

think FORWARD

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Ready to plan for 2025? Reach for our latest market research reports to help you round out your strategy.

Online Learning

From marketing and sales courses to press operator training, think offers free on-demand courses for everyone on your team.

Customer Spotlights

We're shining a light on two outstanding Canon customers in this edition of think Forward: Three Z Printing and BURDISS.

Inkjet Innovation

Who is pushing the boundaries of inkjet print, and how are they doing it? Learn from two Canon inkjet innovators.

CANON SOLUTIONS AMERICA RECOGNIZES CLEMSON UNIVERSITY

Clemson University is recognized as the longest-standing higher education partner in the University Inkjet Program.



THE "X" FACTOR: STRATEGIES FOR PROMOTING PRINT

The rise of "X" or "experience" roles in business is proof that brands are betting big on customer experience. This feature article explores these new roles and how to strategically promote personalized print as a powerful driver of positive customer experiences — and business outcomes.

PRODUCTION NOTES

Paper: 100 lb. Moorim ProDigital Text

Press: Canon varioPRINT iX sheetfed inkjet press

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 to learn more.



A LETTER FROM thINK BOARD PRESIDENT LORI MESSINA

This edition of thINK Forward dives into the strategies driving our industry's momentum. In "The X Factor," you'll find innovative approaches to promoting print that offer practical insights to elevate your business. As we navigate an ever-evolving landscape, demonstrating print's unique value to both current and prospective clients remains vital.

Other highlights in this edition:

- Gain inspiration from HF Group and Camelot Print & Copy, both at the forefront of technology, as highlighted in our Inkjet Innovation stories.
- Revisit one of the highlights of our 10th-anniversary thINK Ahead 2024 event: special recognition of Canon's UIP program, which is nurturing the future of print.
- Register for thINK Academy live classes and provide input on what training classes you would like to see in 2025!
- Explore the latest market research reports and get insights on new market opportunities.

Thank you for your unwavering commitment to excellence and active participation in the thINK community. Together, we'll continue to innovate and lead the way in the print industry!



LORI MESSINA

thINK Board President
President, Access Direct Systems
lmessina@thINKForum.com



“More than a decade in, the thINK community has proven itself to be a vital resource to those on the leading edge of print, a place where they can share resources and grow better together. If you’re new here, welcome. You’re going to love it.”

— TONYA POWERS

Senior Director of Marketing
Production Print Solutions
Canon Solutions America

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THE “X” FACTOR: STRATEGIES FOR PROMOTING PRINT

By Karen Kimerer
Principal Analyst, Keypoint Intelligence

The rise of “X” or “experience” roles in business today — such as Chief Experience Officer (CXO), Customer Experience Manager (CXM), or Employee Experience (EX) — is largely due to a number of factors that reflect the shifting business environment and customer expectations.

Businesses continue to recognize that customer satisfaction and loyalty are critical drivers of success. Focusing on the customer’s experience across all touchpoints has become essential to differentiate brands in a competitive marketplace. Roles dedicated to managing and enhancing the customer experience help ensure that this focus is ingrained in a company’s strategy.

Research and practical experience consistently demonstrate print’s pivotal role in shaping the overall customer experience. This article explores these new roles and the importance of integrated print solutions for elevating brand perception and driving business outcomes.

UNDERSTANDING THE ROLES

The list of “X” roles continues to grow. Here are just some of them:

- **Customer Experience (CX)** focuses on optimizing every interaction a customer has with a brand. It encompasses all touchpoints, from initial awareness to post-purchase support. The goal is to create a seamless and positive experience that fosters customer loyalty and satisfaction.
- **Employee Experience (EX)** is about creating a work environment that promotes employee satisfaction, engagement, and productivity. A positive EX can lead to higher retention rates and better overall performance, which in turn positively impacts CX.
- **Brand Experience (BX)** refers to the holistic perception customers have of a brand based on all their interactions with it. This includes marketing campaigns, customer service, and product quality. BX aims to create a consistent and compelling brand narrative that resonates with customers.
- **Patient Experience (PX)** is specific to the healthcare industry and focuses on the interactions that patients have with healthcare providers. It aims to improve the quality of care and patient satisfaction through better communication, empathy, and service delivery.

- **User Experience (UX)** focuses on the overall experience of users when interacting with a product, particularly digital products like websites and applications. UX designers and researchers work to ensure that products are intuitive, accessible, and enjoyable to use.
- **Digital Experience (DX)** encompasses all digital interactions a customer has with a brand. This includes websites, mobile apps, social media, and other digital touchpoints. DX roles aim to create seamless and engaging digital journeys for users.
- **Guest Experience (GX)** is particularly relevant in the hospitality and entertainment industries. It focuses on ensuring that guests have a memorable and positive experience during their stay or visit, from check-in to check-out.
- **Client Experience (CX)** is similar to Customer Experience but is often used in B2B contexts. It involves managing and optimizing the interactions and relationships between a business and its clients to ensure satisfaction and loyalty.
- **Vendor Experience (VX)** focuses on the interactions and relationships between a company and its vendors or suppliers. Effective VX management ensures smooth operations, timely deliveries, and strong partnerships.
- **Partner Experience (PX)** is about managing relationships with business partners like affiliates, resellers, or strategic partners. The goal is to create mutually beneficial interactions that drive business growth.

The expansion of “X” roles highlights the growing importance of experience in various facets of business. When integrated thoughtfully with these experience-focused roles, print media can significantly create more engaging, personalized, and effective interactions across different touchpoints, driving overall business success.

THE EXPERIENCE ECONOMY MEETS PRINT

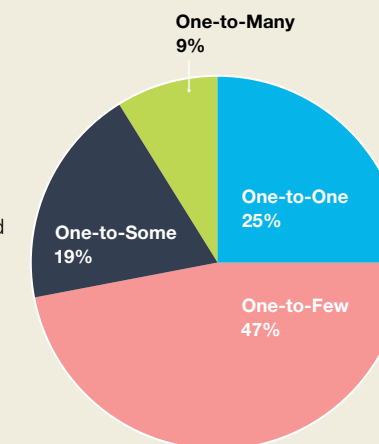
As organizations across all industries prioritize enhancing customer experiences, it’s great to see that promotional print materials like brochures, postcards, and collateral are poised for significant growth in the next three years. This upward trend is directly linked to the fast-paced world we live in and the need for these documents to be current, relevant to their audience, and delivered with accurate data. All of these elements are crucial in creating trust between a brand and its audience.

Data from Keypoint Intelligence underscores the continued focus on the customer experience. It reveals a strong, industry-wide commitment to personalized communications. Most businesses surveyed employ targeted print strategies to elevate customer interactions. In fact, one-quarter of respondents use one-to-one messaging, while the highest percentage opt for a more tailored, one-to-few approach.

A core objective of every “X” role is to streamline the customer journey and eliminate obstacles between the brand and the end-user. When potential and existing customers seek information, make purchasing decisions, or complete transactions, ease of interaction significantly impacts their overall experience. If you’re relying solely on online resources, you’re ultimately asking your customers to do the heavy lifting.

Level of Targeting for Personalized Communications

How would you describe the level to which your company targets personalized communications that are designed to enhance customer experience?



N = 308 Business Respondants that are evaluating or using personalization

Source: Direct Marketing Communications Business Survey; Keypoint Intelligence 2023

EXAMPLES IN THE GUEST EXPERIENCE AND PATIENT EXPERIENCE

My recent stay at a boutique resort vividly illustrated the frustrations of an overly digital guest experience. From room access to dining, nearly every interaction required a smartphone. Maps, menus, and local recommendations were exclusively online. Even retrieving a parked car necessitated a text from your personal cell phone to the valet station. To add more friction, the valet phone number had to be looked up online as there was literally no printed information in the room. This forced reliance on personal devices created a disconnect between me and the resort. The alternative was to stay in my room and navigate the smart TV. The restaurant took this digital reliance to heart as well — the only way to view the menu was (you guessed it) via smartphone. This created a solitary, screen-focused dining experience as each guest looked down at a brightly lit electronic device, hindering eye contact and interaction with others at the table. It’s unclear whether this approach was a deliberate attempt to cater to a tech-savvy clientele or if it was a cost-cutting measure. While the resort itself was pleasant, the digital-heavy approach left me — and likely other guests — feeling frustrated and disconnected, hindering their enjoyment and engagement.

Next, let’s take a look at the Patient Experience (PX). There’s no question that this experience is undergoing unprecedented strain. With increasing patient loads, doctors face challenges in building trust, which is a cornerstone of patient loyalty. Relying solely on digital resources can exacerbate this issue. Consider a new patient that is prescribed a treatment plan. Instead of providing a physical copy, they’re directed online. This approach jeopardizes patient loyalty in two ways:

1. It risks patients mistakenly landing on a different provider’s website, potentially driving them to seek care elsewhere.
2. It creates a less personal experience, forcing patients to navigate online portals and then print materials at home.

This contrasts sharply with the convenience and immediacy of a printed document that can be handed to them during their visit. The value of tangible information in the healthcare industry cannot be overstated, especially when it comes to building patient trust and loyalty.

Both examples highlight the challenges of a digital-first approach and the value of print in enhancing customer experiences. Every role within a customer-facing organization deserves an audit to highlight the various aspects of the customer journey and how printed communications can create a more engaging and efficient experience.

THE BOTTOM LINE

While the digital landscape offers unparalleled opportunities for connection and engagement, it’s essential to recognize that print remains a valuable tool in crafting exceptional customer experiences. By carefully considering the role of print across various touchpoints, organizations can create a harmonious blend of digital and physical interactions. This balanced approach empowers businesses to deliver personalized, memorable experiences that resonate with customers on a deeper level.



ABOUT KAREN KIMERER

As part of the Business Development Strategies Consulting Service at Keypoint Intelligence, Karen Kimerer has experienced the many challenges of expanding current market opportunities and securing new business. She has developed a systematic approach to these opportunities, addressing the unique requirements of becoming a leader in our changing industry.

CANON SOLUTIONS AMERICA RECOGNIZES CLEMSON UNIVERSITY WITH THE 5-YEAR CANON UNIVERSITY INKJET PROGRAM AWARD



thINK Ahead 2024 featured special recognition of Clemson University, the longest-standing higher education partner in the University Inkjet Program. Students and faculty from Clemson attended the event to accept the award and celebrate with the thINK community.

The University Inkjet Program, launched in 2019, offers students practical experience and insight into modern print industry trends and practices. Through collaborative activities, students can see first-hand how the business of production printing operates to gain a better understanding of inkjet technology, production print service providers, and how the industry continues to evolve. In addition to Clemson, the list of higher education institutions that are part of the program includes Arizona State University (ASU) and Rochester Institute of Technology.

Through this unique partnership, university educators and print professionals work together to invest in the next generation of print professionals. In addition to attending lectures, participating students take part in educational trips to production print facilities, where they are hosted by Canon customers. The program culminates in a project that allows students to get hands-on print experience. Since its inception, the University Inkjet Program has helped approximately 300 students learn about — and consider pursuing — a career in print production following graduation.

“We are very proud that the University Inkjet Program hit its five-year milestone and continues to help provide opportunities for students to gain valuable, practical experience in the printing industry,” said Francis McMahon, Executive Vice President, Production Print Solutions, Canon Solutions America, Inc. “We are incredibly thankful for Clemson University, whose ongoing commitment to the program benefits students, Canon customers, and the future of the print industry as a whole.”



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The Canon ProStream Series continues to set the pace, evolving in response to customer feedback and needs. And this best-in-class web-fed inkjet platform just keeps getting better.

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CUSTOMER SPOTLIGHT

THREE Z PRINTING OFFERS THEIR CUSTOMERS A COMPETITIVE EDGE WITH CANON PROSTREAM WEB-FED INKJET PRESS TECHNOLOGY



Established in 1978 and located in Teutopolis, IL, Three Z Printing is one of the largest family-owned commercial web printers in the United States. Recognizing their responsibility as a print leader to provide their customers with access to the advantages of new, innovative print technologies, Chief Operating Officer Neil Zerrusen shared, “We are embracing new technologies that enable us to offer new capabilities to our customers. We don’t make these types of investments lightly, but when we saw Canon’s inkjet technology, we knew right away it was the right decision for us — and for our customers. Not only does the Canon ProStream have stunning high quality, but the speed is phenomenal and the advantages to us and to our customers are very clear.”

Those advantages, Neil shared, include fulfilling their customers’ print needs regardless of the requirements. “The Canon ProStream enables us to print a wide variety of applications, so Three Z is a one-stop shop for premium and high-volume direct mail, books, catalogs, magazines, bind-ins, blow ins, buckslips, lift notes, chits, onserts, inserts, ride alongs, terms and conditions — you name it, we can print it.”

In addition, the Canon ProStream enables Three Z customers to take advantage of new, innovative print techniques that bring them a competitive advantage. “For example, we can help our customers take advantage of USPS discounts for cost savings while upleveling their direct mail campaigns for increased engagement and response rates,” Neil said.

Innovative print techniques Three Z Printing can provide include:

- Tactile, Sensory, and Interactive Print: Enhance customer engagement with mail using advanced print innovations in paper and stock, substrates, inks, interactive elements, and finishing techniques.

- Personalized Color TransPromo: Incorporate color marketing messaging to foster a better connection and response rate.
- Emerging Technology: Create interactive direct mail by incorporating emerging technologies like augmented reality (AR), virtual reality (VR), mixed reality (MR), near-field communication (NFC), video in print, and multi-channel mail integration with digital assistants/smart speakers.
- Reply Mail IMbA: Reduce processing times and ensure mail availability is consistent and timely with intelligent mail barcode accounting.
- Retargeting: Capture lost sales by retargeting a website visitor that doesn’t convert with a timely and personalized direct mail piece.

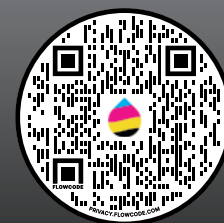
“There’s no question: print is more powerful today than it ever has been, and it is no surprise to me that Three Z’s third generation of leaders, our younger generation, hasn’t hesitated to embrace it and utilize it to bring our customers a competitive advantage. I’m excited to see Three Z lead our customers into the future of print,” said Bill Zerrusen, President.

Three Z Printing was established in 1978 by James and Lorraine Zerrusen and named after their three sons, Dan, Bill, and Kurt. “My brothers and I grew up in a small Illinois town and were raised in a family that prioritized work ethic and faith; it’s these core values that we took forward into the second generation of Three Z leadership, and that propelled Three Z Printing to its position as a leading printer in the United States,” Bill shared.

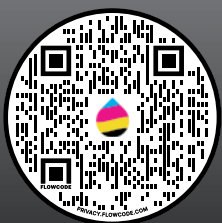
In 2015, upon his brothers’ retirement, Bill assumed sole ownership of Three Z Printing and brought in his sons, Matt, Neil, and Chad, and his sons-in-law, Derek Meinhart and Sam Niebrugge, to lead the family legacy into the third generation.

“We will continue building upon the great foundation our father has built, and work ethic and faith will continue to be at the heart of everything we do,” Neil said.

“Three Z Printing is leveraging the innovative print capabilities of ProStream inkjet technology to bring their customers a competitive advantage and that, combined with their family values as their core foundation, will continue to strengthen their position as one of the largest family-owned commercial web printers in the United States,” said Francis McMahon, Executive Vice President, Production Print Solutions, Canon Solutions America. “I look forward to seeing their continued success.”



Download the thINK Customer Spotlight Booklet



Request a Spotlight on Your Company thINKForum.com/spotlight-press-release

CUSTOMER SPOTLIGHT

BURDISS TRIPLES THEIR GROSS ANNUAL SALES WITH THE CANON varioPRINT iX SHEETFED INKJET PRESS



BURDISS

MORE THAN MAIL

Robert Burdiss is Co-Owner of BURDISS and a National Auto Sports Association (NASA) race car instructor and driver. His greatest joy is his family; a close second is building, fixing, working on, and racing his '73 Z28 Red Camaro.

An entrepreneur and serial learner with multiple degrees in aviation and business, Robert applies the same philosophies in his print business that he teaches as a NASA driving instructor. "First, you must have the right equipment. You don't go to a race with a regular car. The same holds true in business, it simply starts with the right equipment." Robert proudly points to the Canon varioPRINT iX sheetfed inkjet press they recently added to their floor as an example of having the right equipment for the job. "The quality of the Canon varioPRINT iX is, quite frankly, stunning, and the substrate versatility opened a lot of doors for us; we tripled our gross annual sales with the iX."

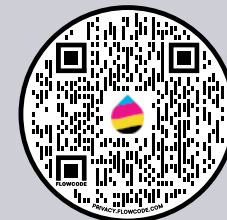
"Second," Robert continues, "it's critical that you think ahead. You may only see 100 feet in front of you but you have to think about what's down the road. Before we bought the Canon varioPRINT iX we benefited from going to the annual thINK Ahead conference. We learned that, because of the high volume of the iX, we would need to add and change a lot of things on the back end to maximize efficiency. Then, the Canon Solutions America team took us deeper into laying out the best path forward with the Project 360° evaluation. It was eye-opening. Thinking ahead positioned us well for success. Our install went smoothly; Canon Solutions America is great about informing you about what is going on, they hit the timeline they were supposed to, and we were up and running when they said we would be. Most importantly, we knew we were ready."

"Finally," Robert smiles, "it's all about speed!" When the Canon varioPRINT iX hit the floor, they went from producing 30,000 pieces a day to 200,000 a day — enabling them to replace toner devices and take in more work... LOTS more work. "Our business changed after the iX was installed. We are now getting larger volume jobs — from 60,000 to 600,000, all the way up to over a million pieces."

Robert's final piece of advice? "Relax and enjoy yourself. When you've done the hard work to get the right equipment, plan your path for success, and deliver your highest performance, you are in the zone, firing on all cylinders, and you should remind yourself to relax and enjoy the ride."

BURDISS, based in Lenexa, Kansas, is a one-stop direct marketing solution for companies nationwide founded in 1999, with over 70 employees. With roots in mail and fulfillment, BURDISS has become much more than mail, setting a high bar in the print industry with variable print capabilities, SmartMail integration, an experienced creative staff, and the expertise to pull it all together.

Francis McMahon, Executive Vice President, Production Print Solutions, Canon Solutions America, Inc. shared, "High-performance equipment. Knowing your path. Speed. I can't think of a better recipe for success in the printing industry than what Robert has shared. BURDISS certainly has all the ingredients for success, and I look forward to seeing them thrive!"

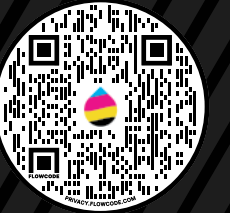


Download the thINK Customer Spotlight Booklet

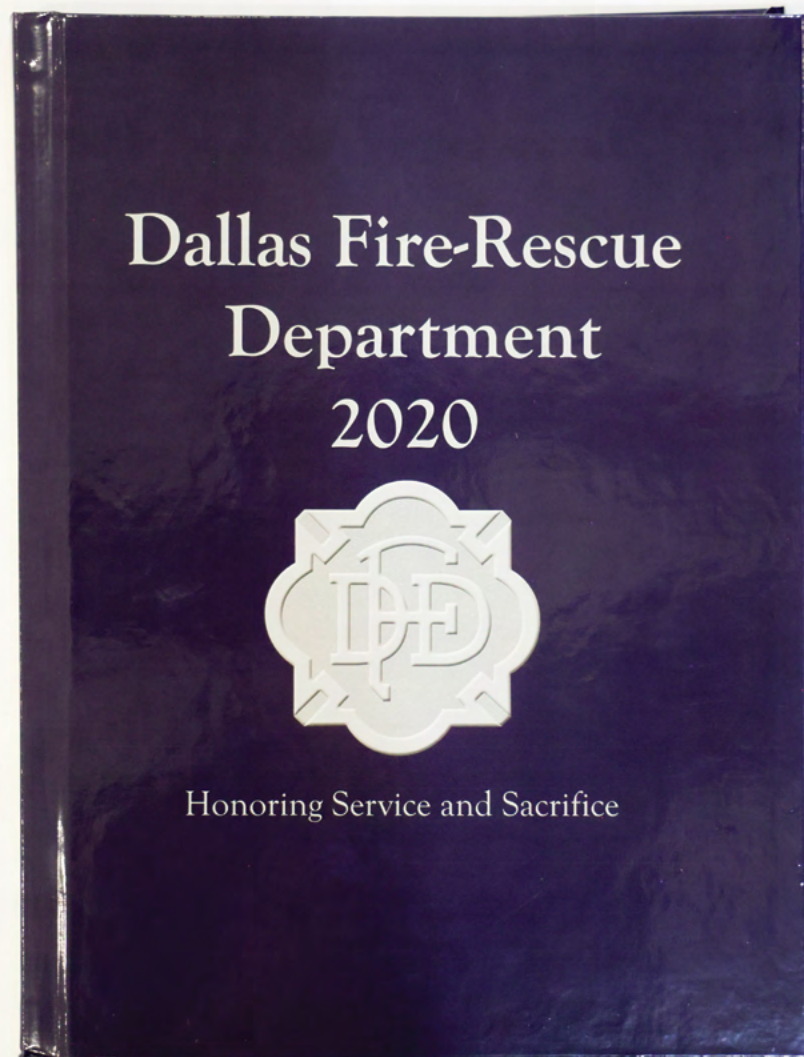


Request a Spotlight on Your Company thINKForum.com/spotlight-press-release

DIGITAL INKJET ENABLES HIGH-END BOOK MANUFACTURING IN SHORT RUNS WITH SUPERIOR QUALITY



See more innovation from industry peers and submit your own project to be featured. thINKForum.com/inkjet-innovation



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

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.

HF Group does all finishing and binding in-house, which enables them to produce high-quality books efficiently. The quality of the varioPRINT iX combined with HF Group's finishing capabilities produces impressive results on everything from case-bound hardcover books with printed end sheets to softcover perfect-bound books.



Samples of HF Group's work featured at the Canon Americas Customer Innovation Center include 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.

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.

CAMELOT COMBINES SPEED AND QUALITY TO ELEVATE LARGE VOLUME BOOK PRINTING



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



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

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, 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.



Christian Brothers Academy wanted to print the book on a heavier paper stock — 100 lb. Gloss — to create a more unique feel and look, and they 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 the 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 Christian Brothers Academy popular gold and purple branding.

MARK YOUR CALENDARS
FOR **think AHEAD** 2025

think ahead

JULY 14-16, 2025
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READ RAVE REVIEWS OF **think AHEAD** 2024

Relive the high energy of the 10th annual **think Ahead** conference by watching a recap of the event's rave reviews.

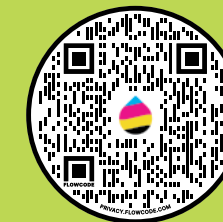


[thinkForum.com/blog/think-ahead-2024-press-release](https://thinkforum.com/blog/think-ahead-2024-press-release)



HEAR WHAT ATTENDEES THINK OF **think AHEAD**

What was your favorite part?
Watch the video for personal highlights
from this year's event.

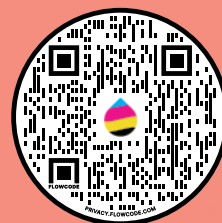


[thinkForum.com/attend](https://thinkforum.com/attend)



think AHEAD 2024 SESSIONS ARE LIVE

Replay your favorite sessions, catch up on
any you missed, and share the recordings
with your team.

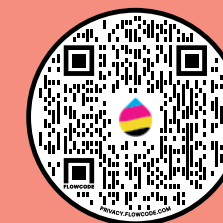


[thinkForum.com/online-learning/think-ahead-sessions](https://thinkforum.com/online-learning/think-ahead-sessions)



VIEW THE PHOTO LIBRARY

From morning wellness activities
to evening poolside parties and
everything in between, we captured
the best moments of **think Ahead**
in this photo library.



[thinkForum.com/think-ahead-photo-gallery-2024](https://thinkforum.com/think-ahead-photo-gallery-2024)



As a Canon Solutions America inkjet customer, you have free access to online training across every role, including leadership, sales, marketing, and press operations!



Access thINK training at thinkforum.com/online-learning



Applied Inkjet Color Training

This three-part series includes Generic Color Printing Concepts, Model Specific Inkjet Knowledge, and Hands-On Instruction.



Inkjet Innovation Videos

Looking for inspiration? Look no further than our Inkjet Innovation series, which highlights unique inkjet projects and use cases.



Press Operator Training

Watch training designed for press operators on Color Concepts as well as various Canon presses including the ColorStream Series, the ProStream Series, and the varioPRINT iX-series.



thINK Ahead Sessions

Whether you missed thINK Ahead or you just want to rewatch your favorite sessions, we've got them all available on demand.



Canon Resource Videos

Whether you need assistance with specific print functions or general troubleshooting, these videos provide clear, step-by-step instructions to help you seamlessly operate your Canon inkjet press.



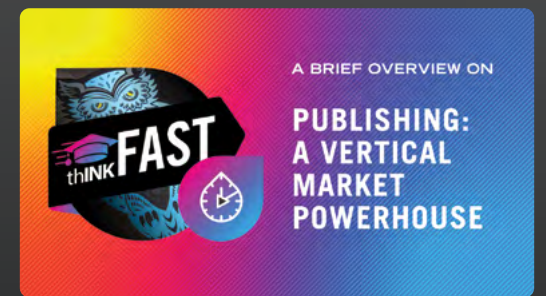
Live Class Replays

There's no better way to experience a thINK Academy class than to attend live, but if you can't make a class, you can always catch the replay.



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.



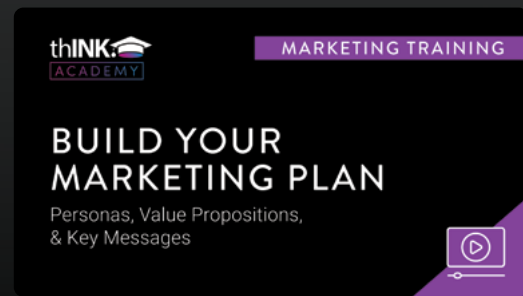
thINK Fast Videos

Each thINK Fast video gives you the key takeaways of a market research report or live thINK Academy class in just 5 minutes or less!



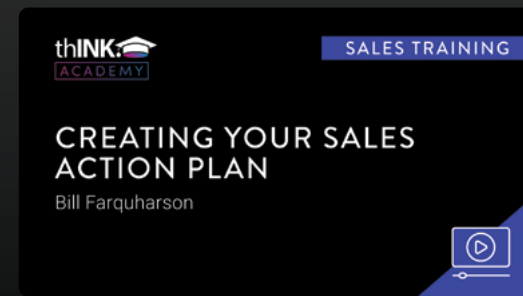
Customer Spotlights

Learn from leading production inkjet print providers in this series, which covers how Canon customers are achieving inkjet success.



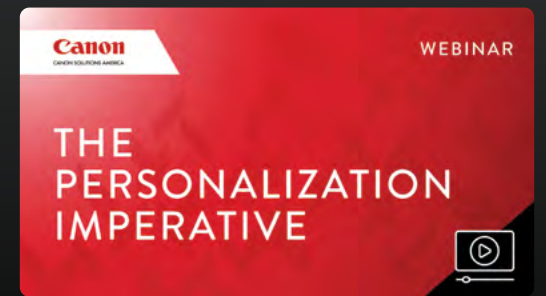
Marketing Training

Build a best-practice marketing plan, learn about marketing automation, master social marketing, and more!



Sales Training

Close more inkjet business with sales strategies tailored to production inkjet print and its target verticals.



Webinar Replays

Never miss a webinar again. Even if you can't attend live, catch the replay on thinkforum.com.



2024 LIVE CLASSES



Register to join thINK Academy live classes to interact with and learn from inkjet experts and industry peers. Sure, you can watch the replay, but why would you? The replays are edited to remove all class interaction and that's where the best learning takes place!

OCTOBER 10, 2024
2:00PM EDT

Technical Track

MAKING THE MOVE TO OMNICHANNEL SERVICES

Market leaders are evaluating and assessing techniques for delivering more accurate, relevant, and personalized touchpoints across all forms of communication, optimizing customer interactions through print, mobile, social, and online platforms. In this session, we will hear from your peers about the strategies, tools, and techniques they are using to support marketing clients in the delivery of an omnichannel experience.

OCTOBER 24, 2024
2:00PM EDT

Business Track

TAXES FOR DIRECT MAILERS AND PRINTERS SERIES: STRATEGIC ACTION PLANS

Now that we've explored the different aspects of tax compliance obligations for printers who have nexus, we'll put the whole thing together to discuss what a multistate tax compliance action plan looks like. We'll cover what considerations go into evaluating where a printer has tax compliance obligations, options and programs available to address and mitigate any historical liabilities, and strategies for legally minimizing obligations going forward.

NOVEMBER 14, 2024
2:00PM EDT

Business Track

TAXES FOR DIRECT MAILERS AND PRINTERS SERIES: ECONOMIC NEXUS

Just what is "nexus" to begin with, and why is it so important for the print industry to understand? At its core, nexus means connection. Through this live class, we'll explore just what it takes to establish a strong enough connection with a state to be on the hook for tax compliance on a tax-by-tax basis. We'll also cover the special nexus rules out there that apply uniquely to the print industry.

DECEMBER 5, 2024
2:00PM EDT

Technical Track

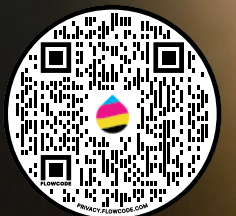
SUSTAINABILITY: IT IS EVERYONE'S JOB

Sustainability is not a trend, but a revolution of all industries and business sectors. Across industries, companies are looking for innovations that reduce their environmental footprint. This live class is focused on sustainability goals and making clear advances towards achieving them with inkjet. Key topics include the digital advantage, environmental benefits of inkjet, eco-friendly inks, and energy consumption.

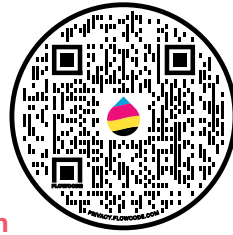
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Here are just a few of the new reports that have recently been added to thINKForum.com.

U.S. Student Lending Predictions in 2024

In an increasingly costly student lending landscape, brands must proactively address evolving educational preferences and debt burdens through their loan products.

ESG & CSR Marketing Trends in Financial Services

Consumers are voting with their wallets. For brands, it means more standout commitment to social causes.

U.S. College Banking and Credit Card Predictions

As brands mainly reach students via credit cards, rewards messaging focused on optimism and affordability will be pivotal to stand out in 2024 and beyond.

Credit Union Banking Trends

A new financial services report has just been published looking at credit union trends in 2024. This report uses a competitive set of dozens of national and local credit unions to look at channel strategies, product marketing investments, and regional spending trends.



Transactional and Marketing Communications: A Customer Perspective

Generationally, consumers tend to have different attitudes about the way they prefer to receive communications from the companies that they buy from and do business with. Recent Keypoint Intelligence research studies shed light on the way consumers of different ages react to messages received in print and digitally. This report explores statistics from multiple Keypoint Intelligence studies and recommends how this data can help service providers develop and implement more effective campaigns.

The ROI of Employee Training

Staying ahead of the curve is crucial in today's business environment because technology is constantly pushing the boundaries of what's possible. This type of landscape demands a skilled and adaptable workforce, and this means that employee training is more critical than ever. This article explains how to measure the impact of training programs and understand the value they can bring to your organization.

Software Automation

Market developments related to software automation are occurring at a rapid pace. These trends impact a great many things, including artificial intelligence (AI), data integrity, quick response (QR) codes, and customer willingness to share their personal data. This document draws on recent research from Keypoint Intelligence, analyst perspectives, and developments from drupa 2024 to offer perspective on software automation trends that are relevant to PSPs.

Overcoming Happy Ears

It used to be that the worst thing you could hear from a prospect was "no." Today, a new and formidable enemy has surfaced — not hearing back from a prospect at all. Multiple reasons fuel ghosting, but one pitfall lurks in most abandoned deals: Happy Ears Syndrome. This article explores Happy Ears Syndrome, explains how it disrupts sales processes, and offers powerful strategies to eradicate it altogether. By implementing these strategies, you can significantly improve your sales effectiveness and achieve more consistent, reliable results.

The Best Fit: Managing B2 (and Larger) Production Digital Printers

In a production digital print market that is dominated by A3+ format sheet-fed devices, there are a handful of products that offer a larger format for sheet-fed commercial printing applications, with more on the way based on news coming from drupa 2024. Print service providers that are considering an investment in commercial printing equipment may wonder what the best fit is for their shop. This document reviews the factors involved in the use of B2-format (and larger) production color digital printing systems for sheet-fed applications and makes recommendations for assessing their value.