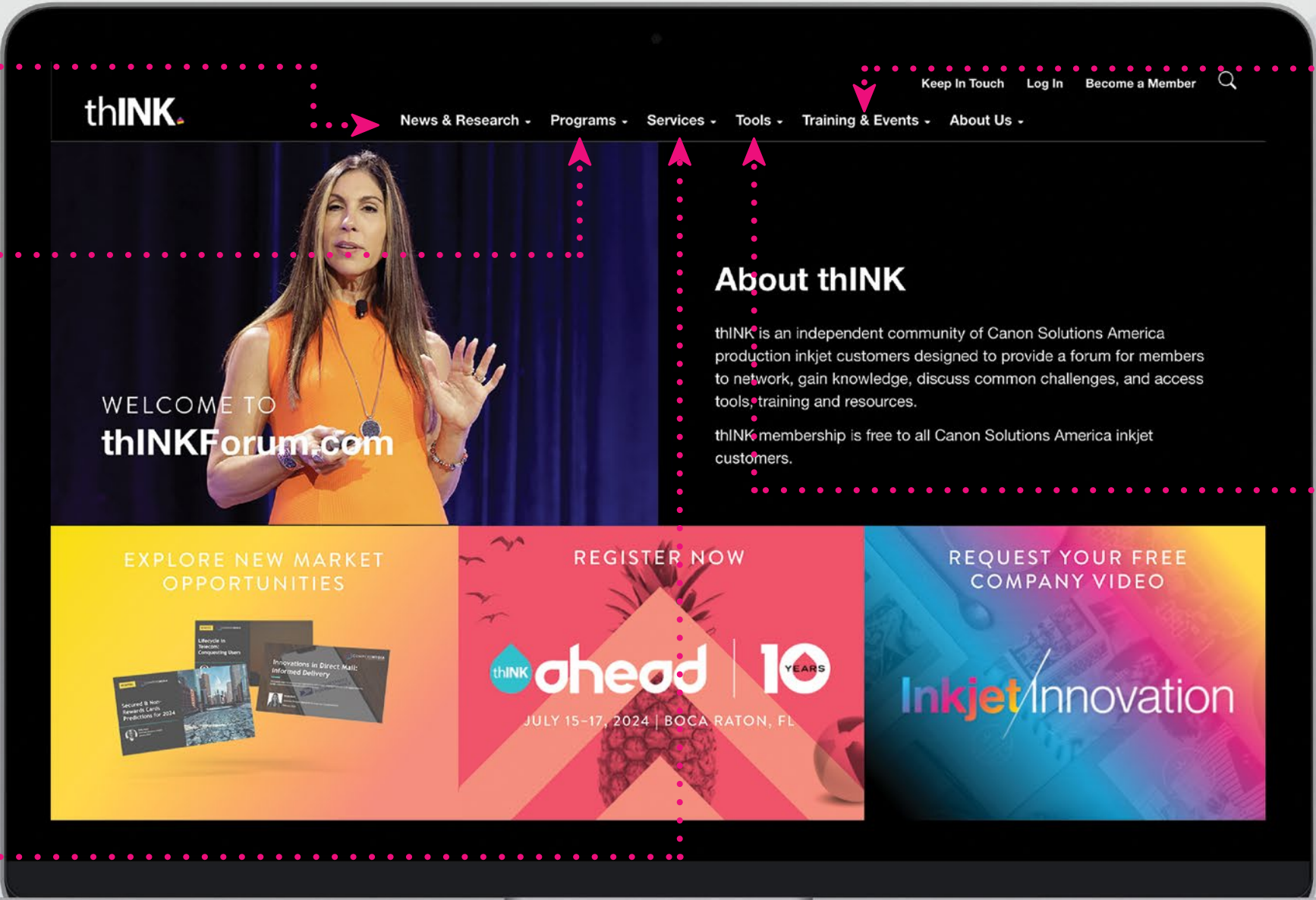
**Company Video & Press Release:**  
Request your free press release and inkjet innovation company video — Canon and thINK will help you promote it!

**Internship Program:**  
Through our Print[ED] program, you can hire high school vocational students trained on Canon production inkjet.

**Google Paid Search Program:**  
Participate in the Google paid search program funded by thINK to drive traffic to your website.

## SERVICES

Looking for additional support with sales, marketing, business development, and more? Your thINK membership gives you access to a variety of professional services, including the popular Project 360° program, which is complimentary to all thINK members.



## TRAINING & EVENTS

Accelerate your inkjet success with:

**thINK Academy Live Classes:** Learn from industry experts and interact with your peers on topics across every role including leadership, marketing, sales, and production.

**Online Learning:** Access marketing, sales, press operator, and print industry training, along with Canon “how-to” resource videos.

**thINK Ahead:** Plan to attend the annual thINK Ahead conference in Boca Raton, Florida!

## TOOLS

Tap into our toolkits to get the most out of your Canon production inkjet press.

**Designer’s 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.

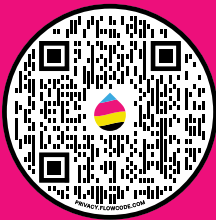
**Sales Toolkit:** Presentations that help you sell the benefits of inkjet technology and application samples to share with your prospects.

**Student Toolkit:** Print industry scholarship and job opportunities, training for emerging print professionals, and resources to help you grow your career in inkjet.

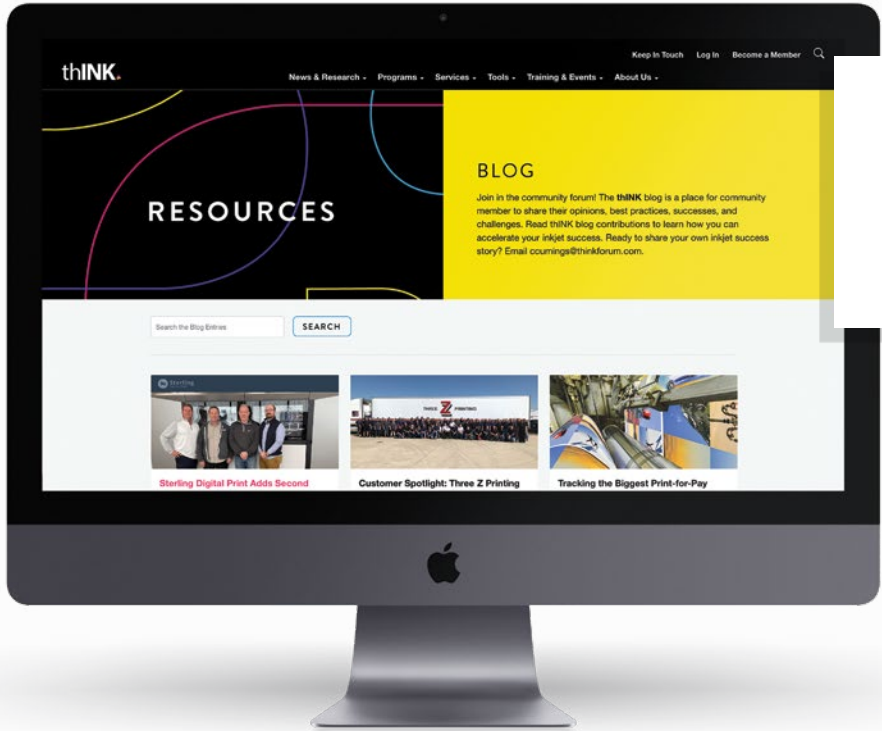
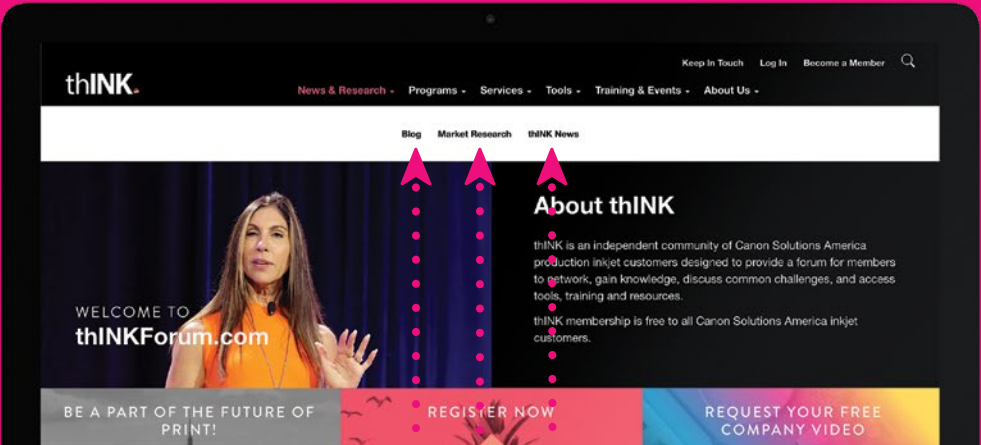


# NEWS & RESEARCH on thinkFORUM.COM

Stay up to date on current industry trends  
and all things think!



EXPLORE MARKET  
RESEARCH



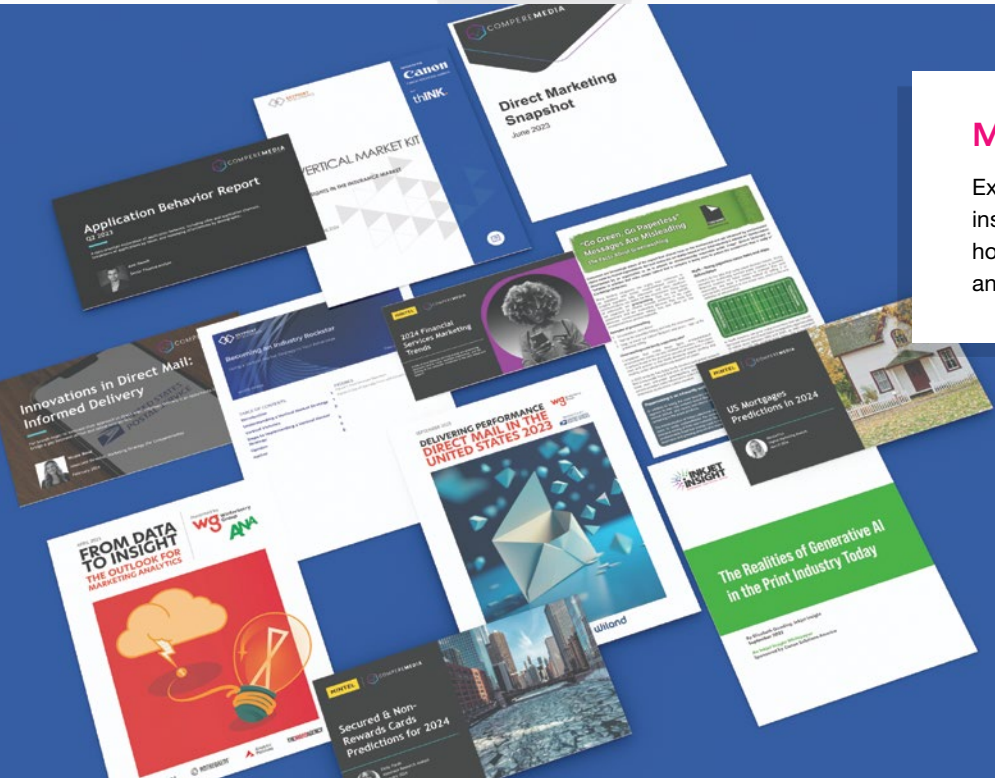
## BLOG

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 — read the latest think newsletters here.



## 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!



# PROGRAMS on **thinkFORUM.COM**

Take a look at the wide variety of programs that help you accelerate your inkjet success!



REQUEST YOUR FREE  
COMPANY VIDEO

## SPOTLIGHT PRESS RELEASE

Request your free press release to promote your company.

## COMANY VIDEO

Want a professionally polished company video to promote your company? Request your free company video — it's just one of many think member benefits!

## PAID SEARCH

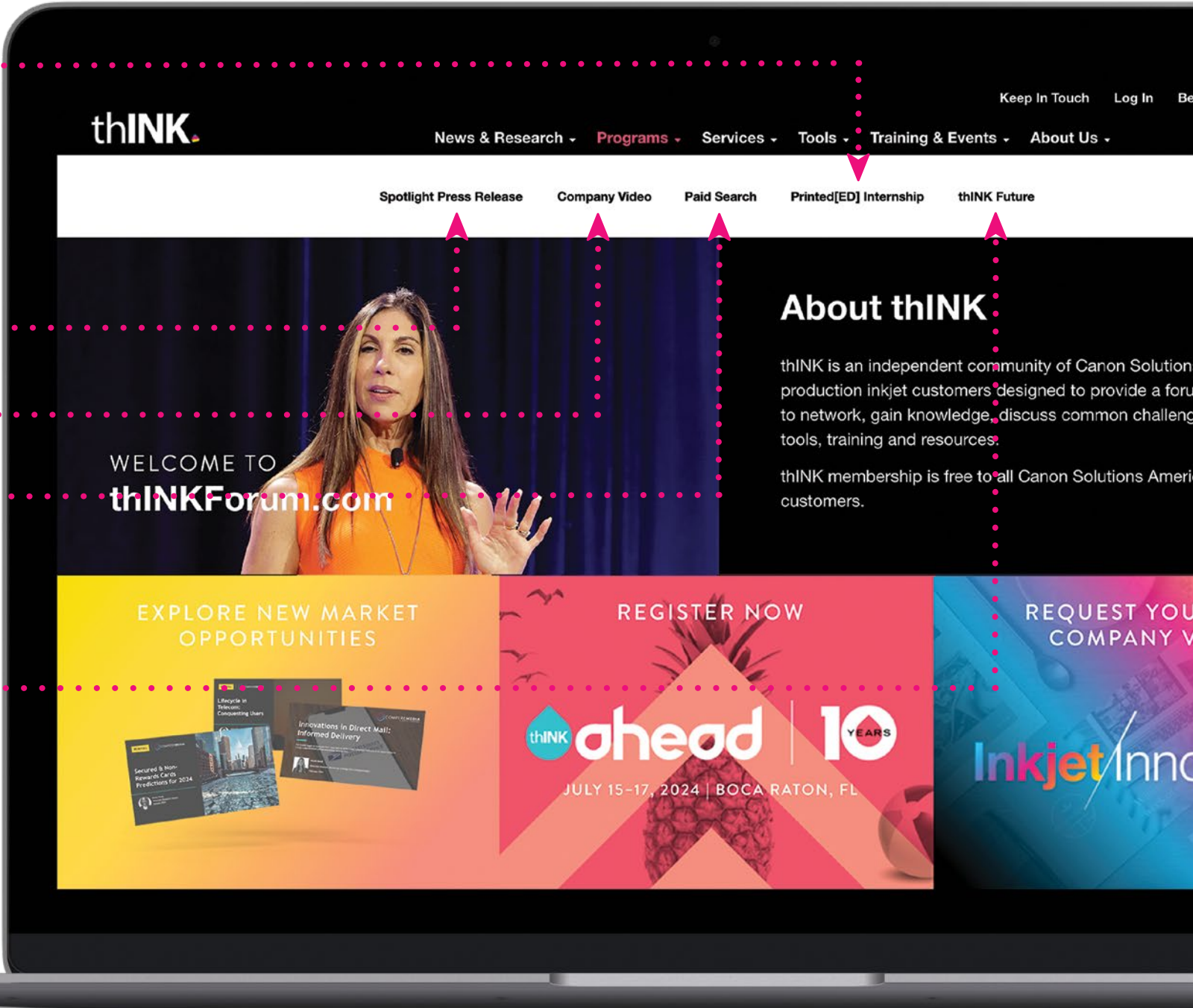
When someone searches for print services, we want to guide them to YOU as a Canon Solutions America production inkjet customer. That's why think has funded a Google Paid Search program, and we invite you to participate at no cost to you!

## INTERNSHIP PROGRAM

think and Canon Solutions America have teamed up to introduce our future generation to careers in print and offer an inkjet training curriculum through the Print[ED] program. Learn more about the program here.

## 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.



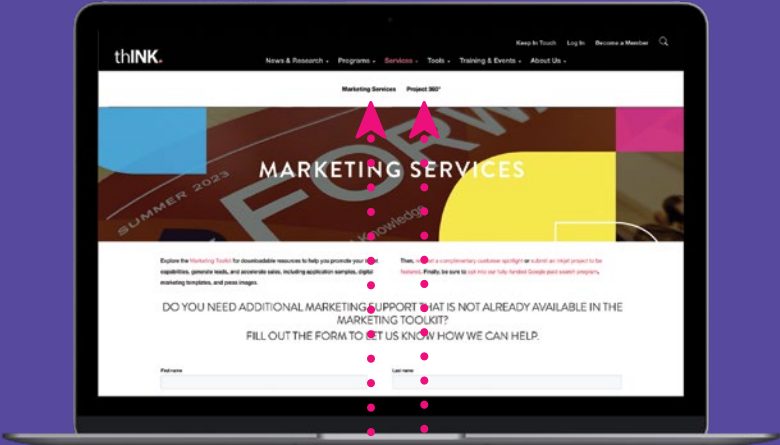


# SERVICES on thinkFORUM.COM

Need additional support? Investigate these services available free to Canon Solutions America production inkjet customers.



LEARN MORE ABOUT  
PROJECT 360°



## MARKETING SERVICES

Need help promoting your Canon production inkjet press? Schedule a marketing consultation and we will show you how you can leverage think tools to develop and launch your marketing plan!



## PROJECT 360°

Project 360° is designed to provide support beyond your initial installation — even several years later.





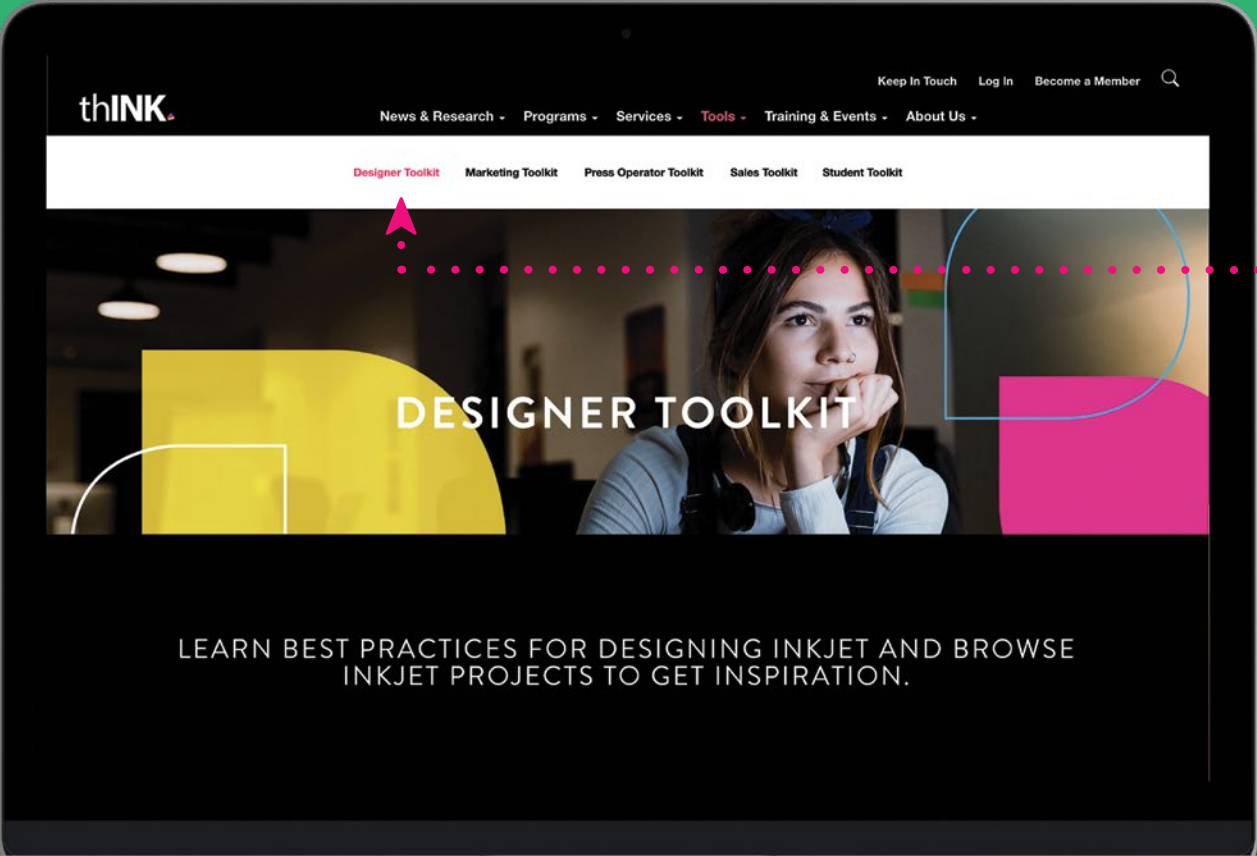
# DESIGNER TOOLKIT on thinkFORUM.COM



CHECK OUT THE  
DESIGNER TOOLKIT

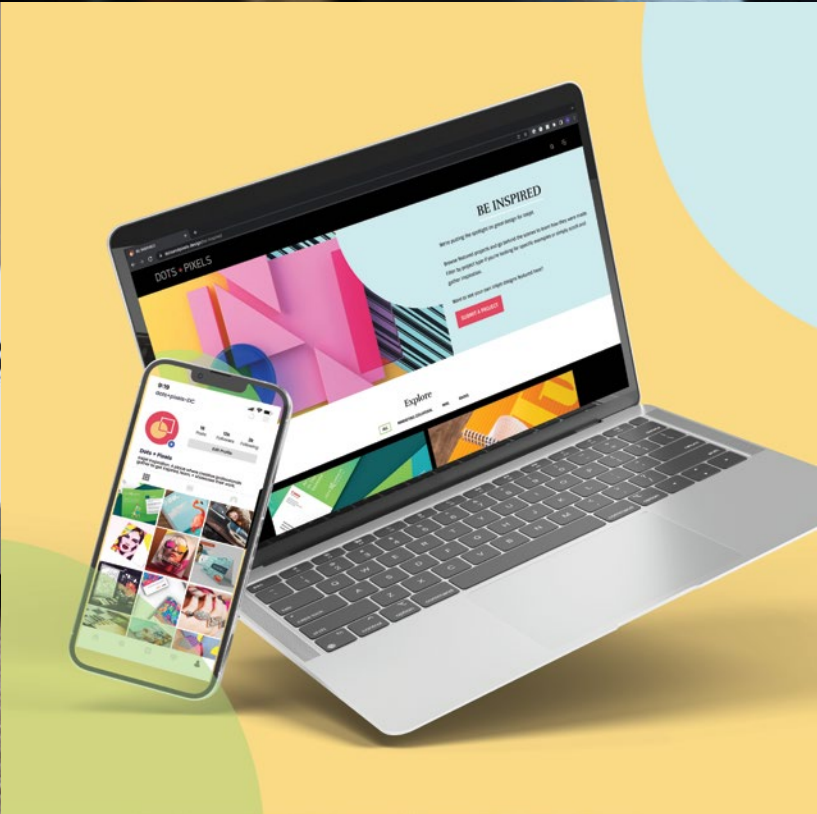
## DESIGNER TOOLKIT

Learn best practices for designing for inkjet and browse inkjet projects to get inspiration.



## THE DESIGNER'S GUIDE TO INKJET

Inkjet success starts with design. This must-have resource covers everything from understanding inkjet media and inks to file preparation and design software settings for inkjet.



## LEARN, INSPIRE, BE INSPIRED

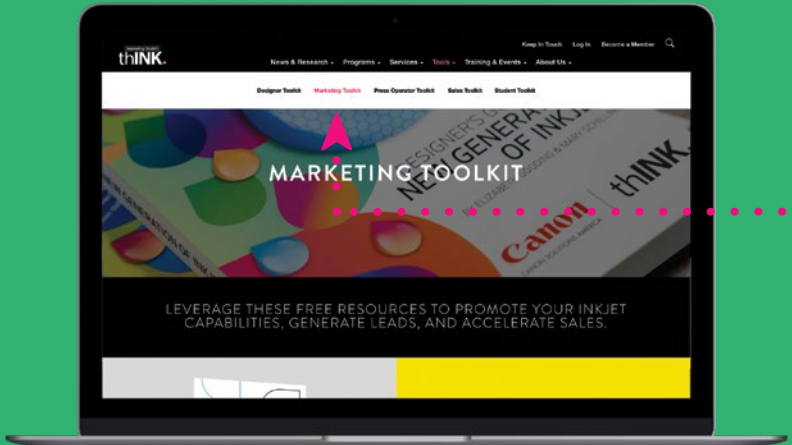
Dots + Pixels is where designers can learn best practices for designing for inkjet, browse inkjet projects to get inspiration, and showcase their own digital print work.



# MARKETING TOOLKIT on thinkFORUM.COM

Ready to market your production inkjet press? Take a look at the resources available to you in the Marketing Toolkit on thINKForum.com.

CHECK OUT THE  
MARKETING TOOLKIT



## MARKETING TOOLKIT

Leverage these free resources to promote your inkjet capabilities, generate leads, and accelerate sales.



## SPOTLIGHT PRESS RELEASE

Allow us to put a spotlight on YOUR company! Request a customer spotlight that features the competitive advantages of your company and use it on your website and in your marketing materials. thINK and Canon Solutions America will publish it to help you get the word out!



## MKTG LAB

Download free application samples, direct mail templates, email templates, blog posts, social media posts, Canon logos, press images, infographics, and more.

## INKJET INNOVATION COMPANY VIDEO

Submit your most innovative inkjet projects to be featured on the Inkjet Innovation Wall at the Canon Americas Customer Innovation Center (CIC), then use your featured project in your marketing to promote your company.



## ONLINE LEARNING

Sharpen your marketing skills with on-demand webinars and video courses.



Search

## PAID SEARCH PROGRAM

When someone searches for print services, we want to guide them to a Canon Solutions America production inkjet customer, which is why thINK offers a fully funded Google Paid Search program. Make sure your company is included!



## MARKET RESEARCH

Tap into exclusive market research and gain insight on new applications and industry trends to help you identify opportunities and increase sales.

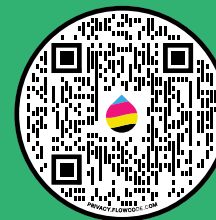
## MARKETING SERVICES

Do you need additional marketing support that is not already available in this marketing toolkit? Let us know how we can help.





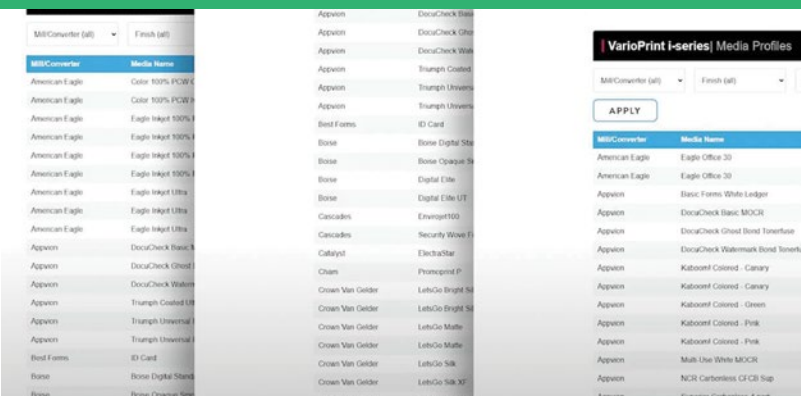
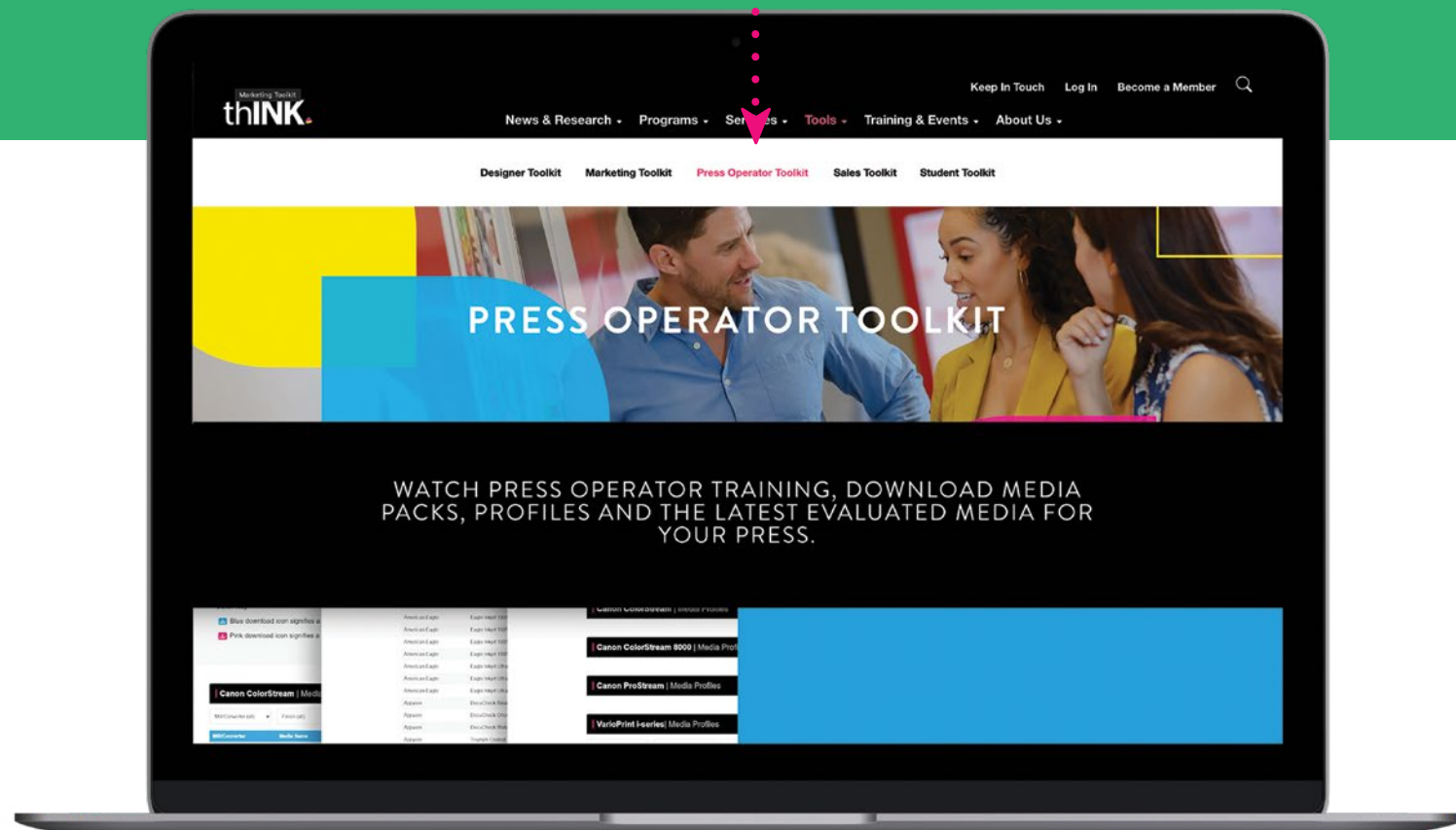
**PRESS OPERATOR TOOLKIT**  
on **thINKFORUM.COM**



**CHECK OUT THE PRESS  
OPERATOR TOOLKIT**

## PRESS OPERATOR TOOLKIT

Watch press operator training, download media packs and profiles, and review the latest evaluated media for your press.



## MEDIA PROFILES & PACKS

Download the latest media profiles or packs for your Canon Solutions America production inkjet press.

## EVALUATED INKJET PAPER

Find the right paper for your project. With media labs in North America, Germany, and the Netherlands, we can test more sheets with more inks, optimizing performance and helping our media partners bring products to market faster.



## PRESS OPERATOR TRAINING

Watch training designed for press operators on Color Concepts, Canon Colorstream Series, Canon ProStream Series, and varioPRINT iX-series.



## APPLIED INKJET COLOR TRAINING

Watch training in a 3-part series including Generic Color Printing Concepts, Model Specific Inkjet Knowledge, and Hands-On Instruction.





# STUDENT TOOLKIT on thinkFORUM.COM

From print industry and press operator training to scholarship and job opportunities — the Student Toolkit helps build the future of print!



CHECK OUT THE  
STUDENT TOOLKIT

## STUDENT TOOLKIT

Get an overview on the print industry, dive deeper to learn about designing for inkjet and press operations, and explore scholarship and job opportunities.



## PRINT INDUSTRY TRAINING

Learn all about the print industry — where it's been, where it's going, and the various roles available for emerging print professionals — with a video training series designed just for you.



## EXPLORE JOB OPPORTUNITIES

From graphic design to press operations and everything in between, there are exciting career possibilities working with print service providers across the country.



## PRESS OPERATOR TRAINING

Watch training designed for press operators on Color Concepts, Canon Colorstream Series, Canon ProStream Series, and varioPRINT iX-series.



## GET THE DESIGNER'S GUIDE TO INKJET

Inkjet success starts with design. The Designer's Guide to Inkjet is a must-have resource that covers everything from understanding inkjet media and inks to file preparation and design software settings.

## SCHOLARSHIP OPPORTUNITIES

Graphic Communications Scholarship Foundation (GCSF) is a not-for-profit, 501(c)(3) organization that supports students in the graphic communications media industry. Learn about scholarship opportunities like GCSF.



## BROWSE INKJET PROJECTS

Looking for print design tips and inspiration? Dots + Pixels is where creatives gather to learn best practices for designing for inkjet and showcase their own digital print work.





# SALES TOOLKIT on thinkFORUM.COM

Discover sales training and download marketing research, presentation content, and application samples.

## SALES TOOLKIT

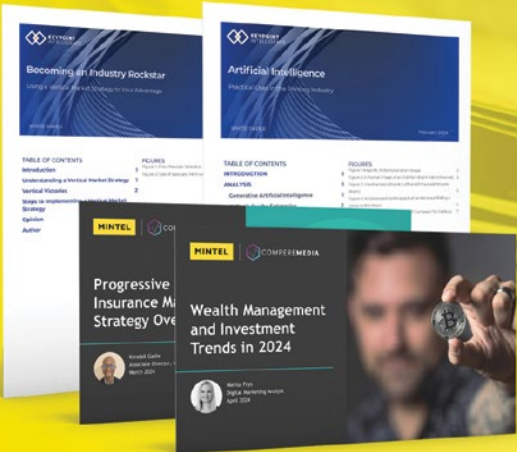
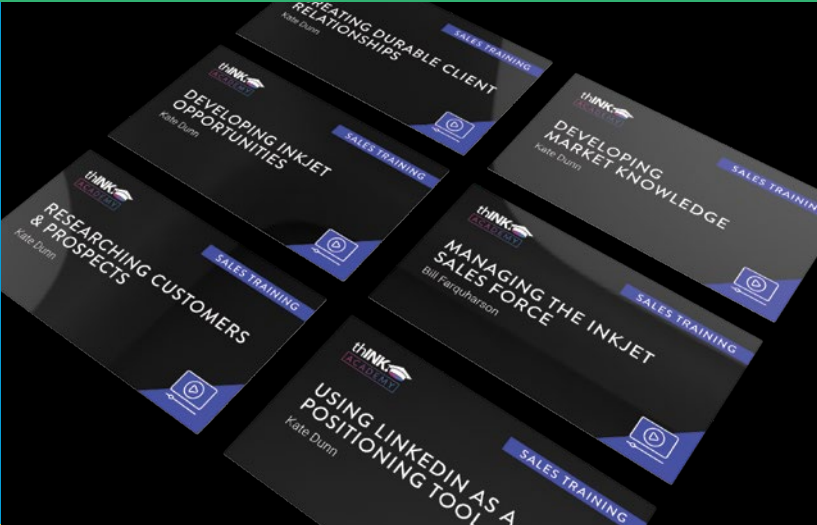
Gain key insights into your target vertical markets, leverage industry expertise to help you perfect your prospecting, and download ready-to-go resources to level up your inkjet sales process.



CHECK OUT THE  
SALES TOOLKIT

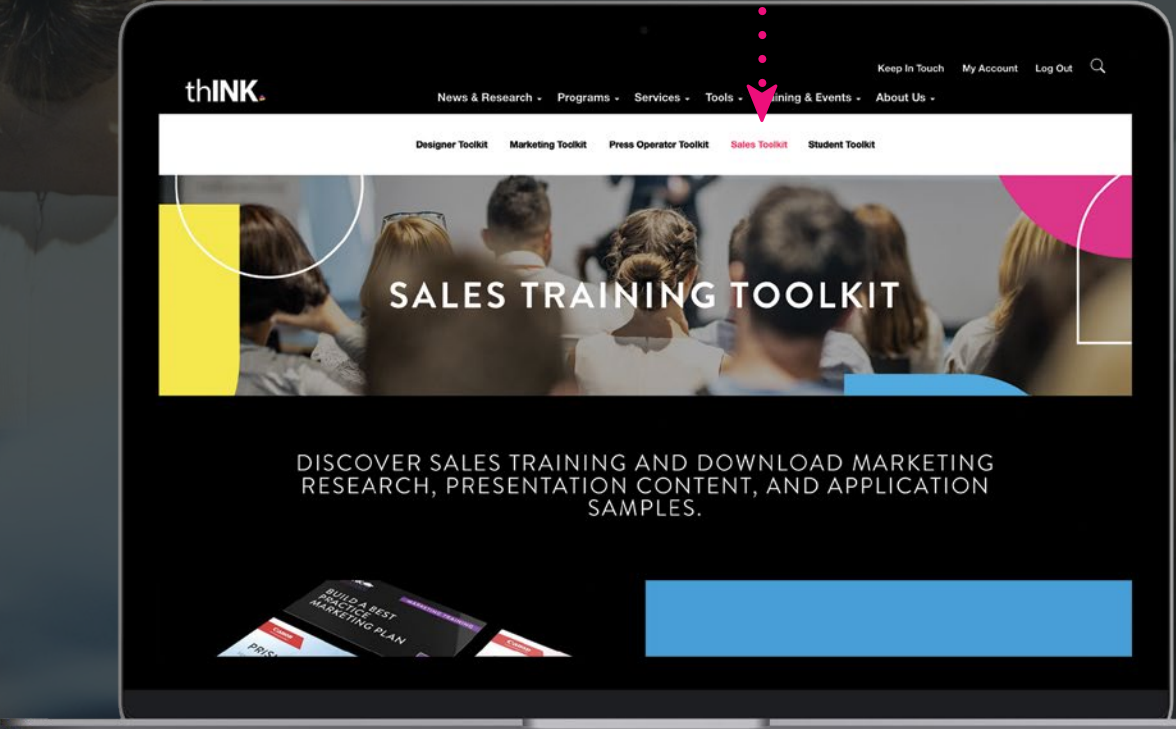
## ONLINE LEARNING LIBRARY

View online sales training to learn new sales strategies to up your game.



## MARKETING RESEARCH

Before you call on your prospects, make sure you understand the marketing trends in their industry — tap into the library of market research before your sales calls.



## PRESENTATION CONTENT

Download the presentation 'Selling the Benefits of Inkjet' to leverage slides and copy points to help clearly articulate the benefits of inkjet to your prospects and existing customers.



## APPLICATION SAMPLES

Download and print application samples to take into your sales calls to demonstrate the stunning quality and capabilities of inkjet.





# TRAINING & EVENTS on [thinkFORUM.COM](https://thinkforum.com)

Accelerate your success with inkjet by attending thINK Academy classes, exploring the online video library, and joining us for the live thINK Ahead conference in Boca Raton, Florida.

thINK offers Canon Solutions America production inkjet customers access to FREE training and events.

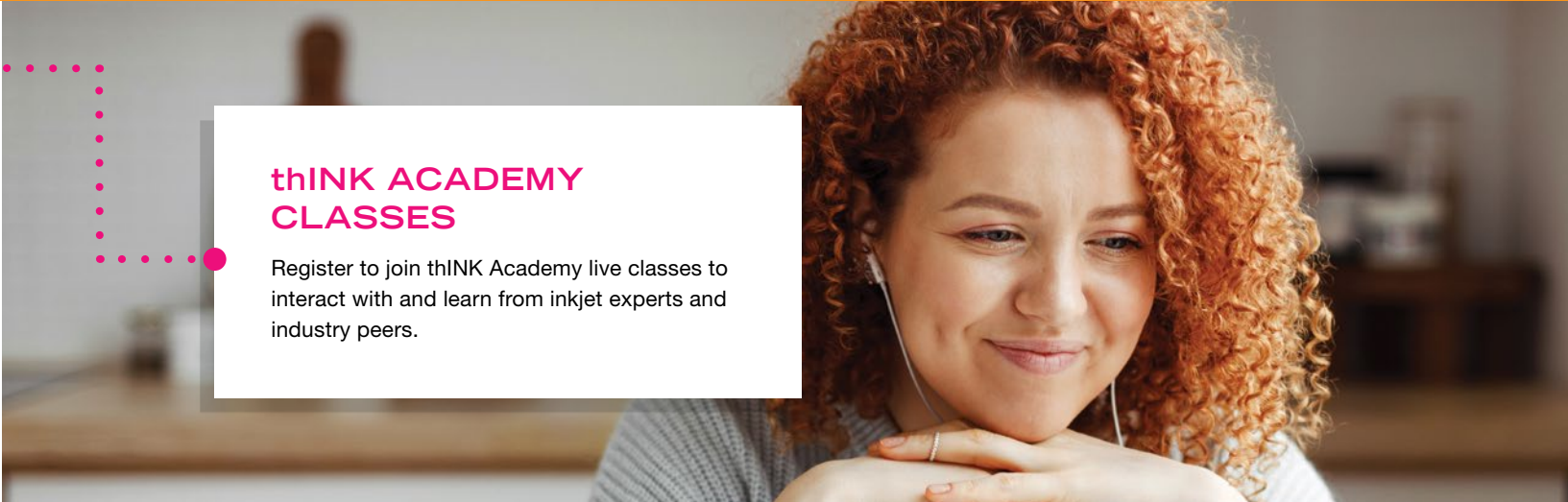


GO TO [thinkFORUM.COM](https://thinkforum.com) & NAVIGATE TO TRAINING & EVENTS TO LEARN MORE



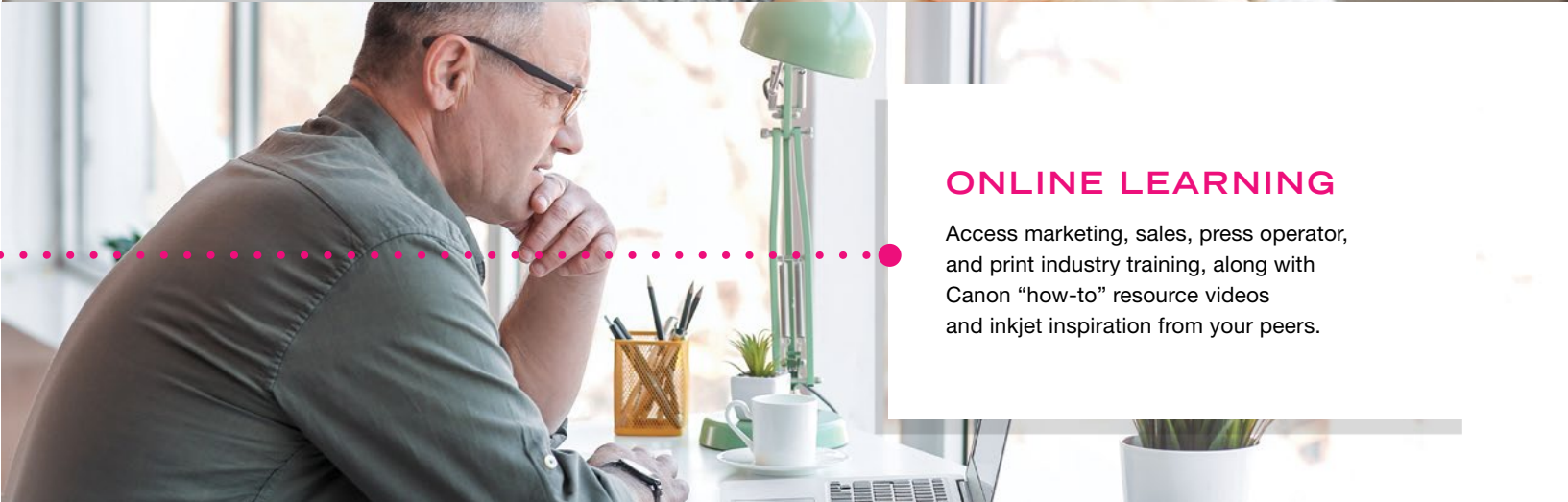
## thINK ACADEMY CLASSES

Register to join thINK Academy live classes to interact with and learn from inkjet experts and industry peers.



## ONLINE LEARNING

Access marketing, sales, press operator, and print industry training, along with Canon "how-to" resource videos and inkjet inspiration from your peers.



## thINK AHEAD

The annual thINK Ahead conference takes place in Boca Raton, Florida at The Boca Raton, and it's one event you won't want to miss. Get the latest information about the conference here.





# ABOUT thINKFORUM

thINK is a self-governed community of Canon Solutions America production inkjet customers that focuses on cultivating innovation, best practices, and world-class education.

## thINK MEMBER BENEFITS

There are advantages to being a Canon Solutions America production inkjet customer — and thINK membership is one of them! Request a thINK Member Demo to learn how you can tap into the tools, training, programs, services, and resources all available FREE to you and your entire organization on thINKForum.com!

The thINK website has something for everyone, including sales and marketing professionals, designers, press operators, and leaders.



TAKE A LOOK AROUND  
thINKForum.com

### WHO WE ARE

thINK is led by a board of Canon Solutions America production inkjet print customers who work in collaboration with Canon Solutions America, partners, and industry experts to develop inkjet tools, training, programs, services, and resources that accelerate inkjet success.

### MEMBER BENEFITS

There are so many thINK member benefits it can be a bit, well, overwhelming to new Canon production inkjet customers. Schedule a thINK Member Demo to ensure you take advantage of all thINK has to offer!

### thINK DIRECTORY

The thINK Directory enables you to reach out to other Canon production inkjet customers.

### FIND A PRINT SERVICE PROVIDER

When someone is trying to find a printer we want to help connect them to a Canon production inkjet printer — this page has a fully funded Google paid search program that helps get prospective customers to YOUR website!

