

# thINK FORWARD

### Customer Spotlight

Learn how ProDocumentSolutions diversified its offerings by installing a Canon ProStream web-fed inkjet press.

### Roadmap 2024

Keypoint Intelligence shares the trends expected to shape the print communication landscape in 2024.

### New on thINKForum.com

Brand new market research, insights from industry experts, and on-demand learning for the whole team.

### Inkjet Innovation

Learn how First Financial Bank printed a debit card with the color consistency required by a Major League Soccer team.




**YEARS**

**thINK AHEAD 2024  
10<sup>TH</sup> ANNIVERSARY**

**Registration is now open!**

Register now for thINK's 10th annual thINK Ahead conference, the premier event where Canon Solutions America production inkjet customers converge for three days of inspiration, education, and networking.




thINK is an independent community of Canon Solutions America production inkjet 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. Visit [thINKForum.com](https://thINKForum.com) to learn more.



# A LETTER FROM thINK BOARD PRESIDENT LORI MESSINA

I'm so honored to serve in the role of thINK Board President as we plan our 10th annual thINK Ahead conference — and thrilled to announce that registration is open for thINK Ahead 2024!

Register now at [thINKForum.com/attend](https://thINKForum.com/attend)

This landmark event, celebrating its 10th anniversary, will take place July 15-17, 2024 at The Boca Raton in Boca Raton, Florida. The thINK Ahead event underscores our commitment to the inkjet user community, providing a venue for us to come together to learn, grow, and thrive in the ever-evolving print industry.

thINK Ahead is the premier event where Canon Solutions America production inkjet customers come together for three days of inspiration, education, and networking. The 10th annual thINK Ahead conference promises to be an unforgettable experience, featuring inspiring keynotes, in-depth educational sessions, networking opportunities, best practice sharing, Partner Pavilion sessions, Canon Americas Customer Innovation Center tours and demos, health and wellness activities, entertaining evening events, and special 10th-anniversary celebrations. I encourage you to visit [thINKForum.com/attend](https://thINKForum.com/attend) and get registered to join us!

thINK is known and loved for the annual thINK Ahead conference, but the savviest inkjet customers know how to tap into ALL of the advantages of being a Canon Solutions America production inkjet customer, like the complimentary tools, training, and resources available on [thINKForum.com](https://thINKForum.com), including:

## NEWS & RESEARCH

Did you know that thINK purchases market research from key industry sources and makes it all available FREE to you on [thINKForum.com](https://thINKForum.com)? Log in and navigate to **News & Research > Market Research** to see the large variety of market research that can help you identify new marketing opportunities and plan for success in 2024.

## PROGRAMS

thINK programs are a way for you to extend your marketing budget by tapping into thINK-funded opportunities, like the Paid Search program, Customer Spotlight PR opportunity, or the Inkjet Innovation article and video. Learn more about these free programs by visiting [thINKForum.com](https://thINKForum.com) and navigating to Programs.

## SERVICES

Free of charge to Canon Solutions America production inkjet customers, Project 360° is designed to provide support beyond your initial installation — even several years later — to help you identify opportunities to transition more of your work to your installed inkjet press, ways to reduce touchpoints and inefficiencies or decrease costs, outsourced jobs that could be brought back in house, and business processes or workflows in need of optimization.

## TRAINING & EVENTS

thINK offers several training options including, of course, our live in-person thINK Ahead conference. In addition, you can register to join us to learn from industry experts and chat with your peers in thINK Academy live classes hosted throughout the year — choose from Business, Marketing, Sales, or Technical sessions. Be sure to check out the on-demand online learning library to view thINK Ahead and thINK Academy classes, press operator training, customer spotlights, inkjet innovation videos, and webinar replays.

## TOOLS

We have a “toolkit” for every role, from the Press Toolkit, which features media packs and profiles, the latest evaluated paper for the press, and press operator and AIC training, to the Marketing toolkit, which features downloadable application samples, direct mail campaign templates, email templates, blog posts, social media posts, Canon logos, press images, and more. Visit [thINKForum.com](https://thINKForum.com) and navigate to Tools.

### > Stay up-to-date on all things thINK!

Add me ([lmessina@thINKForum.com](mailto:lmessina@thINKForum.com)) to your contacts so that you receive the monthly thINK newsletter highlighting new resources available to you.

### > Request a thINK Member demo.

Make sure you know about ALL of the tools, training, and resources available to you as a Canon Solutions America inkjet customer and thINK member. Visit [thINKForum.com](https://thINKForum.com) to schedule a thINK member demo with your team.

I encourage you to visit [thINKForum.com](https://thINKForum.com) and peruse the valuable resources available to you to leverage for your success in 2024.

Check out these great tools, training and resources and get registered for thINK Ahead 2024 today — I look forward to seeing you there!

## LORI MESSINA

thINK Board President  
President, Access Direct Systems  
[lmessina@thINKForum.com](mailto:lmessina@thINKForum.com)



**“thINK is a dynamic, interactive community that enables Canon Solutions America production inkjet customers to accelerate their success with inkjet. The annual conference, thINK Ahead, provides members with a unique opportunity to connect in person with industry peers, gain valuable insights, and explore the latest innovations in inkjet technology, and Canon Solutions America is proud to be an Executive Sponsor.”**

## -TONYA POWERS

Senior Director of Marketing  
Production Print Solutions  
Canon Solutions America

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# ROADMAP: AN OVERVIEW OF BUSINESS DEVELOPMENT TRENDS



**KAREN KIMERER**  
Principal Analyst  
Keypoint Intelligence

## Keypoint Intelligence Shares their Findings on Key Market Trends Expected to Shape the Print Communication Landscape in 2024

The future of print will involve messaging that is hyper-personalized, data-driven, and more impactful than ever before. In 2024, print service providers (PSPs) who are mindful of this shift will be the ones leading the charge. In this dynamic environment, staying ahead of the curve by understanding the latest market trends is essential. The year ahead holds the promise of exciting developments across all disciplines in print communication, from technology and automation to sales and sustainability.

## KEY TRENDS FOR 2024

### Trend #1: Sustainable Print with Purpose

Sustainability is becoming increasingly important today, and it's essential to integrate it into your business strategy. Many people have started to focus on sustainability to reduce pollution, conserve resources, and minimize waste. This often involves actions such as recycling, reducing single-use plastics, and choosing eco-friendly transportation. For PSPs, minimizing waste can mean using digital print technology to print only what's needed when it's needed. This approach not only reduces energy consumption but also conserves resources. While these measures are crucial, sustainability encompasses much more than just environmental considerations.

Sustainability is a comprehensive concept that also includes social and economic factors. A sustainable approach involves balancing ecological, social, and economic considerations to ensure the responsible use of resources. The goal is to maintain or improve the well-being of both present and future generations.

A good example of incorporating social factors in your sustainability plans is through fair labor practices. This starts with ensuring that employees are paid fair wages, have safe working conditions, and are offered opportunities for professional development. Getting involved in your local community to sponsor educational initiatives that center on sustainable choices or participating in community events to promote responsible consumer behaviors are other ways to support a positive social impact.

In addition, sustainability concerns economic responsibilities. PSPs that have a plan to achieve profitability and financial stability are in the driver's seat, allowing for strategic investments in environmentally friendly technologies and materials. By adopting efficient production processes and optimizing supply chain management, PSPs can reduce operational costs, enhancing their overall economic viability. Keypoint Intelligence's newly released Vertical Visions research reveals that when purchasing printed marketing collateral, print buyers listed doing business with a company that practices sustainability as the second most important consideration for choosing a PSP.

As we look to 2024, consider how your business can take steps towards a more sustainable future. Develop a plan to integrate these elements to shape your path forward.

### Trend #2: Vertical Marketing Drowns Out the Noise

Because different markets have unique demands, catering to all customers across various verticals in the business-to-business (B2B) sector can be challenging and expensive. Instead of pursuing a broad approach and hoping for success, forward thinking PSPs are discovering the power of mastering one vertical market at a time.

Vertical marketing has been around for quite a while and continues to gain strength in the print communication world. It opens the door to more revenue. For instance, consider talking to a healthcare organization and having a business conversation that goes beyond just the job they need you to do at that moment. Specifically, your knowledge about the types of print used in healthcare, the drivers behind those print applications, and suggestions on how you can add more value could lead you to new opportunities within that same organization.

Keypoint Intelligence's Vertical Visions study provided a good example of this. When asked if specialty colors are used in their print, 63% of respondents from the education vertical answered affirmatively. Meanwhile, this share was only 33% among healthcare respondents. If a PSP specializes in specialty or brand colors, our research confirms that it makes sense to prioritize opportunities in the education market. Understanding a vertical and its unique trends enables you to dedicate your valuable time to firms that want what you offer and are more likely to say yes to doing business with you.

### Trend #3: Inkjet Takes Center Stage

Inkjet technology has made significant advancements in a remarkably short amount of time. There was a time when inkjet was only effective for a limited number of uses, but improved ink chemistry, printhead architecture, and ink drying performance have made it a viable option for a broader range of applications — including those preferred by luxury brands. Page volumes produced on inkjet continue to rise as work is transferred from offset to inkjet.

Additional page growth is found with applications that don't fit well on a traditional press yet still require high-quality images. Such work was previously designated to electrophotographic (EP) or toner-based production presses. By building on previous technologies, inkjet continues to see incredible productivity, flexibility, and quality improvements. Keypoint Intelligence's data supports a promising future with inkjet outpacing EP page volume by leaps and bounds in the coming years.

The development of production inkjet technology has opened up new growth opportunities in various industries, including catalogs, magazines, and photo products. This technology provides print providers with a competitive advantage by offering improved versatility, high-quality imaging, cost-effectiveness, and increased productivity. With the continuous advancements in the market and favorable future trends, investing in inkjet technology can be a wise decision for print providers looking to expand their capabilities and meet their customers' ever-changing demands. The evolution of this amazing technology opens the door to applications like catalogs, magazines, and photo products.

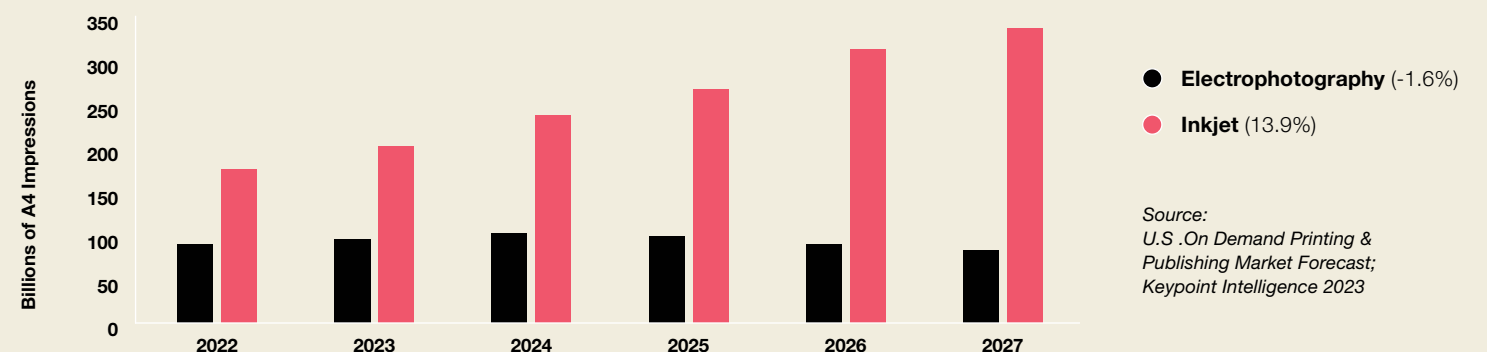
### Trend #4: AI Redefines the Art of Selling

It's hard to discuss the future without at least a mention of Artificial Intelligence (AI), and for good reason! AI is having a significant impact on various aspects of nearly all businesses, from enhancing efficiency to elevating the customer experience. What's often not talked about is how AI can be used in sales and how it can lead to better results for salespeople and customers alike.

Starting with the simple outreach call, today's AI platforms can analyze the performance of sales representatives and provide valuable insights for improvement. By evaluating key metrics (e.g. call duration, the prospect's response time to comments and questions, conversion rates from conversation to a commitment to next steps), AI can identify areas where individual salespeople can enhance their performance. This data-driven approach to coaching and training can generate more effective sales teams.

Two of the biggest challenges that salespeople face are time management and prioritizing opportunities. AI enables companies to look at historical sales data and determine which characteristics and behaviors tend to result in successful conversions.

## Color Print Volumes: Electrophotography vs. Inkjet



Generative AI enables sales representatives to quickly generate personalized correspondence with their leads, from emails to meeting summaries. AI helps sellers communicate faster with their customers, accelerating the time in which sales can be closed. Similar to when desktop computers were first given to each employee within an organization, communication between departments and buyers can now be fast-tracked.

According to data from McKinsey & Company, salespeople spend just 33% of their time with customer-facing activities. Further data suggests that with the use of AI, sales teams can gain 20% capacity to search for new business. In today's fast-paced business environment, staying ahead is essential. AI might just provide the competitive advantage you're seeking!

**Trend #5:**  
Automation Extends Beyond Tasks & Tools

In the printing industry, automation was initially developed to simplify and speed up repetitive tasks. This led to a significant increase in productivity as well as a reduction in errors. Today, the print industry recognizes the value of transitioning from task-specific automation to a more integrated, holistic approach. The shift toward workflow automation is transforming how PSPs operate, creating a seamless and efficient printing process. Recent data from Keypoint Intelligence's Print Production Workflow Software Forecast shows a growing interest in automation solutions, and we believe that this is an area where AI will enable significant new offerings to address and automate print operations.

Despite the increased interest in automation over the past few years, there is still a significant opportunity to implement true automation in a print shop's workflow. PSPs that routinely turn to their vendors to learn about the newest automation and workflow options will ultimately experience smarter production and better business operations.

Automation was once viewed as a threat to job security, but with changing customer behaviors and rising material costs, an automated workflow is essential for running a profitable print operation. Automation can accelerate throughput, reduce labor expenses, and enhance print precision, resulting in significant benefits for printers of all scales. In 2024, workflow automation will become a competitive advantage for PSPs, enabling them to deliver exceptional customer experiences while remaining cost-effective and profitable.

**Trend #6:**  
Specialty Print Takes Center Stage

As businesses strive to create unique ways to connect with their audience members and stand apart from their competitors, the revival of print embellishments is more than just a fad; it's a strategic decision. By merging creativity with craftsmanship, marketers can produce printed materials that not only convey information but also engage the senses and emotions of their audience.

One of the key advantages of print embellishments is their ability to reinforce brand identity. In addition to being visually appealing, a well-crafted embellished logo or design conveys the brand's commitment to quality and attention to detail. Consistency in design and branding across all materials, including printed ones, builds trust and recognition.

A few years ago, print embellishments were largely used by manufacturers of production presses as an opportunity to add value and promote a competitive advantage. However, data from Keypoint Intelligence confirms that today's rise in interest is driven by market awareness. In fact, over 90% of respondents sometimes or frequently used specialized printing capabilities. The most commonly used types included QR codes, specialty/brand colors, and metallic ink.

As more brand owners become aware of their print options and realize they can combine short run, personalized print that includes embellishments, volumes will continue to trend up.

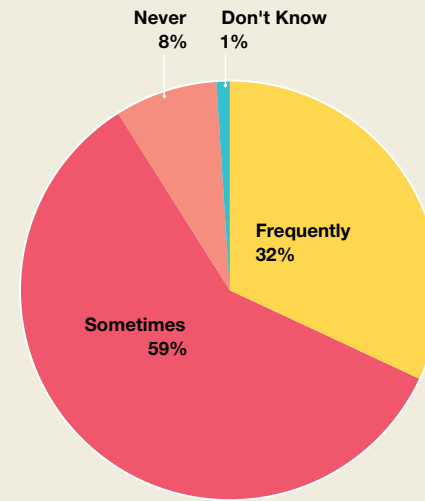
**Trend #7:**  
Dynamic Sales Conversations Fuel Loyalty

Dynamic sales conversations are different from traditional sales pitches or scripted presentations because they adapt to the unique needs, questions, and interests of each customer. Why is this important? Keypoint Intelligence's Vertical Visions research found that customer loyalty will be crucial in 2024. When it comes to purchasing printed marketing collateral, 83% of respondents across all verticals will explore all their options (rather than remaining loyal to previous print providers) when they have a new print project.

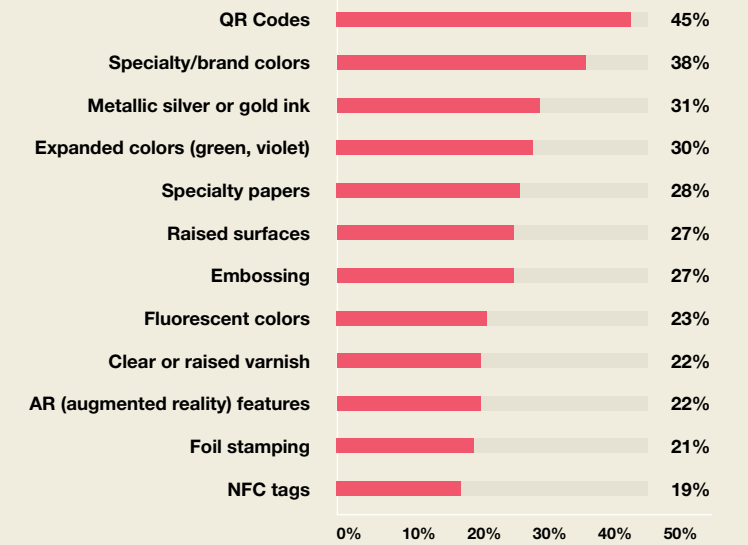
Marketers may choose to switch to a new provider for many reasons, not just to save money! They may want to access more creative solutions or partner with providers that are focused on trends like sustainability. Others may be looking for a provider that removes the friction from order to delivery. To retain customers who might be tempted to switch based on lower cost or mere curiosity, sales organizations must understand their customers and address their changing needs. This means not just understanding the business they're in, but also the drivers behind the print they buy. Regular meetings to identify how your services are contributing to their goals are essential.

**Use of Specialized Printing (Marketing Collateral)**

When you have your marketing collateral printed, how often do you use specialized printing capabilities?



Which of the following specialized printing offerings do you use?



N = 891 Respondents able to answer questions about their company's printing services  
N = 811 Respondents that frequently/sometimes use specialized printing capabilities

Source: United States Vertical Visions Multi-Client Study; Keypoint Intelligence 2023

Make customer loyalty a trend in your organization this year. This might mean making investments in sales skill development or content that will keep your team up to date on specific markets. Based on the value of a customer, though, this investment is usually worth it.

**Trend #8:**  
Photo Sharing Opportunities Explode

The market for photo sharing is undergoing significant technological changes that are comparable to the shift from film to digital capture in the 2000s. Today, digital print technologies like inkjet are enabling photo print providers to offer higher quality while achieving higher profits. According to research by Globe Newswire, the photo sharing market is projected to demonstrate a compound annual growth rate (CAGR) of 6.7%. The market is expected to be valued at \$6.55 billion by 2027.

The remarkable growth of the photo sharing market is driven by more than just the massive volume of photos captured by mobile devices. Online design services, coupled with AI, are making it easier for businesses and consumers to create photo products. Furthermore, Millennials have increased purchasing capacity and are presenting a massive opportunity for the photo market. These digital natives are comfortable capturing and sharing their lives through photos. Rather than being passive consumers of images, they are active creators who constantly document their experiences and express themselves visually. Photo

products are a perfect medium to cater to these sentimental interests as nostalgic reminders of the past.

For PSPs who want to step into this space, the key is to adopt a focused approach. This can be achieved through market research to identify underserved segments that align with your strengths. Once you've identified your best options, you can concentrate your efforts on specific customer types. Alternatively, you might decide to take a product approach that serves many markets. Products that drive photo sharing will only continue to grow as we move into the future. Consider what you can do in 2024 to get on board with this growing trend.

**THE BOTTOM LINE**

In our constantly evolving industry, new and exciting opportunities are always emerging. Change can certainly be intimidating for some who might long for the past, but let's make 2024 the year when we proactively prepare our team and customers for the changes ahead. Work to establish a North Star Vision, which is a widely recognized concept in the realms of business and leadership.

In addition to inspiring us, this guiding vision of success will help guide us toward a brighter future where we can confidently and enthusiastically embrace change.



CUSTOMER SPOTLIGHT

# PRODOCUMENT SOLUTIONS



**PAUL MANTEY**

President  
ProDocumentSolutions

As a lifelong printer, Paul Mantey's journey in the print industry began with a strong foundation in graphic communication from Cal Poly. Throughout his career, he has worked in several segments of the industry, including packaging, publishing, and commercial.



Paul joined ProDocumentSolutions as President in 2021 and, at that time, a significant portion of the company's revenue came from election ballot printing, specializing in vote-by-mail packets and supporting materials for counties primarily in the Western United States, including 28 out of 58 counties in California, as well as counties in Colorado and Nevada. "ProDocumentSolutions (or 'PRO' as we call it) was founded almost 45 years ago as a business forms printer. In our early years, we also became experts in security printing, so election ballot printing was a natural evolution," shared Paul.

In addition to ballot printing for elections they produce vital records, vehicle registrations, and even some forms of foreign currency, as well as secure certifications, university and college transcripts, coupons, and negotiable documents, sensitive official, and prescription forms. They hold SOC 2 certification and have extensive security measures in place at all levels of their operation, from physical premises to data encryption. Adhering to NASPO security standards and protocols, ProDocumentSolutions boasts two dozen patents related to security printing, earning its reputation as a trusted provider in this specialized field.

However, Paul recognized a critical challenge: the cyclical nature of their business. "We needed to solve the 'odd-year' problem. Election ballot printing, while lucrative in even-numbered years, experiences significant slowdowns during odd-numbered years," Paul explained. His goal was to find a way to leverage the company's capabilities to expand beyond election ballot printing.

To do that, he took stock of the company's strengths. "Because we specialize in work that requires high-level security, encrypted data at rest and in transit, redundancy and contingency plans, and data expertise, we were already doing some of the most complex parts of the print business. We purchased the Canon ProStream web-fed inkjet press in a strategic pivot to diversify our offerings. With the headroom, versatility, and high-quality output our ProStream gives us, the sky is the limit now — we can easily take on casino projects, direct mail campaigns, and other marketing work without missing a beat. Since organic growth in a new market can take years to develop, and since we have the only ProStream on the West Coast, initially we plan to support overflow work from other printers, primarily in the Midwest and East Coast," Paul shared.

Along with their Canon ProStream, ProDocumentSolutions has a Canon VarioStream and two Canon imagePRESSes and utilizes PRISMAproduction to streamline workflows and accelerate production efficiency. "We have nearline finishing with MBO lines with digital perf and score, sheeting, folding, single delivery, stacking, booklet making, and many other finishing options, all barcode driven — in addition to our fleet of traditional finishing options for short runs. The ProStream was an easy choice for us. Not only did it give us significant additional capacity and redundancy for our election work, it opens vertical markets for us that we never could have pursued before."

ProDocumentSolutions continues to innovate in security printing, having recently developed a security feature called GHOSTmark™. This invisible watermark is being used in elections to enhance ballot security, showcasing the role of inkjet technology in safeguarding critical processes. "The ProStream is what made this security feature possible for us; other inkjet presses revealed the invisible watermark, but the ProStream's ColorGrip technology protected the invisibility of the watermark feature — just one more reason why the Canon ProStream was the right choice for us."

"One of the biggest benefits of inkjet that is often overlooked is that inkjet appeals to a younger generation because of the technology — something our industry has desperately needed. Our employees have been given the tools and exciting technology they need to do the job and they love it — their eyes light up and they've really embraced it. Inkjet has created a buzz and excitement among our younger generation," Paul said.

Paul shares his valuable insights with his peers regarding inkjet technology: "Inkjet is an undeniable game-changer; it is clearly the direction in which the industry is heading. If you're involved in printing, there's an inkjet solution that fits you. Having recently explored the market, I can tell you the technology is exciting, and there are a lot of players in inkjet. I encourage you to look at not only the inkjet technology available, but also the support the manufacturer provides your company. Hands down, Canon Solutions America

leads in inkjet technology — but, more than that, their commitment to customer service and the strength of the thINK user community sets them apart. I've yet to encounter another company with a user group quite like thINK. Moreover, I will tell you the conversations I've had with Canon's sales staff reflect a unique dedication. While other salespeople view their role as ending after the sale, Canon believes it's just the beginning of a relationship. We're likely to encounter challenges along the way, but we are confident Canon Solutions America is committed to being there to help us navigate them."

**"The ProStream is what made this security feature possible for us; other inkjet presses revealed the invisible watermark, but the ProStream's ColorGrip technology protected the invisibility of the watermark feature — just one more reason why the Canon ProStream was the right choice for us."**

"We are pleased that the Canon ProStream is the perfect fit for ProDocumentSolutions, enabling them to have the redundancy they require for high-security print customers as well as the high-quality output customers demand for other high-end print offerings, along with the full support of Canon Solutions America and the thINK community," said Francis McMahon, Executive Vice President, Production Print Solutions, Canon Solutions America, Inc.



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Customer Spotlight Booklet



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- Ticket discounts<sup>3</sup>
- Chances to win team exclusives

Earn 1 reward point for every dollar you  
spend that you can use for travel, dining and  
more! Get both cards and you'll earn MVP  
rewards, including chances to attend team  
meet-and-greets.

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All credit cards are subject to credit review and approval.

1. Points are earned based on qualifying net purchases using a FC Cincinnati Visa Platinum Rewards Card. Qualifying purchases are defined as purchases minus returns and/or other related credits. The account must be in good standing to earn points. Accounts do not earn points for cash advances, balance transfers, credit card or installment charges, or for fees of any kind. Credits to an account (such as returns or purchases) will reduce the points available in an account. Points expire after 60 months.

2. Specialty items, like jerseys and cleats, are excluded from the discount. Merchandise discount is not available at the stadium on game days.

3. Valid for select sections while supplies last.



See more innovation from industry peers  
and submit your own project to be featured.  
[thINKForum.com/inkjet-innovation](http://thINKForum.com/inkjet-innovation)



**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

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 also to 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.





# Register Now!

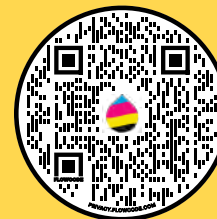
JULY 15-17, 2024 | BOCA RATON, FL

**think ahead**

**10**  
YEARS

Don't miss the **10th annual think Ahead conference**, to be held in beautiful Boca Raton, FL. While we will have all of your favorites — deep dive educational sessions, networking, health and wellness activities, fun evening events, and inspirational keynotes — we have a few surprises in store to celebrate our 10th year. Register now to join us!

# 10 YEARS



Register now at [thinkForum.com/attend](https://thinkForum.com/attend)



# EXPLORE THE NEW thINK FORUM WEBSITE

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



Request a thINK Member Demo at [thinkForum.com/membership-benefits](https://thinkforum.com/membership-benefits)

## thINK MEMBERSHIP 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!



Take a look around! [thinkForum.com](https://thinkforum.com)

The thINK website has something for every member of your organization — from sales and marketing to press operations and leadership.

### 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:

**Professional Writing and Video Services:**

Request your own customer or inkjet innovation spotlight (and Canon and thINK will help you promote it!).

**Apprenticeship Program:**

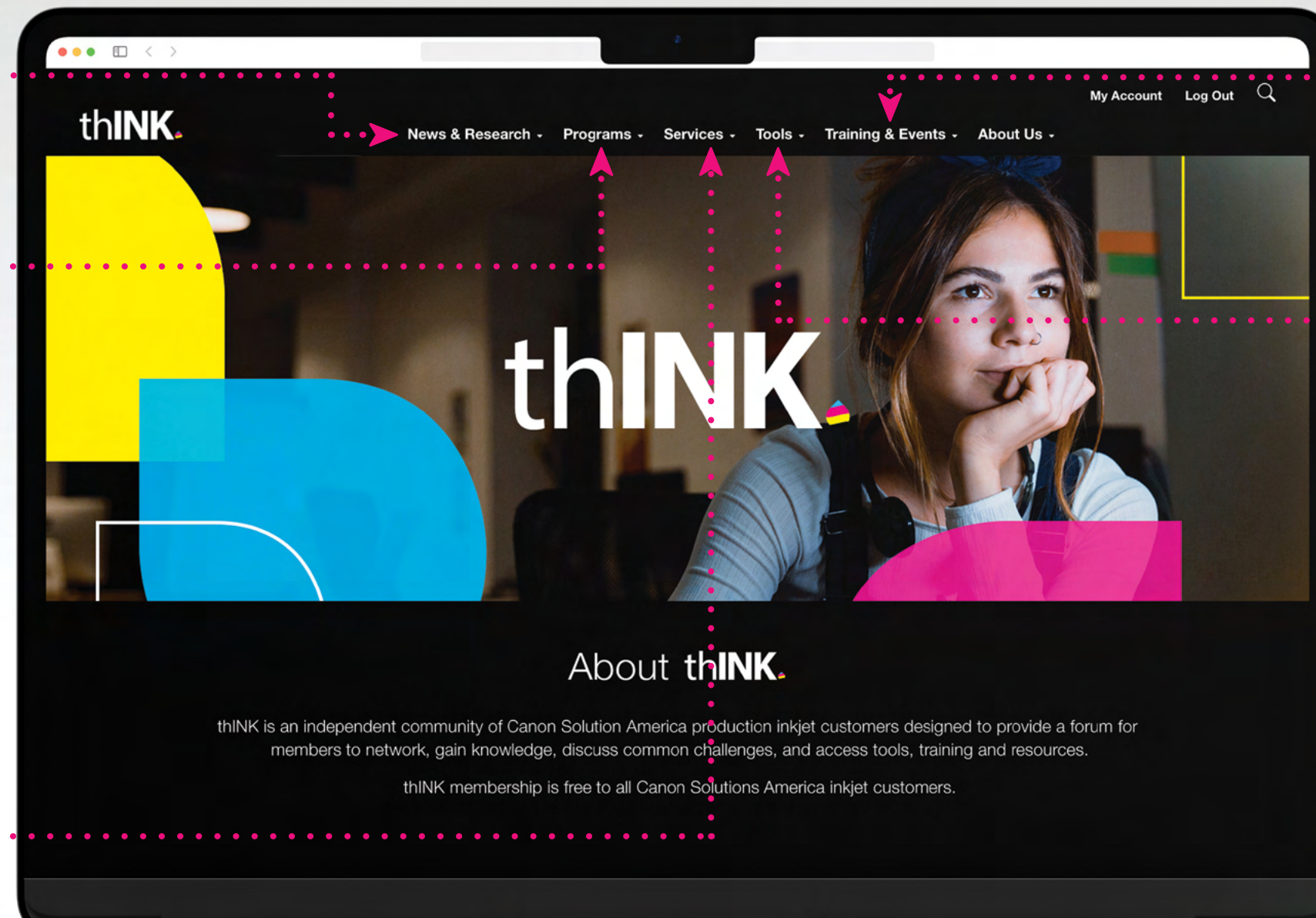
Through our Print[ED] program you can hire high school vocational students trained on Canon production inkjet.

**Google Paid Search Program:**

Participate in the Canon Solutions America-funded Google paid search program 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, participate in live thINK Academy classes, or explore the online learning library to access courses across every role, including leadership, marketing, sales, and production!

### TOOLS

Tap into our toolkits to design for, market, and operate your Canon production inkjet press, including:

**Designer's Toolkit:**

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

**Marketing Toolkit:**

Application samples, direct mail templates, blog posts, email templates, social media posts, Canon logos, inkjet press photo library, press skin templates — and more!

**Press Operator Toolkit:**

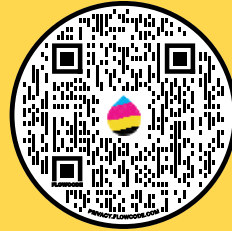
Media profiles and packs, evaluated inkjet media, and training designed just for press operators.





# DID YOU KNOW?

As a Canon Solutions America inkjet customer, you have free access to over 150 research reports and market trend white papers, available to you on [thinkForum.com](https://thinkforum.com).



Access the think Resource Library  
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## INNOVATIONS IN DIRECT MAIL: INFORMED DELIVERY

Informed Delivery read rates significantly outperform industry benchmarks, signaling not only consumer adoption but elevated consumer engagement. Learn more in this Comperemedia research report.



## SECURED & NON-REWARDS CARDS: PREDICTIONS FOR 2024

To remain relevant to consumers, brands will look to optimize their channel strategies, simplifying the consumer journey and touting unique features. Download this market research report to learn more.



## 2024 OMNICHANNEL MARKETING TRENDS

Comperemedia and Mintel Consulting identify marketing strategies and opportunities to consider for 2024.



## 2024 FINANCIAL SERVICES MARKETING TRENDS

A look at how financial services brands are prioritizing consumer-centric value, seamless experiences, and the shifting of key consumer milestones in the year ahead and beyond.



## 2024 TELECOM AND MEDIA MARKETING TRENDS

A look at how telecom and media brands will continuously challenge barriers to entry, recontextualize nostalgia, and emphasize customer customization.



## PRINT VERSUS DIGITAL: WHAT DOES THE LATEST RESEARCH SAY?

The path of least resistance is generally the easiest route for water (and content) to follow. In the case of content, that is often the least expensive path — which may not always be the most effective one. This brings us to the ongoing debate about the value of print in an increasingly digital world. In what situations is print the better option — particularly when content providers are faced with the ubiquity of on-screen offerings? We discuss here the findings of several studies looking into the effectiveness of paper communications versus digital and what that can mean for the market.



## GETTING IT DONE WITH FINISHING AUTOMATION

The pressure to automate is intense and never-ending. Between a tight employment market, demanding customers, and industry consolidation, print service providers (PSPs) are constantly on the lookout for ways to streamline and become more efficient. Printing technologies like offset lithography, production color inkjet printing, and electrophotography are fast, but physical limitations cap their speed. PSPs must therefore look to workflow and software automation to improve productivity through functions like order entry, estimating, prepress, fulfillment, and billing. This document explores how recent trends in feeding and finishing have important implications for automation, productivity, and revenue growth.



## NAVIGATING OUR LANDSCAPE: ESSENTIAL PRINT COMMUNICATION RESOURCES IN 2024

The print communication industry continues to transform by adapting to the digital age while preserving print's original intent. Today, print service providers (PSPs) find themselves navigating an evolving landscape that demands a blend of traditional craftsmanship and advanced technology. To remain competitive and keep up with the pace of change, it's essential to have the right resources working for you. Now is a great time to take inventory of your available resources and identify what's needed to help you push boundaries, embrace innovation, and refine how you respond to the communication demands of your prospects and customers. This market research report explores some of the resources that will likely be most pressing for print communication providers in 2024.



## LEARNING FROM HISTORY: PRINTING MARKET TRENDS OF THE PAST

Over the course of history, the printing industry has adapted as new technologies have emerged on the scene. In some cases, these new developments were met with strenuous resistance from operators of the status quo — implementing the new technology might cause an upheaval involving lost livelihoods and personal tragedies across the entire industry. In the past 150 years, three major technological developments were initially met with widespread dismay and vehement pushback at times, but they ultimately streamlined processes and facilitated automation. This document explores the impact of these three developments.



## REIMAGINING CUSTOMER COMMUNICATIONS IN A DIGITAL-FIRST WORLD

Digital channels like text, email, and online advertisements enable marketers to broaden their audience reach. It's important to note, however, that print still holds a powerful role in customer communications. In fact, firms focused on customer experience (CX) have discovered an excellent harmony between digital and print channels. This market research report discusses how businesses can optimize the strengths of both digital and print media to cultivate more meaningful customer relationships.

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<b>MAY 2</b> <a href="#">Sales Track</a>	<b>LOOK WHAT INKJET CAN DO: CASE STUDIES AND SAMPLES</b> Learn how businesses from multiple vertical markets utilize inkjet to elevate print applications while achieving critical business objectives, including customer acquisition and retention.
<b>MAY 9</b> <a href="#">Business Track</a>	<b>PRODUCTION INKJET: PROFITABLY EXPANDING BUSINESS</b> Learn how production inkjet is enabling print providers to create new revenue streams, reduce labor costs, and improve reliability — and how all this leads to overall increases in profitability.
<b>MAY 23</b> <a href="#">Business Track</a>	<b>2024 TELECOMMUNICATIONS AND MEDIA MARKETING TRENDS</b> Explore how recent developments in the telecommunications industry, along with consumer behavior and attitudes, are shaping the trends that will impact telecom marketers this year.
<b>JUNE 13</b> <a href="#">Technical Track</a>	<b>DIGITAL PRINT: DRUPA DELIVERS</b> Join key industry analysts for their perspectives on drupa critical trends emerging for 2024 and beyond, as well as strategies to capitalize on current market conditions.
<b>JUNE 27</b> <a href="#">Marketing Track</a>	<b>CONTENT MANAGEMENT SYSTEMS: THE KEY TO OMNICHANNEL EXPERIENCES</b> Get clarity on the complex and rapidly evolving landscape of content management systems through an examination of the use cases, considerations, and value of different CMS platforms.
<b>JULY 25</b> <a href="#">Marketing Track</a>	<b>think MARKETING TOOLKIT DEMO</b> Learn how you can leverage the think Marketing Toolkit, including the MKTG Lab tools, to quickly ramp up your marketing efforts and generate more inkjet leads.

<b>AUGUST 8</b> <a href="#">Business Track</a>	<b>TAXES FOR DIRECT MAILERS AND PRINTERS: SALES TAX</b> Get an overview of multistate sales tax compliance for printers, from taxability of the components of your production line to what type of data you need to maintain to comply.
<b>AUGUST 15</b> <a href="#">Technical Track</a>	<b>USING ANALYTICS TO MANAGE YOUR BUSINESS</b> Hear from Canon experts and industry peers on techniques for leveraging PRISMAlytics Accounting and PRISMAlytics Dashboard to increase efficiency and reduce costs.
<b>AUGUST 22</b> <a href="#">Marketing Track</a>	<b>FROM DATA TO INSIGHT: THE OUTLOOK FOR MARKETING ANALYTICS</b> Learn about current and emerging marketing analytics use cases, industry challenges, and factors for success as demonstrated by companies that are utilizing analytics most effectively.
<b>SEPTEMBER 12</b> <a href="#">Business Track</a>	<b>TAXES FOR DIRECT MAILERS AND PRINTERS: INCOME AND GROSS RECEIPTS TAX</b> Learn what types of taxes print producers could now be subject to based on sales revenue, what protections are available, and how to think about multistate business tax compliance.
<b>SEPTEMBER 26</b> <a href="#">Technical Track</a>	<b>ARTIFICIAL INTELLIGENCE AND THE PRINTING INDUSTRY</b> Learn how print service providers are using AI technology to cut down on waste, speed up production times, provide customization, and streamline operations.
<b>OCTOBER 10</b> <a href="#">Technical Track</a>	<b>MAKING THE MOVE TO OMNI-CHANNEL SERVICES</b> Hear from industry peers about the strategies, tools, and techniques they are using to support marketing clients in the delivery of an omnichannel experience.
<b>OCTOBER 24</b> <a href="#">Business Track</a>	<b>TAXES FOR DIRECT MAILERS AND PRINTERS: STRATEGIC ACTION PLANS</b> Create your multistate tax compliance action plan, learn about options to address historical liabilities, and strategize for legally minimizing obligations going forward.
<b>NOVEMBER 14</b> <a href="#">Business Track</a>	<b>TAXES FOR DIRECT MAILERS AND PRINTERS: ECONOMIC NEXUS</b> Learn what it takes to establish a strong enough connection with a state to be on the hook for tax compliance, as well as special nexus rules that apply uniquely to the print industry.
<b>DECEMBER 5</b> <a href="#">Technical Track</a>	<b>SUSTAINABILITY: IT IS EVERYONE'S JOB</b> Demonstrating a commitment to sustainability could give you a real competitive advantage. Join to learn how best to leverage the environmental benefits of inkjet for your business success.





# 60 YEARS STRONG: LIBERTY CREATIVE SOLUTIONS

CONTINUES LEGACY OF INNOVATION WITH ADDITION OF THE CANON varioPRINT iX INKJET SHEETFED PRESS



Meet Canon inkjet customer and thINK member **Angela Hipelius, CEO**, Liberty Creative Solutions (LCS)



In addition to adding the Canon iX, Liberty recently unveiled a 19,000 sq. ft. warehousing facility for kitting and fulfillment. “We saw an increasing need for our clients to utilize the ‘unboxing experience’ to better engage with their audiences. To capitalize on the importance of this experience, we utilize Canon inkjet technology to offer personalized marketing inserts to pair with our vast selection of promotional products and fully custom packaging to create unique and truly creative solutions.”

**“We knew the ProStream would set us apart from our competitors and enable us to deliver value-added variable data-driven marketing to our customers to help them achieve better returns.”**

Recently named by Printing Impressions as one of the Top 300 Largest Printers of 2023, Liberty Creative Solutions is best known for “embracing tradition, innovation, and a willingness to adapt to an ever-changing industry,” said Angela Hipelius, CEO. She shared how the family-owned print business, based in Tinley Park, IL, went from what began as a small print shop established in 1964 to a nationally acclaimed, WBENC-certified Women’s Business Enterprise employing over 65 people. According to Angela, it’s their adaptability that sets them apart as an authority in the dynamic world of print.

LCS prides themselves on being at the forefront of industry innovation; they were an early inkjet adopter and one of the first to add a Canon ProStream web-fed inkjet press to their floor. “We recognized the ability of the ProStream to blend the speed of continuous feed with the adaptability of variable data, all while delivering the superior quality that rivaled offset printing,” said Angela. “We knew the ProStream would set us apart from our competitors and enable us to deliver value-added variable data-driven marketing to our customers to help them achieve better returns.”

As LCS moves into their 60th year in business and welcomes in the family’s third generation, they continue to invest in the latest technological innovations to maximize customer success, recently purchasing the Canon varioPRINT iX sheetfed inkjet press with the goal of replacing their toner devices and replacing one of their offset presses. “Teaming the Canon varioPRINT iX with the Canon ProStream is a powerful combination, giving us the flexibility we need to offer a wide variety of high-quality applications to our customers quickly and efficiently. It is another way that we continue to stay at the forefront of innovation and ahead of our competition,” said Angela. “As we prepare for the next chapter in our story, Liberty’s third generation of leaders is learning how to leverage innovation and the spirit of adaptability to foster company growth, while maintaining the close-knit bond we share with our team, treating them as part of our extended family.”

“Congratulations to Liberty Creative Solutions on reaching their impressive 60th anniversary in business and welcoming the dynamic third generation of leaders into the family legacy,” said Francis McMahon, Executive Vice President of Production Print Solutions at Canon Solutions America, Inc. “I commend their commitment to guiding the younger generation in growing a company through innovation and adaptability, all while maintaining unwavering core values, and am pleased Canon inkjet technology is a driving force in empowering our next generation of leaders.”

LCS provides a comprehensive range of services, encompassing creative and data services, promotional products, kitting and fulfillment, and wide format graphic production. Learn more by visiting their website, [www.libertycreativesolutions.com](http://www.libertycreativesolutions.com).



Learn more about Liberty Creative Solutions at [libertycreativesolutions.com](http://libertycreativesolutions.com)



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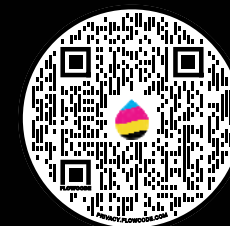
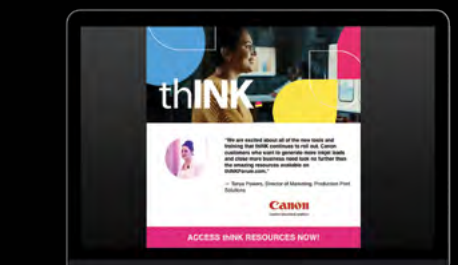
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