

Canon Essential Business Builder Program

Bringing together
everything you need
for business success

Running a print operation is challenging. Growing it can be even more challenging. Customers demand higher quality, greater innovation and faster turnaround for an ever-more competitive price. And with technology continuing to advance rapidly, satisfying these needs is often difficult. Staying successful is about providing new, value-added services, greater productivity and enhanced efficiency. Canon's Essential Business Builder Program can help you deliver this.

BETTER FOR YOUR BUSINESS

By giving you the support you need to develop your print operation and achieve your ambitions, Canon's Essential Business Builder Program brings a host of benefits to your business.

From commercial print organisations to in-house facilities, we offer personalised, focused support and innovative ideas that take you to the next level. Get tailored advice and guidance from independent print industry experts, together with workshops and business mentoring that ensures you always have everything you need at your fingertips.

**Talk to us to begin
your journey today**

COMPREHENSIVE PRINT BUSINESS SUPPORT, IN ONE PLACE

Canon's Essential Business Builder Program is delivered through three main channels:



1



INFORMATION GUIDES

Our detailed guides cover a variety of digital print related topics, and provide useful insights for improving business performance. Written by leading industry experts, they include useful overviews as well as valuable insights for implementation and performance improvement.

From business planning to marketing and production workflow to colour management; you'll find the right practical advice for your needs.

2



WORKSHOPS

Our informative, face-to-face workshop sessions are run by independent experts, and feature a range of business development and print-related topics. Share learning and best practice, while gaining the knowledge you need to improve your competitive advantage and stay up-to-date with the latest developments.

The small interactive group format gives you the flexibility to discuss specific issues and get advice that relates directly to your business.

3



MENTORING

Our independent Essential Business Builder Program mentors have the skills, knowledge and experience to help you grow your print business.

Mentoring sessions are delivered by independent industry experts over a timescale to suit your requirements. Designed to address your specific issues and requirements, this ongoing support helps you separate strategic planning from day-to-day issues, giving you the clarity you need to succeed.



WORKSHOPS

The result is a wealth of inspiration and ideas that will enable you to make the most of new challenges and opportunities.

Aimed at all print businesses, workshop topics include:

- Selling Digital Print
- Marketing for Printers
- Cross Media
- Web to Print

TAILORED SOLUTIONS, PROVEN RESULTS

Canon's Essential Business Builder Program gives you the right training and resources to improve your business performance. Below are just a few ways in which we've helped our customers achieve their objectives.

? **An in-house print room wanting to promote its services more effectively to the rest of its organisation.**

PUBLIC AND COMMERCIAL SERVICES UNION (PCS)

As the UK's fifth largest trade union, PCS' CRD is responsible for printing and distributing communications to over 280,000 members. Quality and clarity is vital.

Thanks to Canon's hands-on, tailored consultancy and mentoring, PCS implemented a number of innovative solutions that made a demonstrable difference to its business.

The result is significantly lower costs and greater control. As Print Manager Asad Butt notes, Canon's input has taken PCS 'to another level'.

"Canon not only give you the right equipment for your business but they actually provide you with the right advice as well."

Asad Butt

Print Manager, Public and Commercial Services Union (PCS)



▶ Hear more from PCS and Kingsley Print at www.canon-europe.com/ebbp

"Thanks to Canon's hands-on, tailored consultancy and mentoring, PCS implemented a number of innovative solutions that made a demonstrable difference to our business."

Asad Butt, Print Manager, Public and Commercial Services Union (PCS)

? **A commercial printer wanted to introduce digital printing to its wider business operation.**

KINGSLEY PRINT

As a provider of high-quality print and design services for over thirty years, Kingsley's customer base includes everyone from multinational companies to smaller local businesses. Flexibility is critical.

In an industry where technology changes rapidly, having access to industry expertise and advice has played a big role in the company's success. Dedicated, one-to-one mentoring with Canon's independent consultants gave management a fresh angle on their business focus, and inspired them to create competitive advantage.

"With good partners like Canon helping us out, we can only improve, adapt to our marketplace and win more business...and that's what it's all about."

Bradley Vaughan

Sales Director, Kingsley Print



For further information please contact your local Canon representative or get in touch with us about the Essential Business Builder Program via the contact details on the back page.

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English Edition
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