



Canon
CANON GROUP



Graphic Arts Printing

Welcome to Océ... Welcome to WOW!

Wow is sustainability. Océ delivers a single supplier showcase of end-to-end solutions while remaining committed to sustainable environmental practices. Managing and supporting the media supply chain through environmentally sustainable business practices creates significant revenue opportunities. At Océ, green business practices are good business practices.

Caring About the Environment



Harry Loozen
Senior Vice President
of Corporate Public Affairs
& Sustainability

When it comes to operating sustainably, several phrases come to mind. These include *practice what you preach*, *don't ask anyone to do what you wouldn't do yourself*, *put your money where your mouth is*, and others. This attitude has made sustainability a real deal at Océ. Harry Loozen, Senior Vice President of Corporate Public Affairs & Sustainability, shared how Océ approaches sustainability to protect the environment. According to Loozen, "Being sustainable for Océ is not just a slogan or something we recently adopted. We have been green since our inception over 130 years ago. More importantly, we make it our mission to help our customers achieve their sustainability by providing them with state-of-the-art, environmentally friendly printing solutions and systems."

Loozen outlined a series of specific actions that illustrate Océ's deep commitment to being the best sustainable business technology partner in the industry.

1. A commitment across the entire organization:

According to Loozen, "Sustainability is top-of-mind for management and employees alike. Responsibility for the environment needs to be firmly anchored in the organization." Océ established a Corporate Sustainability Forum that advises the Board of Executive Directors on sustainability issues, including organization, policies, procedures, and reporting systems. On an annual basis, this forum conducts a Stakeholders' Dialogue that includes employees, customers, suppliers, partners, and investors. During the event, these various stakeholders discuss issues ranging from being an employer of choice and carbon savings to responsible supply chain management. Most recently, Océ conducted its Sustainability Week. All over the world, Océ staff participated in a corporate campaign to help raise sustainability awareness among all Océ employees. Locations were recognized for recommendations to "minimize incorrect and unnecessary prints" and to "maximize the re-use of materials and minimize landfill."

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Visit www.OceWow.com

Available for Download:

- Environmental Sustainability White Paper
- Océ ColorWave 600 Poster Printer Brochure
- Océ 2010 Sustainability Report
- View the Global Sustainability TV Program



View a Press Go! Webinar On-Demand:

- Compensation Plans
- Value-Added Selling
- Web-to-Print and Print-to-Web
- The Price is Right: Estimating and Pricing
- What's My Line: Selling Marketing Solutions
- Color Coordinated: B&W to Color
- Social Media Marketing
- InPlant Opportunities in Value-Added Services

Questions?

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2. Products designed with the environment in mind:

Loozen noted, "Océ actively designs sustainability into its products. Systems are designed for low heat, noise, dust, and ozone emissions. Paper usage can be cut in half with automatic single-pass duplexing. Many of our printers and copiers are designed with short paper paths to reduce misfeeds, which saves energy and reduces waste. We have been recognized as an ENERGY STAR® partner, committed to products that meet ENERGY STAR guidelines."

3. Giving products a second (and sometimes a third) life:

A key element in the Océ sustainability strategy is giving products a second life, or even a third one. Loozen explained, "Océ has emerged as a leader in re-use, remanufacturing, and recovery by organizing appropriate collection, transport, and processing facilities for products that have reached the end of their useful life. Many of our products are given a second or even third life at our Asset Recovery facilities. A lot of our products are modular and upgradable, so they can be upgraded in the field to higher performance levels rather than being replaced."

4. Compliance with environmental practices around the globe:

"Océ's commitment to compliance is unquestioned around the globe," Loozen stated. This commitment has attracted product awards, certifications, and recognition. Océ was one of the first companies to become RoHS (Restriction of Hazardous Substance) compliant. The firm is also almost ISO 14001 compliant, indicating that it has met one of the world's most respected standards for environmental responsibility almost everywhere. Océ was also recognized for sustainability by organizations like FedEx during its supplier summit, and the company has also received Germany's Blue Angel award.

The Bottom Line

Loozen summarized Océ's commitment by concluding, "Sustainability is about our people, the quality and design of our products, the suppliers we choose to do business with, and the everyday choices we make to reduce our carbon footprint. At Océ, we truly believe that green printing is good business."



Visit www.OceWow.com to:
View the Global Sustainability TV Program

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Revolutionary Poster Printing Technology From Océ

Offset presses have long been used to produce 2' x 3' and 3' x 4' posters due to the low cost per print. To compensate for high set-up costs, however, long print runs were necessary. As more customers are requesting variable data printing and print-on-demand jobs with shorter run lengths, commercial printers are seeking alternative ways to produce short-run work. Rather than turning away these requests or outsourcing them to another printer, commercial printers now have an alternative: the Océ ColorWave® 600 Poster Printer.

The Océ ColorWave 600 Poster Printer is designed for cost-effective, high-production, short-term poster printing and helps commercial printers expand their product offering to include shorter run, short-term signage and posters. Based on patented Océ CrystalPoint® technology, the Océ ColorWave 600 Poster Printer is an ideal printer to add to any fleet.



Océ ColorWave 600 Poster Printer

Cost-effective, high-production, short-term poster printing

Built for a Production Environment

The technology and design behind the Océ ColorWave 600 Poster Printer is what sets it apart from the competition. When short-run printing is done in a commercial environment, it is often produced on traditional aqueous inkjet printers. Although these inkjet printers can produce a very high quality output, they lack the production capacity and cost-effectiveness of the Océ ColorWave 600 Poster Printer. The Océ ColorWave 600 Poster Printer can easily produce saleable output at speeds up to 926 square feet per hour roll-to-sheet. Due to its color toner technology, there is no drying time for any prints – regardless of coverage. This means that more prints can be produced per hour – regardless of the run length.

Another way that the Océ ColorWave 600 Poster Printer is built for a production environment is its capacity of six 42" on-line media rolls – each of which can hold up to 650 feet of media – for a maximum total machine capacity of over 13,000 square feet of media.

Improved Throughput and Reduced Costs

In addition to the high production capacity of the Océ ColorWave 600 Poster Printer, the overall throughput can be achieved while still lowering labor involvement. The roll-to-sheet design of the system means that the Océ ColorWave 600 Poster Printer prints and cuts output automatically into standard-size finished product – stacking prints neatly in the rear output tray. This is a huge savings over any other roll-to-roll or print production method. There is very little labor, no waste, and no post-print trimming or finishing for standard-sized jobs.

The Océ ColorWave 600 Poster Printer was designed to quickly print full-coverage applications on inexpensive 20 lb. uncoated bond paper – again with no drying time or media saturation associated with poster printing on aqueous inkjet devices. This means reduced costs per print for short-term,

indoor signage. The Océ Poster Printer can also print on a flexible variety of media, including plain and recycled bond, waterproof Tyvek®, satin photo paper, and high-quality polypropylene to name a few.

Unique Océ Technology

The unique Océ TonerPearls® color toner makes a totally clean system; there's no fine dust, no odor, no emissions, and minimal waste disposal. As a result, there's little negative impact on the working environment. The toner waste is gathered in the Maintenance Tray, which is also the packaging of the Océ TonerPearls cartridges. This not only makes it easy to handle, but also minimizes the waste disposal. As the toner waste is completely non-toxic and solid, it can be disposed of as part of regular office waste.

Durable Imaging Devices, a service part, save a considerable amount of waste as you do not have to replace them as often as thermal inkjet print heads, which are customer consumables. The media-independent technology enables you to make high-quality prints even on recycled paper. Since there is no coated media needed, this saves on the environmental impact of paper coatings. The multi-roll system means no need for trimming for standard-sized jobs, thus little media waste. Furthermore, ergonomic roll loaders allow you to easily handle 650' plain paper media rolls.

New Revenue and Profit Potential

With the Océ ColorWave 600 Poster Printer, there is no reason to turn away short-run, short-term poster and signage printing. Discuss the new opportunities with your customers and prospects to see if they can enjoy the benefits of short-run, short-term poster production with this revolutionary new poster printing technology.



Visit www.OceWow.com to:
Download the Océ ColorWave 600
Poster Printer product brochure



Newmark Print: Digital and Eco-Friendly

Newmark Print is one of the premier full-service commercial printers in the Denver area, providing turnkey corporate printing, mail, distribution, and digital media services. Its services include one- through four-color sheet-fed printing; specialty substrate printing; one- through four-color digital offset and variable data printing; and sophisticated prepress, bindery, kitting, direct mail, and fulfillment. Founder and President Aquiles LaGrave stated, "In 2006, I moved an old banged-up press into a garage in Denver. My dream at the time stretched no further than putting in a full day's labor, and was borne out of my love for the printed word and ink pressing onto paper. Today, Newmark Print is a solutions-driven digital offset imaging and mailing services company in the Rocky Mountains region. Running two shifts daily, our employees oversee an operation that has over 250 years of shared experience. We run work on our five digital presses, fulfilling tens of thousands of orders and mailing tens of millions of pieces yearly as far afield as Asia, or as close to home as your own mailbox."

CEO Jim Albany noted, "We have always been a digital shop. We service a myriad of industries and handle extensive direct mail campaigns, newsletters, and label work. In addition, about 25% of our business comes from being a trade printer. We work with other providers to supplement their digital capabilities. We leverage the Océ VarioPrint® 4000 for our black & white work. It has been a real workhorse for us. We also have a Canon imagePRESS C7000VP from Océ for digital color work."

The environment is very important to Newmark. LaGrave explained, "The commercial lithographic printing on traditional offset presses is an incredibly wasteful and dirty process, regardless of the types of ink you use. Whether it be during set-up, clean-up, or imaging, traditional offset presses waste incredible amounts of paper, chemical solvents, and energy before the first deliverable sheet is even printed. This means that traditional offset outputs 'Volatile Organic Compounds' (the stuff responsible for global warming) at rates exponentially higher than that of new offset technologies. This was a driver for our focus on using digital technologies."

CEO Jim Albany reported, "Instead of a traditional offset press, Newmark chose to invest in print engines that are a quantum leap ahead of older technologies in terms of quality and direct environmental impact. Our state-of-the-art digital printing technology offers offset



quality while increasing energy efficiency, dramatically cutting down on waste, and eliminating the chemical baths associated with traditional offset."

Beyond that, most if not all of Newmark's paper stock comes from non-bleached, post-consumer recycled paper and/or from renewable resources produced on farms as close to its warehouse as possible. The company refuses to use paper from any company that does not comply with the highest standards of clean air and water or aim to create a truly sustainable product.

Albany concluded by saying, "In the end, engaging in sustainable business practices are not about buzzwords, marketing, or image. It's about creating a world where we work to first limit, then eliminate the negative ways in which we impact it and reduce the strains we place upon our natural resources. This is why we do it, and why we invite you to engage in a conversation with us about the steps we are taking to help that future become a reality."



To learn more about Océ's environmental focus, visit: www.OcéProductionPrinting.com

Why Green Business is Good Business



Why Sustainability? Why Now?

We are experiencing an awakening among consumers, marketers, and print and digital media professionals regarding the challenges and opportunities associated with sustainability and climate change. Collectively, media supply chains employ more than 2 million people in the U.S. and generate more than \$1 trillion in economic activity. An increasing amount of attention is being devoted to the media's impact in terms of greenhouse gas emissions, biodiversity loss, water quality, air quality, and other measures concerning the quality of our lives or the sustainability of the ecosystems that we all share and depend upon.

Defining Sustainability for Printing

Sustainability encompasses an array of issues that are tightly bound to printing. It includes the recycling of papers, substrates, inks, toner, and all types of equipment. It is about working to ensure less waste, reusing rather than destroying, avoiding the use of toxins and heavy metals, and limiting the production of noxious gases. Equipment manufacturers and paper companies are addressing the environmental and sustainability issues, making them part of their respective ongoing corporate strategies. All recognize that the entire "supply chain" of printing – the process from tree to press to mailbox to trash – has historically not been "green." Given the shadow of climate change, companies are taking the initiative and setting an example for customers and other companies.

Taking Action to Make a Difference

Print manufacturers can make a difference in protecting the environment for today and tomorrow. The printers in today's market are initiating a number of best practices and actions, including:

- 1. Evaluating the entire chain of custody:** To be effective, any meaningful environmental impact must focus on all stages of a document's lifecycle from materials to processes and practices. Printers must explore how the document is designed, where the paper came from, what type of power the paper mill uses, the impact of the mill's water use, whether documents are designed for digital or offset, the type of inks and solvents employed, energy efficiency, the volatile organic compound emissions of the production process, and whether products are incinerated or go to landfills at the end of the lifecycle.
- 2. Using FSC certified paper:** The FSC (Forest Stewardship Council) sets the standards for responsible forest management. If paper is FSC certified, it comes from forests that are managed in an ecologically and socially responsible manner that prohibits forest conversion (turning natural forests into chemically managed pine plantations) and ensures that social conflicts with indigenous communities are resolved fairly by consensus.



3. Leveraging digital print technology: There are benefits to producing documents using digital technology. Reducing overproduction using digital printing techniques is a key recommendation of the Environmental Trends and Climate Impacts Report. It reduces the technology footprint, consumes less energy, is more adaptable to recycled paper, uses fewer volatile pigment components, and creates less waste than traditional printing.

4. Reducing your carbon footprint: A carbon footprint is "the total set of GHG (green-house gas) emissions caused directly and indirectly by an individual, organization, event, or product" (UK Carbon Trust 2008). An individual's, nation's, or organization's carbon footprint is measured by undertaking a GHG emissions assessment. Once the size of a carbon footprint is known, a strategy can be devised to reduce it. Printers are deploying a number of strategies, including prudent purchasing of reusable and returnable ink totes and recyclable plate chemistry containers and buying paper to best fit the job with minimal trim waste. They are utilizing soft proofing to minimize make-ready waste. There is an emphasis on chemistry-free plate making and the use of environmentally friendly inks and coatings.

5. Establishing partnerships with eco-friendly vendors: Whether you are a commercial print shop or corporate print center, you should seek partners and suppliers with a history of sustainable practices, including recycling, efforts to give products and parts a second life, energy-efficient engineering, and a forward-looking approach to waste and emissions handling.

The Bottom Line

The environment is everyone's responsibility. Green business practices are good business practices... it's our job to preserve the resources in our environment!



Visit www.OceWow.com to:

Download the full Océ white paper titled:
Environmental Sustainability – Why Green Business is Good Business

Questions?

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Welcome to



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WOW! is a new approach to printing and document solutions. WOW! solves problems creatively and delivers results dramatically. WOW! is versatile, flexible, and ready to get the job done. WOW! can help you take your printing to new levels of profitability. When you're ready for WOW!, WOW! is ready for you.

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