Book Publishing: Driven by Digital to New Heights
April 2020

An Inkjet Insight eBook for Inkjet Professionals
Commissioned by Canon Solutions America

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Book Publishing: Driven by Digital to New Heights
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Introduction

Like many industry segments, book publishers find themselves in a turbulent environment driven by an analog-to-digital transformation that has been underway now for several years. "Analog" refers to non-digital printing processes such as offset printing. Key to weathering this storm is partnering with book manufacturers with expertise in both offset and digital printing technologies, as well as the ability to produce and maintain digital forms of books.

In this white paper, we will explore:

- The current state of the book manufacturing industry, including production volumes, trends, and the changes being driven by the growing adoption of production inkjet printing in lieu of conventional printing processes.
- The book market: one size does not fit all. A discussion of the various types of books being produced and the changing ways in which they are being managed and distributed.
- Finding the right digital path forward. While digital printing of books is clearly an important element of the future of book manufacturing, so too is the workflow from author to publisher to printer to distributor/retailer to the end consumer. All of which must mesh seamlessly to help deliver a viable, sustainable approach to the future of books.
- Is production inkjet printing the silver bullet? A discussion of the key benefits, advantages, and the challenges that must be overcome, as well as the continued role for toner-based printing in book production.
- Haven't implemented production inkjet printing yet? Here are our top recommendations for book manufacturers considering adding production inkjet or augmenting current digital production methods.

This white paper also includes a detailed Appendix outlining how Canon Solutions America, Inc. is working to bring market-leading digital production solutions to printers, publishers, and distributors alike through its Book Smart Suite of offerings.

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Book Publishing and Printing:
The Big Picture

As with many industries, the book industry has been upended by the effects of digital technologies, ranging from short run and on-demand printing of books enabled by digital printing to massive changes in the supply chain. Transformation of the supply chain has been driven by changes in the retail book market including large online retailers and distribution processes for books, the availability of eBooks, and more.
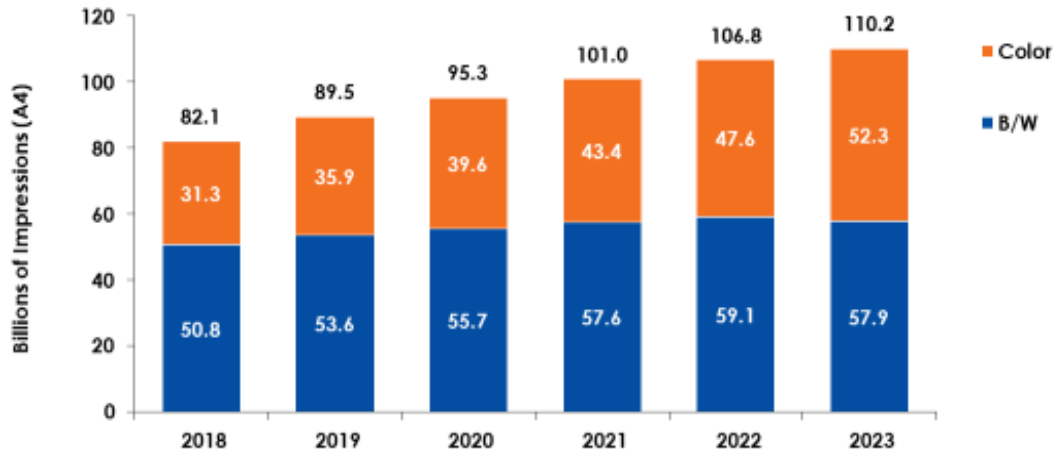

Application Overview – Publishing
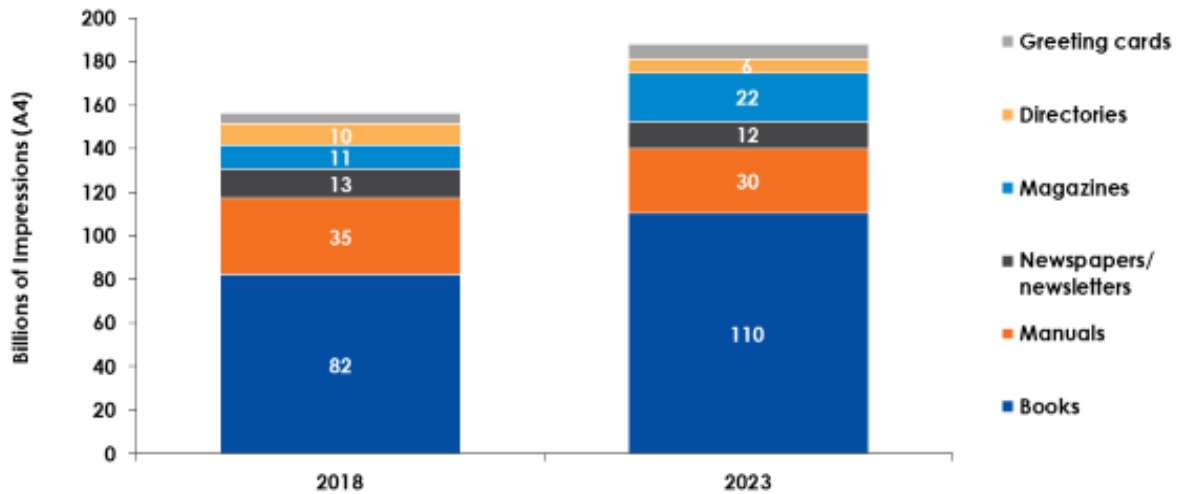
Source: Keypoint Intelligence US Digital Production Printing Application Forecast 2018-2023

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However, books still represent a large and growing share of publishing in terms of the number of printed impressions, as shown in this forecast from Keypoint Intelligence.[1]

Books Print Volume by Color Capability 2018-2023

Source: Keypoint Intelligence US Digital Production Printing Application Forecast 2018-2023

In the same forecast, the research firm projects that the balance between color and black & white pages in books will continue to shift toward color, forecasting that the split between color and black & white papers will be close to 50/50 by 2023. Keypoint Intelligence projects that of the more than 110 billion book pages printed in 2023, 52.3 billion will contain color. This is likely driven by the rapid adoption of production inkjet printing for books, where the incremental cost of color is much less than it would be with offset printing.

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[1] Source: Keypoint Intelligence US Digital Production Printing Application Forecast 2018-2023

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Book Publishing by Segment

The book market is divided up into several segments, by type of content, and each has its own specific requirements. These include:

- **Trade Publishing.** A trade book is defined as a book that is to be sold to the public through booksellers, such as a best-selling paperback novel. According to 2018 data published by reedsy.com,[2] a network of publishing professionals that has helped produce more than 10,000 books, the Big 5 account for nearly $34 billion in annual revenues. These include Hachette, HarperCollins, McMillan, Penguin Random House and Simon & Schuster. It should be noted that a *New York Times* article published March 4, 2020, reports that ViacomCBS, the parent company of Simon & Schuster, has put the publisher on the block, so we may see a "Big 4" in the not too distant future should one of the larger publishers choose to pick up the asset.[3]
- **Educational Publishers.** There is also a "Big 5" in educational publishing, according to the same source (reedsy.com): McGraw-Hill Education, Houghton Mifflin Harcourt, Pearson Education, Scholastic, and Cengage Learning. These companies combined generate $7.3 billion in annual revenues.
- **Other Publishers.** These publishers round out the Top 20 global publishers: Springer Nature, John Wiley & Sons, Oxford University Press, Kodansha, Shueisha, Grupo Santillana, Bonnier Books, Editis, Klett, and Egmont Books. Together they represent just over $10 billion in annual revenues according to reedsy.com.

Thus, the bulk of the book publishing industry represents about $50 billion in annual revenues worldwide. Corroborating that data, research firm I.T. Strategies reports total book revenue in the U.S. and Europe at nearly $48 billion in 2018.[4] Please note, volume produced by large online book retailers is not included in these numbers since revenue generated by their own publishing imprints is likely less than 10% of total revenues and thus not required to be reported separately.

The Big 5 in **Trade Publishing** account for nearly **$34 billion** in annual revenues

The Big 5 in **Educational Publishing** account for **$7.3 billion** in annual revenues

Other Publishers in the Top 20 account for over **$10 billion** in annual revenues

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[2] https://blog.reedsy.com/largest-book-publishers/
[3] https://www.nytimes.com/2020/03/04/business/media/simon-schuster-for-sale-viacom-cbs.html
[4] Based on data provided by Canon Solutions America by I.T. Strategies

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In terms of technologies used to print books, I.T. Strategies data reflects a rapidly growing share for production inkjet printing. Where the firm reported 8% of all book pages were printed with inkjet in 2018, that percentage is projected to skyrocket to 18% by 2025. This is due to greater efficiencies, shorter production runs, and perhaps most importantly, growing acceptance of inkjet printing by publishers. In terms of digital printing of books, I.T. Strategies sees this as remaining flat at about 3% through 2025. Offset's share will continue to decline, from 89% in 2018 to a projected 79% in 2025.

								Pages in millions
Worldwide	**2018**	**2019**	**2020**	**2021**	**2022**	**2023**	**2024**	**2025**
Inkjet Pages	91,713	104,424	120,243	133,259	147,187	162,684	179,925	199,157
Toner Pages	37,728	38,259	38,510	38,522	38,334	37,976	37,476	36,859
Digital Pages	129,441	142,683	158,753	171,781	185,521	200,660	217,401	236,016
Book Pages all technologies	1,139,589	1,134,701	1,133,366	1,129,687	1,127,386	1,127,127	1,125,339	1,125,795
Inkjet Share	8%	9%	11%	12%	13%	14%	16%	18%
Toner Share	3%	3%	3%	3%	3%	3%	3%	3%
Offset Share	89%	87%	86%	85%	84%	82%	81%	79%

Source: I.T. Strategies

For trade publishers, content is straightforward. These books are usually standalone content, and their formatting is relatively simple. In most cases, publishers are responsible for delivering a printable file (or files, since the cover is normally a separate file) to book printers. Especially in the case of longer-term relationships between publisher and printer, little human intervention is required. However, this can be a very different story with self-published titles.

According to a 2019 article in Publishers Weekly, the number of self-published books jumped 40% in 2018.[5] This is based on data from Bowker's annual survey of the self-publishing market (Bowker's is the primary source of ISBN numbers and measures the size of the market based on the number of ISBNs registered). This does not include all of the self-published eBooks, since some of them carry a publisher identifier rather than an ISBN. According to that data, there were 1.4 million self-published titles in 2018, up from just under a million in 2017.

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[5] https://www.publishersweekly.com/pw/by-topic/industry-news/publisher-news/article/81473-number-of-self-published-titles-jumped-40-in-2018.html

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These self-published books could fall into any of the industry's categories, but most likely fall into the trade category. Because these are largely not book publishing professionals, the book printer may need to step in and help with proper formatting – both from design and a printability perspective. However, there are many other services available to self-publishers that result in a good, printable file.

In education and research publishing, it is a completely different story. These books can be complex, include color pages and intricate diagrams, and rely on accurate conversions to printable formats. In some cases, they are made up of modules that can be combined in a variety of ways to create unique publications; sometimes driven by specifications from a professor. This requires a more sophisticated content management solution than does a trade book.

According to Ed Marino, Chairman of codeMantra and an executive with a long heritage in the book printing and publishing arena, "There are a number of challenges facing academic and research publishers, not the least of which is that they still use print workflows that result in fairly labor-intensive processes that don't give them complete digital works without going through the print process and then creating the digital files. As backwards as that sounds in this digital age, it's still the case with many of these publishers."

codeMantra is a SaaS-based application with intelligent content and process automation. Its content lifecycle management enables consolidation of information and content across disparate silo sources, thereby providing visibility to business-critical information, across the product lifecycle, in a single view. With an intuitive business rule generator and a proactive monitoring system, the content platform can achieve 100% error-free and secure distribution, thus helping to mitigate some of the workflow issues for this market segment. Although codeMantra's primary customers are academic and research publishers, its platform is available to printers either on a project-by-project or subscription basis. The result would be a customized, print-ready file that can flow into the printer's production workflow.

> **"… they still use print workflows that result in fairly labor-intensive processes that don't give them complete digital works without going through the print process and then creating the digital files. As backwards as that sounds in this digital age, it's still the case with many of these publishers."**
>
> \- Ed Marino, Chairman of codeMantra

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For other publishers, they are facing a blend of these challenges, depending on their individual market focus.

For all segments, the ability to have a blended analog/digital workflow is critical – since books today are often published in both physical and digital forms. In addition, there is growing demand for a more efficient supply chain to reduce waste and lost revenues due to unsold books being placed on discount shelves or destroyed and discarded. As more book publishers turn to their printing partners for increased production and distribution efficiency, the need for digital printing technologies that make shorter runs cost-effective has increased to improve supply chain logistics and reduce inventory risk. For some books, digital printing is the first step. It helps publishers get books to market more quickly and more accurately gauge demand. If demand is relatively low, digital printing will continue to be the technology of choice. But if it turns out to be the next best-seller or hot political book, files can be migrated to offset production processes. Of course, another means of predicting demand is pre-ordering of books, resulting in some books hitting the bestseller list weeks or months before they are actually printed. However, this doesn't apply to the majority of titles.

The other place digital book printing can add significant value is reprints as demand declines. This helps keep books in print forever, make backlists a thing of the past, and generate revenue streams for book publishers and printers alike.

The Book Printer's Perspective: Stories from the Front Lines

As part of the research for this white paper, we interviewed three very different book printing companies to understand what they see happening from a front line's perspective. This included:

- Bradley Sharp, Director of Manufacturing at Baker & Taylor Publishers Services. This company, and its sister operation Bookmasters, act as both manufacturing and distribution partners for more than 1,500 publishers.

- Jim Clark, Director of Operations, McNaughton & Gunn, a family owned and operated company since its inception in 1975 registering about $27 million in annual revenues. The company is predominantly in the trade publishing business, although it participates in the education market with some customers.

- Kyle Hamilton, CEO of Our Sunday Visitor, a leading Catholic publishing organization with an in-house manufacturing operation with both analog and digital printing of a variety of church publications and other printed materials, including customized offering envelopes.

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Bradley Sharp, Director of Manufacturing, explains that Baker & Taylor Publishers Services offers manufacturing, distribution and fulfillment for about 1,500 publishers, some of whom are doing traditional offset, print on demand, or short run digital printing with the company. "Sometimes we are a job shop where we are fulfilling for publishers with print on demand, short run, and offset," he adds. "We tout ourselves as a publisher services company focused on distribution, fulfillment and full-service book manufacturing.

Sharp notes that two years ago, production was about a 70/30 split between offset and digital sales dollars. "Today," he says, "it's more like 60/40 and shifting rapidly toward the digital side. We have seen traditional print run lengths diminish over the course of the last decade. Digital printing gives us flexibility to be able to leverage the quality of today's inkjet printing technologies, and to move some of the production we historically have done on offset to inkjet because of the quality of the press, as well as produce longer digital runs than we would have in the past."

Baker & Taylor has chosen to install both roll-fed and sheetfed digital for maximum flexibility, including the Canon ColorStream 3900Z (for production of black & white book blocks) and VarioPrint i-series sheetfed inkjet press. The ColorStream is configured with a Hunkeler CS6 system inline, delivering book blocks off the back end, consistent with the Book Smart Suite philosophy. Finishing for the sheetfed press is all offline.

"We spent years trying to determine an inkjet path forward," Sharp remarks. "We were waiting for the technology to mature to a point where we didn't have to set lower expectations with customers. With our current platform, we are getting color printing comparable to toner and black & white that easily competes with offset. This platform gives us the flexibility to deliver high quality color interiors as well as high quality monochrome."

Baker & Taylor produces a lot of academic and scholarly publications. Sharp admits that it took a while for those publishers to come around to inkjet, adding, "But through the sampling process and working collaboratively with them, we have made significant progress. We also see them at inkjet events; they are getting more engaged and educated on the technology, and this is helpful in terms of our selling efforts."

> **"…we are getting color printing comparable to toner and black & white that easily competes with offset. This platform gives us the flexibility to deliver high quality color interiors as well as high quality monochrome"**
>
> - Bradley Sharp, Director of Manufacturing, Baker & Taylor Publishers Services

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Sharp also notes that more publishers are now putting front list titles into print on demand or short run digital, adding, "In two years, I would say we will continue to see production tip toward digital. We do continue to see small growth in offset, but we are seeing huge growth in digital. It's likely to be at a 50/50 split within a couple of years, and within five years, we believe the scale will tip toward digital. A lot of that has to do with the type of printer we are, serving small to medium-sized publishers; 20,000 is a large run for us."

Sharp also sees digital print on demand as an important inventory management method. "We can put a title into print on demand for inventory gap protection," he says. "There is marginal difference between offset and digital, but a lot of digital print goes to end users or to a book of one rather than a large order to a retail bookstore. The inventory risk reduction is really important to our publishers, and they are less and less concerned with any difference between offset and digital as long as digital is of sufficient quality, which our platform ensures."

McNaughton & Gunn Updates Digital Platform to Accommodate Growth

"While 90% of our work is still offset, digital is our largest growing segment," Clark says. "If you plot it over the course of the last eight years since we first implemented digital, the growth rate is almost a 45-degree angle on a bar chart. Hence our investment in a VarioPrint i-series sheetfed inkjet press from Canon Solutions America, which replaced two toner-based printers." From a workflow perspective, the company uses PRISMAprepare to impose and submit a print-ready PDF for printing on either the web- or sheetfed Canon press.

This investment in Canon Solutions America production inkjet solutions was a large investment for the company, but Clark and his team knew they needed to make a move. The company also acquired a Canon VarioPrint 6330 TITAN toner press to accommodate black & white work. "The press is about 30% faster than our previous monochrome printer," Clark states, "giving us good uptick in capacity. In the book market, 85% to 90% of the pages are still monochrome. Some of that has to do with cost, but some is just good old tradition.

"... digital is our largest growing segment. If you plot it over the course of the last eight years since we first implemented digital, the growth rate is almost a 45-degree angle on a bar chart. Our investment in a VarioPrint i-series sheetfed inkjet press from Canon Solutions America replaced two toner-based printers."

- Jim Clark, Director of Operations, McNaughton & Gunn

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McNaughton & Gunn has been a family owned and operated business since its inception in 1975. "Our revenues are currently at about $27 million," Clark says. "It's been higher in the past, but our business has changed over time. We are a book manufacturer; that's all we do. In its heyday, Ann Arbor was a center of book manufacturing, but a number of companies have gone out of business. We are proud that we have been able to maintain private ownership."

The company predominantly produces trade paperbacks, with some presence in the educational market. Early on, the company was outsourcing its digital production, but brought it in house about eight years ago as the volumes continued to grow. It has an average run length of 200 units.

"Part of the reason we were excited about acquiring the VarioPrint i-series," Clark notes, "is that our sales people were hearing more requests from publishers for color inside the book, and we had to look into how we were going to do that. Offset is pretty much monochrome. Plus, print runs are getting smaller, publishers want the books faster, and they need better inventory management. How do you cross both those bridges?"

The company was already producing some color pages on a toner-based digital device, but Clark states, "We were looking for something more robust that could handle 24/6 production, with 24/7 production during our busy fall season. I didn't want a press on the floor that needed to be worked on every day. I wanted to see uptime in the 90% range. Our digital business is unique; we are out there constantly looking for new authors and new business, but our digital platform was being used up by our top 20 offset customers for smaller quantity, fast turn runs. We needed to find a press that would run similar papers to those we used for offset and be up and running every single day. The VarioPrint i-series with ColorGrip fit that bill."

Clark points out that it is not unusual to produce 50 advance copies digitally for a client to fill the gap for a 5,000-unit order that might not be available for three to four weeks. "Most people don't even see the difference between offset and digital," he says. "We put the VarioPrint i-series through a lot of tests on our papers, most of which is uncoated free sheet or uncoated offset. We're not a commercial printer, but we do need to have a high level of color quality. We are a G7 shop and we're able to use the G7 profiles that exist in that press resulting in unbelievable reproducible color on uncoated sheets. The deal in publishing is, if I am going to do color pages, I want them to jump out, so they would normally be put on a more expensive gloss or matte sheet. But with ColorGrip, we can use a 60-pound uncoated sheet and it looks great. It's inexpensive and saves publishers money."

> "With ColorGrip, we can use a 60-pound uncoated sheet and it looks great. It's inexpensive and saves publishers money."
>
> -   Jim Clark

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Some customers are also looking for a limited amount of variable data in their books. "This is mostly in the education and health care fields," Clark explains. "An example would be a nursing book where we print a 5-digit code on the inside front cover with a scratch-off sticker over it. The code allows the reader to access additional content on the publisher's website. They are also still using reply cards, and we can now produce those customized to the product. Where before they had one or two versions of cards across their portfolio, now they can be customized to a particular publication. We produce them digitally, and they can be inserted into either offset or digital books."

The sheetfed press was also valuable because of the ability to place different types of stock in its multiple trays, giving Clark the ability to change paper stocks quickly. "A lot of our publishers will print 250 copies from a backlist title every quarter instead of printing a couple thousand, many of which might get thrown away. Or you may have a publisher that didn't get a purchase order submitted for 12,000 books in December, but still wants the 12,000 books and needs 2,000 by the end of January. That keeps their titles in the marketplace, which is important to them. But it also means lots of short runs for us, often on different paper stocks."

Clark has also seen a resurgence in demand for printed books since the 2008 recession. "A lot of people were thinking that demand would not come back," he says. "But publishers have found a good balance between e-publishing and print publishing. They still like printed books and think ink on paper is the way to go. And that's good for us!"

Our Sunday Visitor

At 107 years old, Our Sunday Visitor, a leading Catholic publishing organization, continues to reinvent itself. It is a self-owned, non-profit striving to be world class. For the last 16 years, the organization has vigorously embraced Lean Manufacturing and has process mapped over 1,000 business processes. The organization continues to grow both organically and through acquisition – 11 of which they have done since 2003. Through its work, Our Sunday Visitor serves 8 to 10 million people, facilitates the flow of $2.5 to $3.5 billion into the Church annually, and has given back $80 million since its inception as a charitable organization.

Kyle Hamilton, CEO of Our Sunday Visitor, notes that at one point in the organization's history, it operated a 200,000 square-foot newspaper facility with almost 500 employees using airdry and heatset web presses. As the newspaper industry declined, the company filled empty press time with production of direct mail catalogs and grew to a $50 million printing company, Noll Printing, named after its original founder, Father John Francis Noll.

Reinventing itself again, its commercial print business was closed in 1995 and the organization retrenched around production of church offering envelopes and the publishing business that was started in 1912. Today, the company has 330 employees and is the largest producer of church offering envelopes, having produced 600 million last year for both Catholic and Protestant churches. In addition, it produces trade books, periodicals, pamphlets, religious education curriculum, and fundraising materials. A church management SaaS platform, Church Manager, was launched late last year.

The company no longer has its web offset equipment, with its production platform now consisting of an offset press, some toner-based equipment, and a VarioPrint i-series sheetfed inkjet press from Canon Solutions America, which was installed in March of 2019 and is running about 75% of its 650-thousand-sheet-per-month volume. The company is employing a workflow that consists of InDesign, Photoshop® and Sierra. They are investigating other integrated workflow solutions.

"Frankly, the investment in the VarioPrint i-series was a stretch for us," Hamilton admits. "We kind of stepped out on a limb. But the leap of faith has worked out well for us. It has given us the capability of manufacturing our own books, which we wanted to do based on our Lean philosophy, and we have also added a high-speed folder for book blocks, hand-fed perfect binding, a trimmer, laminator, and booklet maker. Bringing that work in-house has freed up space and inventory. We cut our inventory in half over a period of time. And this model allows us to turn work really quickly." He notes that producing at the current scale would have required a fleet of toner machines. "The i-series is a beast; it just runs," he enthuses.

Hamilton cites one of Pope Francis' Apostolic Exhortations, copy for which was released by the Vatican at 8 AM in Rome. "We had product shipping out the door at 2:00 that afternoon our time, having produced 2,000 to 3,000 in-house in the first 24 hours after the copy was released. We could not have done that with offset or outsourcing." Hamilton is also looking into new applications the VarioPrint i-series enables, including personalized gift books with a message from the Diocese or Parish.

The organization is also more comfortable with a sheetfed workflow. Hamilton says, "We did look at roll-fed options, but the question became, when do we think we will get to the point where we have the requisite volume, versus growing into the i-series. We see that we can get to 5 million pages with good growth. Plus, with roll-fed, finishing is more capital intensive."

Our Sunday Visitor is now running about 75% of its 650,000 sheet-per-month volume with a production platform consisting of an offset press, some toner-based equipment, and a Canon VarioPrint i-series sheetfed inkjet press.

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He continues, "Even if you have a low volume of books, there are plenty of other applications you can put on a sheetfed inkjet press. When we did the analysis, we couldn't believe all the applications that could go on the i-series, and the reliability factor. When you come out of an analog process with plates and blankets and all kinds of waste everywhere, it is not logical or believable how the operation can change with production inkjet until you see it happening. We have four or five toner machines still on lease that basically have no market value to sell. We determined that our payback on the i-series was good even with fairly low utilization, including the consumables, lease payment, and continuing our toner lease payments on equipment that is now close to idle. The economics are extremely attractive."

> "Canon Solutions America didn't oversell the startup process... But the startup went off without a glitch. We were running product within a week or two instead of a month. They kind of under-promised and over-delivered."
>
> - Kyle Hamilton, CEO of Our Sunday Visitor

The ability to pull multiple paper stocks from the press's drawers was also a critical factor in Our Sunday Visitor's decision, based on the wide variety of applications they planned to produce and the need for fast changeover between jobs.

Hamilton also reports that startup was smooth. "Canon Solutions America didn't oversell the startup process, cautioning us that it might be a month of working bugs out. But the startup went off without a glitch. We were running product within a week or two instead of a month. They kind of under-promised and over-delivered."

Lessons Learned

While these three companies are a small sample, the similarity of their experiences, despite the fact that they are all very different companies, is remarkable. Key lessons learned from speaking with these innovative companies include:

- Printed books are making a comeback. The predictions that ebooks would represent the majority of books in the market did not come to pass, and while there still is – and will continue to be – demand for ebooks, it has leveled off. Part of this is due to consumer preferences; and part is likely driven by the fact that ebooks cost almost as much as printed books in many cases, due to the pricing strategies that have been deployed because of legal action and other considerations.
- Book printing requirements can be very different among the different segments of the book market. Book printers may want to determine which segment most closely aligns with their skills and interests and focus primarily on that segment.

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- Color inside book blocks has been slow to gain steam, but the opportunity is expanding. By including samples of color-enhanced books with monochrome orders, book printers are slowly getting book publishers to come around to the value of color. Incremental cost for color with production inkjet is minimal and quality is near-offset these days.
- While it is still important for most book printers to have a hybrid offset/digital production platform, the scale is tipping quickly towards digital with the faster speeds and higher quality these systems now offer and the shorter runs and faster cycle times publishers are looking for. The economic cross-over point between production inkjet and conventional offset continues to rise.
- For more flexibility, larger book printers are installing both roll-fed and sheetfed production inkjet printers. Many are also still finding value in toner devices to fill smaller orders, run book covers, etc.
- Sheetfed production inkjet can be a good investment even if volumes are low, especially with the right job mix, as evidenced by the experience at Our Sunday Visitor.
- In a hybrid operation, having a consolidated front-end workflow directing work to offset and digital technologies when it makes the most sense is important . However, these companies typically have separate bindery operations to support their analog and digital production.
- Working closely with publishers to integrate into their workflow and systems, including content and inventory systems, is a huge plus for a book printer. Not only does this make the existing relationships more successful, it also opens the door to gain new business by leveraging what has been learned from earlier integrations.
- Self-publishing of books will continue to grow. This can provide unique challenges for book printers, who may want to beef up their front-end design services, as well as their ability to deliver electronic as well as printed books.

Clearly, printed books are here to stay, and production inkjet printing will continue to gain share as the technology continues to improve. As the share tilts more to digital, book printers who have not adopted digital may struggle, as may those who have not taken advantage of the most recent advancements in technology. Performing the right level of due diligence, finding the right vendor partner, and attending industry events to stay educated about new developments in inkjet and short-run automated workflows are key to future success in the book printing business.

For ease of entry or a streamlined way to update existing book production platforms, learn more about Book Smart Suite from Canon Solutions America by perusing the Appendix to this white paper.

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Appendix

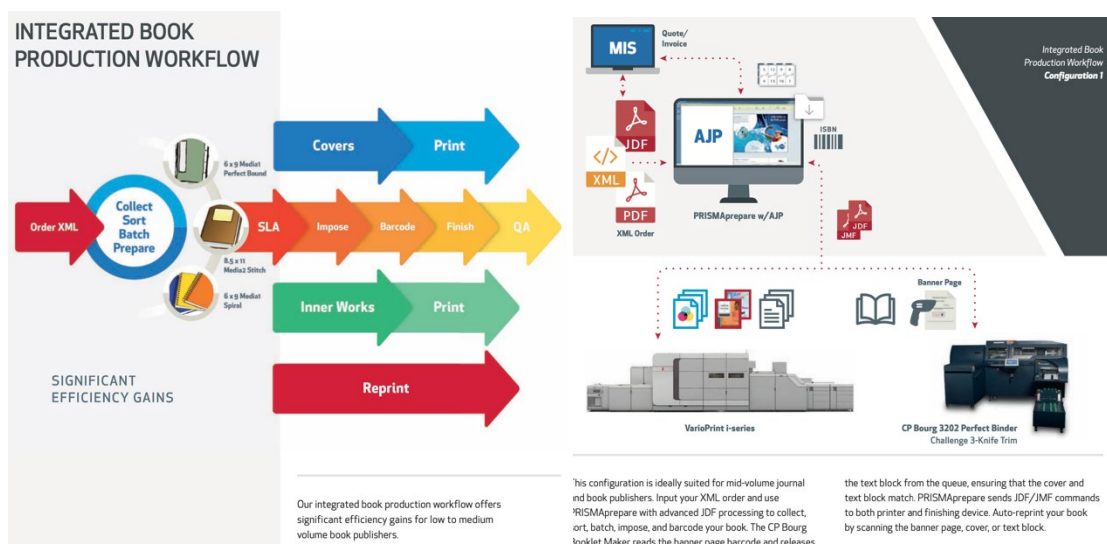## Canon Solutions America Book Smart Suite: An Overview

The Book Smart Suite is an end-to-end solution designed to help increase the efficiency of on-demand, short-run digital book printing. This package of proven automated workflow, press, media, copy protection, and finishing solutions is tailored to meet the needs of book manufacturers and publishers, while opening the door for commercial printers looking to expand into the digital production book market.

The Book Smart Suite: A Fully Automated Book Production Workflow

For book manufacturers who want to better manage inventories, reduce production costs, and increase speed to market, Canon Solutions America's high-speed digital solutions offer unparalleled speed and more efficient supply chain management — without sacrificing quality. These solutions are now offered together in one easy-to-implement, end-to-end solutions suite, taking the guesswork out of the transition to an automated book solution.

The Book Smart Suite enables book manufacturers and publishers to maintain lower inventory levels, move product to the market quickly, and keep backlist titles available. For printers who have experienced an increase in print-on-demand or one-off book requests, the Book Smart Suite is the answer. As an automated, end-to-end solution, the Book Smart Suite is designed to help printers and book manufacturers add valuable service offerings and increased flexibility through short-run production and intuitive workflows that ensure profitability through greater efficiency. A variety of scalable configuration options means the suite can be tailored to individual needs today — and grow with the business tomorrow.

The figure below is an example of a fully integrated Book Smart Suite book production workflow.

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Download the full Book Smart Suite brochure

View the Book Smart Suite Video

For more information about book production solutions from Canon Solutions America, contact us.

About Inkjet Insight

Inkjet Insight tracks the capabilities of production inkjet solutions for commercial printing, books, production documents, packaging and industrial print applications. We provide unbiased data and requirements gathering tools for companies evaluating inkjet plus downloadable tools and guidance to help companies assess print quality and educate customers and sales teams. Print buyers who want to understand print supplier capabilities and market trends will also benefit. We conduct ongoing research with inkjet users and their customers to educate and inform the industry.

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