

# PRESS RELEASE

## Canon Targets Premium Poster Market with new imagePROGRAF GP Series of 7-Colour Large Format Printers with Orange and Grey Inks for Vibrant and Smooth Colour Reproduction



The new imagePROGRAF GP series is designed predominantly for high-end posters.



Canon is launching a new series of 7-colour imagePROGRAF GP large format printers.



The new series comprises three models: imagePROGRAF GP-6600S, GP-4600S and GP-2600S.

**LONDON, UK, 25th January 2024 – Canon today launches a new series of 7-colour imagePROGRAF GP large format printers for both commercial and in-house print service providers. Designed predominantly for high-end posters but also suitable for other graphic arts applications such as printing photographs, the new series comprises three models: the 60"/1524mm imagePROGRAF GP-6600S and the 44"/1118mm GP-4600S – replacing the imagePROGRAF PRO-6100S and PRO-4100S – and the 24"/610mm GP-2600S. Combined with a new pigment ink set, LUCIA PRO II<sup>1</sup>, the new series delivers A0 size posters on uncoated paper within 48 seconds and provides an expanded gamut of vibrant and accurately reproduced colours, together with greater image durability. The imagePROGRAF GP series will be showcased live at drupa 2024 on the Canon stand in Hall 8A, B41-1 – B41-8.**

### **Exceptional PANTONE™ coverage**

The new 7-colour LUCIA PRO II ink set used with the new imagePROGRAF GP series includes orange, which reproduces more vivid, eye-catching colours, and grey, which smoothly reproduces skin tones, for example. As a result, the colour gamut reproducible by the new imagePROGRAF GP series accurately hits 96% of the PANTONE™ FORMULA GUIDE Solid Coated<sup>1</sup> sample book<sup>2</sup>, making the series ideal for printing corporate colours.

### **Significantly increased durability**

The LUCIA PRO II ink set also allows users to produce far more robust output as the new inks provide substantially improved abrasion resistance on photo papers, so that posters and other printed output are

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<sup>1</sup> Five of the seven inks are newly developed. The matte black and orange inks are the same as those used by the imagePROGRAF GP-2000/4000.

<sup>2</sup> 96% of 'PANTONE™ FORMULA GUIDE Solid Coated' sample book using Canon Premium Semi-glossy paper 2 with imagePROGRAF printer driver at [High] [Colour Correction Off].

less likely to be scratched when handled, transported and mounted in place. In addition, a very light-resistant pigment in the ink set dramatically increases colour fastness, so that artwork can be potentially preserved for up to 200 years<sup>3</sup>.

### **Productivity boost**

Regardless of the skill or experience of the user, the new imagePROGRAF GP series is easy to use and offers increased productivity, thanks to its ink ejection status monitoring system, simplified settings and easier media handling. Its dual roll capability allows a second roll of a different media type and size to be loaded at the same time so that the user can automatically switch from printing on matte to gloss paper without interrupting the workflow. By accelerating the automatic media feeding process, the media loading time has also been reduced by approximately 40%<sup>4</sup>.

### **Environmental considerations**

In line with Canon's goal of reducing the environmental footprint of its products and operations by using resources responsibly, minimising waste, increasing efficiency and supporting innovation, it has reduced the amount of expanded polystyrene packaging material used for the new imagePROGRAF GP series – for example, 89.5%<sup>5</sup> less polystyrene foam is used for the GP-4600S than for its predecessor. In addition, its reduced power consumption – using 94W or less during operation and 2.2W or less during standby – as well as other satisfied criteria, has helped the series achieve a 'Gold' product rating under the U.S. EPEAT<sup>6</sup> (Electronic Product Environmental Assessment Tool) Registry, the highest level of registration in the field of imaging equipment products.

### **Mathew Faulkner, EMEA Director, Marketing and Innovation, Wide Format Printing Group, Canon Europe,**

**comments:** "With the launch of the new imagePROGRAF GP series, we're addressing the needs of the high-end, premium poster market. The GP series retains the superb imagePROGRAF print quality, while the configuration of the new LUCIA PRO II inks offers a much wider colour gamut and delivers outstanding Pantone coverage for more accurate corporate colour reproducibility. With image durability also very important for the high-end poster market, any output printed on the new imagePROGRAF GP devices will be both very scratch- and light-resistant, helping to preserve its longevity and value. And with the improved media handling and increased automation of the series, we've also made it more productive and easier to use."

The new imagePROGRAF GP series is available from March 2024 across EMEA either directly from Canon or through one of its accredited resellers.

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<sup>3</sup> When using Canon Heavy Coated paper HG. Predicted value calculated in accordance with the indoor light resistance test method and life evaluation criteria of the digital color photographic print image preservation evaluation method (JEITA CP-3901B) published by JEITA (Japan Electronics and Information Technology Industries Association).

<sup>4</sup> From 123 seconds (previous imagePROGRAF PRO series) to 73 seconds (new imagePROGRAF PRO series).

<sup>5</sup> Ratio by weight, GP-6600S reduced by 58.9%. GP-2600S does not use polystyrene foam in product packaging.

<sup>6</sup> An environmental evaluation system established by the Green Electronics Council (GEC), an NPO in the United States, for the purpose of market development and promotion of environmentally friendly products.

More information on the new imagePROGRAF GP series can be found here: <https://www.canon-europe.com/business/products/wide-format-printers/announcing-new-imageprograf-pro-gp/>

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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)