



EXTRAORDINARY APPLICATIONS

We can help you do
extraordinary things!

Canon

FROM STANDARD TO EXTRAORDINARY

Digital printing promises a variety of opportunities for expanding revenue in both design and production. The capability of digital inkjet technology to print to almost any surface with excellent longevity and function, combined with an explosion in the development of new digital media and the rising trend of personalisation, is driving volume growth in the décor and manufacturing sectors.

Many current décor and industrial products are manufactured using traditional analog methods. Introducing digital printing techniques to these processes allows certain applications to be created faster and more cost effectively. Digital printing may also enable completely new revenue streams in terms of customization that are simply impractical with analog printing methods. Let's consider the complexity of these applications by classifying them into three categories.



Standard

Standard applications are the bulk of the current Arizona customer's workflow requiring nothing more than deliberate media selection and the normal use of an Arizona printer to achieve a successful result.

Speciality

Beyond these standard applications, there is class of Specialty applications that require more sophisticated printing techniques such as printing texture (i.e. Touchstone), or functional ADA-compliant Braille, gloss finishes, etc. These can usually be accomplished by printing in non-standard ways and/or by more exotic media selection.

Extraordinary

Beyond these Specialty applications there is a class of Extraordinary applications that will only work if they meet particular industry requirements and/or satisfy specific external standards.

These industry requirements may include specific mechanical durability or chemical durability, and/or color fastness that goes beyond what can be achieved by media selection and standard printing techniques alone. They also frequently require additional workflow elements that may include any or all of the following:

- Qualified (specific) media selection (media selection by class may be insufficient)
- Physical media preparation prior to printing, i.e. sanding.
- Chemical media preparation prior to printing, i.e. cleaning, priming, etc.
- Chemical or physical protection post-printing, topcoat, specialty laminate, etc.
- Finishing
- Handling

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STANDARD APPLICATIONS

Simple printing techniques on standard media types

Signage
Banners
Posters
Backlit Graphics
Window Graphics

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SPECIALITY APPLICATIONS

Sophisticated printing techniques on standard/selected media

ADA/Braille
Textured Printing
Membrane Switches
Spot Varnish
Packaging

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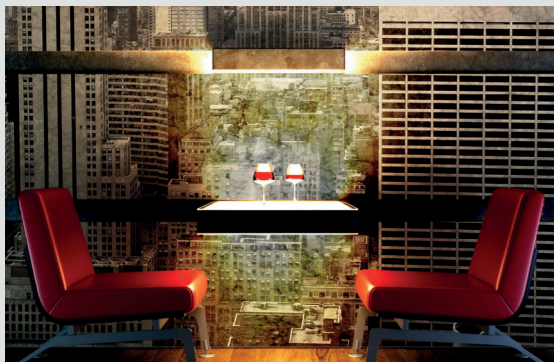
EXTRAORDINARY APPLICATIONS

Complex workflow and testing to prove functionality

Architectural Panels
Kitchen Backsplashes
Shower Enclosures
Partitions & Dividers
Furniture



Glass - kitchen backsplash



Marble - wall decoration



Ceramic tile - mosaic



DiBond - bank ATM machine

SOLVING THE EXTRAORDINARY

Developing and validating, certified, complex printing applications

Some customers report spending years conducting their own R&D to determine how to make their digitally printed products robust enough to meet their customers' specialized requirements. Canon can help you develop your own extraordinary applications, so you can get to market quickly and confidently with robust, high margin products. We have the expertise and experience to work with you to ensure your digitally printed product meets your customers' requirements, however complex they may be.

Application Blueprints

To demonstrate the power of this partnership, Canon's extraordinary team of application specialists, chemical engineers and color consultants have already developed a series of professional, empirically validated application blueprints for a range of extraordinary applications that may be just what you need. Printing on difficult material types and/or for strenuous functional targets, our experts have selected optimal primers and coatings that are most compatible with a particular media class and UV curable ink designing solutions for glass, PMMA (acrylic), aluminum composite panels, wood, cement fiber board and more. These blueprints are stress-tested! A series of tests has been used to determine limits of adhesion, abrasion, scratch resistance, rub resistance, chemical resistance. Employing the same standardized test equipment and processes, Canon can give you the assurance that your extraordinary application is robust enough to meet all your requirements.

Arizona application blueprints are a great starting point and demonstrate our ability to provide professional, predictable, replicable solutions for demanding applications. Of course, they can



easily be adjusted to ensure that the results fit your specific needs for environmental impact, adhesion, finish, and chemical/mechanical durability for a particular application.

Choose Canon as your partner

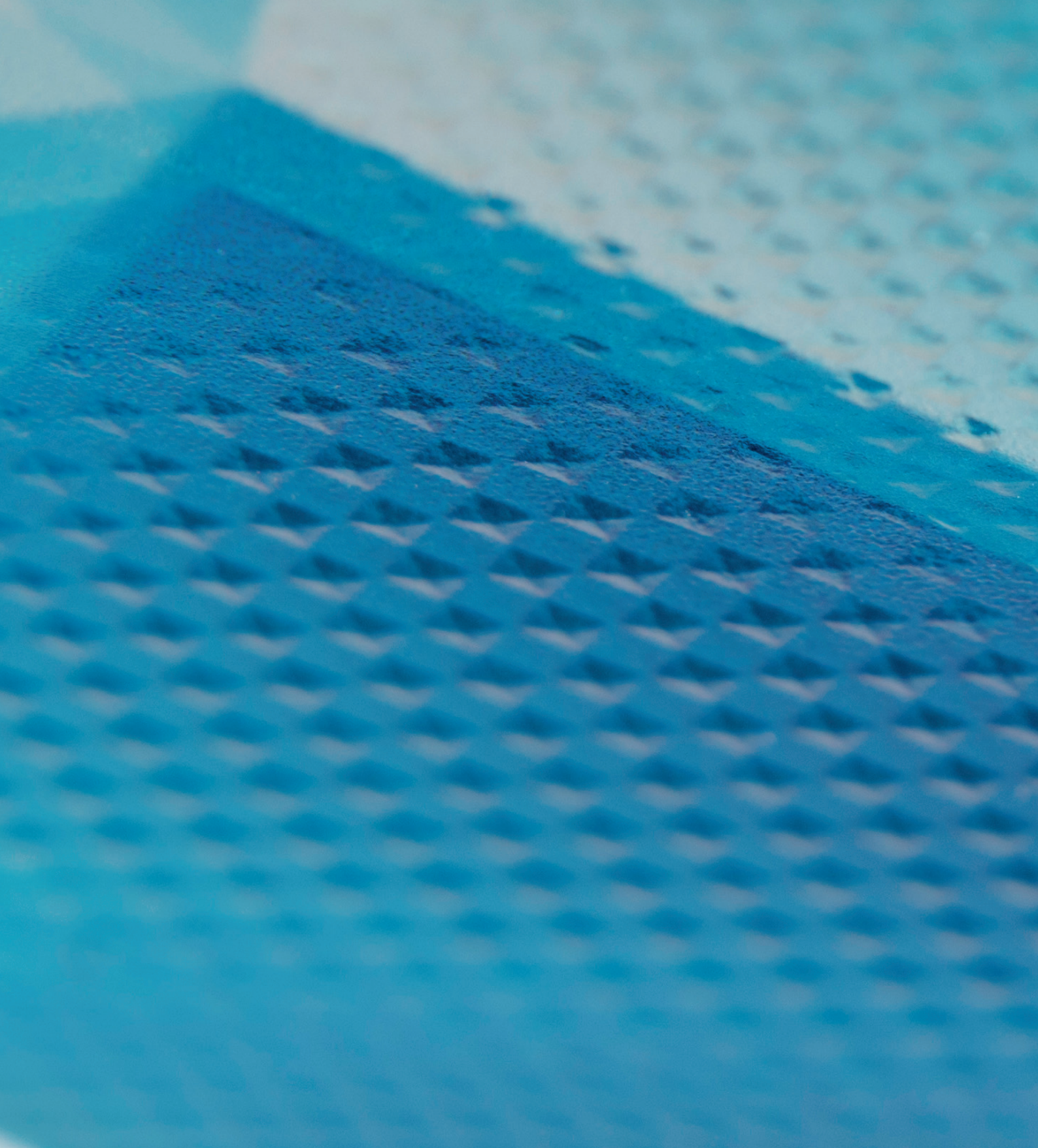
If you choose to work with Canon we will prove to be an extraordinary partner; skilled, equipped, experienced and ready to help you develop and validate your extraordinary applications. When required, we can and will involve third-party services, equipment and consumables to assist you in delivering and validating comprehensive solutions critical for your success. Our deep knowledge of applications and the advanced use of our products can be an important competitive differentiator for your business and should not be underestimated. Expand your range of applications and open new lucrative markets beginning today. We are ready to begin working for you!



Iron plate - fire table



Melamine - kitchen cabinet



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