

you can
Canon

**Professional
Print Solutions**

CUSTOMER FOCUSED
COMPLETE SOLUTIONS
COMMITTED ORGANISATION

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*I need someone who understands
my business – a partner with the
technology and know-how to
make me more successful.*

”



Our customers define our business

At Canon, we don't just talk about understanding our customers. It's the very ethos that underpins our business approach. In the professional print and creative services environment, we're in constant dialogue with customers and other print technology providers, establishing new ways in which business success can be enhanced through the harmonisation of technology and expert knowledge. It's this approach that makes Canon your ideal partner for a profitable future.

Understanding the industry

There's a whole host of meaningful dialogue that enables Canon to provide print customers with the most productive hardware, software and service solutions available. As well as listening to direct feedback from customers across Europe, we work closely with specialist print technology suppliers enabling us to offer the latest hardware and software solutions to complement our own extensive offering. And to ensure we keep abreast of the latest industry developments, Canon actively participate with and are well regarded by the key industry bodies.

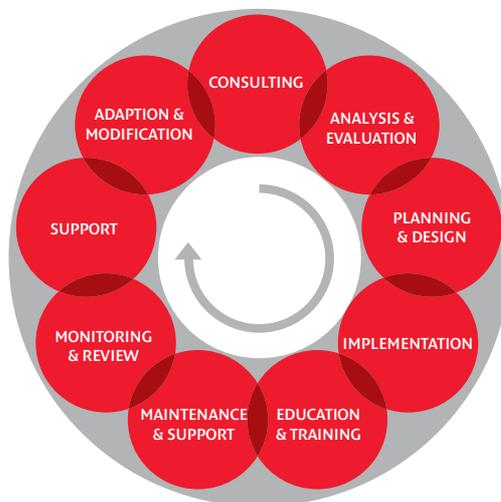
Addressing the issues that matter

Our customers cover a broad spectrum of businesses in the professional print and creative services arena. Although unique, many of these businesses share common "top line" challenges:

- ▶ **Enhancing** productivity and reducing operational costs.
- ▶ **Differentiation** - offering new and unique services to stay ahead of the competition.
- ▶ **Strengthening** customer relationships to secure long term profitability.

Long term relationships

By engaging in dialogue with you, we will develop a customised approach to address the issues that matter in your business. Once implemented, we'll work with you to ensure you get the most from your solution and we will continue to be on-hand to support your business as it evolves, working closely with you to ensure that long term success is realised.



Professional Print and
Creative Services Industry



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You need to work with a company who not only understands you, but has a thorough understanding of the dynamics of your marketplace.

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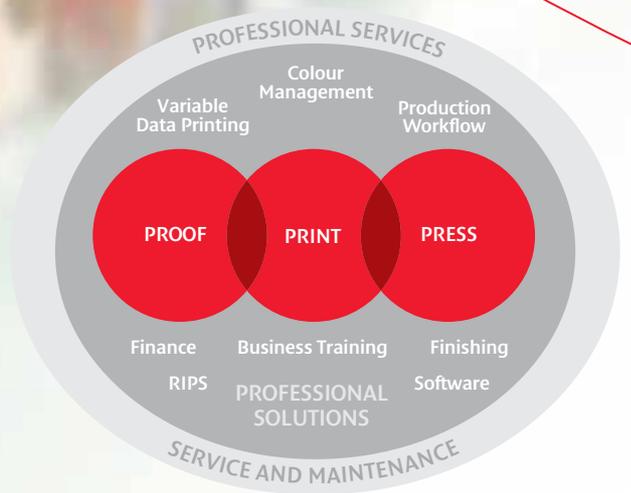
At Canon we've realigned our business to offer companies like yours a long-term professional partnership to help you achieve your full business potential.



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I need a production solution that's fit to tackle my specific needs.

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We appreciate that the issues your business faces are unique. That's why, developing a thorough understanding of your needs is integral to our business approach. We'll use our knowledge, experience and skills to ensure you get solutions that deliver a favourable return on investment.

Complete solutions for unique businesses

Solutions, not products

We deliver innovative and complete solutions, which focus on key processes within your business – such as colour management, production workflow and variable data printing, ensuring that speed, flexibility, efficiency, productivity and quality are optimised.

Solution components are selected from a broad portfolio of hardware, software and services. This choice is enhanced through partnerships with the very best printing technology suppliers.

As a result, your business can take advantage of our broad product and service choice, with the additional comfort of a single point of contact from a market leading company.

Canon Professional Print Solutions

Our scalable solutions can be adapted to suit companies of all sizes – from small independent businesses to multinational organisations. So whatever the size of your business, you can look forward to tangible results with solutions such as:

▮ **Production Print Workflow Management** – optimise parts of, or the entire production workflow cycle, reducing costs and maximising return on investment.

▮ **Professional Colour Workflow Management** – address specific colour issues in your business ensuring consistency of colour between monitor, colour proofs and production output, saving time and money.

▮ **Variable Data Printing** – print multiple, unique targeted documents, which communicate with each customer in a bespoke way. By combining creative design with database information, you can enhance business communication, ensuring a better response from your customers and increased customer loyalty.

Professional Services

Canon Professional Services can play a key role in your business, realising both new revenue opportunities as well as delivering improved business and workflow efficiency. Professional Services are delivered to you through a range of tailored programs, which Canon build in partnership with you. These programs may include sales support, self-marketing and educational modules.

Service and maintenance

Canon has an impressive network of technicians across Europe to support your investment. Our technicians deliver high standards of installation, product training and maintenance services because uptime and quality are vital to a profitable business.

Financial packages

For many of our print customers, initial financial outlay is an important part of the decision-making criteria. A variety of flexible finance options are available so that ongoing commitments fit with the returns your investment in Canon will generate.

We appreciate that every business is unique and we'll work with you to recommend solutions that are relevant and will provide tangible benefits to your business.

In today's business environment, Corporate Reprographic Departments (CRD's) need to work hard to stay close to their customers, and find solutions that allow them to perform jobs under increasingly tight time constraints.

Printroom management with confidence

To help CRD's fulfil their needs, Canon offers the full range of high volume print devices for colour and monochrome applications.

The full benefits of this hardware are realised when used in conjunction with Canon's business-enabling software, providing complete 'end-to-end' production workflow solutions.

Solutions for the **Corporate** sector



Canon



Stadtwerke Düsseldorf AG

How Canon put new energy into Stadtwerke Düsseldorf AG's workflow

Stadtwerke Düsseldorf AG has been supplying energy to the community for the past 130 years. They were looking for a way to deal with multi-format (analogue and digital) rush orders more efficiently as they were proving time-consuming and complex to process manually.

Canon recommended an enhanced workflow solution, beginning with a thorough analysis of Stadtwerke

Düsseldorf AG's existing workflow, all the way through to training and user support.

Our solution comprised a modular workflow system - combined with a job-ticketing tool. This enabled each job to be tracked from start to finish. Cost allocation is now accurate for all jobs running from their new Canon devices (which range from an iR 7200 to a CLC1180).

Canon's solution has provided multiple benefits for Stadtwerke Düsseldorf AG, including: improved workflow processes, device utilization, estimating and billing procedures; increased efficiency and productivity; and better management of high volume jobs. In addition, the new digital workflow has significantly improved Stadtwerke Düsseldorf AG's information flow.

Canon's digital production workflow solutions enable print jobs to be received in electronic or analogue format from customers, quickly formatted and assembled, before being printed in the fastest or most cost-effective manner. Digital job submission enables the printroom to efficiently service all potential customers via a corporate network or secure Internet link.

Canon's solutions are supported by accounting, cost management and customisation options to meet your specific business needs. All our workflow solutions are completely scaleable, and can be combined with a range of document creation, storage and composition software.

Canon's solutions enable you to:

- ▮ **Improve budgeting** – Cost and profitability information can be captured for use in future analysis and budgeting.
- ▮ **Gain control** – by automating entire production workflow cycle.
- ▮ **Improve service levels** – Work is prioritised and enhanced customer communication is possible.
- ▮ **Reduce costs** – and achieve greater return on investment.



“Canon's concept was coherent, with a clear price structuring.

The commitment of the team, the very good co-operation and the reliability of the new system have confirmed our confidence in Canon once again.”

Mr Auer Manager Print and Copycentre,
Stadtwerke Duesseldorf AG

We understand that the print for pay market is witnessing rapid technological change, and suffers from a lack of customer loyalty and chronic overcapacity. This creates a two-fold challenge to 'do more with less' while, at the same time, find new ways to achieve differentiation from the competition.

Offering more than just 'ink on paper'

Canon helps customers to re-align their businesses to take advantage of new market opportunities whilst maximising efficiency and productivity in their existing core processes.

We work with print providers in the 'Print for Pay' sector to develop new channels for sales and marketing

Solutions for the **Print for Pay** sector



Canon



Kall Kwik

How Canon helped Kall Kwik find new revenue streams

Terry Woods was working to "find the difference and the unique selling point" for his Kall Kwik, specialist design and print business in Chiswick, West London. Despite employing 16 people in the successful franchised business, incorporating comprehensive digital and litho output, which has grown over the past 20 years, Terry decided "digital print is not enough". Six months later, Kall Kwik took their first order for a variable data direct mail campaign.

Terry asked Canon and his incumbent supplier to propose solutions to enable Kall Kwik Chiswick to provide new services for its customers. In response, Canon worked with Terry to understand his needs and business plans, whilst discussing options and making proposals. After careful consideration, Terry chose Canon and invested in a comprehensive suite of solutions products, including PlanetPress for variable data printing, Digital store

front for customer service, EFI controllers and Balance to give workflow efficiencies. This was driving the new iR 125VP, iR 105+, CLC5100, and CLC3220 print engines. But, the package was not just products, Canon also provided comprehensive training, consultancy on workflow, and supported Terry in selling the new variable data printing services to his customers.

communication whether that involves the creation of remote job submission systems to improve information transfer with end users, or collaboration on variable data management projects through which new value added products and services can be offered to customers. Whatever your needs, Canon is the ideal business partner.

And as lead times continue to decrease and job complexity rises, Canon provides systems to assist print businesses in getting closer to their customers - encouraging strong working relationships to emerge based upon innovation and insight, rather than simply cost reduction and price competition.

Canon's solutions enable you to:

- ▶ **Enhance** operational efficiencies.
- ▶ **Provide** new value added services to customers.
- ▶ **Differentiate** your offering from competitors.
- ▶ **Reduce** costs and maximise return on investment.



"We went with Canon because they are more flexible, they have the right attitude. Ask and it can be done. They have helped us achieve what we wanted. The cashflow improvements were noticeable, through workflow efficiencies from the first months after installation, and with new services to offer, we've seen a new revenue stream and a positive move away from commodity based selling."

Terry Woods Director
Kall Kwik, Chiswick

Canon understands that colour management is an increasingly important issue facing creative services and design businesses. Consistency of colour and its accurate communication across devices as well as to external print providers can improve service levels and cut turnaround times. Creating a real point of competitive advantage.

A colourful future with Canon

Colour quality and consistency is crucial to creative services and design businesses. Yet they may be losing up to 30% of creative time managing this.

They range from simple systems that enable accurate calibration of a stand-alone device to a complete colour management workflow system. This would involve the profiling and colour matching of all proofing and viewing

Solutions for the Creative Services sector

Canon & Tequila

How Canon helped Tequila make a big impression on their clients

TEQUILA\Hakuhodo is a London-based marketing agency. A key objective for them was to increase their offering to clients by utilising in-house facilities.

Canon looked carefully at their aims and recommended a W8200P large format printer with Posterjet RIP, all supported by new colour management software. Although they hadn't considered the possibilities before, the

large format print solution allowed TEQUILA\Hakuhodo to simulate certain printing methods such as newspaper print, magazine print and offset printing. And the W8200P has also proved productive as a device for proofing designs.

With Canon's solution in place, TEQUILA\Hakuhodo can now provide valuable, additional materials to their

clients, such as posters for events and internal promotions- without the need for outsourcing. And thanks to Canon's colour management solution, 'colour matching' and communication between the agency and its clients has been enhanced, ensuring deadline-critical creative work can be quickly received, approved and then finalised for production.

equipment in the creative, reprographics and print production processes (e.g. RGB monitor, CLC proof device, digital output device and/or conventional press). Canon can offer either an ongoing relationship with these businesses, in which regular calibration and colour profiling services can be provided; or full training and equipment to enable the business to be self-sufficient.

Canon's solutions enable you to:

- ▶ **Save money** – as desired quality of output is achieved quickly and consistently.
- ▶ **Improve customer service and loyalty** – as a result of better quality colour management.
- ▶ **Save time** – by enhancing turnaround times.
- ▶ **Rely on consistency and quality of colour** throughout the creative, proofing and production process.



"We're very impressed with the quality of the output and new opportunities created by Canon's recommended solution. Improved colour control within our department means a reduction in waste, and therefore significant time and cost savings. Canon worked well with us to define how we could make the solution work and it's now really paying dividends."

Marcus Millgate
Studio Manager,
TEQUILA HakuHodo

With margins getting squeezed and customer demand for short-run, fast turnaround jobs increasing, your business needs to respond. With Canon's powerful digital print production solutions you can find everything you need to offer a whole new raft of cost effective services to your customers.

Meet the demands of your customers

Technological change and customer demand has affected the way commercial printers approach their business. Whilst traditional lithographic processes still form the backbone of many print businesses, digital short run colour and black and white production are experiencing huge growth. In fact, between 2003 and 2008, the retail

Solutions for the **Commercial Print** sector

Canon



Formara Ltd

How Canon helped Formara Ltd to make some lucrative connections

Declining print run lengths and the need to improve production efficiency are significant issues for many commercial printers. In 2002, Formara installed its first Canon high volume B&W digital printer, the iR110 and a CLC3200 colour engine to address these issues.

Formara is a large commercial printer in southeast England, employing approximately 60 people, with comprehensive litho and digital print production facilities supported by prepress, finishing and fulfilment. The core of the business is technical manual printing and other multipage documents, including government work.

Since the first installations, Freddie Kienzler, Managing Director has invested in a further iR110, two CLC3200's and has now added an iR150VP to the digital production facility to meet increased digital printing volumes. Canon has worked in partnership with EFI and Formara to ensure the production software, Balance and the EFI controllers keep the digital engines running at full speed. Supporting this is Digital Store Front for improved customer service and business efficiency and a W8200 inkjet engine for colour proofing.

Freddie Kienzler summarised the effect on production, "The partnership with Canon has supported our drive to

improve efficiency and especially productivity, where the Canon solution gives us increased production flexibility. This has resulted in shorter customer delivery times and reduced costs for Formara."

In addition, the partnership with Canon has supported Formara's significant growth, including new litho business as a result of doing the customer's digital work. "Digital has given us new marketing and selling opportunities" comments Phil Wilce, Sales Director, "The Canon digital print solution gives us new applications and services to offer to our customers."

value of on-demand colour printing in Western Europe is expected to grow from 17.7 Billion Euros to 34.9 Billion Euros. And in 2005, digital print revenue is expected to account for over 41% of revenue for professional print companies and to continue to grow thereafter.* Few businesses can afford to ignore these changes.

To enable your business to prosper from these opportunities requires a partner that not only understands digital production, but can work with you to translate these opportunities into profitable business. A partnership with Canon will do exactly that.

Canon's solutions enable you to:

- ▮ **Provide** new digital services to existing and new customers.
- ▮ **Improve** operational efficiencies.
- ▮ **Maximise** – your return on investment.
- ▮ **Differentiate** – your offering from your competition.

* Data from Infotrends, 2005 and Infotrends, 2004



“Working with Canon has enabled us to get dramatic new business growth at a time when it has been particularly difficult in the printing industry. We’ve also achieved improved productivity in our factory, shortened delivery times for our customers, and been able to cut costs by switching to Canon Digital Solutions.”

*Freddie Kienzler
Managing Director,
Formara Ltd*



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We'll invest time understanding what you are trying to achieve. It's only then that we can recommend solutions that really align with your business objectives.

”

Committed to making a long-term impression

Canon has worked closely with customers in this market for many years. It's the knowledge we've gained in these relationships, coupled with our reputation for innovative excellence that ensures we're committed to making a positive difference to your business.

Financial strength and stability

Canon was founded in Japan in 1937, and has since developed into a truly global organisation, with a sound financial track-record. So you can rest assured that you're working with a company that can support you now, and in the future.

Professional print – it's part of our future

At Canon, we're not interested in the professional print market place for short term gain. We want to help shape our customers' business in years to come. We're confident that, by harmonising our reputation for high quality innovation, with skilled experts, and a commitment to really understanding your needs; we can offer a partnership that's as unique as you are.

Research and development

Research and development is a vital aspect of Canon's business. We invest 7.9% of our global turnover in R & D* and over the past thirteen years our U.S. patent registrations have consistently placed us in the top three companies in the world.

We're now applying this commitment to innovation to the professional print market. Feedback from our professional print customers doesn't stop with the account manager or service engineer. Throughout our pan-European sales and marketing organisation, we actively try to ensure that information that aids the development of new products is fed directly into our research and development teams. That way, your experiences directly impact on the products and services we can offer you in years to come.

Expertise to help your business

We continue to actively recruit high quality print professionals who can complement our existing teams, add value to our business and in turn, add value to yours. And as well as the valuable knowledge our people receive working with customers, our professional print teams receive ongoing specialist training - often from external print experts - to ensure they can seek out new and profitable ways to enhance the way you do business.

Talk to Canon to discover how you can achieve new business success through the harmonisation of expert knowledge and technology.

For more information visit:
www.canon-europe.com

PROFESSIONAL PRINT SOLUTIONS

We talk your language and
understand your needs.

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