High-precision printing technologies support Canon in a changing commercial printing market

In the mid-1960s, Canon made its full-fledged entry into the office equipment industry. In 1973, we introduced a full-color plain-paper copier, bringing new power to business documents. Later, we launched our revolutionary office multifunction devices which continue to receive high acclaim worldwide.

With the development of the copy machine, Canon understood the demand for printing large-volume publications. In the 1990s, a shift occurred in consumption patterns as well as market segmentation, leading to an increase in demand for various small-lot jobs. Ever since, the field of digital printing has continued to expand.

In offset printing, color images are separated into four colors, each of which requires printing plates; in turn raises the unit cost of small-lot printing. Digital printing does not require the labor-intensive use of plates; instead, printing is done straight from data. By not requiring the labor-intensive use of plates; instead, printing is done straight from data. By overcoming a key weakness in offset printing, digital printing has brought about a technological revolution.

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Core technologies from printer development support the digitalization of printing

Digital printing is lauded for its ability to facilitate quick turnaround of small-lot jobs. In addition, it provides such added-value advantages as variable printing, enabling the professional printing of such documents as invoices and delivery statements in which the content varies by sheet, and on-demand printing of customized low-volume orders. Supporting Canon’s advances in the commercial printing market.

 Welcoming Océ has helped us achieve growth in the commercial printing business

To expand Canon's share of the digital commercial printing market and create new avenues of growth, we welcomed the Dutch company Océ into the Canon Group in 2010.

Océ is a leading manufacturer of digital printers with a history spanning 140 years. The company's high-productivity printers are highly regarded for such black-and-white printing jobs as invoices, direct mail, and in the publishing field. Océ's high-speed continuous-feed printers make it a strong contender in European and U.S. markets.

Océ prioritizes not only speed, but also reliability and productivity—for instance, the ability to maintain consistent color and image quality even when operated non-stop for a full week. Today, Océ is developing and commercializing high-end printing equipment for the professional printing industry.

Canon continues to explore new business fields and pursue innovation in manufacturing

As “One Canon,” we are expanding into new fields of commercial printing

Starting out in the industry as a maker of innovative office and home-use printers, Canon has expanded into the field of commercial printing, and is now a leading brand in high-image-quality color printing, output services for businesses and in-house on-demand printing. Indeed, our collaboration with Océ has enabled us to expand into various fields of commercial printing. As “One Canon,” we continue to provide high-quality products and services while creating new synergies for growth. For instance, making Océ’s PRISMAsync print controller available for Canon printing systems realizes enhanced operability, which in turn enables balanced workloads through seamless schedule management of multiple presses and more efficient allocation of printing jobs. This combination of Canon and Océ technology has earned significant praise from the industry for its effectiveness in streamlining workflows and boosting productivity.

Expanding in the graphic arts market with high image quality and productivity

In the graphic arts (GA) market, once dominated by offset printing, such items as catalogs, demand high image quality. Aiming for this growing market, Océ launched the continuous feed printer Océ ProStream 1000 in February 2017. This digital system attracted global attention for providing the same high level of image quality and productivity as offset printing. In addition to its impressive functionality and productivity, the ProStream 1000 also received a prestigious design award. Expectations are high that Océ’s new flagship model will challenge offset printing in the competitive GA market.

With a clear understanding of how the digital printing systems are changing the way businesses do business, Canon is working to help companies of all sizes make the transition with ease.

Vision toward Growth: Commercial Printing

In April 2017, Canon opened the Customer Experience Center Tokyo (CEC Tokyo) at our Shinjuku headquarters. This facility allows commercial printing businesses to experience Canon’s leading digital printing solutions. In addition to equipment demonstrations and media and data inspections based on individual customer needs, we offer training for staff who will operate our systems. In the future, we aim to create a community in which customers can share their know-how and experiences with each other, and grow as a community.

New Customer Experience Center for commercial printing

In April 2017, Canon opened the Customer Experience Center Tokyo (CEC Tokyo) at our Shinjuku headquarters. This facility allows commercial printing businesses to experience Canon’s leading digital printing solutions. In addition to equipment demonstrations and media and data inspections based on individual customer needs, we offer training for staff who will operate our systems. In the future, we aim to create a community in which customers can share their know-how and experiences with each other, and grow as a community.

Opening of CEC Tokyo in April 2017

With a clear understanding of how the digital printing systems are changing the way businesses do business, Canon is working to help companies of all sizes make the transition with ease.

With products ranging from small printers to large commercial-use printers, Canon, in collaboration with Océ, aims to become the world’s No. 1 printing company. Digital printing is expected to encompass various fields, from IT to pharmacy, including industrial printing, which involves such non-paper materials as resin and cloth. With an eye on new markets, Canon will continue to pursue innovation in the manufacturing process and the development of advanced digital printing technologies.