

think.



FORWARD

INKJET NETWORKING AND KNOWLEDGE

FIRST EDITION | 2025

MEET THE 2025 think BOARD

Get to know your think Board members and find out what they're planning for this year and beyond.

PUTTING AI TO THE TEST

Learn how we used AI to transform think Board members into animated characters!

PRODUCTION DIGITAL PRINTING 2025

Why PSPs are choosing now to pursue growth, enhance productivity, integrate AI, and more.

CUSTOMER SPOTLIGHT

How Merlin Printing, Inc. leverages the capabilities of the varioPRINT iX3200 to deliver on quality.

REGISTRATION IS OPEN FOR think AHEAD 2025

Registration is open — visit thinkForum.com to register for the annual think Ahead conference!



PRODUCTION NOTES

Paper: Cover pages printed on <paper> with spot gloss UV coating; interior pages printed on <paper>.

Press: Canon varioPRINT iX sheetfed inkjet press

think is an independent community of Canon production inkjet customers, solution partners, and print industry experts and Canon 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 **PETE STUDER**

My fellow thINK members,

I am honored to assume the role of thINK Board President, and I extend a warm welcome to our two new esteemed colleagues: Tom Ling (Managing Member, Advantage ColorGraphics) and Fred Van Alstyne (Chief Operating Officer, Cathedral Corporation). Their expertise will be invaluable as we continue to advance thINK’s mission. I would also like to express our profound gratitude to Francis McMahon, whose visionary leadership as a Canon Executive Sponsor for the past decade has been instrumental in building thINK into the vibrant and thriving community it is today. As Francis transitions from his role at Canon, we are delighted to welcome Pete Kowalczyk, who joins Tonya Powers as a Canon Executive Sponsor representative, and we look forward to his contributions.

I have had the privilege of serving on the thINK Board for over five years, and I am truly excited to step into this leadership position. My company’s mission and my own personal values deeply resonate with the spirit of thINK — to experience the profound joy of investing in others. Investing in people yields immeasurable returns, and I am honored to contribute to thINK’s mission to foster growth, cultivate meaningful connections, and ensure the continued success of the inkjet industry.

Beyond my role as CEO at Impact, I enjoy the outdoors, playing golf, spending quality time with my wife and three teen daughters, and hunting season.

I encourage you to reach out to me to share your best practices with this amazing inkjet user community, as well as input into the tools, training, and resources you would like to see from thINK to help you accelerate your success with inkjet. I hope to see you at the upcoming thINK Ahead 2025 conference in Boca Raton, Florida — be sure to visit thINKForum.com to get registered!



PETE STUDER

thINK Board President
CEO of Impact
pstuder@thINKForum.com



P.S.

thINK makes it easy for Canon production inkjet customers to showcase their latest and greatest inkjet print projects and gain industry recognition. Request support for the GPA 2025 Print & Design contest as well as an Inkjet Innovation video by emailing info@thINKForum.com.

CALL FOR ENTRIES: GPA 2025 PRINT & DESIGN CONTEST

Submit your best work printed on any qualified GPA substrate within the past year.

- Enter March 1– August 31, 2025
- No Entry Fee, No Limit of Entries
- Award Ceremony at PRINTING United, October 22–24, 2025

Visit GPA-Innovates.com to learn more!



thINK FORWARD

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Reach out to the 2025 thINK Board members using the thINK Member Directory on thINKForum.com! thINKForum.com/member-directory



MEET YOUR 2025 thINK BOARD MEMBERS



PETE STUDER

2025 President
CEO, Impact



LORI MESSINA

Immediate Past President 2025
President, Access Direct



CHRIS WELLS

Director | 2025 VP/Treasurer
Executive Vice President,
DS Graphics | Universal Wilde



ERIC HOLLINGSWORTH

Director | 2025 Conference Chair
VP of Operations, RevSpring



SHELLEY HYDE

Director
Co-Owner, PrintMailPro

“Being a part of the thINK Board aligns well with our company’s mission — as well as my own personal mission — to experience the joy of investing in others.”

PETE STUDER

“I look forward to supporting Pete and the thINK Board in the role of Immediate Past President to collectively foster the growth of the Canon inkjet user community.”

LORI MESSINA



FRED VAN ALSTYNE

Board Member
Chief Operating Officer,
Cathedral Corporation



TOM LING

Board Member
Managing Member,
Advantage ColorGraphics



PETER KOWALCZUK

Executive Sponsor
Executive Vice President, Client Services
Group President, Canon U.S.A.



TONYA POWERS

Executive Sponsor
Director, Customer
Marketing-Production, Canon U.S.A.



ERIC HAWKINSON

Executive Director
Executive Vice President,
Innovatis Group

“The dynamic nature of thINK empowers the entire community to take an active role in contributing to its growth. I look forward to serving on the thINK Board to further contribute to the community.”

FRED VAN ALSTYNE

“thINK is the most collaborative group you’ll find in the inkjet industry. The relationships forged within thINK are invaluable, and it’s my pleasure to serve on the thINK Board to help others cultivate these meaningful connections that drive growth and overall success of the inkjet industry.”

TOM LING

ABOUT thINK

thINK is an independent community of Canon production inkjet customers, solution partners, and print industry experts, and Canon 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.

thINK is a self-governed community, and the thINK Board works in collaboration with Canon to cultivate innovation, best practices, world-class education, and experiences that will help the entire community be more successful.

PRODUCTION DIGITAL PRINTING 2025

Setting the Course to Thrive in the Year Ahead

The printing industry faces a dynamic landscape in 2025, driven by evolving technologies, shifting consumer behaviors, and a competitive market. The following article features highlights of the 11 key trends shaping the industry, offering insights and strategies for print service providers to navigate the year ahead, extracted from the NAPCO Research Report Setting the Course to Thrive in the Year Ahead. The full report is available for download on thINKForum.com.

1. **Readying for a New Generation of Workers**

Attracting and retaining Gen Z talent is critical for the industry's future. This tech-savvy generation prioritizes work-life balance, social impact, and career growth. Print providers must adapt their recruitment strategies to resonate with Gen Z's values, leveraging social media, offering competitive benefits, and emphasizing employee development.

2. **Harnessing AI to Improve Operations**

Artificial intelligence (AI) is revolutionizing print operations. From automating job ticketing and managing inventory to enhancing quality control and predicting equipment downtime, AI offers significant productivity gains. Print service providers must explore and integrate AI solutions to streamline workflows, reduce costs, and gain a competitive edge.

3. **Generative AI Delivers Marketing Results for You and Your Customers**

Generative AI empowers print providers with powerful marketing tools. AI-powered content creation, personalized marketing campaigns, and enhanced customer service through chatbots can significantly improve marketing effectiveness and customer engagement.

4. **Digital Printing's Expanding Role in Book Manufacturing**

Digital printing continues to transform book manufacturing, offering shorter runs, personalization, and on-demand printing capabilities. The rise of print-on-demand services, driven by AI-powered demand forecasting, will further solidify digital printing's dominance in this sector.

5. **Next-Generation Inkjet Investment**

Production inkjet presses are becoming increasingly critical in achieving competitive advantage, offering significant cost savings and operational efficiencies. Print providers are investing in inkjet to enhance productivity, meet customer demands for shorter runs, and expand their service offerings.

6. **Direct Mail: Relevant and Influential**

Direct mail remains a powerful marketing channel, particularly in the face of digital fatigue. Leveraging AI for hyper-personalization, real-time performance tracking, and sustainable practices will be crucial for maximizing the effectiveness of direct mail campaigns.

7. **Rejuvenating Transactional Documents With Versioning and Color**

Transactional documents are evolving beyond simple information delivery. The use of color, personalization, and targeted messaging is increasing, transforming these documents into valuable marketing channels.

8. **Streamlining Success With Workflow Automation**

Workflow automation is essential for improving profitability and meeting customer demands. By reducing bottlenecks, minimizing human error, and enhancing efficiency, automation empowers print providers to optimize operations and gain a competitive advantage.

9. **Expanding Services Beyond Print**

Print service providers are diversifying their offerings to capture new revenue streams. Omnichannel communication strategies, encompassing both print and digital channels, are crucial for meeting the evolving needs of customers.

10. **Digital Printing Enabling Migration Into Packaging**

Digital printing is increasingly being adopted for packaging applications, offering shorter runs, personalized packaging, and greater flexibility. This trend is expected to continue, driven by the growing demand for customized and on-demand packaging solutions.

11. **Maximizing Postal Savings as USPS Pauses Postage Increases**

Understanding and leveraging postal regulations and discounts can significantly impact profitability for print providers. Staying informed about USPS policies and utilizing available resources can help businesses optimize shipping costs and maintain a competitive edge.



EMBRACE TRENDS

By embracing these key trends, adapting to the changing needs of customers, and leveraging innovative technologies, print service providers can navigate the challenges and capitalize on the opportunities that lie ahead.

Download the full report.
thINKForum.com/market-research



WANT MORE?

Download Business Development Strategies Roadmap: An Overview of Expected Trends for 2025, which is available on thINKForum.com and offers another take on 2025 top trends.

Download the white paper.
thINKForum.com/market-research

BRINGING THE thINK BOARD TO LIFE WITH ARTIFICIAL INTELLIGENCE

Go Behind the Scenes on this AI Project



By EMILEE CHRISTIANSON
MANAGING DIRECTOR, CLIENT SERVICES, TREKK



To help thINK members get to know their new Board President — and to test emerging artificial intelligence creative tools — we used AI to create this message from Lori Messina and Pete Studer.

See how AI transformed Pete and Lori into animated characters!

The AI tools my team used to create this animation are brand new; we're trying them out as they hit the market. Here, I'm taking you behind the scenes on our experimental process for using AI to animate real people — and revealing a few lessons we learned along the way.

Step 1: Creative Direction

We knew we wanted to use AI tools to animate Pete Studer and Lori Messina, but before proceeding we needed to decide on an animation style, as the style would dictate our next steps. For example, did we want our characters to be 2D cartoons, 3D cartoons, or have more of an illustrated style? Did we want to show the characters from the shoulders up, or did we want to animate them moving around within scenes?

In addition to the animation style, we needed to set the scene. thINK Board President Pete Studer is an avid duck hunter, so we set the video during hunting season to help thINK members get to know him more personally. Immediate Past President Lori Messina is, as many of you know, always dressed to the nines and would NOT be found duck hunting, so we had some fun dressing her character in a stylish outfit that makes her look a bit out of place in Pete's hunting scene.

Step 2: Script Generation

We did not use AI to generate the script because we had some specific dialogue in mind, but generative AI is definitely capable of creating a basic video script that can be edited and perfected.

Step 3: Photography

Next, we took photographs of Lori and Pete to train the AI. These had to be against a white background, with no hats or glasses, and with hair tucked behind the ears. This makes reading the visual characteristics of a person as easy as possible for the AI.

Step 4: Audio Production

Then, we recorded our stars reading the script on video. AI voice generation tools have strict security features to prevent your voice from being used without your consent, so each "actor" had to first authorize that their voice could be used, and that authorization only applied to this specific project.

At the same time, we recorded members of our team reading the script with varying tone and inflection. This provided the performance to drive the AI.

Step 5: AI Collaboration

We then fed the AI tool our chosen animation style, photographs of our stars, and our audio files and used the tool to compile these elements into characters. We used our team's performances to map facial expressions onto the characters, then animated the body movements by hand. The animation was technically still being done by our team, but with the assistance of AI.

Step 6: Post-Production

Once we were happy with the result from the AI tool, we moved the animated video to Adobe After Effects to polish, add music, and add intro and outro bumpers.

What We Learned from This AI Experiment...

Short answer: A lot!

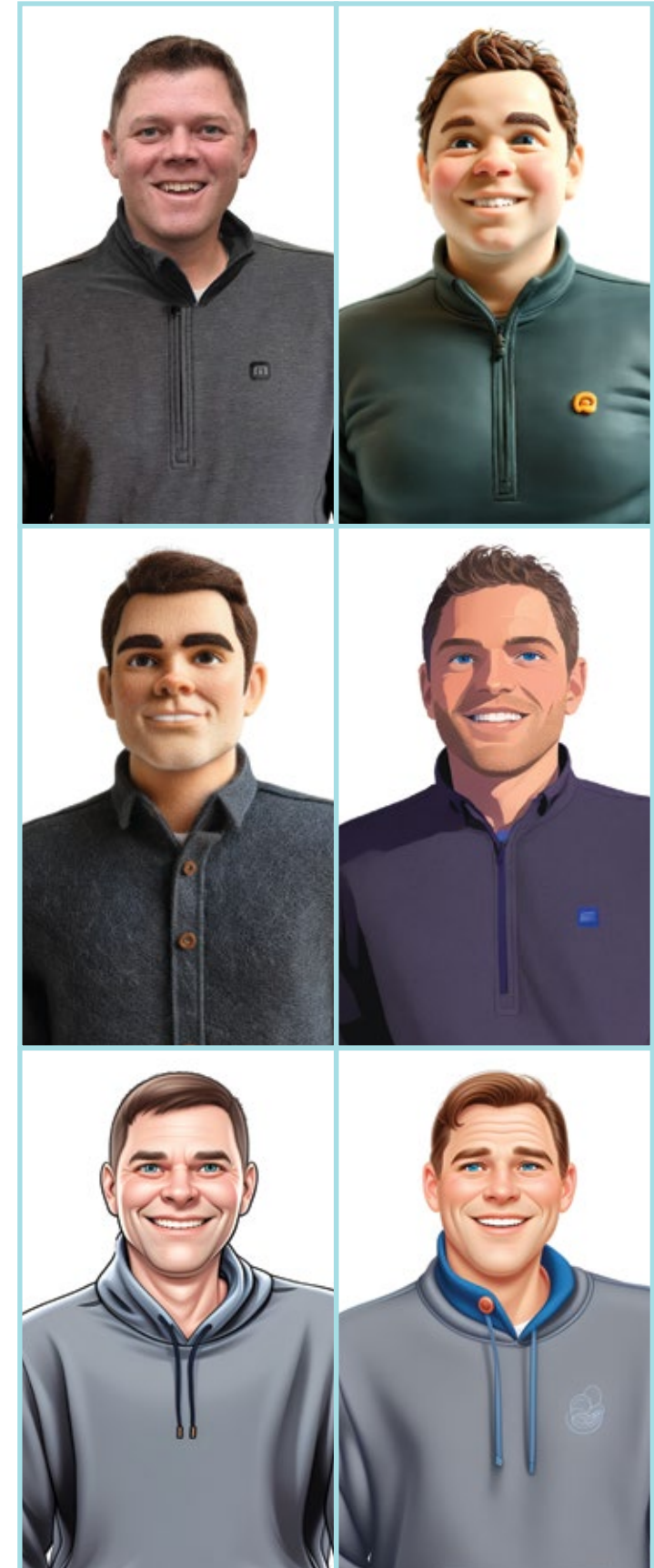
We already knew that artificial intelligence can't replace human creativity or critical thinking, but some of the assumptions the AI made were pretty funny. For example, we told the AI that Pete should be dressed as a hunter, and it kept giving his animated character a beard! (Perhaps the AI knew that Pete does like to grow a beard during hunting season?) We had to tell it over and over that Pete shouldn't have a beard.

One interesting thing we discovered was that there was no need for Pete and Lori to read the actual script. We gave them a different script created specifically for training the AI voice model, while our team read the actual script.

We also learned that the audio used to train the voice emulator didn't need to be gender-specific. A woman on our team read Pete's script in a slightly different tone, and the AI was still able to make it sound like him.

Finally, we'd hoped that AI would enable us to just plug everything into one tool and work its magic, but it doesn't quite work like that. There are still multiple tools involved — and a lot of room for error — but this is still a much easier process than old-school animation, meaning it's something your in-house design team could replicate.

Are you experimenting with artificial intelligence creative tools? I invite you to join the upcoming thINK Academy workshops on AI. Register now to reserve your spot!



REGISTER NOW

Join Emilee this August for the thINK Academy workshop **Where Do AI Tools Fit in Your Business?**
thINKForum.com/live-training

THE POWER OF PRICING

How Discounts Hurt Trust

By CASEY BROWN
FOUNDER, BOOST PRICING

Can a quick price drop close the deal? Is there a downside? Let me share why discounts like this can backfire for production inkjet print service providers — and what to do instead.

Scenario A:

We quote \$5,000 to a customer for a production inkjet print job — let's say it includes full-color variable data printing on premium coated stock and mailing services. The customer comes back and says they need us at \$4,500 to win their business. We agree to discount the deal by \$500 but don't change anything about what we're delivering — still the same premium stock, same color coverage, same mailing service.

In Scenario A, the customer gave up nothing to get a discount. We changed the price without changing the offering, which I call an “unearned discount.” This obviously eats into our profit. But equally importantly, unearned discounts hurt trust. When the customer learns that they can simply ask for a discount and get it — without any adjustment to the scope or materials—they may conclude there was extra margin in the deal that we were trying to sneak by them, and they caught us in the act.

We may think a discount makes the customer feel good, but unearned discounts actually hurt customer trust and destroy price integrity — the structural integrity of fair value-based pricing. We've broken price integrity, which rests on a rigorous exchange of value, by discounting over nothing. We also open the wild, wild west of discounting and train the customer how to do business with us forever.

Approach 2 accomplishes three critical things:

- Improves Profitability: We protect or maintain margins by lowering our internal costs whenever we discount the price.
- Separates Negotiation Tactics from True Price Sensitivity: We discover whether the customer really needs the lower cost or if they're simply testing our willingness to discount.
- Protects Price Integrity: Because any reduction in price reflects a corresponding reduction in scope or materials, the customer doesn't walk away feeling we inflated our prices just to give them a “win.”

This transparent, “give-to-get” approach reinforces trust and ensures every discount is earned, not just handed out.

Scenario B:

Now consider a different approach. We quote \$5,000 for the same production inkjet print job. The customer again says they need \$4,500 to close the deal. This time, we agree to drop the price by \$500, but only if we change part of the offering. For example, maybe we:

- Move from premium coated paper to a lower-cost uncoated stock
- Reduce the amount of variable data personalization
- Lower the ink density or limit the color coverage
- Adjust the run size or finish/trim options
- Delay the mailing date or the start date of production
- Ask for partial or full payment up front

By providing options tied to a discount, we allow the customer to indicate their true price sensitivity. We can suss out if this was just a negotiation tactic, or if the budget limitations are real. If they value premium quality (like coated paper, full-color coverage, or top-notch finishing), they might decide to pay the original price. If budget is truly their main concern, they can opt for a scaled-back version of the job and accept fewer features.



REGISTER FOR THE think ACADEMY WORKSHOP THE POWER OF PRICING

Don't miss this workshop — it will not be recorded! Only those who attend are eligible to receive complimentary 1:1 coaching sessions with the instructor, Doug Butdorf of Boost.

If you are excellent at what you do, you should be paid like you are excellent. Not like you are good. Not like you are average. Not like you are mediocre. A lack of confidence in pricing power holds many businesses back from what's possible.

In this think Academy workshop you will discover your true pricing power. We will discuss:

- The Power of Pricing Discounting: Pricing has a dramatic effect on profitability. Discounting is the enemy of profitability, often used unnecessarily out of phantom fears of sales volume loss. Reduce unnecessary discounting to drive higher profit margins.

- Price Sensitivity: Not every customer and product or service is equally price sensitive. Leveraging variable sensitivity allows businesses to increase pricing in targeted areas for improved profit without volume loss. Even in highly competitive industries, there are pockets of unexercised pricing power.

- Value-Based Pricing: Here's a counterintuitive truth: sellers are more focused on price than buyers. Relentless focus on understanding and communicating value allows businesses to increase pricing and grow sales.



THE POWER OF PRICING

March 27, 2025 | 2:00pm EDT

Join us to discover practical steps to boost profitability through strategic pricing. Learn how to reduce unnecessary discounting, leverage price sensitivity, and implement value-based pricing to drive higher profit margins and sales growth.

Register for think Academy live classes and workshops!

thinkforum.com/live-training



Doug Butdorf, Senior Pricing Consultant at Boost, is seasoned in pricing, sales, marketing, and business development at Fortune 500 corporations and start-ups alike.

Register Now

DON'T MISS **thINK AHEAD 2025**



JULY 14-16, 2025 | BOCA RATON, FL

Don't miss the 11th annual thINK Ahead conference, to be held in beautiful Boca Raton, FL July 14-16, 2025. This unforgettable experience will include all your favorites — deep dive educational sessions, networking, health and wellness activities, fun evening events, and inspirational keynotes — plus a few surprises to enhance your inkjet experience.



WE ARE PLEASED TO OFFER

one complimentary registration package for each Canon production inkjet customer.

PACKAGE INCLUDES:	FIRST REGISTRATION (FREE)	ADDITIONAL ATTENDEES (\$1,995)
The first attendee from your company to register will be provided complimentary registration. Follow-on registrations from your company will receive a request for payment of \$1,995.		
Lodging at The Boca Raton (2 nights: July 14 & 15)	●	●
Full-Access Conference Pass	●	●
Meals During the Conference	●	●
Canon Americas Customer Innovation Center Tours and Demos	●	●
Airfare	Not Included	Not Included

Please note: You must be a Canon production inkjet customer, sponsored partner, or invited press/analyst to attend thINK Ahead 2025. Registrations that do not meet this criteria are not eligible and will be denied.



thINK Ahead is the cornerstone of our community, the place where we come together to celebrate our milestones, solve our biggest challenges, and shape our industry. I look forward to this event all year long.



— Pete Studer, CEO of Impact, thINK Board President



Register now at:

thINKForum.com/attend



Customer Spotlight

MERLIN PRINTING, INC. ANNOUNCES A STRATEGIC ACQUISITION OF THE varioPRINT iX3200

Merlin Printing, Inc., a leading Amityville, NY-based full-service printing company with a proud 60-year history, announces a strategic investment in its future: the acquisition of the powerful Canon varioPRINT iX3200 sheetfed inkjet press. This addition underscores Merlin's commitment to providing exceptional printing solutions and helping businesses of all sizes achieve their goals.

Embracing Innovation

Since its inception, Merlin Printing has embraced innovation. From its early days, the company consistently adapted to meet evolving customer needs. Their motto, "Our Business is to Help You Grow Your Business," exemplifies this dedication to the success of their customers.

The varioPRINT iX3200 significantly expands Merlin's capabilities, enabling them to offer a wider range of high-quality print solutions, including:

- Targeted Direct Mail: Personalized messaging and data-driven insights for maximized ROI.
- Streamlined Transactional Printing: Timely and accurate statements, invoices, and customized documents.
- High-Quality Book Printing: High-quality production for short-run novels, academic texts, and children's books, with on-demand printing options.

"Merlin Printing's story is one of continuous adaptation and growth. From its roots in traditional printing services to its current embrace of inkjet technology, the company has always remained committed to providing its customers with the solutions they need to succeed. With Steven Vid at the helm and a team dedicated to innovation, Merlin Printing is sure to thrive for many years to come."

**TONYA POWERS, DIRECTOR
CUSTOMER MARKETING
- PRODUCTION, CANON U.S.A.**



Merlin leverages the capabilities of the varioPRINT iX3200 to cater to specific industry needs, including:

- Higher Education: Eye-catching student recruitment materials, high-quality alumni communications, and course materials.
- Healthcare: Educational patient brochures, visually appealing physician marketing materials, and pharmaceutical marketing materials.
- Real Estate: From eye-catching property brochures and personalized direct mail campaigns to large format signage and window clings, Merlin offers a complete suite of printing solutions for real estate professionals. Their high-speed inkjet printing ensures quick turnaround times, while their in-house signage capabilities provide a seamless and convenient experience for all real estate marketing needs.

"The varioPRINT iX3200 represents a significant investment in our future... It allows us to offer our customers customized, high-quality print offerings that help them meet their goals and grow their business."

STEVEN VID, PRESIDENT



DID YOU KNOW?

You can request a FREE spotlight press release for your company. It's one of the many advantages of being a Canon production inkjet customer.

Request a spotlight press release on your company.
thinkforum.com/customer-spotlight



DID YOU KNOW?

As a Canon production inkjet customer, you have complimentary access to the latest industry and market research reports on [thinkForum.com](http://thinkforum.com).

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

EXPLORE NEW MARKET OPPORTUNITIES

These vertical market kits are designed to help print service providers capture more business in their target markets. Each kit offers an analysis of trends, opportunities, key strategies, tips, and tools to target customers of varying types and sizes across a dynamic range of organizations.

Successfully targeting a vertical industry involves developing strategies that align internal resources with market needs, educating and training staff, and allocating resources for ongoing market monitoring. Download a vertical market kit today and share with your team to get started!



Insights in the Non-Profit Market



Insights in the Gaming/Casino Market



Insights in the Home Services Market



Download FREE market research reports.
thinkForum.com/market-research



Business Development Strategies Road Map: An Overview of Expected Trends for 2025

Far from fading into obsolescence as once predicted, print is reinventing itself, blending time-honored traditions with cutting-edge advancements. In this era of digital saturation, print continues to captivate audiences, offering a tangible and memorable experience that digital media often struggles to replicate. 2025 is set to be a crucial year for the print industry as emerging technologies, changing consumer preferences, and an increasing focus on sustainability are transforming our approach to print communication. Download this report to learn the top trends that are set to transform print communication and manufacturing in the coming year.



Mergers and Acquisitions in the Printing Market

To get a better understanding of today's market, it can help to look at recent merger and acquisition (M&A) history as well as plant closures and bankruptcies. Managers of all types of printing operations should account for these crystallizing trends. In addition to examining recent mergers, acquisitions, and closures among various types of print service providers (PSPs), this report explores acquisitions and mergers among the companies that provide hardware, software, and services to the printing market.



Getting Noticed: Differentiating in a Competitive Market

In today's fast-paced and competitive world of print communications, differentiation is not just an option; it is a necessity. Print service providers must navigate an increasingly challenging landscape where high-quality printing alone does not secure a competitive edge. This white paper emphasizes the importance of creating distinction by understanding what your customers want to achieve. It highlights how partnering effectively and communicating your value can play a key role in establishing your competitive advantage.



For the Love of Print: Becoming an Industry Evangelist

Even in an era dominated by digital media, those in the print industry can continue to thrive by providing exceptional value and impact. Print remains a trusted medium for conveying important messages and creating immersive brand experiences. As print service providers (PSPs), we have the privilege and responsibility to champion this enduring medium and educate clients and stakeholders about its unique benefits. Our role as print advocates is not just about preserving an industry; it's about unlocking the full potential of communicating in a multi-channel world where print plays a crucial role alongside digital media.



What's a thINK Academy live class?

Led by industry experts, thINK Academy live classes enable you to stay up-to-date on the latest industry trends and market opportunities.



What's a thINK Academy workshop?

These hands-on, interactive sessions are designed to help you work through your biggest questions and toughest challenges. In advance of each workshop, attendees will receive a workshop guidebook, and all attendees are eligible for a 1:1 follow-up coaching session to help put their learnings into practice.

Please note: You must attend the workshop in order to request 1:1 coaching sessions.

ON-DEMAND NOW

DELIVERING PERFORMANCE: CHARTING THE FUTURE OF DIRECT MAIL IN AN OMNICHANNEL WORLD

Brands in the U.S. will spend nearly \$40 billion on direct mail marketing efforts this year. But with marketers facing intense pressure to generate higher returns from every dollar of investment, how are PSPs innovating to deliver more value from direct mail? This session will address how to deliver direct mail performance.

AUGUST 21, 2025 | 2:00 PM EDT

OPPORTUNITIES IN THE NON-PROFIT SECTOR AND THE IMPACT OF AI

Whether you're seeking to break into the non-profit sector or strengthen existing relationships, this live class will give you the insights you need to position your print services as an invaluable asset to non-profit organizations.

SEPTEMBER 18, 2025 | 2:00PM EDT

CASINO AND GAMING

The casino industry is booming. From guest personalization to loyalty programs and cutting-edge marketing, casinos are seeking partners who can help them elevate their customer experience and drive engagement. This live class will equip you with actionable strategies to win new business and build lasting partnerships in this dynamic and lucrative industry.

NOVEMBER 13, 2025 | 2:00 PM EST

SEIZE THE OPPORTUNITY: PARTNERING WITH HOME SERVICES

By harnessing the power of AI-driven personalization and strategic print marketing, learn how you can help home services businesses enhance customer experiences, streamline operations, and drive impressive business growth.



Register for thINK Academy live classes and workshops!

thINKForum.com/live-training



In addition to our thINK Academy live classes and on-demand learning, we are offering hands-on, interactive workshops led by industry experts.

Sales Series

MARCH 13, 2025 | 2:00 PM EDT

SALES & AI: PROSPECTING & GETTING THE APPOINTMENT

By creating a sales process that applies AI solutions, you can get in front of more decision-makers and shorten the sales cycle. Come learn a process where fundamental sales truths get turbo-charged.

JUNE 26, 2025 | 2:00 PM EDT

THE SALES PRESENTATION AND FOLLOW UP

Congratulations on getting that appointment...now what? This workshop teaches the critical steps to take in order to nail the pitch: how to know what to say, anticipate objections, and close the deal. You have one chance in front of the client. Learn how you can make the most of it and close the sale.

Pricing Series

MARCH 27, 2025 | 2:00 PM EDT

THE POWER OF PRICING

Join us to discover practical steps to boost profitability through strategic pricing. Learn how to reduce unnecessary discounting, leverage price sensitivity, and implement value-based pricing to drive higher profit margins and sales growth.

Marketing Series

APRIL 3, 2025 | 2:00 PM EDT

OPTIMIZE YOUR WEB PRESENCE FOR MAXIMUM BRAND IMPACT

Do you want to improve your web presence and increase digital lead conversion? This hands-on session will give you tools to evaluate your current website's performance based on user experience, content effectiveness, mobile optimization, accessibility, and more.

MAY 22, 2025 | 2:00 PM EDT

REFINE YOUR BRAND MESSAGING FOR MARKETING SUCCESS

Whether your brand is in need of an overhaul or you're just looking for a refresh on brand basics, this workshop will provide actionable ways to form better connections with your target audience.

Artificial Intelligence Series

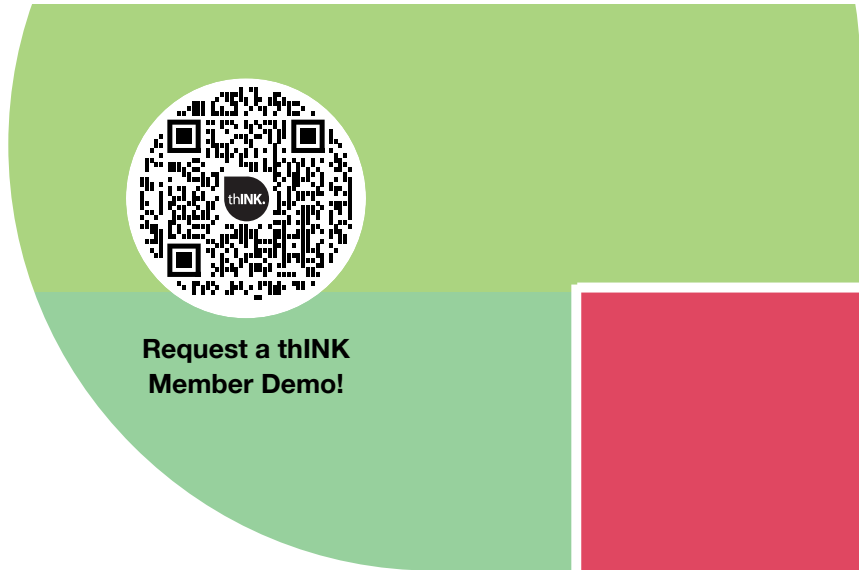
AUGUST 28, 2025 | 2:00 PM EDT

WHERE DO AI TOOLS FIT IN YOUR BUSINESS?

This workshop will help you identify AI opportunities, articulate the unique benefits to your business, and persuade key stakeholders. You'll leave with a customized action plan for AI adoption so you can start leveraging this groundbreaking technology.

Explore thINK MEMBER BENEFITS

There are advantages to being a Canon 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!



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!

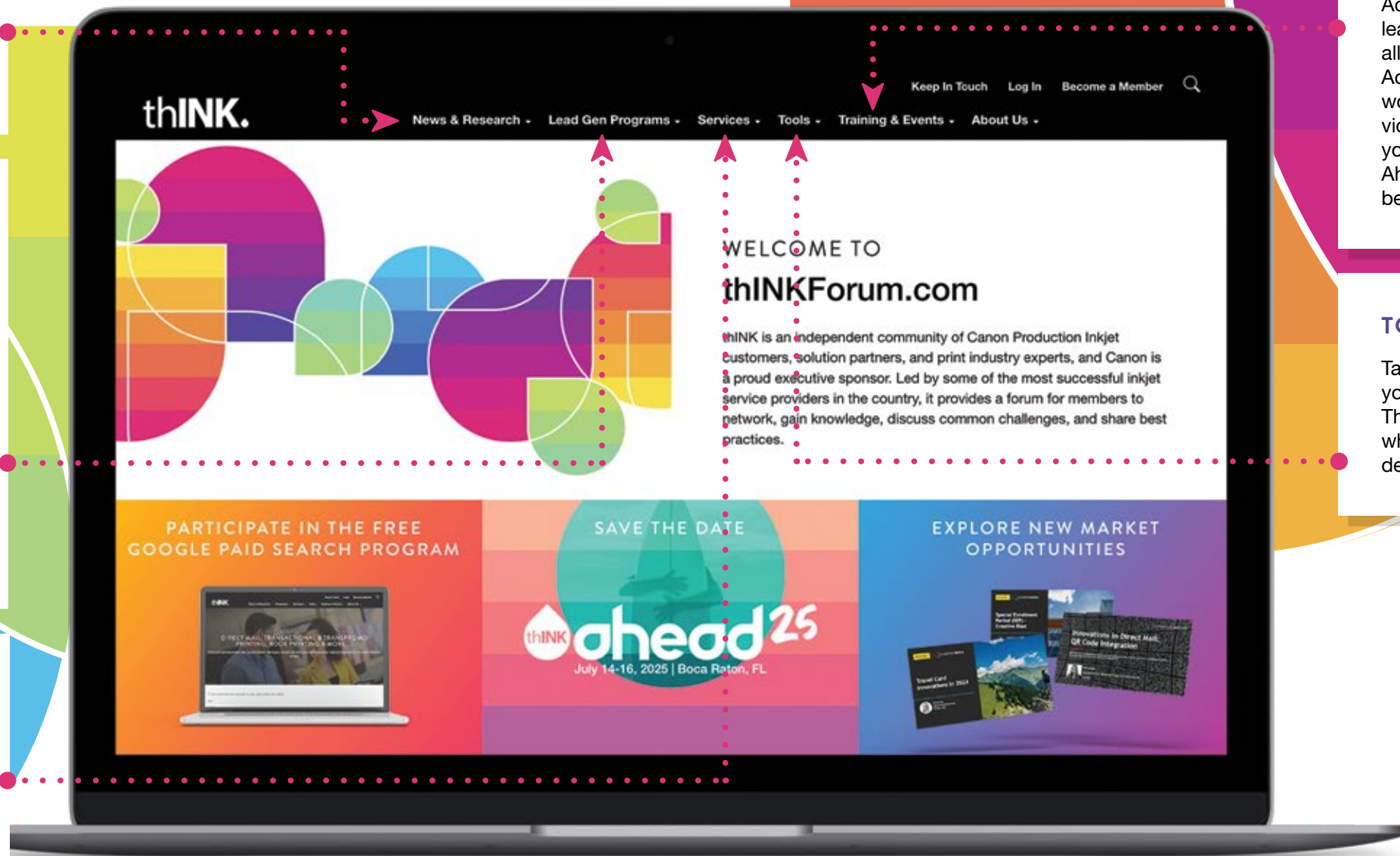
LEAD GEN SUPPORT PROGRAMS

Take advantage of free programs to help promote your inkjet capabilities and generate leads, including:

- Press Release
- Company Video
- Blog Posts
- Social Media
- Paid Search
- Website Audit

SERVICES

Looking for additional support with sales, marketing, business development, and more? Your thINK membership gives you access to a variety of professional services.



TRAINING & EVENTS

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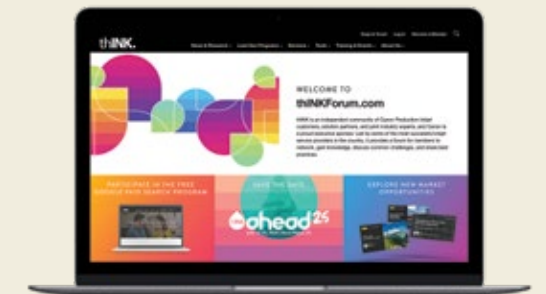
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