

thINK FORWARD

thINKforum.com | Fall | 2018

Inkjet Networking and Knowledge

thINK 2018 SUCCESS

The fourth annual user group conference hit a record attendance level and exceeded expectations.

INKJET INNOVATION AWARDS

Find out more about the first ever 2018 thINK Inkjet Innovation Award winners.

OBSERVATIONS AND INSIGHT

Dave Johannes of Moore DM Group shares some of his key observations from this year's thINK event.

thINK 2018 IN REVIEW

This year's thINK conference was bigger and better than ever with more than 600 inkjet print production professionals, press, analyst and industry experts in attendance.



thINK

\$ PROFITABLE PRINT

Get the Inkjet Advantage
See back for details

WHAT A GREAT CONFERENCE!

thINK 2018 brought together more than 600 inkjet customers, prospective customers, analysts, partners, press and industry experts to make it the largest ever annual thINK conference.

As Victor Bohnert put it, “Following three tremendously successful thINK conferences, we knew this year had to be bigger and better to create yet another memorable event for all of our guests — past attendees and newcomers as well.” We certainly cleared that bar! thINK 2018 confirmed that we continue to grow and expand as a community of inkjet enthusiasts and are lucky enough to have thINK members, valued partners and industry professionals who are willing to candidly share their unique stories, knowledge and experiences to help grow the world of production inkjet.

Across the three-day event, more than 25 educational sessions were held, catering to all levels of inkjet experience and awareness, along with hands-on workshops, valuable networking opportunities, inspiring keynote speakers and special evening events. Session tracks included Inkjet Innovation, Workflow Innovation, and Innovate for Page & Revenue Growth. Workshop topics included End-to-End Workflow, Media & Inks, Color Management, Sales Strategies for Page Growth and Marketing Techniques.

Last but not least, the inaugural Inkjet Innovation Awards, which honored unique innovation, forward-thinking strategy and proven excellence in inkjet printing, made their debut at thINK 2018. The winners are featured in this issue.

I hope you agree that thINK 2018 proved to be as informative and dynamic as previous thINK conferences — if not more. Don’t forget that as a thINK Member you have access to all of the great conference content as well as numerous other resources on thINKforum.com



Bob Radzis
thINK President
SG360°
Chief Customer Office

P.S. Take a look at the page on your right — are you leveraging all of the great resources available to you as a thINK Member?

WHAT'S INSIDE

3 / ARE YOU MAXIMIZING YOUR THINK MEMBERSHIP?

4 / FOURTH ANNUAL INKJET USER GROUP CONFERENCE EXCEEDS EXPECTATIONS

More than 600 inkjet print production professionals, press, analyst and industry experts gathered at the annual inkjet conference.



8 / ANNOUNCING THE 2018 THINK INKJET INNOVATION AWARD WINNERS

For the first time at thINK 2018, the Inkjet Innovation Awards recognized the forward-thinking creativity of leaders in our community.



10 / MY OBSERVATIONS OF THE THINK 2018 CONFERENCE AND FUTURE OF INKJET PRINTING

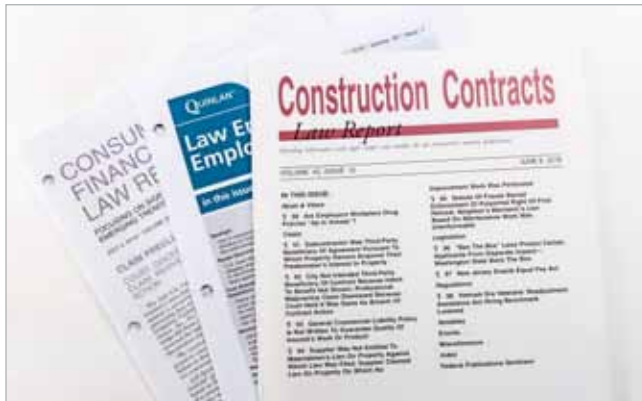
Dave Johannes shares his top takeaways from this year's conference and looks ahead at what's to come.

CONGRATULATIONS TO THE 2018 THINK INKJET INNOVATION AWARD WINNERS

True inkjet innovators use the revolutionary technology of inkjet to transform their business, deliver results for customers and shape our industry. For the first time at thINK 2018, the Inkjet Innovation Awards recognized the forward-thinking creativity of these leaders in our community, and the thINK Board is proud to celebrate those winners.

There's inspiration to be found in all 28 Inkjet Innovation Award submissions. Learn how each category winner innovated, then peruse the winning entries on these pages. It's never too early to start dreaming up your own entry to the 2019 Inkjet Innovation Awards!

BUSINESS EFFECTIVENESS (TIED)



Digital Cell Environment for Faster Newsletter Turnarounds

[Core Publishing Solutions](#)

Core Publishing Solutions (CPS) produces weekly newsletters for a number of customers. These require quick turnarounds, and the production path used to include several steps that are unnecessary with inkjet. By moving these newsletters from conventional offset equipment to a digital cell environment, CPS eliminated multiple steps and was able to ship weekly with ample time and flexibility.

Plus, the organization saves \$80,000 annually for just one weekly newsletter moved to the digital cell environment.



90.38% Savings on Investment Firm's Quarterly Performance Reports

[Financial Statement Services, Inc. \(FSSI\)](#)

FSSI's investment firm client sends quarterly performance reports to investors that are branded to various companies that participate in their investment programs. These reports are very high volume and have very strict SLAs. Before inkjet, the printing process was slow and cumbersome due to the slow print speed and manual finishing, and the full-color digital application was very expensive for the customer.

FSSI moved the application to inkjet and helped the customer redesign the reports and remove finishing requirements so they could be auto-inserted. FSSI can now produce these reports much faster and more efficiently and is no longer at risk of missing SLAs. Plus, the new inkjet process resulted in a 90.38% savings per report for the customer, who also felt that they could better scale with the efficiency of the new inkjet process, which supports their efforts to increase new business.

think.

102-G Executive Drive
Sterling, VA 20166

PRESORT STD
U.S. Postage
PAID
Dulles, Va
Permit No. 22

thinkforum.com | Fall | 2018

think FORWARD

Inkjet Networking and Knowledge



20¢ / 3.33 HOURS

Total cost to print this issue of the think newsletter: 20¢
Press Time: 3 hours and 20 minutes
Compare that to 42¢ per piece and 8 hours and 20 minutes of press time on a 100 page per unit toner engine. Supply and service cost of inkjet was .085¢ per set and .30¢ for toner per set. **That's profitable print!**

PRODUCTION NOTES

PAPER: Domtar LynxJET® Premium Card 7 pt.
PRESS: Océ VarioPrint i300

think is an independent community of Canon Solutions America production print customers, solution partners, and print industry experts and Canon Solutions America is a proud executive sponsor. Led by some of the most successful inkjet service providers in the country, it provides a forum for members to network, gain knowledge, discuss common challenges, and share best practices. Learn more: thinkforum.com

think.