



# SOLVING THE PRODUCTIVITY PUZZLE

You're about to invest in a new digital production press and productivity is a "must have". But in today's digital world productivity is a more complex calculation than it used to be.

In "offset only" pre-digital days, it was relatively straightforward. To tell the story you could rely on hard numbers, such as sheets-per-hour speed and the time spent making ready, changing jobs, getting up to colour and so on. But digital has transformed both the printing industry and what's expected of printers.

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# NEW ROLE, NEW NAME

This is why printers are no longer “just” printers, but print service (or marketing service) providers: the change of name reflects the changes in what printers do and in what print can do. Digital makes possible new products and services, delivered in new ways. If you’re doing your job, your clients value print’s unique ability to both work in partnership with electronic media and — thanks to its distinctive tactile nature — stand apart from its more short-lived digital companions.

Because of this, your working days are unpredictable. Run-lengths vary, jobs can be personalised, contain a mix of different substrates and require specialised in-line finishing. They may enter your automated workflow via your web-to-print portal. And one thing is for certain — the deadlines will be short.

These are the facts of your business life. In this environment, productivity is less about headline printing speed and more about media flexibility, consistent colour and quality from the first sheet to the last, finishing options and, of course, reliability.

If you think of the productivity calculation as a jigsaw and these factors as pieces in the puzzle, then the “picture on the box” that helps you solve it is the mix of work you produce — the applications. Because choosing the most productive press means choosing the press that is best suited to the work you produce — which in turn means really understanding who print for, what you print for them and why. In other words, before you start asking questions of suppliers, ask questions of your business.

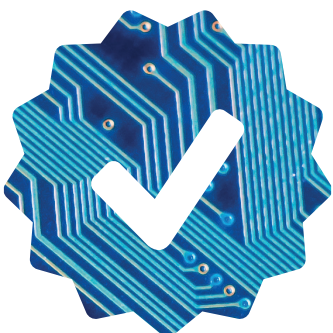
The “who” and the “what” are relatively easy, although it will still take time and commitment, even if you have a management information system (MIS). You know who your customers are, the large and the small, but which are the most profitable? (They may not be the biggest.) Drilling down, what type of work do they ask of you and which applications are the most profitable? How much is in colour and how much in black-and-white? How much involves variable data? How wide is the range of substrates you’re printing?

Understanding the “why” is more difficult and means looking outside your business and inside your clients’ business. Why do they want a particular job? If it’s for the marketing department, are they building brand awareness or generating customer response? Is the print part of a wider cross-media campaign that has to work with other channels? If so, what are those channels?

Armed with these facts, you can look ahead too. Perhaps there are other products you can offer your customers. Study the wider market to see which applications are growing. Try to spot new applications before your competitors. Be proactive, not reactive.

Understanding what productivity is today means knowing as much as possible about your business and your clients’. Do this and you can compare and evaluate the digital production presses on the market. Which brings us to the big question, after the “who”, “what” and “why” — namely, which press?

It’s clear that headline print speed is just one factor alongside other important capabilities such as reliability, media flexibility, sheet-to-sheet colour consistency and finishing options. Without the right combination of these features, your ability to offer the broadest range of applications to the widest range of customers is severely compromised.



# THE PUZZLE SOLVED



The Canon imagePRESS C10000VP and C8000VP are designed to provide PSPs — commercial and in-house — with higher production volumes without compromising quality. Rated at 100ppm and 80ppm respectively, the presses set new standards in image quality and productivity thanks to a host of technological innovations that guarantee:

**Confident media handling:** Dual fixing units provide enhanced cooling capability for better mixed media handling — consistently at 100ppm or 80ppm. For thin, coated media as light as 70gsm, there is a new air compressor featuring an air separation function to prevent paper jams — even of coated stock. This almost totally eliminates paper jams to increase efficiency and productivity.

**Stable fixing performance:** An external heat belt offers stable fixing performance at high-speed printing, maintaining temperature even during continuous printing of heavy media.

**Quality without compromising productivity:**

Improved toner transfer efficiency and lower fixing temperature gives stunning colour consistency and accuracy. The R-VCSEL laser unit achieves exceptional 2400 dpi resolution for outstanding quality, high-resolution text and images, even at high speeds.

Simple active registration technology ensures every sheet is correctly positioned. The presses also feature Multi-DAT (Multiple Density Adjustment Technology), a real-time calibration system that detects and registers colour patches printed on the surface of the image transfer belt. The multi-patch pattern, from low to high density, is applied and checked 26 times for every 28 sheets, on 20 different gradations (five for each colour). Any variations in density are corrected in real time, reducing sheet-to-sheet variations and rendering consistent halftone images. Canon Multi-DAT gives real-time colour calibration for consistent quality day after day and stable output over long runs.

**Innovative workflow solutions:** Chose the right solution for your business from four productive, innovative and intuitive workflows from EFI (B5000 & B4000), PRISMAsync and CREO.

**In-line finishing options:** Increase productivity thanks to a comprehensive choice of automated in-line finishing capabilities and compatibility with third-party in-line finishing devices. Booklet-making, perfect binding, high-capacity stacking, multiple folding are all available. A new professional puncher supports formats including SRA3, A3, A4R and A5. In-line creasing is available for the first time.



Pictured: Canon imagePRESS C10000VP

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**The next step :** If you would like to find out more about the Canon imagePRESS family of digital toner production presses, please visit [www.canon-europe.com/C1000VP](http://www.canon-europe.com/C1000VP)

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