

YOUR GUIDE TO



CREATIVE PRINT IN ANY BUSINESS ENVIRONMENT

Powered by the **imagePRESS C165**

Canon

See The Bigger Picture

BROADEN YOUR PRINT CAPABILITIES

If your job relies on effective communication it can be a challenge to cut through your day-to-day workload and deliver business results.

Perhaps you're working in a creative agency and you want to impress clients and drive more powerful campaigns.

Or you're in a corporate environment and you'd like to simplify communication, have more impact and add a splash of creativity.

Maybe you run a copy shop and you want to grow your revenue by offering more creative print options to your customers.

Or you're managing a small business and you want to trial different types of promotional print to engage your customers, quickly and easily.

The bottom line is this: you need to produce cost-effective, high quality prints that get noticed and provoke a response.

But time and budget are against you and perhaps your current office printer isn't up to the job.

What you need is a versatile, high quality printer that's easy to use and gives you the tools to get the work done and get ahead.

THE POWER OF PRINT

From an internal presentation to a direct mail piece, creative print can make the difference to your audience.

The touch of print awakens the senses in a way that email simply can't. Print cuts through, boosts engagement and makes people feel valued.

And when you combine the power of print with data and customer insight to deliver targeted messages or tailored promotions, it can yield amazing, measurable business outcomes.

Creating a positive emotional connection with customers is key to winning their loyalty.

It's not difficult to do. Be different. Use unusual paper sizes, heavier weights and textured media to enhance the look and feel of your communications to stand out and maximise impact.

And if you really want results, use more targeted communication to boost your business growth.

Recent research shows that direct mail marketing delivers positive return on investment (ROI).

Personalised marketing collateral builds trust, influences purchasing decisions and motivates consumers to come back to a brand time and time again.

We're here to show you how the new imagePRESS C165 printer can help you harness the power of print to unlock new possibilities for your business.

In this guide we'll give you a flavour of what you can create at the touch of a button with one single printer.



PAPER IN – POSSIBILITIES OUT

Get noticed with creative print

APPLICATION CATEGORY

Document covers & insert pages for proposals, reports & presentations Internal/Promotional

As well as reports and presentations, you can print A4 proposal document covers (front and back) and insert pages on coated stock.

Invitations Promotional

Boost response rates with customised printed mailers, event invitations and promotional offers that grab attention and encourage purchase.

Picture this: a 4-page folded personalised invitation printed on both sides, on 200gsm silk stock. And experiment with varying formats, like A5 double-sided.

Design proofs & mock-ups Internal/Promotional

Architects, construction firms and designers can print CAD drawings or renderings to help customers visualise the end result and bring creative ideas to life.



APPLICATION CATEGORY

Business cards Promotional

Printing double-sided business cards is easy if you have the right tools. Think about using textured and embossed media to make them stand out.



Personalised award certificate Internal

Use A4 embossed paper or board to print employee awards or training certificates that really make people feel special.



Direct mail - Postcards Promotional

Experiment with different paper sizes to make direct mail catch the eye of the recipient. From standard-sized A6 postcards or promotional vouchers, to A4 gate-fold mailers, to multi-page concertina leaflets, to A4 landscape brochures - the format possibilities are endless.



Direct mail - Flyer Promotional

Take advantage of the economies of digital print on-demand to produce small quantities and even individual prints. Think about hyper-local content or tailored offers for promotional flyers.



Longer sheet options: Concertina brochure Promotional

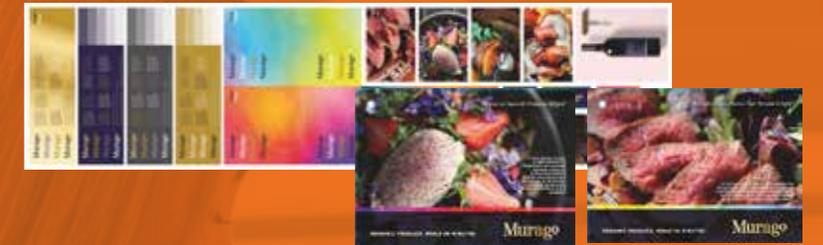
Long-sheet printing up to 1300mm means you can use the extra length of the page to create multi-page concertina brochures.



APPLICATION CATEGORY

Design proofs & mock-ups Internal/Promotional

Produce proofs and mock-ups at the push of a button, so they're in your hands in minutes to share with colleagues or clients. Here's an example of a 1300mm proofing sheet and mood board. Add custom size swatch samples to make sure your client proposal doesn't go unnoticed.



Personalised stickers and labels Promotional

Go one step further and print on self-adhesive label stock to create personalised labels for envelopes, packaging or even unique promotional items such as bottles.



Customised packaging Promotional

If you're keen to experiment more, consider printing customised promotional packaging to share as a prototype with clients or deliver personalised packaging to customers to enhance their brand experience.



Direct mail - Vouchers Promotional

Create personalised vouchers to keep customers coming back for more, encouraging repeat purchases and loyalty.



Longer sheet option: 'Banner' prints & internal or promotional posters Promotional

Print promotional banners or point of sale materials to draw attention to customer events, special offers or new products. This format is also great for high impact internal communication, such as an upcoming environmental initiative or sales event.



APPLICATION **CATEGORY**

Personalised letters and envelopes **Promotional**

Print personalised A4 letters and C5 envelopes to make the recipient feel special.



Direct mail - Leaflet **Promotional**

If you have lots of information to get across, try a 6-page promotional leaflet, folded lengthwise to DL size for easy mailing.



Longer sheet options: Gatefold leaflet **Promotional**

Here's another example of long-sheet printing to create an A4 gate-folded marketing leaflet.



Brochures, catalogues & manuals **Promotional**

Why not try producing your own brochure? You can create an A4 8-page saddle-stitched brochure with ease to promote your business.



Push the boundaries and create stand-out printed collateral that instantly grabs attention. Use customer data to target communications more precisely. The more relevant the message, the more likely it will be to stimulate a sale and make a lasting connection.

In the past, perhaps you've been held back by your printer's capabilities. Not any more.

It's time to take print further and see how creative and cost-effective your printed communication can be.

MAKING IT EASY FOR YOU TO DO MORE

Any business. Countless possibilities. One solution.



If you want to do more with your printer, the imagePRESS C165 is for you.

It combines the key features of Canon's market-leading imagePRESS technology - consistently high print quality, great performance and proven reliability - with the familiarity and simplicity of the award-winning imageRUNNER ADVANCE office printer range.

The imagePRESS C165 is a colour and mono digital printer that delivers a diverse range of printed materials on-demand.

It's the perfect combination of office functionality and professional quality to help you meet changing business demands and tackle day-to-day tasks with confidence.

With this new multi-functional printer, you can transform blank paper into creative, engaging promotional print, at a professional quality standard.

Compact and intuitive to use, you don't need to be an expert in print!

A TECHNOLOGY THAT EXPANDS YOUR PRINT CAPABILITIES:



Unique, creative formats

Varying media lengths up to 1300mm and weights up to 350gsm



Consistent colour

Intuitive colour management, no technical experience needed



Fast & responsive

65 pages per minute A4, 32 pages per minute A3



Mobile printing

From anywhere, at any time, for increased productivity



High quality output

High resolution, precise printing



Compact

Small footprint for limited workspaces



Professional capabilities

Easy to use finishing



Secure & connected

Cloud-based control and usage monitoring



It's time to unlock your business potential with creative print.

For more information, contact your local Canon Account Manager.

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