



**Canon**  
CANON GROUP

## DIGITAL PRINTING INSIDER

**Océ**  
**knows.**

GRAPHIC ARTS  
DECEMBER 2012

# WE WISH YOU THE WARMEST HOLIDAY SEASON!

## GREETINGS,

We'd like to take a minute to wish you a very Happy Holiday Season from all of us at Océ!

Throughout 2012 we have sent you a wide variety of informative materials in this monthly *Digital Printing Insider* newsletter. We hope that you have found these helpful. We have made these resources available to you at any time, simply visit [www.OceProductionPrinting.com/GA](http://www.OceProductionPrinting.com/GA). There you will find customer videos, industry white papers, on-demand webinars, case study booklets, how-to guides and more.

Look for more informative materials in 2013, as we continue to partner with you for your success. Wishing you all the best in 2013!

Sincerely,

Mal Baboyian  
President,  
Océ Production Printing Systems

Francis A. McMahon  
Vice President of Marketing,  
Océ Production Printing Systems

Mike Roberts  
Vice President of Sales,  
Océ Production Printing Systems

## FREE RESOURCES AVAILABLE ON THE DIGITAL PRINTING RESOURCE CENTER

### On-Demand Webinars

- Book Publishing: Pushing Profit with Digital Technology
- Workflow: Business Challenge or Competitive Advantage?
- A New Vernacular: From Web-to-Print to Marketing Supply Chain Optimization
- When Security Counts
- Digital/Short-run Printing: 10+ Ways to Cut Costs and Drive Revenues
- From Web-to-Print to Marketing Supply Chain Optimization
- Revitalizing Book Publishing: Print On Demand
- From PSP to MSP: Making the Transition
- From PSP to MSP: Business Plan Modification
- From PSP to MSP: Go-to-Market Strategies
- Building a Loyal Customer Base
- In-Plants: Opportunities in Value Added Services
- Color Coordinated: Black & White to Color
- Value-Added Selling
- Compensation Plans: The Critical Link
- Web-to-Print and Print-to-Web
- The Price is Right: Estimating & Pricing
- What's My Line: Selling Marketing Solutions

Past issues of the *Digital Printing Insider* newsletter are also available to download.

### Get IN THE KNOW, Visit:

[OceProductionPrinting.com/GA](http://OceProductionPrinting.com/GA)

### FREE Downloads!

- Booklet: *Mastering Multi-Channel Communications*
- Booklet: *Rewriting the Book on Book Printing*
- Booklet: *More Secrets of Savvy Printers*



### View the Press Demos!

- Canon imagePRESS® Series
- Océ ColorStream® 10000 Flex
- Océ ColorStream 3500
- Océ JetStream® 4300 and manroland Book Finishing Solution
- On-Demand Book Production with Océ ColorStream 10000 Flex and Lasermix Roll Systems

### Questions?

Call Us:  
1-877-623-4969

Email Us:  
[us.oceinfo@oce.com](mailto:us.oceinfo@oce.com)



## FREE RESOURCES AVAILABLE ON THE DIGITAL PRINTING RESOURCE CENTER (CONTINUED)

### InfoTrends White Papers

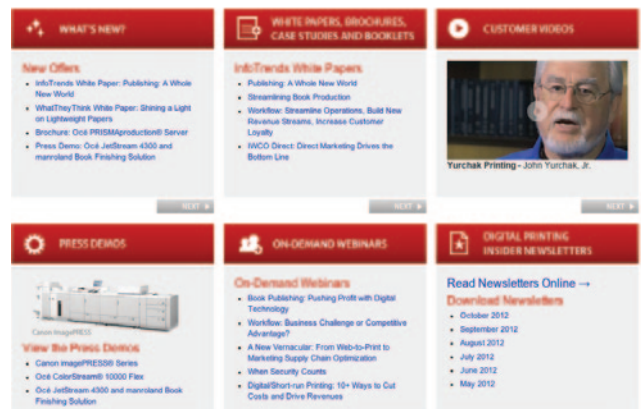
- Publishing: A Whole New World
- Streamlining Book Production
- Workflow: Streamline Operations, Build New Revenue Streams, Increase Customer Loyalty
- IWCO Direct: Direct Marketing Drives the Bottom Line
- Cross-Media Services... Beyond Personalization
- Workflow Automation Initiatives Revealed
- Integration: What's it Really All About?
- Marketing Automation: Adding Science to the Art of Marketing
- The Next Wave for Cross-Media Communications
- From PSP to MSP: The Transition Takes Hold
- Cross Media Takes Hold: Learning from the Leaders
- Cross-Media Services Take Marketing and Business Focus
- The New Value Add Equations
- Data Driven Marketing... It Requires a Desire to Act!
- Six Good Reasons to Invest in Digital Color Printing
- Digital vs. Print: A Tipping Point for Publishing?
- Selling Cross-Media Services

### WhatTheyThink? White Paper

- Shining a Light on Lightweight Papers

### Brochures

- Océ PRISMAproduction® Server
- Océ Digital Book Printing Solutions
- Océ Digital Book Production
- Océ Secure Document Printing Solutions
- Océ MICR Printing
- Océ ColorStream
- Canon imagePRESS



### Case Study

- ABC Imaging

### Booklets:

- Rewriting the Book on Book Printing
- Secrets of Savvy Printers
- More Secrets of Savvy Printers
- Mastering Multi-Channel Communications

### Presentation

- Building a Loyal Customer Base

### Customer Videos

- ABC Imaging
- Business Ink
- Gasch Printing
- GlobalSoft
- i3logix
- Ideal Printers
- Intersections, Inc.
- RT Associates
- Yurchak Printing

### OCÉ KNOWS. OCÉ CARES. OCÉ DELIVERS.

Océ knows production printing. With a company history of 130+ years, Océ has a reputation for high speed and rock-solid reliable solutions that produce outstanding quality prints. Customers recognize the application versatility, workflow expertise, and award-winning service that Océ consistently delivers across a broad range of end-to-end solutions – from cutsheet to continuous feed, monochrome to full-color, and toner to inkjet. These proven, scalable solutions are customized for your business, backed by unparalleled award-winning service, and built to last. Grow your business, improve profitability, and wow your clients with Océ production printing solutions. Visit [www.OceProductionPrinting.com](http://www.OceProductionPrinting.com).



### Questions?

Call Us: 1-877-623-4969 or Email Us: [us.oceinfo@oce.com](mailto:us.oceinfo@oce.com)

Download a QR code reader app and scan with your smart phone to visit [www.OceProductionPrinting.com](http://www.OceProductionPrinting.com).



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