

# PRESS RELEASE

## Canon demonstrates 'The Power to Move' at drupa 2024



At drupa 2024 under the theme of 'The Power to Move'  
Canon will demonstrate how it empowers PSPs to  
transform their businesses.

**DÜSSELDORF, Germany, 15.35h CET 25th March 2024 – At drupa 2024 (Messe Düsseldorf, 28 May – 7 June 2024, Hall 8a, Stand B41-1 to B41-8) under the theme 'The Power to Move', Canon will demonstrate how its powerful combination of technology innovations, expert teams, excellent support services and dynamic collaboration empowers print service providers (PSPs) to transform their businesses. The full portfolio of Canon production print technologies will be showcased, including sheetfed inkjet and toner presses, high-speed continuous inkjet production lines, flatbed and roll-to-roll wide format printers, and digital label printers.**

**Simulating real-world operations, end-to-end production solutions will combine Canon workflow productivity solutions, print media and presses with the pre- and post-processing equipment of more than ten technology partners. Through customer success stories, innovative applications and inventive business models, visitors will see the many creative and commercial possibilities of digital print-on-demand.**

At the centre of the 4,600 sqm Canon exhibition and hosted hospitality space will be 'The Core', offering visitors an immersive, multi-sensory exploration of print's emotional impact and how imaging experiences can enrich lives and businesses. 'The Core' invites attendees to get to know Canon from a less familiar perspective and to experience how print has the power to move.

Fanning out from The Core, Canon's technologies will be arranged by industry segment: Commercial Print, Publishing (including books), Promotional Communications (including direct mail and retail), Labels and Packaging, Interior Décor, as well as Inhouse and CAD printing. Across the stand, production solutions will deliver a diverse range of live applications reflecting the work mix of customers in these segments. Whether visitors are interested in inkjet or toner, colour or mono, small or wide format, Canon experts will be on hand to guide print businesses of all types and sizes to the best digital print technology,

workflow and print media choices for them - taking into account their operations, production volumes, customer profiles and growth aspirations.

A first at drupa, Canon will demonstrate its commitment to become a significant, trusted partner to the label and packaging markets, demonstrating live production of various label, corrugated and folding carton applications (*see separate press release dated 25.03.2024*).

The 'Printworks' area of the stand is about 'People, Planet and What's Possible'. Visitors will gain inspiration from exploring the various strategies Canon customers have adopted for successful sustainable growth and how Canon has successfully partnered with them to implement effective solutions. This area also visualises Canon's collaboration activities in the market to drive innovation and make a positive impact in the industry. 'Printworks' is also the designated area to connect with Canon business development, applications and operations experts. There, visitors will be able to explore how to accelerate their growth by accessing advice on everything from improving production efficiency, colour management and quality control to media selection, pre- and post-installation service and support models, and sustainability.

The importance Canon places on sustainability will also be reflected in every aspect of the stand, from individual product characteristics to the stand design and the choice of applications printed, many of which have a specific purpose with visitor or community projects. Environmental data relating to all solutions and substrates on the stand will be clearly displayed.

### **Technology innovations**

Drupa visitors will be the first in Europe to see a range of significant innovations from Canon for Production Print, including:

- The first live preview outside Japan of the new LabelStream LS2000 water-based digital label press, slated for 2025 availability
- The European debut of the new varioPRINT iX1700 sheetfed inkjet press, which will become available in 2025
- Latest additions to the Canon ProStream and ColorStream ranges of high-speed, web-fed inkjet printers: the ProStream 2000 series and the ColorStream 8200 (*see separate press releases dated 25.03.2024*)
- The new Arizona 2300 FLXflow flatbed wide format printer with PRISMAelevate XL (*see separate press release dated 25.03.2024*)
- The new imagePROGRAF PRO series for photo and fine art printing
- The new imagePROGRAF GP series for impactful poster production

These innovations comprise both continuous enhancements to Canon's existing portfolio as well as disruptive new products, demonstrating Canon's sustained R&D investment and unwavering commitment to the printing industry. With the knowledge that print businesses are seeking substantial

gains in productivity, versatility and operational efficiency, with maximum uptime and minimal waste, Canon is giving customers more printing firepower, expanding their application range, and integrating intelligent automation features to simplify routine tasks and enable them to focus on adding value.

Rounding out the exhibits on stand will be Canon imagePRESS V series colour printers, the varioPRINT TITAN and QUARTZ series monochrome printers, as well as the Colorado M series and UVgel Print Factory together with Canon large format technical documentation systems – all driven by the comprehensive PRISMA suite of production workflow solutions.

**Jennifer Kolloczek, Senior Director, Marketing & Innovation, Production Printing, Canon EMEA**, comments:

“In the eight years since the last drupa exhibition, Canon has had the opportunity to successfully work with a vast array of print service providers and has established itself as the leader in overall production inkjet, attaining leading positions in the web-fed, sheetfed and wide format segments we serve. At drupa 2024, we're excited to share the fruits of our continuous investment in technology and business innovation with a global audience, and to present our most extensive portfolio yet of powerful digital production print, label and packaging technologies – ready to support our customers' growth and diversification ambitions. We'll also highlight the many collaborative partnerships that help us to innovate, to grow digital print adoption, and to inspire meaningful changes towards a more sustainable future.

“Visitors will see compelling examples of print's power to move audiences, and clear evidence of Canon's ability to drive growth, evolution and positive progress – not just for our customers, but for their whole value chains and the broader print sector. As a complete imaging company, Canon is a strong and healthy partner for our customers and distribution channels, with a clear commitment to commercial and industrial print as strategic growth drivers, and with the aim to establish and maintain long-term, flourishing partnerships with our customers. We are looking forward to welcoming all visitors to our stand in hall 8a.”

ENDS

#### **Note to Editors**

Further innovations to be shown at drupa will be announced at the Canon press conference on 28th May 2024.

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**About Canon Europe**

Canon Europe is the EMEA strategic headquarters of Canon Inc., a global provider of imaging technologies and services. Canon Europe has operations in roughly 120 countries, with approximately 13,300 employees and contributes to around a quarter of Canon's global revenues annually.

Founded in 1937, the desire to continuously innovate has kept Canon at the forefront of imaging excellence throughout its 80 plus year history and has commitments to invest in the right areas and capture growth opportunities, from cameras to commercial printers, and business consultancy to healthcare technologies.

Canon's corporate philosophy is Kyosei – 'living and working together for the common good'. In EMEA, Canon Europe pursues sustainable business growth, focusing on reducing its own environmental impact and supporting customers to reduce theirs using Canon's products, solutions and services.

Canon is constantly redefining the world of imaging for the greater good. Through its technology and spirit and innovation, it pushes the bounds of what is possible – helping to see our world in ways we never have before.

Further information about Canon Europe is available at: [www.canon-europe.com](http://www.canon-europe.com)