

PUT IT *all on the* TABLE



Océ Arizona® Series of True Flatbed Printers

WITH THE RIGHT PRINTER ANYTHING IS POSSIBLE

Océ Arizona® Series printers are recognized as the best in the market for several reasons: exceptional print quality and value, plus the ability to help customers truly innovate their business. From point-of-sale displays to templates for airplane parts, the only limit here is your imagination.

Canon

Because It Counts

www.canon.ca

DIVERSIFICATION OF PRINT SERVICES:

Surviving and thriving in a changing industry

Innovation is a key success factor in the display graphics industry. As technologies and the needs of print customers change one thing is clear, those who diversify survive and thrive. At the Professional Printing Solutions Group, a division of Canon Canada Inc., we see innovation every day in the vast array of applications produced by our customers. Whether it's a simple poster or an elaborate specialty application, nearly anything you or your customers can imagine can be produced on a Canon wide format printer.

We've put together this guide as a way to show you the potential in your business. It includes real-world applications currently being produced on Canon's professional lines of printers and cutters, interviews with our experts, case studies from customers worldwide, and useful information needed to ensure that you are getting the most out of your investments. We hope this inspires you to find new ways for creative expression of your – and your clients' – ideas.

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THE EVOLVING REALITY OF PRINT:

A review of how traditional printers are adapting to this changing industry

Eric Wilson, Account Executive with the Professional Printing Solutions Group (PPSG), a division Canon Canada Inc., has over 25 years of experience in the graphics industry and has witnessed, first hand, the evolution of wide format flatbed printing.

“Within the last few years, the use of wide format flatbed printers within Canada’s graphic marketplace has grown exponentially. Flatbed printers with improving performance and flexibility have allowed a wide array of print providers to increase their production efficiency and profitability,” says Eric. “The use of a wide format flatbed printer eliminates a large percentage of the workflow manpower steps, reduces process turnaround times and material costs.”

Although perceived as a new technology, innovative companies such as Océ have been building

flatbed print systems for over a decade. Eric Wilson was with Océ-Canada Inc. (now Canon Canada PPSG.) back in 2006 when they first introduced the Océ Arizona® UV flatbed series of printers. Since then, over 4,000 Océ Arizona printers have been installed worldwide and we asked Eric to highlight what types of companies use flatbed printers along with their key applications.

“Flatbed printers with improving performance and flexibility have allowed a wide array of print providers to increase their production efficiency and profitability,”

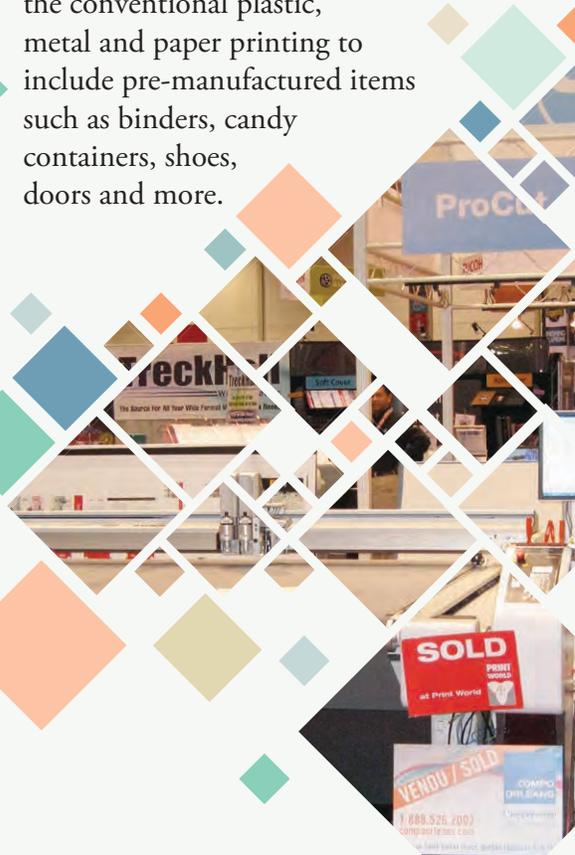
Digital Printers

As early adopters of flatbed technology, digital printers were unhindered by older analogue print processes and capitalized on the market shift to on-demand, low, and medium runs. These companies pride themselves on providing unique substrates and specialty applications. Typical customer jobs are point of purchase (POP) graphics, in-store signage, event graphics and specialty one-off unique substrate requests.

Screen Printers

Screen Printers have always been the dominant supplier of large scale printed graphics, however, they’ve experienced challenges maintaining profits as customer jobs trend towards shorter runs. With the Océ Arizona flatbed printer, we’ve helped many of our customers maintain short run profitability, create workflow efficiency, and made hybrid screen/digital printing possible.

The ability to print on any media is key to the success of screen printers. With its UV-curable ink and true flatbed design, the Océ Arizona, gives our customers the ability to print on any reasonably flat surface under 2”. This has opened up a world of possibilities and profits as they go beyond the conventional plastic, metal and paper printing to include pre-manufactured items such as binders, candy containers, shoes, doors and more.



Commercial Printers

Globally, conventional print volumes are shrinking and many commercial printers are finding new profits in wide format. Creating and printing POP signage, and other retail products, utilizes the core strengths of commercial printers while complementing their offset production capabilities. Our commercial printing customers find the output from their Océ Arizona very comparable to their offset, therefore allowing them to split print runs between press and digital depending on the volume demands. The typical media used is similar to their core business products and include paper, card stock and banner production. The ability to use identical media during both printing processes keeps a consistency to the work and fixed costs low.

“Those customers who remained flexible and diversified their businesses are the ones who have thrived.”

Exhibit Manufacturers

Exhibit Manufacturers are all about custom manufacturing. Whether for a museum display or commercial tradeshow, the ability to create unique products is essential to their success. By using the Océ Arizona to print directly onto MDF wood panels, metal, acrylics, and textiles (to name a few)

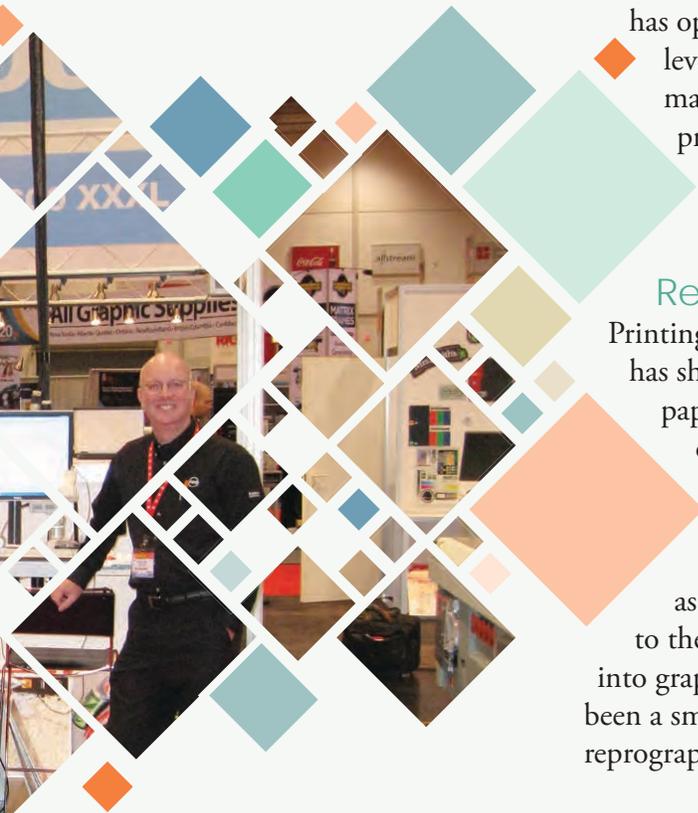
has opened up a whole new level of possibilities. Exhibit manufacturers can now provide their customers freedom in design with a proven product process.

Reprographers

Printing for engineering projects has shifted away from large, paper blueprints to digital documentation. In response to this, many reprographers are adding flatbed printers as a profitable extension to their business. This move into graphics and displays has been a smooth transition for many reprographers as they are already

known for oversize printing. Their typical services now include retail graphics, outdoor graphics and others.

“The one common theme I see amongst my diverse group of customers is the strong desire to grow their business in sales volumes and profitability”, says Eric Wilson. “Since we introduced the Océ Arizona in 2006, many different print markets have seen change in their customers’ habits and expectations. By adding an Océ Arizona flatbed, my customers are given a competitive advantage with low-cost production paired with superior quality. Those customers who remained flexible and diversified their businesses are the ones who have thrived.”



Retail and Point-of-Purchase Displays

Point-of-purchase displays (POP or also point-of-sale, POS) help consumers make a buying decision right in the store. The most effective POP displays have excellent image quality, visual impact through size, and strong, vivid colours all while remaining cost-effective.

The Océ Arizona® series UV-curable printers are ideal for printing directly onto popular POP substrates such as Fome-Cor® and Gatorplast®, eliminating the need for mounting, laminating and trimming while producing unrivalled detail and sharpness.

1. Promotions Posters

Short-term signage is used for everything from store sale posters to event posters to workplace signage. These applications are intended to be replaced often as sales offers or events change. The Océ ColorWave® 650 gives you a highly productive and cost effective way to create posters and short-term display signage. Due to the Océ CrystalPoint® Technology, this printer produces hundreds of posters with very little user interaction.

All prints can be cut to size and stacked automatically, and because they are instantly dry, they are immediately usable and saleable.

2. Window Displays

Print on Re-Board substrate and cut on an Océ ProCut™ digital cutting system.

3. Floor Graphics

Floor graphics are a great tool in well-trafficked commercial areas for either promotional or directional purposes. Typically floor graphics are applied with pressure sensitive adhesive and over-laminated with a non-slip clear laminate. The Roll Media Option on an Océ Arizona flatbed printer can easily produce floor graphics.

4. In-Store Storage and Displays

Printing on composite board is an upcoming type of media used in the POP display market, interior shop decoration and the exhibition industries. This media is environmentally friendly, has a relatively low weight and is very strong due to the honeycomb construction.

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Technology evolves so quickly these days. How long will it take to outgrow my UV Flatbed printer?

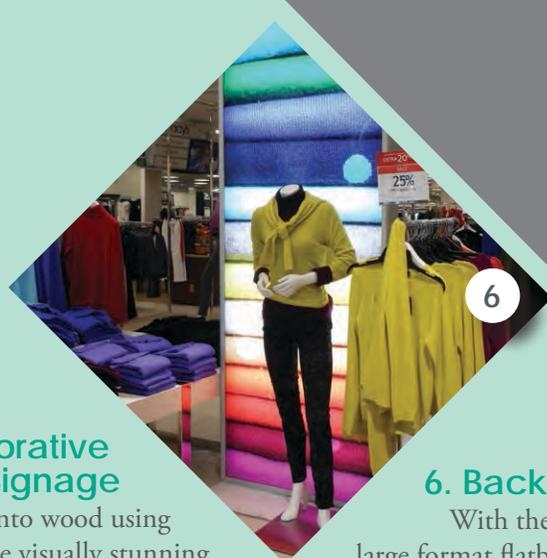
Canon PPSG has always strived to make it as easy as possible for our customers to grow their business. That is the reason why many Océ Arizona UV flatbed printers are designed to be upgradeable when our customers' businesses grow and require more options. For instance, with a simple upgrade kit, the Océ Arizona 440 GT can convert from a 4 ink channel printer to a 6 or 8 ink channel configuration to help speed up production or help enter into the white ink market. This eliminates the need to buy a completely new machine.



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5. Decorative Wood Signage

Print directly onto wood using UV inks to produce visually stunning signs for businesses or even home décor. For best quality use the White Ink Option on an Océ Arizona in Express Mode.



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6. Backlit Displays

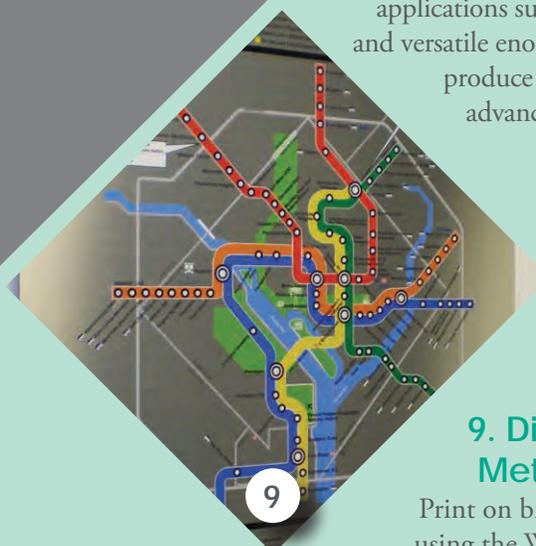
With the Océ Arizona series large format flatbed printers you can create vibrant digital backlit display panels by overprinting the image directly onto rigid acrylic at sizes exceeding 4x8 or 8x10 feet.



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7. Banners

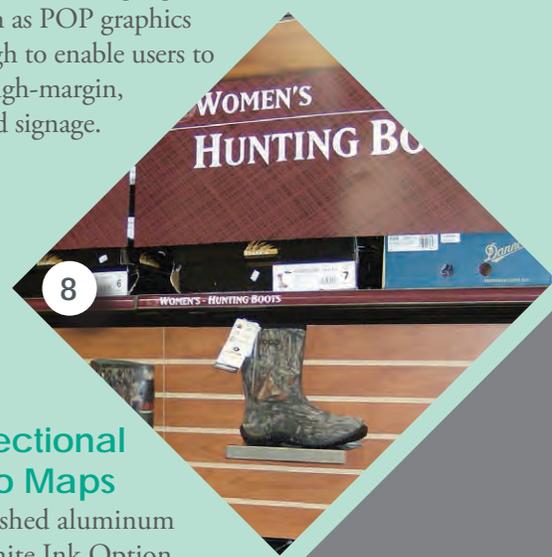
For flexibility between rigid and roll-to-roll types of applications, the Océ Arizona flatbed UV printer series are banner capable printers whose roll-to-roll option allows UV printing on roll based media up to 87 inches wide.



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9. Directional Metro Maps

Print on brushed aluminum using the White Ink Option.



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8. Indoor Signage

This Arizona series of printers are excellent for standard signage applications such as POP graphics and versatile enough to enable users to produce high-margin, advanced signage.

FREE YOUR CUSTOMERS' IMAGINATIONS & GROW YOUR BUSINESS

An in-depth look at digital wallpaper applications

Today's strong trend towards more individualization is often reflected in the way people adorn their living spaces, increasing the demand for customized and personalized interior home decoration products. This is a fantastic growth opportunity for companies active in the wallpaper and interior decoration markets. Wallpaper manufacturers can now take advantage of the latest UV flatbed inkjet printing, digital cutting and integrated workflow solutions to digitally produce customized and personalized wallpaper, and extend their business with high-margin interior decoration products.

Océ Arizona® Series UV flatbed printers and Océ ProCut™ digital cutting systems enable you to reduce cost and deliver customized wallpaper and interior decoration products faster. It unleashes your

customers' imaginations and enables you to grow your business by offering creative high margin interior design products. Combining digital printing and cutting through an integrated workflow makes this possible.

Reduce cost & faster delivery

With an Océ Arizona Series printer, you can offer custom and short-run wallpaper production. With virtually no set-up (compared to rotary screen, rotogravure or flexo printing), you can now cost-effectively produce short-runs of personalized or customized wallpaper.

Every Océ Arizona Series printer supports full bleed printing, eliminating waste and the need for trimming. Digital wallpaper produced with Océ Arizona UV inks does not require additional lacquer for the majority of jobs, eliminating the time and cost of an extra production step.

Wallpaper prototypes can be produced with virtually no set-up cost and with the highest quality, directly onto the same wallpaper media used in final production. The ONYX® Thrive™ print workflow software used to drive the Océ Arizona Series printer ensures

the closest colour match on the first attempt, delivering low-cost genuine wallpaper prototypes that give you a competitive edge. And, you can increase the number of design prototypes for a new collection at virtually no extra cost.

“Wallpaper prototypes can be produced with virtually no set-up cost and with the highest quality, directly onto the same wallpaper media used in final production.”

Because digital production of wallpaper eliminates time-consuming set-up steps, you can deliver prototypes and final runs faster, to maximize your profits. Less time spent on set-up also gives you more time to capitalize on other opportunities such as taking on additional jobs without adding staff or shifts.

Free your customers' imaginations Many wallpaper manufacturers offer their services online where customers simply select a standard wallpaper



design, or submit a personalized design. These customized or personalized wallpapers must be produced digitally because customers require a level of design freedom that traditional wallpaper production methods do not allow. Millions of colours, photo realistic images, smooth colour gradients, sharp text and thin lines are what your customers demand for their high value wall and interior decoration products.

An Océ Arizona Series printer changes the production of wallpaper and interior decoration products considerably and shifts the focus from large,

- ◆ low-margin production runs with standardized designs to small runs of individual and personalized high margin products.

Grow your business

An Océ Arizona Series printer can help you expand your business portfolio beyond digital wallpaper decoration and open up completely new business opportunities. The ability to print on almost any reasonably flat, rigid or flexible object, or substrate up to 2 inches thick, enables you to make the transfer “from wall to interior decorator.”

Personalized furniture, digital paintings, custom photo frames, wall tattoos, personalized interior accessories, special lights and custom signage are just a few examples of what you can produce on an Océ Arizona printer. Personalized products

created on rigid and flexible media are generally high-margin opportunities.

Go digital

The digital inkjet process produces a high quality result in just minutes. Digital finishing offers the same benefits. An Océ ProCut cutting system enables complete flexibility in supporting complex cutting and creasing designs on a job-by-job basis. With an Océ Arizona printer and an Océ ProCut cutter, you can quickly produce high quality wall and interior decoration products that complement your customers home decoration projects. The combination of digital printing and cutting creates a very powerful system that can help you find profits in new applications.



Outdoor Applications

The elements are unpredictable and graphics specifically designed for the outdoors need to be durable and fade resistant. All Océ Arizona® large format printers with UV-curable ink offer outdoor durability of up to two years and will help keep your digital backlit displays, outdoor signs, banners and other outdoor displays looking great today, tomorrow and next year.

1. Backlit Displays

For outdoor-durable, fade-resistant digital backlit displays, Océ Arizona large format flatbed printers allow you to reverse print directly onto clear acrylic with UV-curable inks. The Océ Arizona series offers an unparalleled digital backlit printer solution because it utilizes a layering mode, which allows users to print another image directly on top of the previous one with precise registration, thereby doubling the image density to produce backlit displays that rival photographic output. Additionally, 3-layer printing can add a white diffusion layer between the colour layers resulting in high-margin “day/night” backlits that look good whether the lights are off or on.

2. Magnetic Car Door Sign

Instantly, easily and temporarily update any ride without the hassle of installing vinyl wraps or the annoying residue of some adhesives. Print directly onto durable magnets and cut into and shape using the Océ ProCut™.

3. Building Wraps

Big graphics are in keeping with big events; sporting events, grand openings and celebrations. Scrim banner materials, vinyls, and cling vinyl media coupled with the outdoor-durable inks of the Océ Arizona UV flatbed printers can turn any building into your canvas.

4. Temporary Construction Fencing/Hoardings

The wall pictured here is 2.4km (1.5 miles) long and was printed on Skybond (composite aluminum) panels. For a more direct approach, print construction site hoardings directly onto rigid sheets with the Océ Arizona series of printers and eliminate the extra finishing steps.

5. Outdoor signage

Outdoor sign printing can be challenging because it needs to withstand the elements but also attract attention. Océ roll-based and flatbed printers use outdoor durable, UV-curable inks and advanced Océ VariaDot® imaging technology to produce durable, eye-catching signage on a wide variety of media that stands out and lasts.



6. Zoo Signage

Printed on DIBOND and appreciated by humans and animals alike.



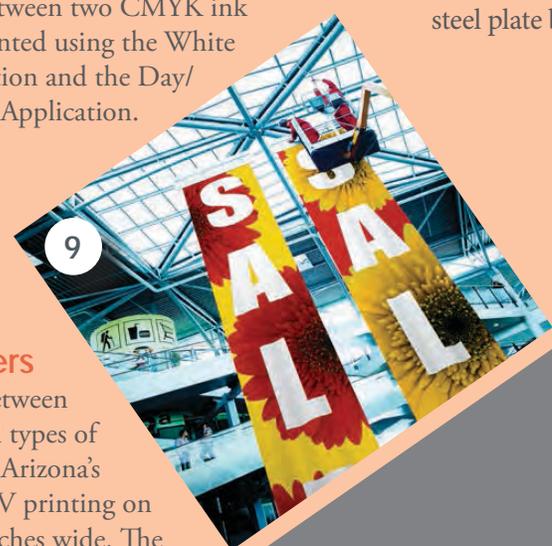
7. Building Signage

Reflective during the day; backlit at night. Print as a three-layer job: a white ink layer between two CMYK ink layers. Printed using the White Ink Option and the Day/Night Application.



8. Flags

Textile material is stretched on a wood panel and held flat using magnets on a steel plate below the wood panel.



9. Banners

For flexibility between rigid and roll-to-roll types of applications, the Océ Arizona's roll-to-roll option allows UV printing on roll based media up to 87 inches wide. The Océ Arizona Series offers durable banner printing solutions that can last up to two years outdoors.

Does everyone need the roll media option?

Not necessarily. It all depends on the applications your company sells. The Roll Media Option extends the range of media and markets you could sell to. This could be installed later on when your company wants to venture into new markets.

It can print on most types of flexible media including banner vinyl, self-adhesive vinyl, mesh, textiles, poster paper, blue-backed paper and backlit films. Add in that you can print white with certain Océ Arizona printers and the possibilities are endless.

10. Window Graphics

Window graphics can be used for decoration, privacy and even security.

They are an easy and quick way to reinvent the look of any space. Printed on vinyl and precisely cut on the Océ ProCut.



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11. Bus Bench

Print on laminate-covered wood.

UNIQUELY CANADIAN:

What the Océ Arizona's deep Canadian roots mean for our customers

does all of its research, development, testing and manufacturing right here in Richmond” says Dave. “Since the 90’s, this talented Canadian team has been on the leading edge of technology, first bringing to market cutting edge products such as the Fire 1000, the PlateJet CTP image-setters and the highest resolution printers to-date, the LightJet series. These products have redefined the marketplace in terms of image quality, reliability, productivity, and return on investment.”

Dave was there in 2006 when Océ’s Canadian team introduced the award winning Océ Arizona flatbed digital printing system. “Combining true flatbed technology with the patented Variable Dot Imaging technique offering ‘photo realistic’ image quality, once again this group of Canadians had redefined flatbed digital imaging as we know it today” remembers Dave.

Now almost 8 years later, the Océ Arizona flatbed series has more than 4,000 installs worldwide and we asked Dave what it means to him and his customers having a Canadian product. “Being able to offer the Canadian Display Graphics market a ‘Home Grown’, multiple award winning flatbed system, with local ‘Factory Trained’ support is unique and definitely comforting to our customers” says Dave. “My customers understand that they have the support of the factory right in their backyard. No waiting for overseas parts or support. World class Canadian products for the Canadian display graphics market.”

Dave Fraser, senior account executive for the Professional Printing Solutions Group, a division of Canon Canada Inc., has been a part of Canada’s printing industry since 1985. Dave works right next door to the Océ Display Graphics Systems R&D centre in Richmond, British Columbia and is very proud of the Canadian success story that is the Océ Arizona® Series of flatbed printers.

“Being able to offer the Canadian Display Graphics market a ‘Home Grown’, multiple award winning flatbed system, with local ‘Factory Trained’ support is unique and definitely comforting to our customers”

“Océ Display Graphics Systems, a Canon Group company, is the only display graphics manufacturer that



RELIABLE WORKFLOW = PREDICTABLE RESULTS

Print workflow software that can increase your shop's efficiency and profit



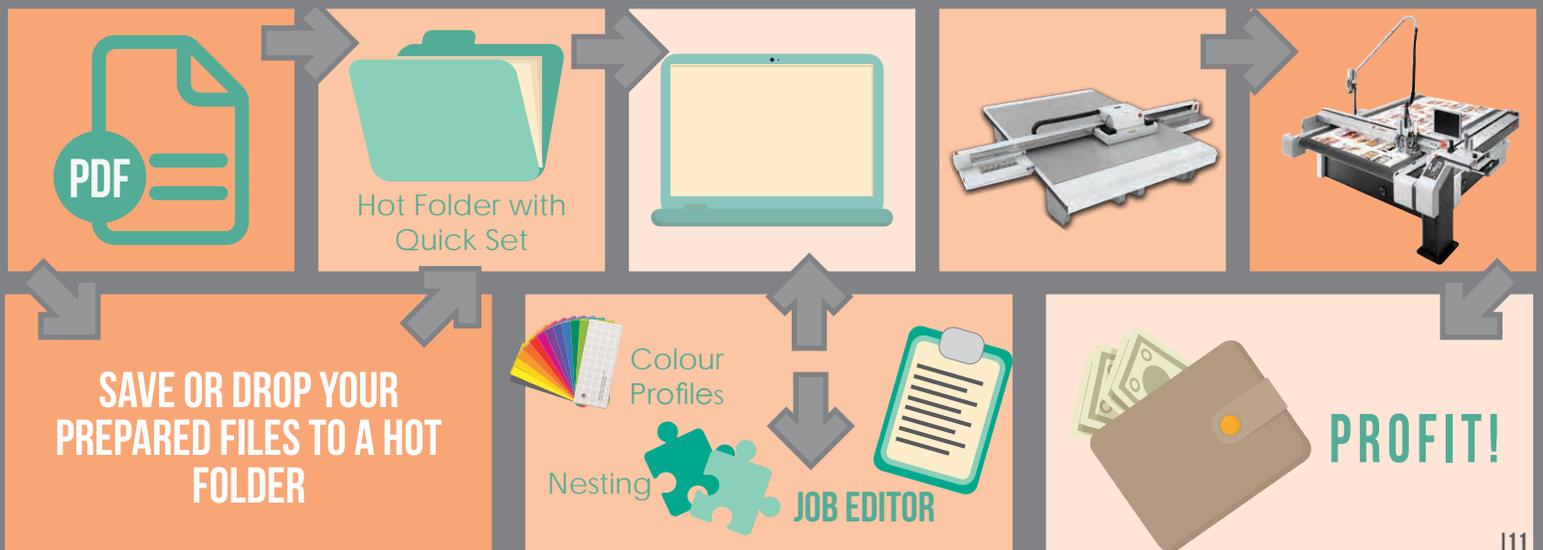
In early 2012, ONYX® released ONYX Thrive™ software, the first and only true end-to-end wide format print workflow solution that uses Adobe® PDF print engine technology.

The PDF Print Engine shares the same core components as the Adobe® design suite (e.g., colour management, graphics engine, transparency handling and imaging). This translates to better predictability and workflow consistency. ONYX developed core RIP technologies to work seamlessly with PDF and intricately designed files.

In the ONYX Thrive workflow software, the Adobe® PDF Print Engine natively renders PDF digital master files generated by any graphics authoring application, maintaining fidelity to creative intent and across the PDF workflow. Because of this, print service providers can feel confident in the predictable output that the Adobe PDF Print Engine provides in rasterization of complex graphic design effects, including issues related to transparency layers, mixed colour spaces and spot colour handling. Eliminating late stage surprises enables fewer press cycles and reduces the overhead costs related to each job.

ONYX also keeps colour consistent in multiple ways. First, by using the same RIP technology, profiling engine and colour management for all printers, the colour is going to maintain consistency. Second, ONYX offers one-step calibration that allows users to calibrate their printers over time. Calibration is a process of reading swatches (usually 33) with a colour measurement device. The software then compares the readings with the base line and adjusts for any variation instantly. Third, ONYX is a G7 integrated software partner. This means, their products link directly to Curve 2 and Curve 3 in order to utilize G7 production standards.

Building on the proven platform of X10 and ONYX Thrive, ONYX 11 software can increase operator productivity, reduce waste, and offer tools to help print providers gain greater insight into their printing operations. ONYX 11 software includes 21 new features and enhancements that simplify wide format print production and optimize colour quality and predictability, enabling print providers to print it right the first time. With this new release, ONYX Graphics continues to deliver market-leading, innovative wide format colour printing solutions to all sizes of print providers. ONYX 11 software is available for the full ONYX software product line including ONYX Thrive workflow software and ONYX ProductionHouse™, ONYX PosterShop® and ONYX RIPCenter RIP software.



Exhibits and Event Graphics

Quality and creativity are essential in the world of stage and exhibit graphics. Whether it's pop-up displays, banners, digital backlit displays, backdrops, or props one flatbed printer can produce them all.

1. Wall Murals

To give any event or exhibit visual impact, create tiled mosaic murals composed of thousands of photos.



2. Display Stands

Create interactive display stands to hold literature, tablets or computers by printing directly on DIBOND.



How can I achieve better quality prints?

VariaDot® Technology delivers finer details and smoother gradients in highlight areas, as well as crisp colours in the mid tones, plus incredible density in shadows and areas of solid colour. Images look far superior to those printed on a conventional, fixed-droplet, 6-colour inkjet printer. Type as small as 2 pt. - even white type on a dark background - is perfectly legible.

VariaDot technology can achieve high image quality due to:

- The ability to vary the drop size to as little as 6 picoliters which produces sharp images with smoother gradients and quarter-tones.
- The ability to jet larger droplets up to 42 picoliters produces dense, uniform solids. The result is near-photographic image quality with sharpness only before seen at resolutions of 1,440 dpi or higher.

Océ VariaDot imaging technology with four colour inks uses up to 50 per cent less ink compared to six colour printers with fixed-droplet inkjet technology by placing a varying amount of ink at every location. This also helps produce quality prints without excessive ink consumption.

3. Pop-up Stands in a Box

The pop-up stand, base and shipping/carry-case were all printed directly on Re-Board substrate and then a vinyl finishing strip was added to the stand base.



4. Acrylic Displays

Use the ProCut™ digital cutter to score and cut acrylic panels to fit into metal frames that are side-lit with LEDs.



FIRST OCÉ ARIZONA® 360 GT SUPPLIES A BRITER FUTURE

Global Wide Format Printing Case Study

In 2011, Melbourne screen print house Briter Australasia took delivery of the first Océ Arizona® 360 GT UV flatbed printer to be installed in Australia. Based in Rowville, Briter was established 30 years ago and is well known in the industry for its screen-printed labels, overlays and membrane panels.

The Océ Arizona 360 GT printer is also being used in the printing of other, larger types of work, predominantly decals, posters and vinyl panels, which the company's customers also require.

Justin Wong, General Manager at Briter Australasia, said that the key to buying the Océ Arizona 360 GT printer for his company was print quality and productivity.

“Like most screen printers we get a lot of work that needs to be produced in a short time, often to deadlines that are impossible to meet by the traditional screen process” Wong said. “We’re like any other business in that we hate turning work away. The Océ Arizona 360 GT printer means we can now accept these jobs and produce them within very tight deadlines and our customers are delighted with the quality of the work they are receiving. It’s already being used for a great deal of our output.

“In selecting the Océ Arizona 360 GT printer, we were looking for a flatbed that could print on a wide range of substrates that had to include acrylic, adhesive vinyls, PVCs, foam core, etc. However, we also demanded it print legible type as small as four point and be able to handle very thin substrates that could be subject to distortion through heat.”

“If the holes in a vacuum table are too large or the heat lamps too hot, very thin substrates can be distorted in the printing process.”

“We looked at a lot of other machines but the Océ Arizona 360 GT printer was the only one that met our criteria”

To meet these challenges Océ showed Wong the new Océ Arizona 360 GT, with a new high definition feature that can print type as small as two point, opening the door to higher-profit technical and industrial applications such as Lenticular lens and membrane panel printing. The Océ Arizona 360 GT printer also has a new-style vacuum table with small vacuum points and low heat lamps to enable printing directly to very thin or heat sensitive media.

Océ VariaDot® imaging technology produces images that are smoother than those printed on a six-colour, fixed dot printer, regardless of resolution. Océ VariaDot technology can simultaneously jet smaller 6, 12, and 18 picoliter droplets for the production of sharp images and smooth quarter-tones, as well as larger 24, 30, 36 and 42 picoliter droplets for the production of dense, uniform solid colours. The result is near photographic quality with sharpness only before seen at resolutions of 1,440 dpi or higher.

“We looked at a lot of other machines but the Océ Arizona 360 GT printer was the only one that met our criteria,” said Wong. “It has exceptional quality. We also took the White Ink Option, which enables us to print on coloured or transparent substrates.”

Wong also praised the Océ sales process. “They listened to our requirements and came back with the answer to all of them. It’s not only a great printer; it’s a great company to do business with.”

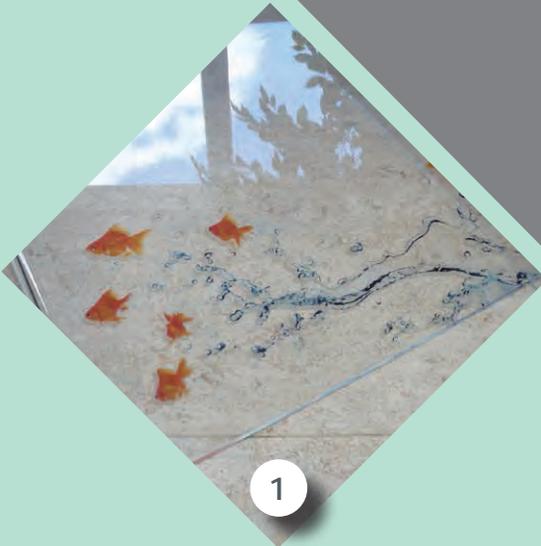


Manufactured Products

Expand the potential of your business by producing manufactured products that can be sold “as is” or customized based on your client’s needs. Ensure you are getting the most out of your printer by experimenting with some of the below products.

1. Plexiglas Tables

Create custom tables by using the White Ink Option to second-surface print on Plexiglas then thermoform to create legs.



2. Bowls

Print designs directly on to acrylic and then thermoform after cutting.



3. Skateboard

Print directly onto both sides of plywood, cut then add wheels. It’s just that easy!



4. Click Floor Laminate

Print directly on pre-cut panels. Ink is then protected with a varnish topcoat.

5. Polystyrene Furniture

Print directly onto Polystyrene and cut on an Océ ProCut™ digital cutting system.

6. Re-board Furniture

Produce fun furniture quickly and easily by printing on Re-Board substrate and cutting on the Océ ProCut digital cutter.

7. Drink Coasters

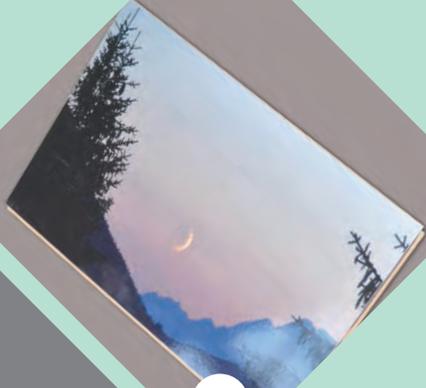
Printed on acrylic and finished with lacquer spray for effect and protection.

8. Chalkboard

Create personalized chalkboards for scorekeeping, restaurants, sports teams and just about anything else you can think of by printing directly onto chalkboards using the White Ink Option.

9. Wooden Toys

These throw-back wooden toys were easily and quickly mass produced by using the White Ink Option to print directly onto wood and then cut on the Océ ProCut.



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What's up with white ink?

White ink enables printing on non-white media or objects, backlit applications on transparent media and printing white as a spot colour. White ink printing offers printers the ability to sell high-value backlit graphics, and to create specialty applications on almost any media or object.

Printing on coloured, clear, rigid and flexible media means you can increase your portfolio offerings to include premium-priced backlit and specialty graphics that maximize your revenue potential.

When shopping for a white ink capable flatbed here are some questions to ask:

1. Is white ink available "on demand" without having to replace/supplant existing colour channels such as light cyan and/or light magenta?
2. If I have to switch over to print with white ink, how long will it take and how much ink/flush will I waste?
3. Am I able to print white at the same time as my other colours or is it a separate print pass?
4. Can I layer white and colours in any order and if so how many layers?
5. How opaque is one layer of white ink?
6. What is the quality of finish in the white ink? Is it really "white" or is it light grey or light yellow?

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THE CLEAR ADVANTAGE

An in-depth look at glass printing

Introduction

Océ Arizona® Series UV flatbed printers have the ability to print directly onto glass. This offers exciting new possibilities for print providers and glass processing companies, targeting some specific applications. Decorative glass applications, such as decorated mirrors, glass signs, photos on glass and other creative glass decorations for interior use are all high value applications within reach. The possibilities are endless and only limited by your own imagination!

Furthermore, Océ Arizona Series printers can be used to produce printed laminated safety glass. Laminated safety glass uses a so called interlayer material that bonds two glass plates together. The Océ Arizona can print on the inside of one of the glass plates. After the bonding process the print is completely protected from most of the external influences like moisture, UV, acid rain, cleaning chemicals etc. As an example because the print

is captured in between the 2 glass plates it is very well protected against UV rays. Standard window glass blocks 90-95% of the UV, which protects the print very well against the influence of UV-light.

“Océ Arizona Series UV flatbed printers can help you expand your business by adding a range of personalized glass products that are high value-added products that offer healthy margin opportunities.”

Let's talk about the current methods to print on glass:

Laminated Safety Glass

Laminated safety glass (LSG) consists of at least two layers of glass sandwiching one or more interlayers that are bonded permanently together by a lamination process at high pressure and temperature. Laminated safety glass is used in three main application areas: architectural, automotive and

solar. For architectural applications laminated safety glass is used outdoors for windows, doors and signs. Indoor it is used for in-store promotions and signs, mirrors, doors, partitions, tiles, tables, shower cabins, kitchen backsplashes, etc.

The production process of laminated safety glass is done in a dust-free and climate-controlled environment. The glass sheets with the interlayer material in-between go through a laminator that applies some heat (30°C) to squeeze out the air between the glass and internal layer. This is done in two steps by two laminators. Then the glass sheets and internal layer go into an autoclave. The autoclave applies pressure (12 bars) at a temperature of 100-140°C. The pressure ensures that all remaining air is removed and the heat melts the interlayer to bond the two glass sheets. Float or tempered glass (single shield safety glass) can be used to produce laminated safety glass.

Printing Directly on Glass

Traditional screen printing is used to print directly on to glass with enamel inks or two- component solvent inks. Both techniques require a post-process. After printing, the glass is tempered at temperatures above 600°C. This temperature melts the enamel ink components to the glass to create a good bond.

Alternative screen print technologies that are used for decorative indoor applications are solvent and UV-curable two-component systems. These techniques are used for indoor applications only, because of insufficient UV and weather-protection. UV-curable two-component glass inks do not require post-processing and still offer an acceptable resistance for indoor applications.

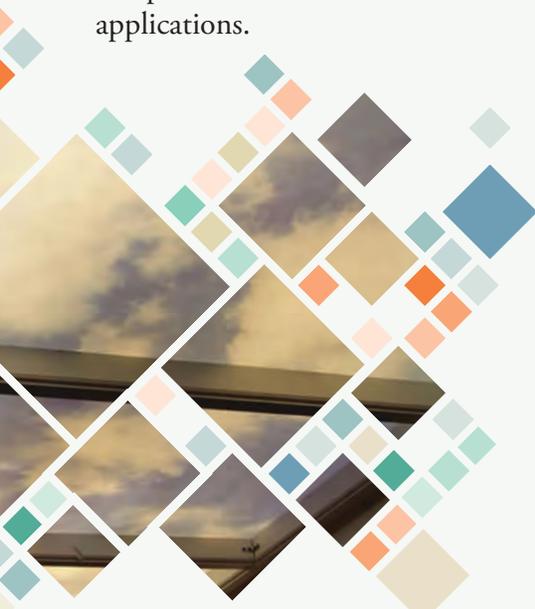
Glass screen printing is produced in a controlled environment. The glass manufacturer places a silk screen above the glass. The paint (mono colour) holds enamels and is pressed by the squeegee through the screen holes. This creates a mono colour image or pattern on the glass surface. For a multi-colour print this action is repeated for each individual colour (max 4-5 colours). CMYK (full colour) printing cannot be supported by this technique. The Océ Arizona Series UV Printers can simulate millions of colours as well as gradients to offer new application ideas with a significantly wider design freedom to end-users for the production of personalized or short run glass products.

Screen printing has significant start-up costs for each individual job. For each job, films, screens and inks must be produced. If four colours are used, four films, four screens and four inks must be mixed. Start-up costs for each job can be typically a few hundred dollars. The Océ Arizona Series UV Printers reduce the production cost, time of personalized and short run glass products for decorative indoor use so that one-offs, unique and personalized decorative indoor glass products become economically feasible. This opens up possibilities

for your customers to showcase their real-life prototypes to their clients and helps them win more business. On a plus side to your business, these new highly customized decorative glass products can be offered at high margins.

When using an Océ Arizona Series UV flatbed printer for glass printing, short runs or personalized designs become economically feasible. The demand for increased design freedom will increase in the coming years, so take advantage of it now.

Océ Arizona Series UV flatbed printers can help you expand your business by adding a range of personalized glass products that are high value-added products that offer healthy margin opportunities. Print providers are able to sell to both end users and glass converters new and high-value applications. Decorative glass printing is one these applications that adds high value to our customers. Océ Arizona Series UV flatbed printers can produce excellent decorative glass printing applications for indoor and outdoor applications. Océ Arizona printers combine print accuracy, print quality and productivity. The Océ Arizona 600, 400 and 300 Series models are perfectly suited for printing decorative glass applications.



CREATIVITY & INNOVATION DRIVE NEW BUSINESS GROWTH

Global Wide Format Printing Case Study

AA Mirrors Group is based in Tel Aviv, Israel with an expert staff of 65 and is the leading company for all glass solutions and products in the country. AA Mirrors does not offer their customers, who include architects and designers, an 'off the shelf' solution. From the design stage through to printing on glass, the company produces bespoke furniture products for their customers combining wood, metal and marble. All products are custom-made to the needs and requirements of their clients.

Driven by creativity and new opportunities

Nisim Mammon, AA Mirrors' Operations & Purchasing Manager says, "AA Mirrors is driven by creativity and thrives on the adventure and challenge each day brings. We listen to the ambitious dreams of our clients and aim to create and deliver an exquisite product and service for them, every time." With a history of traditional methods of glass blasting, in 2009, AA Mirrors saw a new opportunity

opening up with the introduction of digital flatbed printers. A company with a reputation for innovation, AA Mirrors believed that they could expand their portfolio and create high quality unique designs across a range of applications. Over the space of a year, AA Mirrors undertook a rigorous machine testing process with the aim to select the best production system for their needs. It did not take too long before the Océ Arizona® 350 XT stood out as their ideal product choice and Océ as the preferred business partner.

Testing machines for suitability

The Océ Arizona 350 XT scored highest on AA Mirrors' key performance machine indicators; productivity, image quality, reliability and serviceability. Selecting a suitable flatbed machine which was able to move the media when in production, while maintaining perfect registration was also an important factor in the decision making process. Glass

plates can be very heavy, as a plate 2 x 2m and 2cm thick can weigh over 150kg. "Some of the machines were able to produce high volume products, however the quality was unacceptable. The Océ Arizona 350 XT on the other hand consistently produced the highest quality product due to the fact that the media is not moving and has flawless registration", said Nisim. By the end of 2009, AA Mirrors introduced the machine to its company, and became the first business in Israel to operate with an Océ Arizona 350 XT.



“Our customers expect our work to be exceptional and the Océ Arizona 350 XT helps us to deliver on that promise. The Océ Arizona 350 XT has been instrumental in the growth of our organization as we can achieve so much with this machine – anything is possible!”

The achievements

AA Mirrors were successfully operating with the Océ Arizona 350 XT for a year when they were approached by Big Brother Israel to produce all the glass products within the kitchen area of the house. Nisim comments “3 years on, we are still working with Big Brother and have also increased the business contract. Our creativity and innovation is encouraged year on year and now most of what you can see on the glass walls, doors and kitchen areas of the Big Brother

house have been designed and printed by AA Mirrors. This has further raised our profile within our industry for our creativity and quality. We could not have achieved this without the Océ Arizona 350 XT.” Specialized glass products are 20% of AA Mirrors’ business and they are the only distributor of ‘privacy’ glass doors in Israel. This technology is a thermal and sound-insulating laminated glazing solution incorporating a liquid crystal film that can manage transparency on demand, changing instantly from clear state to translucent, and vice versa. The liquid crystals align when the electrical current is switched on, causing the glass to turn transparent instantly. When the power is switched off, the glass has a naturally opaque appearance, blocking vision (total privacy), yet permitting light to pass through (translucent). This



high-end technology is sought after within the commercial and leisure industry.

Nisim explains, “Our customers expect our work to be exceptional and the Océ Arizona 350 XT helps us to deliver on that promise. The Océ Arizona 350 XT has been instrumental in the growth of our organization as we can achieve so much with this machine – anything is possible!”



Promotional Items

Give-aways or “swag” are promotional items that typically require customization. Using a mold these items can be easily and accurately produced and customized in large batches all in one flow on your flatbed printer. Benefits of using a flatbed for these applications include, the ability to do short runs, limitless graphical possibilities, and quick delivery term.

1. Apparel Decoration – Direct Print

Print custom flip-flops (sandals) directly onto foam then cut on the Océ ProCut™ digital cutter.

2. Cleaning Sponge

Print directly onto cleaning sponges.

3. Custom Labeled Pencils

Custom jig created to hold pencils on table as batches are printed.

4. Inflatables

Print directly on deflated inflatables in any shape.

5. Mobile Phone Covers

Custom jig created to hold phone covers in place while printing.

6. Candy Tins

Print directly onto pre-made candy tins using the White Ink Option.

7. Garment Iron-on Transfers

Print on transfer media then apply to garment using household iron appliance. Take advantage of the White Ink Option to create stunning graphics on darker materials.

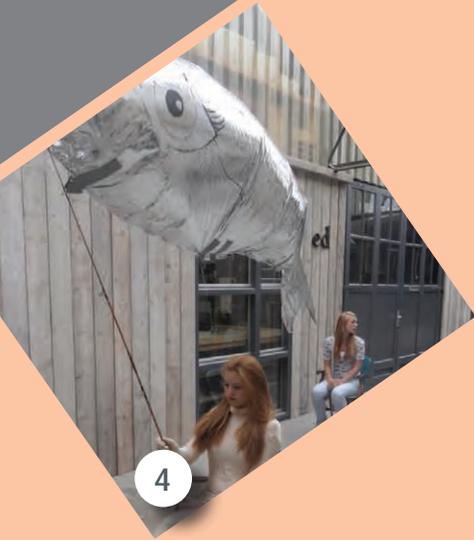
8. Plastic Carry Case

Cut and creased on an Océ ProCut digital cutting system.





6



4



5

Where do I get the media for these applications?

Media plays a significant role in getting great output. The Océ Display Graphics Systems (DGS) A-Team includes media specialists dedicated to testing and profiling media, ensuring optimal performance in Océ printers. We qualify all media we sell, and maintain an extensive database of downloadable profiles ensuring the perfect match for your Océ printer, media and application. Some media options chosen specifically for many of the applications featured here, are:

Flexible media

- White and Clear Vinyl • Bio-Vinyl • Scrim Vinyl
- Backlit Film • Grey Back Film • Presentation Bond
- PhotoPaper • Poster Paper • Textiles

Rigid media

- Hi-Core Corrugated • Fome-Cor®
- GatorFoam • Duraplast • Styrene
- PVC Sintra • Graphic.al

To find out more about the different media offered or to obtain pricing and samples, please contact our Imaging Supplies team at

PPSGInfo@canada.canon.com

or

1-800-668-1945.



7



8

WORLDWIDE RECOGNITION FOR QUALITY & INNOVATION

A look at our R&D team and what sets them ahead of the competition

Jeff Edwards is International Product Marketing Manager for Océ Display Graphics Systems (ODGS), a Canon Group company, in Richmond, British Columbia and for the last 9 years has been at the forefront of this company's success. We asked Jeff what differentiates his R&D team from the competition. What is it about his team that allows them to truly understand the graphics market and produce award winning products year after year?

“ODGS has been producing award-winning imaging and printing products for many years; long before the recent run of success enjoyed by the Océ Arizona®,” says Jeff. “ODGS brings unique research and development capabilities to the display graphics market by leveraging motion control and pixel placement expertise developed over many years spent building Xenon and LASER-based imaging products for printed circuit board production, remote sensing, and professional photographic applications.”

“The same engineering and manufacturing team that won accolades and awards with the Océ LightJet products continues to do so almost continually with the Océ Arizona. They do so by recognizing that it is not enough to simply select the optimal set of hardware components, integrate best-in-class greyscale printhead technology or even design a truly innovative hardware platform,” explains Jeff. “They understand that to achieve a great product for our customers, they must make all these elements work together perfectly. Many imitators of the Océ Arizona have tried to simply use some of the same parts or architectural approaches hoping to achieve a similar result; only to be stymied by a lack of expertise in system integration, pixel placement control and data management.”

Proudly sporting more than 40 industry awards for the Océ Arizona in only six years, including twelve Product of the Year Awards from the Specialty Graphic Imaging Association, the team in Richmond looks to keep the tradition going for years to come. Jeff concludes, “designing and manufacturing the world's most awarded UV flatbed printers is not easy, it takes knowhow, experience and an attention to detail that has been honed over decades of similar achievements.”



DPI VISION AWARD
Sep. 2006



VISCOM INNOVATION
Sep. 2007



DIGITAL OUTPUT TOP 50
2007-2013



GOLD MEDAL OF POZNAN
2008 & 2009



WORTH-A-LOOK!
2008 - 2010



PIXEL BEST MANUFACTURER
Feb. 2009



BERTL 4.5 STAR OUTSTANDING
Mar. 2009



WIDE-FORMAT IMAGING TOP FLATBED
Apr. 2009



PRINT21 HOT PICK
2009 & 2007



BETL'S BEST
Jan 2010



PIXEL BEST
INNOVATION
TECHNOLOGY
Feb. 2010



WIDE-FORMAT
IMAGING TOP UV
PRINTER
Apr. 2010



REMA DAYS PRIZE
FOR INNOVATION
Feb 2012



LENSTAR
LENTICULAR PRINT
AWARD
May 2012



MUST SEE 'EMS
Oct. 2013



REMA DAYS PRIZE
FOR INNOVATION
Feb. 2013

“Proudly sporting more than 40 industry awards for the Océ Arizona in only six years, including twelve Product of the Year Awards from the Specialty Graphic Imaging Association”



PRODUCT OF THE YEAR
Océ Arizona 250 GT
Sep. 2007

PRODUCT OF THE YEAR
UV FLATBED
Océ Arizona 550 XT
Oct. 2010

PRODUCT OF THE YEAR
FLATBED RIGID SUBSTRATE
Océ Arizona 660 GT
Oct. 2013

PRODUCT OF THE YEAR
HONORABLE MENTION
Océ Arizona 350 GT
Oct. 2008

PRODUCT OF THE YEAR
UV FLATBED WHITE INK
Océ Arizona 550 XT
Oct. 2010

PRODUCT OF THE YEAR
FLATBED RIGID SUBSTRATE
WHITE INK UV
Océ Arizona 660 XT
Oct. 2013

PRODUCT OF THE YEAR
Océ Arizona 350 GT
Oct. 2009

PRODUCT OF THE YEAR
Océ Arizona 360 XT
Oct. 2011

PRODUCT OF THE YEAR
FLATBED RIGID
SUBSTRATE UV
Océ Arizona 640 GT
Oct. 2013

PRODUCT OF THE YEAR
Océ Arizona 350 XT
Oct. 2009

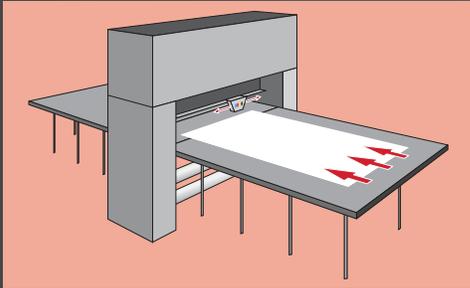
PRODUCT OF THE YEAR
Océ Arizona 480 GT
Oct. 2012

PRODUCT OF THE YEAR
Océ Arizona 550 GT
Oct. 2010

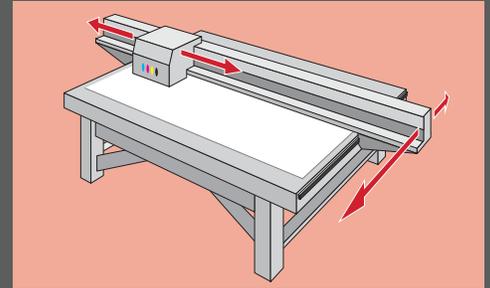
THINKING ABOUT BUYING A FLATBED PRINTER?

Are you considering adding a UV flatbed printer to your business? Are you a bit perplexed with making the right choice between all the printer models currently available? How do you pick the one that's not only right for your business today, but right for you in the future, as your business grows tomorrow and beyond?

PRINTER FORMAT



VS.



Moving media:

The print zone is stationary and the media moves through it just like a roll-to-roll printer.

True Flatbed:

The media is held stationary on a table and the printing system moves over the media.

Six-colour ink set and fixed drop size:

The use of light magenta and light cyan inks produce smooth quartertones and highlights but at the expense of using more ink to cover the media surface to achieve the correct optical density.

VS.

Four-colour ink set with variable drop size:

The use of smaller ink drop sizes produces quarter-tones and highlights using far less ink than a six-colour system to achieve the same optical density.

PRINTHEAD TECHNOLOGY

OPERATIONAL CONSIDERATIONS



Ink costs:

Ink costs are more than simply the price per liter. How much ink is used per print must also be considered.



Power Consumption:

You want to be sure your profits are not being drained by the amount of electricity your printer consumes.



User Maintenance:

Fully understand what user maintenance is required. From daily purging to replacement of ink filters, UV lamps, air filters, etc.

CURING METHOD

UV LED:

- Consume less electricity
- Generates less heat
- No warm-up time
- Average lifespan of a lamp is thousands of hours

UV LED

VS.

MERCURY VAPOUR



Mercury Vapour:

- Lower component cost
- Tried and true lamp technology
- High degree of curing energy available

Choosing between UV LED and Mercury Vapour: Your decision should fit your business' profile of not only the applications you produce today, but ones you will pursue as new business tomorrow. Be sure the technology you choose can support your needs.

ENVIRONMENTAL QUESTIONS AND CONSIDERATIONS



Electrical:

Single- or three-phase power requirement?
Maximum sustained load?
Must it always remain powered on?



Temperature:

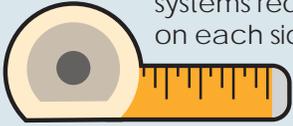
Maintaining a consistent ambient temperature, especially in a large, active work space can be difficult and expensive.



Ventilation:

Requirements vary from office grade ventilation to 20+ room air changes per hour.

Footprint: Flatbeds are bigger but need no additional space for media handling. Belt/pinch systems require an equal board length on each side to allow for media transport, up to 64 square feet of extra space.



Cleanliness: Since printing over dust, debris and fingerprints can produce white specks and other undesirable artifacts on the prints, a clean environment free of airborne dust and debris will greatly reduce (the number of) wasted or ruined prints plus prolong print head performance.

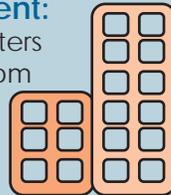
Installation Restrictions:

Ensure that the printer can be moved into the printing room, preferably without removing windows or walls.



Physical Environment:

Excessively heavy printers or those assembled from components may require rigid flooring such as concrete.



Relative Humidity:

Low relative humidity can result in artifacts and reliability issues.



OTHER QUESTIONS AND CONSIDERATIONS

Do you really need white ink?

White ink capability can help expand your business into areas beyond white paper or board products. If you're not sure, check with the various printer manufacturers as some models are field-upgradeable to add white ink later.

Service and support:

The printer you buy is a valuable tool of your business. It needs to stay in top shape, and you need to have knowledgeable backup for those (hopefully) few times it isn't running properly. After all, a printer that doesn't run - or doesn't run right - is not making you money, and it may well be costing you money in missed deadlines, upset customers and extra media/ink costs for job re-runs.



Which RIP to use?

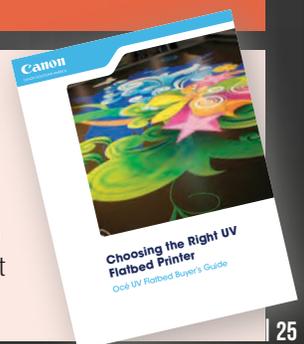
Some printers are RIP-specific and there are no other RIP software options aside from the one specified by the manufacturer. The upside here is that these RIPs are sometimes finely-tuned to work with the specified printer in ways a generic RIP cannot. Also be sure the service technicians or applications specialists for the printer you choose are fully trained.

NEED MORE INFO?

WWW.CANON.CA

12 page UV Flatbed Buyers Guide

For the full, 12 page Flatbed Buyers Guide with detailed information on all of the above buying considerations, contact us at PPSGInfo@canada.canon.com or download it from our website at www.canon.ca.





Océ ProCut™ Digital Cutter

MAKE YOUR SHOP THE ONLY STOP FOR YOUR CUSTOMERS

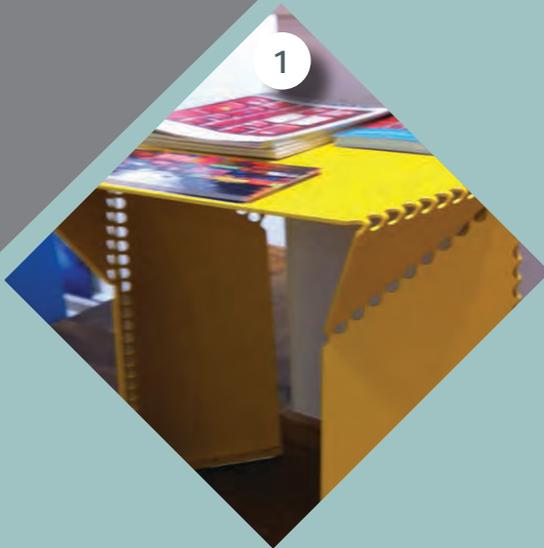
Océ ProCut™ flatbed cutters enable you to instantly streamline your workflow. Consisting of 10 models of tables our flatbed cutting solutions are easily operated by just one person eliminating the need for additional labour and expense. The flatbed cutter is also significantly faster, more accurate and capable of much more intricate cutting than can be done by hand. Wastage is also significantly reduced saving you from printing extra copies that typically end up in the trash. This allows you to turn around jobs faster, at less expense and take on jobs you've previously had to turn away.

Canon
Because It Counts

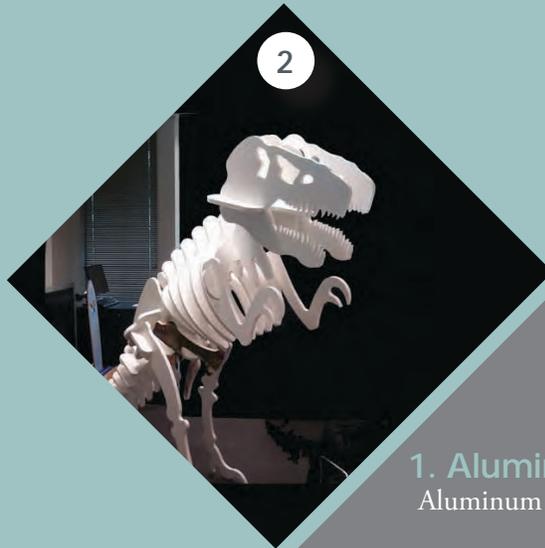
www.canon.ca

Finishing

The finishing stage is typically the most labour intensive and costly due to a manual cutting process. A streamlined print and cut workflow brings cutting into the modern age by utilizing a sophisticated, automated workflow start to finish. By incorporating display graphics cutting tables, an optical registration system and cutting software into your workflow, cutting is no longer a bottleneck. Even complex contour or kiss-cutting is a breeze.



1



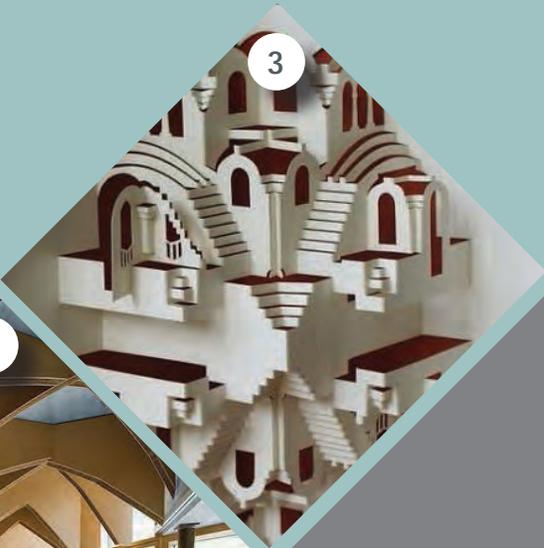
2

1. Aluminum Table

Aluminum cut, bent, then ainted.

2. 3D Dinosaur

Cut foam-board material on an Océ ProCut™ digital cutting system.



3

3. Kirigami

Kirigami is the art of folding a sheet of paper and then cutting a pattern to reveal a silhouette. The pattern can be as simple as a flower or snowflake or as intricate as a building or landscape. The possibilities are endless.



4

4. Re-board Structural Shelving

Cut on an Océ ProCut digital cutting system.

How do the Océ Arizona® printer and the Océ ProCut cutter work together?

Basically, the ONYX® software speaks to both printer and cutter and creates a barcode when the artwork is printed so that when you want to cut it down, you scan the barcode at the cutter and there's a specific die-line to that artwork for the cutter to cut. You can arrange the die-lines however you want and arrange the artwork however you want. The cutter scans the media board and finds its axis and confirms with you before cutting.

WIN ORDERS, REDUCE COSTS AND EXTEND YOUR BUSINESS

An in-depth look at packaging

If you're involved in the creation of packaging, you can now take advantage of the latest in UV-curable flatbed inkjet printing, digital cutting solutions and integrated workflows to digitally produce prototypes, and short-run or custom packaging. Digital packaging production virtually eliminates set-up costs and improves turnaround of short-run or custom packaging, and it enables you to quickly and accurately produce prototypes that win business. It opens up new sources of revenue such as high quality point-of-purchase graphics, display stands, etc.

Prototypes that win orders

While design changes can be quickly made in CAD and graphic design software, the same changes may not be quickly or accurately reproduced in a physical prototype. To experience the final look, feel, fit and function of a package, a genuine prototype is needed.

The hand-made prototypes that are widely used today are inferior compared to what comes off the production line. Convincing a customer that the final product will look better than the prototype can be difficult. Multiple design iterations increase manual labour and turnaround times. A longer approval process leaves you vulnerable to a competitor stepping in and winning the order.

Océ Arizona® UV flatbed printers now make it possible for you to print directly to the actual paperboard, corrugate or top sheet used in the final package production. ONYX® Thrive™ print workflow software ensures the closest colour match on the first attempt, giving you a competitive edge that can help you quickly win the job. Océ

Arizona printers equipped with white ink also opens up possibilities to print natural-looking colours on clear or non-white substrates.

Short-run and custom packaging

With an Océ Arizona printer, you can also offer custom and short-run packaging. With virtually no setup (compared to offset or flexo printing), you can now cost-effectively produce limited runs for tie-ins with local events, private labels, test markets or memorable



occasions such as weddings or a commemorative fête, etc. With the ability to support variable data in today's digital workflows, you can offer personalization on a box-by-box basis – a capability that can set you apart from the competition.

Benefits of digital

The benefits of a digital system can generally be focused in three areas: setup cost, turnaround time and overall versatility. Run lengths of jobs are getting shorter and customers are demanding faster delivery times. Printing packages

with an Océ Arizona printer means there are no films, plates or press set-up time needed. Eliminating these steps and associated costs maximizes your profit and opens up new opportunities for you to accept short-run jobs that cannot be produced economically using traditional offset or flexo printing.

The digital inkjet process produces a high quality result in just minutes. Digital finishing offers the same benefits: an Océ ProCut™ digital cutting system enables complete flexibility in supporting complex cutting and creasing designs on a job-by-job basis. This eliminates needing to construct an expensive steel rule die just to make a handful of folding cartons. The combination of digital printing and cutting creates a very powerful system that can help you find profits in new applications.

New business Opportunities

Many customers that order corrugate packaging also need in-store display stands. With an Océ Arizona printer and an Océ ProCut cutter, you can quickly

produce high quality display stands that complement your customers' packaging in look, feel and fit.

Use the Roll Media Option on an Océ Arizona printer to offer even more application versatility by producing campaign tie-ins on roll-based substrates including banner vinyl, outdoor poster paper, cling vinyl, self-adhesive vinyl, wallpaper, backlit films, etc. Together or as individual components, Océ Arizona printers and Océ ProCut cutting systems not only address current packaging production issues but can provide new opportunities to generate revenue.



PURCHASES OPENS UP “TORRENT OF CREATIVITY”

Global Wide Format Printing
Case Study

For Melbourne-based graphics house PageSet, the purchase of an Océ Arizona® 550 GT UV flatbed printer and an Océ ProCut™ system has been instrumental to opening up a “torrent of creativity.” PageSet CEO John Della said the company’s large stable of graphics professionals has seized on the capabilities of the systems to open up new fields of business with existing clients, and to develop creative new approaches to potential customers in the market for ideas.

“When we decided to buy a flatbed, it was really as a workhorse to replace time consuming manual work such as mounting and laminating roll printing,” Della said. “It certainly worked. We have eliminated about 80% of our manual processes at PageSet for wide format production work. What we quickly also realized, however, was that printing onto rigid stocks – and then cutting those stocks on the Océ ProCut system to

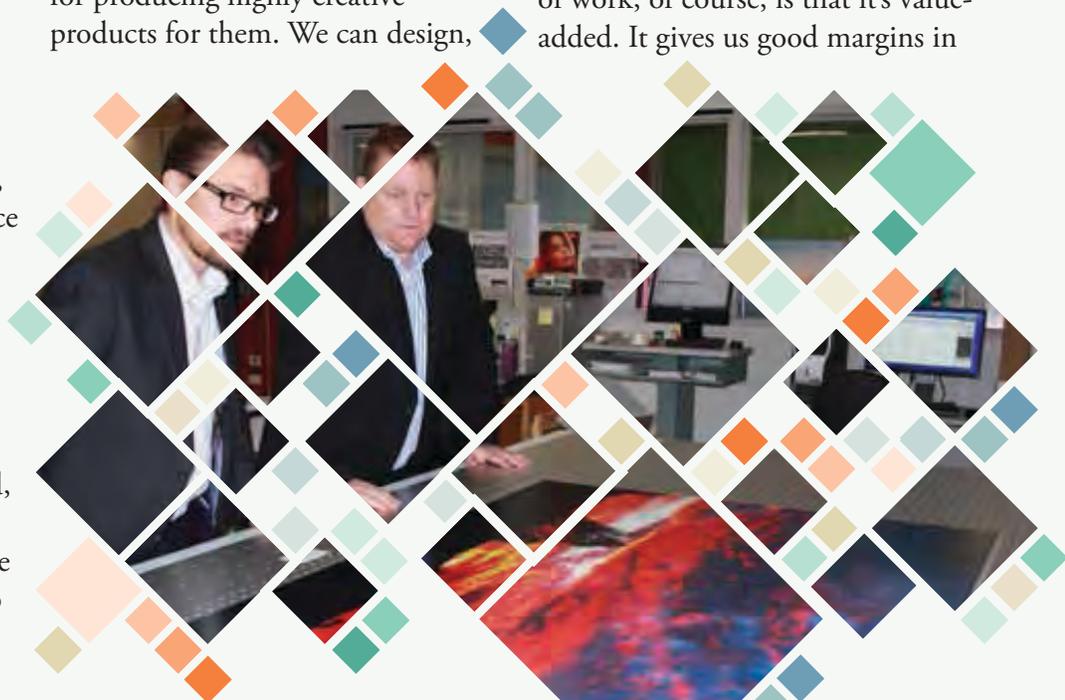
whatever shape we wanted – enabled us to move up the creative ladder by several notches.

“The Océ approach was exceptionally professional, offering an undeniable selling proposition.”

“We have a number of advertising agencies and corporate marketing departments among our customers and the new Océ systems are ideal for producing highly creative products for them. We can design,

print and cut prototype packaging for instance that’s as good as that which will be used on the final printed product. We can print on exotic substrates such as wood and plastic and cut the job to any shape. We can discuss marketing ideas with companies and immediately show them the collaterals that will support a full-blown campaign, such as POS materials, mailers, cut-out signs, etc. Our graphics people are also paper engineers and they love exploring ideas on the Océ Arizona 550 GT printer and Océ ProCut system.

“The important thing about this type of work, of course, is that it’s value-added. It gives us good margins in



areas where few other companies can compete. “The Océ Arizona 550 GT model we chose has the White Ink Option, which was something of an experiment for us as our experience with white ink printing has not always been good. I have to say, though, the Océ Arizona 550 GT printer is excellent at printing white, particularly on coloured and unusual substrates such as transparent plastic,” said Della.

Outsourced work now back inhouse

Della said that prior to the installation PageSet was outsourcing its UV work and experiencing drawbacks that created problems with customers. “We didn’t have control over the quality or timing of the outsourced work, which meant we were putting often critical deadlines at risk,” said Della. “The new Océ systems have enabled PageSet to eliminate these disadvantages, bringing work back in house.

“You don’t often get an improvement in quality that results in a corresponding improvement in productivity. This installation has

given us both and, at the same time, added new income streams to the company.”

Océ Arizona stood out

Prior to buying the Océ Arizona 550 GT printer and the Océ ProCut system, PageSet did a due diligence check on a number of flatbed systems. “The Océ Arizona 550 GT stood out as offering the highest quality and best potential for productivity improvement. Additionally the Océ approach was exceptionally professional, offering an undeniable selling proposition. Since the purchase I can say with all honesty they have delivered on everything they promised.” said Della. PageSet is maximizing usage of the Océ Arizona 550 GT and the Océ ProCut system, occasionally running them over three shifts. “These are not difficult systems to operate and the Océ training was very thorough,” said Della. “It’s enabled us to multi-skill our employees so that we can run them around the clock in true workhorse fashion. All in all, it’s been great experience and a wise choice for PageSet.”



Out of the Ordinary

Deliver top-quality applications as diverse as your customers' imaginations with the ability to directly print onto many different flexible or rigid materials such as doors, tabletops, window blinds, promotional items or even toilet seats. Since the images are printed directly onto the substrate, you can eliminate workflow steps, saving time and money.

1. Bicycle Fender

Print on aluminum roll stock using Roll Media Option and then encapsulate in plastic after trimming.

2. Self-framing Art

Create self-framing art by printing directly onto KappaTex substrate and then cutting and creasing using the Océ ProCut™. Or, use the generous 49 x 98 inch imaging area of an Océ Arizona®, to print directly on pre-stretched artist canvas on frames up to 2 inches thick. With excellent sharpness, colour accuracy and repeatability, artists and their licensees can make originals and reproductions that convey the true creativity and inspiration that are the hallmarks of fine art.

3. Acrylic Lamps

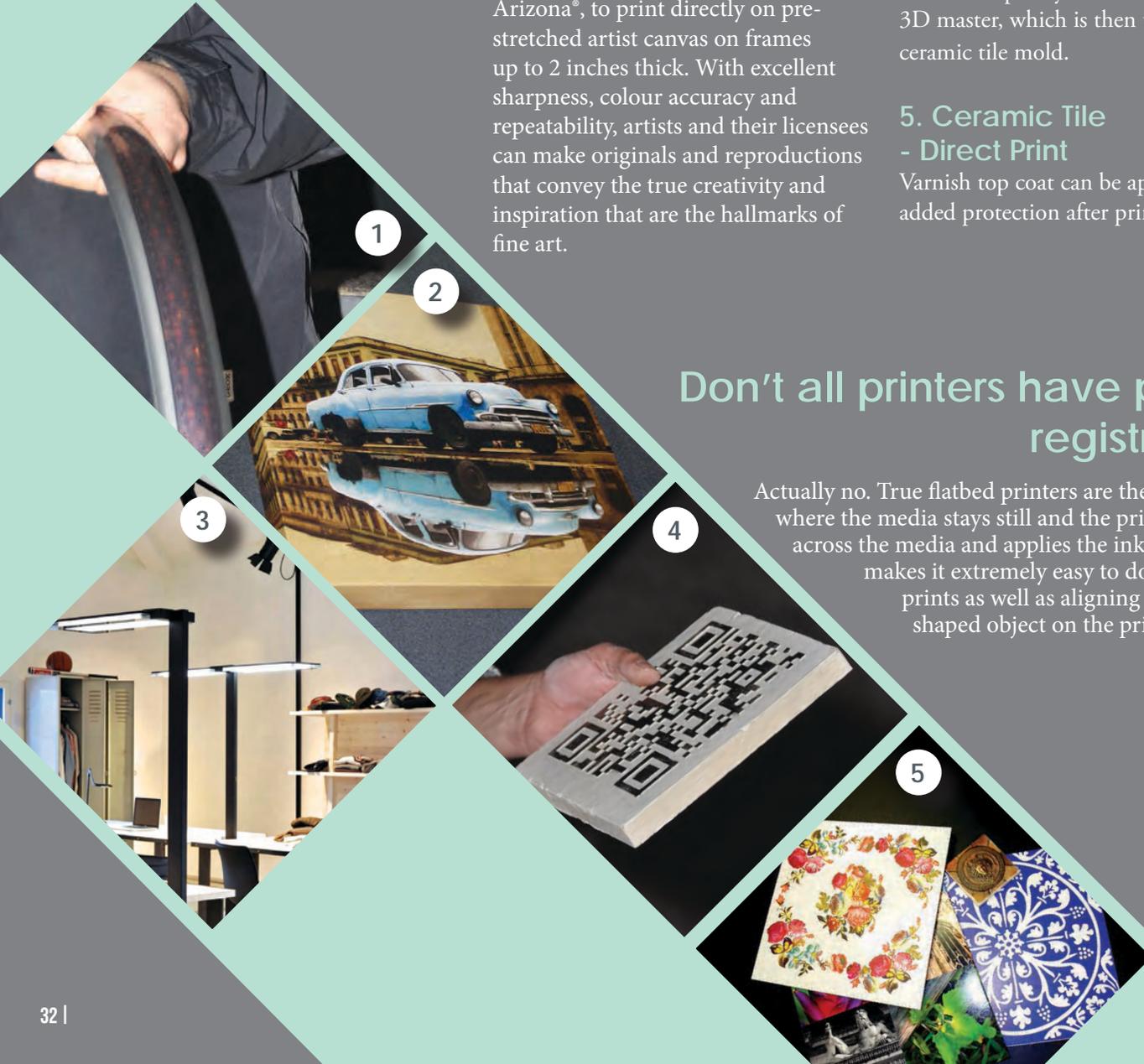
Apply primer to acrylic before printing and cutting.

4. Ceramic Tile Mold

Print multiple layers of ink to make 3D master, which is then used to create ceramic tile mold.

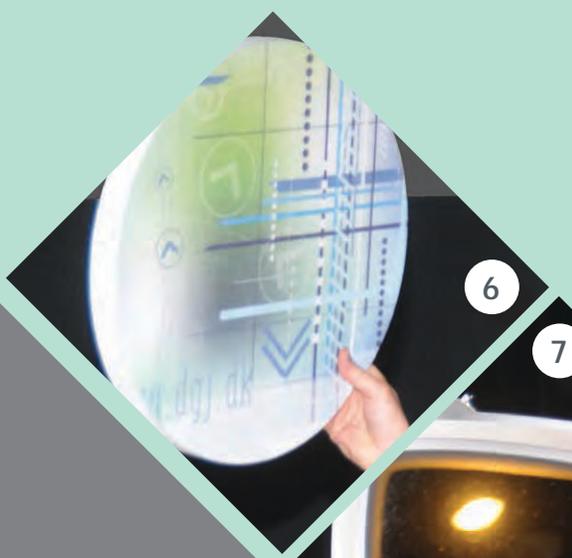
5. Ceramic Tile - Direct Print

Varnish top coat can be applied for added protection after printing.



Don't all printers have perfect registration?

Actually no. True flatbed printers are the only printers where the media stays still and the printhead moves across the media and applies the ink. This method makes it extremely easy to do double sided prints as well as aligning any abnormal shaped object on the printing surface.



6. Insulation

Sound insulation panels compressed before cutting.



7. Frames for Mirrors

Create wild and wacky mirrors by printing tin frames using the White Ink Option.



8. Tabletops

Print on a variety of different materials to create stunning table tops.



9. Steel Tanks

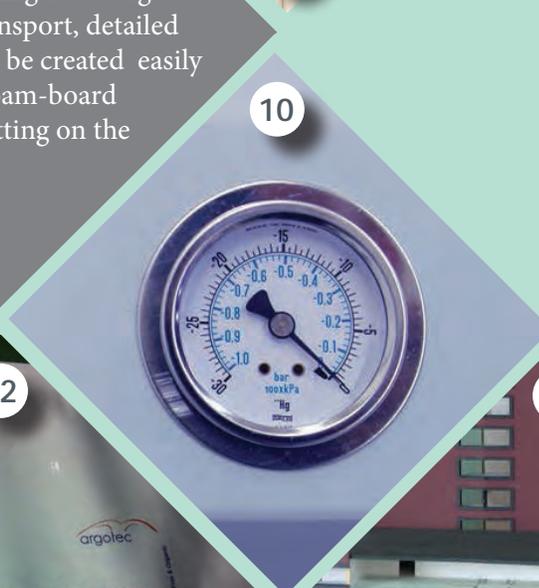
Print on pre-cut 2mm flat steel plates then form into cylinders.

13. Scale Model

When the real thing is too big or difficult to transport, detailed scale models can be created easily by printing on foam-board material then cutting on the Océ ProCut.

10. Product Component Printing: Vacuum Gauge

Print on gauge face and assemble after printing.



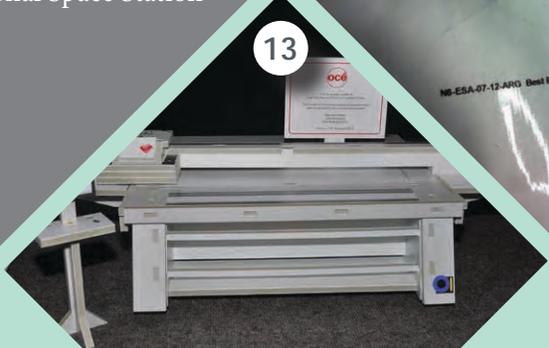
11. Maquette: Architectural Model

Go beyond the blueprint by printing and cutting 3D architectural models.



12. Food Pouch

These food packages were printed on polyethylene for use on the International Space Station in 2013.



DESIGN FREEDOM, REDUCED COSTS AND FASTER DELIVERY

An in-depth look at membrane switches

From filling up our gas tanks in the morning to warming up a meal at night, every day we interact with countless membrane switch overlays (MSOs). Over the last decade the electronic industry has trended towards outsourcing the printing of membrane switch overlays creating a turnover of \$700 million (2011, USD) with approximately 150 companies in North America manufacturing them.

When developing MSOs, electronics manufacturers are now looking for printers who can provide more colours and gradients with the option to use images, logos and pictures. In addition to the new complexities in design there is also an industry demand for short runs, rapid prototyping, and just-in-time turnarounds making fully digital printing a must.

The Océ Arizona® Series of flatbed printers are ideally suited for the digital production of MSOs. Every Océ Arizona Series printer allows designers absolute control and freedom while reducing start-up costs and shortening delivery times.

The technological edge
When a printer starts offering digital printing their customers are automatically given the competitive advantage. Customers are suddenly able to create complex and appealing designs using gradients, images and any combination of colours beyond

the limits of traditional screenprinting. Every MSO produced using the hybrid production process (combining digital and traditional screen printing) meets ASTM F-1578 standards while the Océ IJC256 digital ink ensures excellent adhesion giving customers the ultimate design freedom without any extra costs to the printer.

Reduce start-up costs and delivery times

As the need for membrane switch overlays increases, run lengths and delivery times are shrinking. Using an Océ Arizona printer to print directly to film reduces time by completely skipping the preparation of screens and inks along with press setup. The digital process, using the Océ Arizona, on the same sample production took fewer overlays, only 70% of the time, and 84% of the cost. A hybrid process, using both screen and digital was even less expensive. This maximizes profit and opens up new opportunities for short-run jobs and prototyping that cannot be produced economically using traditional screenprinting.

In addition, digital production on an Océ Arizona printer can be done unattended, freeing up operators to work on other projects, which further reduces job costs while improving productivity.

Greener solution

Using a digital process for MSO production is a greener solution than traditional screenprinting. Digital printers can significantly reduce the

chemicals used to develop films, produce screens and screenprint the overlays by switching to or adding a digital process with an Océ Arizona UV flatbed printer. In addition, these printers reduce energy usage, emissions and ink waste.

Excellent quality

Every Océ Arizona printer includes the groundbreaking Océ VariaDot® technology. By dispensing ink droplets that vary in size this technology produces sharper lines and text, and smoother colours, gradients and images than those printed on six-colour, fixed dot printers or on traditional screen presses.

The true flatbed architecture of Océ Arizona printers gives it the ability to hold media stationary thus allowing it to print multiple layers with highly accurate registration. This cannot be achieved using other printers that move the overlay film while printing.

The extremely high quality and exacting registration allows for the production of overlays – as well as prototypes – quickly and easily, giving MSO printers a huge jump on the competition. By the time a printer ships their first 500 pieces produced on an Océ Arizona printer, the competition is still preparing films, screens and inks.





STAY AHEAD OF THE COMPETITION

LET OCÉ INKJET TECHNOLOGY BE THE COMPETITIVE ADVANTAGE YOUR COMPANY NEEDS.

In times of changing customer requirements, it is the flexibility of your printing system combined with optimal efficiency that ensures your long term success. The Océ ColorStream® 3000 series is a reliable and adaptable digital printing system that enables you to efficiently print monochrome as well as full-colour applications for Transaction, Direct Mail, and Graphic Arts.

For more info visit www.canon.ca or call 1-800-668-1945

Océ ColorStream® 3000



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About the Professional Printing Solutions Group

The Professional Printing Solutions Group (PPSG) is a division of Canon Canada. Formed in January 2014 after Océ-Canada Inc. was amalgamated by Canon Canada Inc., PPSG is the leading provider of printing solutions for professionals. PPSG's product offerings include digital presses, high speed digital production printers, wide format printing systems and workflow software for transaction, direct mail, graphic arts, technical documentation and colour display graphics.

About Canon Canada Inc.

Canon Canada Inc., a wholly owned subsidiary of Canon U.S.A., is a leading provider of consumer and business-to-business digital imaging technology solutions. Innovation and cutting-edge technology have been essential ingredients in Canon's success. Its parent company, Canon Inc., ranks among the Top 4 in US patents registered since 1994. Canon ranks among the world's Top 30 brands and is one of Forbes' Magazine's World's Most Admired Companies. Canon Canada Inc. is committed to the highest level of customer satisfaction and loyalty, providing 100 per cent Canadian-based service and support for all of the products it distributes. Canon Canada Inc. is dedicated to its Kyosei philosophy of social and environmental responsibility. For more information, please visit www.canon.ca or join us on Facebook at www.facebook.com/CanonCanada

Canon Canada Inc.

Professional Printing Solutions Group (PPSG)

4711 Yonge St., Suite 1100
Toronto, ON, M2N 6K8

www.canon.ca 1-800-668-1945
PPSGInfo@canada.canon.com

Canon

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