

“ LET’S TALK ABOUT
ALWAYS SUPPLYING
QUALITY PRINTS
ON-DEMAND. ”



Business *can* be simple



Businesses have been finding ways to print short run colour jobs cost-effectively. The rapidly changing pace of business demands high-quality, professional communications materials to be printed in small, customised quantities with shorter turnaround time.

With Canon's customised solutions, business can be simple. You can streamline your processes to ensure a smoother, more productive, highly effective business for better growth, stronger sales and increased profits.

Let's talk about how Canon's digital printing technology can revolutionise your printing solutions to meet your clients' demands.

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REAP THE BENEFITS OF THE MODERNISED DIGITAL PRINTING PROCESS

Print service providers still using the traditional offset printing process face stiffer competition and find it increasingly difficult to meet the demands of customisation to their clients' marketing communication needs. A labour-intensive production process results in a much longer lead-time and rising human resource costs. The inflexible nature of traditional presses hinders your ability to accommodate last minute changes from your clients. Cost-effective print runs, which require a minimum quantity, often exceed your clients' requirements leading to wastage and increased storage costs.

We can help.

Canon's digital printing technology enables seamless end-to-end printing and document creation. User-friendly graphical interfaces allow the user to view documents onscreen, edit by batches and preview before setting the finishing details like saddle stitching, trimming or binding.

Its variable data print solution can seamlessly process data from most existing databases and mainframe environments, without the need for expensive re-programming of systems. This intuitive interface also allows for true personalisation and messaging on-demand, including the automatic generation of full-colour charts and graphs. The value of your document output is thus greatly enhanced for better customer attention and response. Plus, clients greatly appreciate a one-stop shop with full end-to-end spectrum of printing services.

Benefits at a glance:

- Shorter pre-press processes for faster turnaround time
- True personalisation for improved print output
- Increased versatility with batch editing and short print runs
- Control over end-product quality
- Cost-savings for a more competitive price
- On-demand printing to meet clients' request
- Print multi-page documents one complete set at a time, enabling partial delivery
- Faster, environmentally friendly set-up with virtually no chemicals or waste



Colour Printing Process Now Simplified



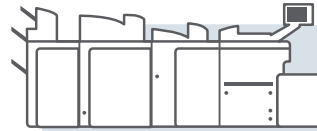
Host mainframe



User-friendly pre-press graphical interface



Raw data and software



Accepts data from mainframe to form complete customised document as programmed



Generates customised documents with superior colour reproduction and at high speeds

EXPAND YOUR PRINT-FOR-PAY SERVICES TO DEVELOP YOUR BUSINESS

Print-for-pay businesses typically offer customers a spectrum of one-stop print solutions such as pre-press design, layout typesetting, printing, post-press letter shopping as well as self-service copying (B/W or full-colour) and large format printing. However, the changing landscape of today's business is facing a growing segment of print on-demand requests with fast turnaround time. Further demands include small quantities of professionally printed documents or reports, a business that traditional print processes are not able to satisfy, resulting in lost revenue for print-for-pay businesses.

We can help.

Canon's digital printing technology allows you to deliver professional quality prints, documents or reports on-demand in small quantities. Superior colour reproduction at high speeds and advanced finishing capabilities, such as saddle stitching, trimming or binding, mean your business can fill a segment other print-for-pay outlets cannot as well as offer customers full end-to-end printing services.

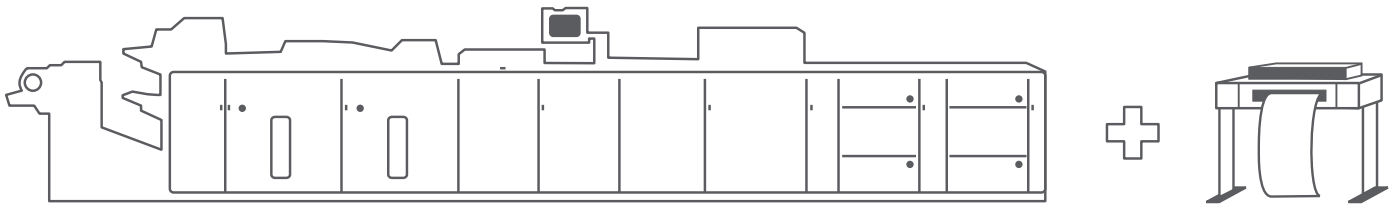
Users can also order jobs online. All the required information, such as cost centre, type of media, finishing and more can be submitted online. Users will be given a summary for their orders, which includes the cost of the job, before sending the job out for print. Printouts can then be delivered to customers or picked up. The entire process saves users time and costs (incurred on CDs, couriers, etc.) while giving them the convenience of working on-the-go.

Benefits at a glance:

- Professional prints in small quantities
- Fast turnaround time
- Cost-savings for a competitive price and increased profitability
- Customer satisfaction for good word-of-mouth and repeat business
- Improved control over end-product quality
- Complement existing infrastructure to offer full end-to-end printing services
- Offer a wider range of services



Production Printers



- High-speed printing at 70 pages/min



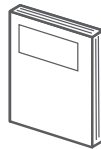
- Professional finishing capabilities like saddle stitching, trimming or binding



- Accepts paper weight of up to 300 gsm

- Superior colour reproduction that is close to offset printing

- Inline handling of booklet and trimming



- Prints in varying sizes from A4 to A0, including colour proofs



Print the following with ease:

- Personalised periodical wraps or regionalised directory wraps



- On-demand books, order forms, catalogues, versioned manuals and photo albums



- Short-run personalised advertising collateral that includes: direct mail, invitation cards, calendars, photo business cards and packaging labels



For on-demand professional print solutions,
visit us at www.businessscanbesimple.biz

Canon

Delighting You Always